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

The best-known trade-mark in the world
designating the products of the Victor Talking Machine Co.
Prices Revised

**Effective NOW**

The cost of raw materials and labor has now been lowered to such an extent that it is possible to reduce the prices of SONORA PHONOGRAPHS without affecting SONORA quality.

The trade and public can now purchase a SONORA with a feeling of confidence that they are paying PRESENT-DAY prices.

SONORA has always given and will continue to give the very best value together with the very finest quality.

**THE INSTRUMENT OF QUALITY**

Sonora

CLEAR AS A BELL

"The Highest Class Talking Machine in the World"

Sonora Phonograph Company, Inc.

George E. Brighton, President

NEW YORK CITY

FIFTH AVENUE AT 53rd STREET 279 BROADWAY

Canadian Distributors: I. Montague & Co., Toronto
CONTEST PROVES DECIDED SUCCESS
Columbia Dealer in Watertown Holds Musical Appreciation Contest for School Children—Rosa Ponselle Acts as Chairman of Judges

WATERTOWN, N. Y., August 5.—The Hardiman-Woolworth Co. of this city, Columbia dealer, conducted a musical appreciation contest recently among the pupils of all the grammar schools in the city that was successful far beyond expectations. Miss Margaret Clark was the winner of the contest, her program being considered the best by the following judges: Rosa Ponselle, famous soprano of the Metropolitan Opera; Percy Grainger, concert pianist; Toscha Seidel, concert violinist, and Charles Prince, director of Prince's Orchestra. All of these judges are exclusive Columbia artists who are renowned in the musical world.

The second prize was won by Pauline Ehrler, and the third prize by Barbara Williams. The second prize of ten Columbia records was won by five different schools as well as to the individuals, and at the close of the contest 170 programs had been submitted. A weekly announcement will be made hereafter from the lists submitted and concerts will be given in this dealer's auditorium every Friday afternoon.

With her award of ten Columbia records and a dozen cabinet photographs Miss Clark received an autographed letter from Miss Ponselle, chairman of the committee of judges, complimenting her upon the excellent program she had prepared.

The writer of successful sales letters must set himself into the position of the prospect addressed if his sales letters are to bring the returns they should, said Louis Balsam, correspondence and advertising counsel of the Direct Mail Advertising Association, in addressing that department of the recent convention of the Associated Advertising Clubs.

"There are," he said, "two kinds of false advertising. One is that which is not even intended to deceive men the world over can always be afforded to pay." "The bugbear 'that business is rotten' and, therefore, it is no use to spend any extra sales effort 'which would be wasted anyway.' The equally mistaken notion that-go to the opposite extreme in the misguided idea that 'well, I shall advertise ad nauseam and overspectacular sales and advertising appeals are the only thing that will bring in the business.' "The day of the haphazard, slipshod, indifferent letter is done."

"Now, more than ever, business men should understand that letters are not a thing apart, but one step in a vast merchandising process. "The miserable botch made by the average letter is infinitely more costly than a good letter could possibly be."

One poor letter often undoes years of the most effective advertising and sales efforts.

"What are we going to do about it? Here are four rules underlying all successful letters. If applied to your own correspondence they will turn the trick as they have for business men for years."

1. The successful letter writer is one that is in love with his product. He can be successful unless it is written by someone thoroughly in earnest."

2. Successful letters are those written by people who know what they are talking about. In other words, the average letter is a failure because it doesn't visualize its reader."

3. Simplicity is essential to successful letters. "The overrambunctious and overspectacular element must be eliminated in sales letters." These pointers are worthy of consideration.

USE OF COLOR IN ADVERTISING

Has Real Effect in Increasing the Selling Power of Publicity, Declares Professor Wellman, Who Has Given Subject Considerable Study

That the use of color in advertising has a real and definite effect in increasing the selling power of such advertising is a fact brought out through careful and scientific research now made by Professor Wellman, of Dartmouth College, the results of which were presented by him at the recent convention of the Advertising Club of New York.

In the course of his talk Prof. Wellman said: "There have been some very interesting experiments (in the use of color) in the catalog field. The color page has established its ten-fold effectiveness without question. In fact, the test by departments shows a range of from ten to one hundred times as many sales from the use of a color page as from the use of black and white. While these tests were being carried on it was also discovered that sales increased proportionately as on Saturday of sales per square inch page decreased. In other words, the mail-order house discovered that one article, well designed and well illustrated, sold more merchandise than it ever did before."

"In the direct-mail circular and follow-up field we find that even the addition of one color has increased the selling power of the letter tenfold."

It is a fact that the larger investment required usually imposes the preparation of a better selling appeal on the part of the copy writer.

The field is promising a wide open for direct attack with good copy."

OPEN NEW BRUNSWICK SHOP

Bungalow Shop, Exclusive Brunswick Dealer, Opens Attractive Establishment—Fenton's Orchestra Appears At Opening of Establishment

LOWELL, Mass., August 8.—The Bungalow Shop, an exclusive Brunswick retail establishment, was formally opened on Saturday, July 23. The shop, which is located in Prince's Arcade, is owned by the Prince-Walker Co., Mr. Walker is one of the best-known members of the New England retailing machine business. He has several years as wholesale manager of the Krafts' Specker & Co., Boston, Mass., Brunswick distributors.

Carl Fenton's Orchestra, exclusive Brunswick artists, and one of the country's leading dance orchestras, appeared at the opening of the Bungalow Shop, and played to capacity audiences throughout the day. The equipment of the new store is novel and unique, having been designed to duplicate the furnishings of a modern up-to-date bungalow. A complete line of Brunswick phonographs and records is on display at the Bungalow Shop, and there is every reason to believe that the new store will attract pleasing success.

W. E. DEWELL IS NEW MANAGER

BERKELEY, Ia., August 4.—W. E. Dewell is the new Pathe manager of the Churchill Drug Co., Pathe distributor of this city. He is a seasoned man, who has acquired a special insight into the Pathe dealer service. A number of years as manager of the United Drug Co., he has watched the Pathe dealer service. Churchill dealers will undoubtedly be greatly helped when the plans which Mr. Dewell is formulating are put into operation.

Fresh air in the lungs is good, but fresh ideas in the head pay the bills.
Music Should Be the Dominating Factor in Successful Talking Machine Salesmanship

Mr. Salesman or Miss Saleswoman, whichever you are who reads this, what is it that you are selling? "Talking machines," you will answer—"talking machines and records." Certainly you are taking customers into boudoirs and showing them cabinets, getting out records for them and taking their orders for goods which cost him money. But that is not what we mean at all.

What is it you are really selling? Does that mean that the woman who comes in and listens to your recording and looks at your cabinets really anticipate paying out good money merely to get a box made of wood and varnish, glue and hardware, filled with machinery and priced up in the hundreds of dollars? Is it the machine that the customer wants? Or is it what the machines do that the customer is thinking about?

When you sell records does the customer know or care that the disc you put before his or her eyes is made of shellac and other materials, or, in fact, does the customer care one bit what the record scientifically consists of? Is it not what the record will do that interests the customer?

Of course, it is. You, young man or young woman, selling goods in a talking machine store, are not really selling pieces of furniture or discs of shellac. You are selling the life that is in those dead elements when they are brought together. By themselves they are nothing. Furniture is to be had at a furniture store. If it is a closet you want or a chifferobe. But bring machine and record together, and from the music springs music, glorious, splendid, hallelujah, solemn, majestic music. Is it that, young gentleman and young lady, who you are selling, music and all that the music implies?

Not Machinery, but Music

And that is why, when you sell these machines and these records, you are only selling elements in the making of music. You are selling the material clothing of a feeling in the heart, of a thought, of a desire. You are selling music, and you are wrong if you think that you are selling anything else.

What Is Good Music?

Now, this word music conveys a good many meanings and covers a multitude of ideas. In matters musical, if anywhere, it is true that one man's meat is another man's poison. But this much is also true: that no music is bad which is sincere. Whether it elevates or just makes one glad, or sets one's feet dancing, or inspires one to lift up a voice, no matter how untrained, in sheer happiness and lightness of spirit, then it is good music. Mere noise, barbaric howls and raving screams are not music and never were.

But apart from that, you cannot go through a talking machine catalog without seeing that ninety-nine selections out of every hundred from nursery rhymes and negro songs to string quartets and operatic airs, are all good music.

The Selling of Talking Machines and Records Means Selling Music That Is Best Sold When It Is Understood

...unt, just as soon as you begin to think at all about it you will see that this word music conveys so wide a meaning and covers so many different ideas that there is really no getting in the bottom of it. If ever there was a collection of organized ideas which needed expert knowledge and real experience that collection is music. Merely to go through a catalog of records is to find puzzles for the best musicians, puzzles which will still have very much trouble in trying to answer off-hand. The ordinary layman, desiring music and eager entertainment, simply does not know how to read a catalog intelligently. Can it be wondered at that such a person chooses only the selections which he or she has heard of or somehow already knows?

Is there anything difficult about this? Hardly! The salesman or saleswoman who has the job of selling machines, or records, or both, ought to be delighted merely to have the chance to spend spare hours at the other end of the machine, playing over the best music and becoming familiar with it. That is not work, it is play, and the finest kind of play.

The Wonderful Pages

He or she who takes seriously the work of each day will rejoice in the opportunity to become better acquainted with the wonderful pages of the record catalog, and from that first reading will be inspired to make the closest kind of investigation of the records which correspond thereto. The shelves of every talking machine store worthy of the name are filled with magnificent recordings, with golden voices, golden strings, golden horns, imprisoned in the simple discs and waiting to be kindled into glorious life by the liberating touch of the talking machine. Not to know, intimately and with the authority that only intimacy gives, the contents of these book-cases is to commit a daily crime against one's heart.

Is there anything difficult about this? Hardly! Good Music and Good Machines

The statement is as true as applied to the talk.
Victor Supremacy

The supremacy of the Victrola commercially is coincident with its supremacy as a musical instrument.

The success of Victor retailers goes "hand in hand" with Victor supremacy.

"Victrola" is the Registered Trade-mark of the Victor Talking Machine Company, and the sale or use of any other Talking Machine or Phonograph products under the name "Victrola" unless covered by license is an infringement of the rights of the Victor Talking Machine Company in such name, and will be dealt with accordingly.

Victor Wholesalers

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

Victor Talking Machine Co.
Camden, N. J., U. S. A.
MUSICAL NEWS

MUSIC SHOULD BE DOMINANT FACTOR (Continued from page 4)

The genuine, trade-marked Peerless (warp-proof) Album costs no more than the ordinary kind and is easier to sell because the stamp of quality is there—you don’t have to say, “Just as Good”.

Peerless Album Company

Phil Ravis, Pres.

636-638 Broadway
Boston Office, 20 Sudbury St.

The name Peerless on a record album is like the word "sterling" on a piece of silver—it’s a guarantee of quality.

Your customers, educated to the habit of buying only the standard, trade-marked products of a reputable manufacturer, are always 100% sold when you lift the front cover and point to the name Peerless on your album. It’s the conclusive sales argument.

Six Fundamentals of Display

An Expert in Window Dressing Tells of Certain Essentials That Are Worth Noting

The window display manager of a large department store has placed on the wall of his office for the benefit of his assistants six of what are considered the most important fundamentals in window dressing. These are set forth so as to assist those interested in installing window displays. The six fundamentals are as follows:

1. Show windows are the best advertising space in the building.
2. Show windows should be a picture, handsome rather than pretty.
3. Space is valuable. Therefore, to use the space most economically and effectively use your own merchandise.
4. To so arrange a window that it shall be a simple arrangement of a few easily grasped facts.
5. In each window as far as possible strive to make coloring harmonious and goods convey a similar idea—in other words, harmonize ideas as well as colors.
6. Each group of windows should be so arranged that one of the two effects is produced:
   (a) They should harmonize; or
   (b) They should act as foils for each other, so that each will set off and emphasize the other, in other words, harmony or agreeable contrast is an absolute essential.

Schumann-Heink Will Sing

Kansas City, Mo., August 6.—Among the great events of the American Legion convention in this city this Fall will be the singing of Mrs. Schumann-Heink, the great contralto and Victor artist, who has announced at Manila that she had just received engagements in the Orient that would have netted her about $30,000 in order to be with "her boys," as she calls them. She sang at the hospital for the soldiers at Manila before she left for the United States, in spite of the fact that she has been ill.

Parrot Talk or Common Sense

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Victor Supremacy

The Victor has earned its supremacy by the great things it has actually accomplished.

The large measure of success enjoyed by Victor retailers is in keeping with Victor supremacy.

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

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

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

Victor Talking Machine Co.
Camden, N. J., U. S. A.
PLANNING THE SUCCESSFUL FALL CAMPAIGN

Before the next issue of The World makes its appearance we will have entered on the campaign for Fall trade. The volume of business will be as we make it. In other words, there must be a rapid awakening to the necessity of exciting the buying public. The American people as a whole have been practicing thrift. There has been a limited amount of buying of a voluntary character in the musical instrument field. The public must now be sold by a thoroughly up-to-date conception of salesmanship. It must be made to realize that music, and particularly talking machines, are a necessity in the home. This formula may be easier to talk about than to put into practice. The fact remains that the dealer who has not utilized his time during the inactive period in building up prospect lists and developing leads in preparation for the period when there is greater activity, and when a limited amount of time can best be devoted to actual selling, has not done his duty to himself or to the industry. The manufacturer or merchant who is waiting for Fall trade to develop without making studied efforts to bring it about is neglecting great opportunities. There can be no resting on past laurels. There must be continued progress and achievement.

We have just closed six weeks of hot, humid weather, which has curtailed the volume of retail business materially—a period when a great number of retailers ceased their moat efforts to develop business, curtailing the volume of retail business materially—a period when a great number of retailers ceased their most efforts to develop business. While a holiday period for rest and recreation is very advisable and to be heartily recommended, the time is now approaching when the vacation spirit must be replaced by the spirit of enterprise and trade building. We must perfect plans for a great volume of business this coming Fall and Winter season.

Anyone acquainted with trade conditions throughout the country can easily realize that we are facing no easy task—that it will be a continuous battle, and that the army that is best drilled and which has its plans of campaign well prepared, with forces properly equipped for the fray, is going to be the victor. Preparedness is one of the greatest requisites to success, and in these closing weeks of August it is time to fall into line and get into action.

PUBLICITY AS A FACTOR IN SPEEDING SALES

No man who deserves the name of merchant can fail to recognize the force of advertising in speeding up sales. Progressive policies and modern plans of merchandising are most needful necessities to success, but unless the purchasing public is made aware of a store's progressiveness through the medium of advertising propaganda little is accomplished.

At no time in the last ten years has advertising been more necessary than to-day. Buyers and sellers are too prone to admit that business is bad and times are hard. This pessimistic wailing never gets anywhere. It is only in times of stress that strong men demonstrate their abilities to turn failure into success.

Despite the quiet conditions referred to there are talking machine dealers in this country who have done more business in the past six months than ever before in their history. They were forced to realize that it was up to them to do something out of the ordinary, and this extraordinary effort of salesmanship has brought a most gratifying reward in the way of larger sales. There are possible purchasers existent all around us, but they are not inclined to buy talking machines, records, or anything else unless they are solicited and solicited in a manner entirely out of the ordinary. Where this is being done good results are being achieved.

In the race for business the advertised product unquestionably laps a distinct advantage, for the individual, whether retail customer or dealer, who is inclined to hesitate about buying is most likely to select, when he finally develops the purchasing mood, those products with which he is directly acquainted, either through personal contact or advertising.

While advertising is an absolute essential to business success at all times, it is of much more essential to-day than ever before, and the dealer who maintains a forceful selling presentation of his goods continuously before the public is building up a prestige and a position which is going to aid him materially in becoming a leader in his field. Faith, courage, confidence should be the basis of dealer publicity these days. It stimulates and educates the public and helps to improve and stabilize conditions generally. It may be said the effect is more largely psychological than real, but after all the industry, like the individual, can be neither buoyant and successful or gloomy and a failure. To-day the dealer who wins out is the man who puts forth all his energies in presenting his goods by means of an attractive, convincing publicity, which shows the absolute need of music in the home and how that music may be supplied with which he is directly acquainted, either through personal contact or advertising.

Although it is not likely that for a number of years to come the annual convention of the National Association of Talking Machine Jobbers will be held so far West as Colorado, as witness the recommendation that the next convention be held at Atlantic City, the fact remains that the Colorado Spring meeting proved an impassable success in every detail. To Charles K. Bennett, chairman of the Arrangements Committee, and his able assistants, who worked so unselfishly, is due most of the credit for the success of the meeting. Not a detail was overlooked from the time the jobbers left New York until the final round of golf. Although approximately 150 people were in the party, there was not heard a single complaint, which is the best proof that could be required regarding the success of the affair. Under the direction of L. C. Wiswell, the retiring president, the business sessions were conducted harmoniously and with snap, with the result that the great amount of real work was accomplished in the three business sessions.

The World has received many compliments for its enterprise in bringing to the jobbers the first complete account of the convention up to and including the golf scores, which was adequately illustrated. The majority of the jobbers upon their return to their offices found The World with a full page listing the results of the most successful convention in the history of the National Association of Talking Machine Jobbers.

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DEVELOPING INTEREST AMONG SALES FORCE

It is generally believed among business men that salesman who work wholly or partly on the commission basis are likely to produce the best results, for a fixed commission proves an incentive to the salesman to increase the volume of his business and profit directly thereby—an incentive that is lacking in the case of the salaried man. It frequently happens, however, that even salesmen working on commission are liable to grow stale and lack interest, and this extraordinary effort of salesmanship has brought a most gratifying reward in the way of larger sales. There are possible purchasers existent all around us, but they are not inclined to buy talking machines, records, or anything else unless they are solicited and solicited in a manner entirely out of the ordinary. Where this is being done good results are being achieved.

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reviving the interest of his salesmen and stimulating business thereby. It has been found practiced in many lines of business, and particularly so in the music industry, to institute various contests with prize awards to develop competition among the selling organization to the advantage of the salesman himself as well as the house for which he works. The prospect of winning a prize, even though its intrinsic value may not be much, arouses the sparring spirit that exists in the average salesman, and does more to stimulate him to greater effort than does the prospect of seeing his commission check grow. It simply means the injecting of new interest into the selling game.

Salesmen are only human, and the best and most energetic are prone at times to feel the monotony of their particular vocations. When some plan is developed for breaking this monotony, even temporarily, the stimulating effect is immediately evident and is generally more or less lasting.

Some humorist gave birth to the epigram that "men will do more for a cigar than they will for a dollar." It has been proven on numerous occasions that many a salesman will work harder in an effort to win a $10 pocketknife than he will when the prospect of earning $100 extra in commissions is involved. It simply means appealing to the craving for something new.

THE DEBUT OF THE PATRONAGE PROMOTER

A prominent Western retail music house has just hired a competent former saleswoman to act as an official "greeter" and has by that action presented an idea that should interest other progressive concerns in the trade. The "greeter" in this particular instance is qualified with seeing to it that every visitor to the store is received cordially, made to feel at home and otherwise insured of a welcome that is calculated to promote regular patronage. And regular patronage is particularly valuable just now.

Having been a saleswoman, the "greeter" in this case is qualified to meet visitors properly and, not being charged with the actual work of selling, is free to see to it that the customer is accorded the proper attention even before the salesperson can take charge. The idea is not exactly original, for similar positions are maintained in other lines of trade, but it is new in the music trade, and should find favor, especially with those big establishments where the visitor is called upon to pass some distance into the store before coming in contact with the salesperson.

The average customer naturally likes to receive attention and if properly welcomed at the door of the store, and directed, if not escorted, to the proper section where the desired article may be obtained, soon gets the feeling that his, or her, trade is worth while. It keeps the customer interested, too, while waiting for some busy salesperson to find time to give the visitor attention.

Another store in the West has worked along different angles. In this case a woman has been employed for some time making a close inspection of the facilities of the store where she is employed and then visiting similar establishments in the same and neighboring cities with a view to getting ideas regarding improvements that may be made in her own establishment. This is the proper idea if the retail store is to be kept well in line with the others of its class. It means knowing what the other fellow is doing and then trying to improve upon that work.

KEEPING UP EFFICIENCY STANDARDS

It is a well-established business maxim that when business falls 20 per cent sales efforts should increase 50 per cent. That is a very good policy as far as it goes, but, like so many other ideas, it should be amplified. If a man has the power to increase his efforts 50 per cent then he has not been doing the business he should have done when times were more nearly normal. It stands to reason that there must be something wrong somewhere if a sales staff can suddenly do 50 per cent more work simply because business happens to be dull. If that increase in efficiency were put into effect when business was normal the profits of the firm would be great enough to tide over the period of depression. The merchant who allows his sales force to give him only half the service of which it is capable is losing money every day that this condition exists. The merchant who desires absolute efficiency must demand the continuation of this high sales standard when business conditions return to a normal basis.

Wholesale Exclusively

WE gun for B'ar and get results. Let us help you get that "Volume."

That's PEARSSALL SERVICE

"Desire to Serve PLUS Ability."

10 EAST 39th ST. NEW YORK CITY
The Cheney Factories

Utmost precision of metal parts, mechanical perfection of the Cheney motor, and unusual skill and talent in the fashioning of artistic cabinets are demanded in the production of Cheney phonographs.

These standards, maintained and elevated, will keep The Cheney pre-eminent in quality.

Cheney Talking Machine Company, Chicago

The Cheney

The Master Instrument
With the Violin Resonator and Orchestral Chambers
The Talking Machine an Important Orchestral Factor in Smaller Moving Picture Houses

Keep observers will have noticed that music occupies a big share of the advertising of moving picture houses. Moving picture men always include the musical program in their advertising and on the printed programs. They are realizing more every day the wonderful pulling power of music and several theatres have even gone to the extent of practically featuring the music, making the show itself of secondary consideration. In large cities where there are modern theatres the following expression is the barometer of the drawing value of music: "Let's go to the Rialto, or whatever the name of the show may be; it has wonderful music!"

In the larger theatres, orchestras, organs and pianos supply the musical entertainment; but there exists an undeveloped field in the smaller theatres for the sale of talking machines. The talking machine will add to the prestige of the most renowned musicians in back of it and can thus be sold to theatre owners, and the dealer who goes out after this business will not regret it.

The modern talking machine gives a perfect rendition of the artist's performance and the objection of lack of volume can be overcome by the attachment of a Magnavox, an instrument for increasing the volume of sound. Thus the music can be heard distinctly in every part of the theatre, and the patrons will derive the benefit of hearing the great artists and orchestras of the world instead of the inferior music which is so prevalent in the smaller theatres.

The dealer who succeeds in placing a talking machine in a theatre should not overlook the possibilities for publicity. Money spent for advertising that gets results is a profitable investment, and what better avenue of publicity can be found than a place of amusement where hundreds of people go daily? Arrangements might be made by the dealer to offer the theatre management the use of one of his machines free of charge provided that proper announcement is made on the screen of the name of machine and the dealer who supplied it. Here is an advertisement—what better avenue of publicity can the dealer sell a talking machine in a theatre...? The Talking Machine World...
"History Repeats Itself"

"In the fog of doubt and expectancy that beclouds the judgment of all but the shrewdest talking machine dealers, as applied to their probable stock requirements for the fall and holiday seasons, one fact remains—though it may be forgotten or ignored—to determine the correctness or mistake in a decision of what and when to buy.

"The fact is, phonograph products cannot be made overnight."

Quoted from an editorial in
The Phonograph and Talking Machine Weekly for July 13, 1921
While Prices Are Down

SHREWD Columbia dealers are looking ahead to the big business that's sure to come this fall and holiday season.

They're preparing for this big business with courage and confidence.

They know that Columbia Grafonola prices have reached the low level, that they can sell the latest models with many modern exclusive improvements for less money than older designs of phonographs with none of these features. They know that their percentage of profit remains exactly the same.

They know that when they want Columbia Grafonolas, they'll want them in a hurry.

They know that stocks of Grafonolas are ample now—at these big savings—and that Grafonolas cannot be made overnight.

Shrewd Columbia dealers will be prepared. From Labor Day to New Year's they'll cash in on the courage and confidence they show now.

COLUMBIA GRAPHOPHONE COMPANY
NEW YORK
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.

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Corrugated Pads*

These double faced corrugated paper cushions come in both ten and twelve inch sizes, furnishing excellent protection for your customers' records.

Supplement Envelopes

Size 5½ x 7½. Made in white and colored papers, imprinted with your name and address. Choice of several attractive designs which can be changed every month. Read notice at right.

THE H-W SERVICE

is national in scope, available to dealers in every State. It is the only complete service of its kind. Our products are manufactured from the best grades of paper, and are sold at the lowest prices that can be quoted on goods of like quality. They are the result of practical knowledge of Dealers' Needs and Talking Machine merchandising.

*Items marked with an asterisk can be shipped within 24 hours after receipt of order.

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.
Co-operation Among Talking Machine Dealers and the Benefits to Be Derived

By D. G. Baird

The old motto, “United we stand, divided we fall,” is just as true to-day as it ever was, and it has always been true. Co-operation is beneficial to all parties concerned and, if properly directed, harmful to none.

Talking machine dealers should organize in every town where there are two or more dealers. They should organize for the purpose of educating the people of their communities in the greater appreciation of music, especially the use of the talking machine. They should organize for mutual protection against crooks, dead-beats and unethical dealers. They should organize for the purpose of promoting better merchandising in the individual shops. They should organize for the purpose of forestalling any sales stunts that might be harmful to the business in general. They should organize for the purpose of securing better displays at fairs and other public places. They should organize for the purpose of promoting harmony and good will among themselves.

There may be other reasons why talking machine dealers in every town should form local associations, but these will suffice for the purposes of this article, which are merely to show the importance of such cooperation. Taking these up in order, then:

For Better Publicity

Very few dealers, comparatively speaking, are able to advertise as much as they must if they are to educate the public to the talking machine habit. The sale of the talking machine has been phenomenal, it is true, but nothing like what it could have been made. Not only so, but the first burst of enthusiasm for the talking machine is past and we are now in the midst of a situation that calls for greater effort than the majority of dealers have been accustomed to expend in their efforts to provide music for the nation. Dealers are few indeed who are able to invest enough in newspaper advertising to make their publicity pull as it should, to say nothing of undertaking a campaign of general publicity.

By co-operative advertising, a number of dealers could run enough display publicity in the local papers each week to undertake an educational campaign keeping the “talker” idea in the minds of the people all the time. In this way dealers would be able to ask and get considerable assistance from the manufacturers also.

The association would, of course, have a name, such as “Associated Talking Machine Shops” or “Community Music Shops,” and all publicity would be over the name of the organization and would carry the names of the individual members at the bottom of the advertisement. In order that all might fare alike in the direct benefits from such advertising, the names of the members should be arranged in alphabetical order and then rotated, the name heading the list in one advertisement going to the foot of the list in the following one, and so on. The name of no talking machine would ever be mentioned in this publicity and all makes would profit alike from it.

The amount of space taken by the association would, of course, depend upon the strength of the organization, but whatever the size of the display may be, at least one advertisement each week should be run in the local papers. An association composed of, say, ten or twelve dealers, in a large town or a city, might very well run thirty inches in each paper in the city each week. Smaller organizations would be bound to expend less space because of the expense. In addition to the general advertising, individual dealers would continue their own publicity or cut out as they saw fit.

For Mutual Protection

Every talking machine dealer loses a considerable amount of money each year because of skips, dead-beats, returned machines and unethical dealers. They have no means of checking up on prospective customers; they have no little or nothing about the credit records of those to whom they entrust their instruments.

The result is that entirely too many people are deprived of the practice of buying a handsome machine on terms and immediately thereafter removing to another address without taking the trouble to notify the talking machine dealer from whom they have made their purchase.

Another very common practice that seems to be gaining in favor with the dead-beats is that of getting a first machine for as small an initial payment as possible and then neglecting to pay any more on the contract. The first payment lapses for a week or so, then the dealer sends a new statement just as a reminder. This is ignored and the dealer sends another statement and another. He goes in person to collect and is put off with plausible excuses and promises to pay. Finally he takes back his machine, after it has been used for several months, and the dead-beat goes right over to another dealer’s and gets another machine and does the same thing. In a large city where there are many dealers, a dishonest person may do this for years without ever being suspected. One dealer doesn’t know that the beat has already beaten one or more other dealers and has no means of finding out.

With an organization, dealers could readily check up on such crooks and save themselves immense sums of money every year by refusing to entrust their instruments to those who were known to have beaten another member of the association.

Unethical business practice on the part of any dealer or individual could be stopped. The electrical specialty shops of Detroit recently formed an association very similar to the one here proposed for talking machine dealers, and one of their first acts was to put a stop to the practice of certain people who were making a business of buying up slightly used laundry equipment and advertising it for sale as new goods at cut prices. To do this, the officers of the association simply went to the newspapers and explained the situation, whereupon the papers rejected all subsequent ads of the kind.

Every day there are being advertised in the newspapers of the country supposedly new, standard talking machines at $15 and up. An organization of dealers could stop this at once.

(Continued on page 17)
A message of vital importance to phonograph merchants who have a right to know the facts.

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

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

Not long ago this same organization witnessed the demand on the part of America for a phonograph which, aside from being a perfect musical instrument, would be decorative as well and lend enchantment and beauty to the home. In other words, it saw the necessity, for phonographs of fine cabinet design—which cabinet design as Widdicomb placed in its well-known furniture—and the executives of the company determined to investigate the phonograph market.

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

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

These experts, together with the Widdicomb cabinet makers, worked for two years before the first Widdicomb phonograph (now entitled The Aristocrat of Phonographs) was completed. When it was shown to a limited number of well-known phonograph merchants it created a sensation. It contained many exclusive features and it was the first time that a phonograph had been designed which contained beauty in appearance and exquisite musical qualities as well.

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

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

CO-OPERATION AMONG THE DEALERS

Another thing the electrical dealers did was to put a stop to the practice of giving prices with purchases. Several members of the association were in favor of giving prices—though it would encourage buying—but the majority succeeded in showing that there is no end to the price-giving practice. If one dealer gives an album, another will give an indestructible needle, another will give half a dozen records and another will go them one better in some way.

It may be objected that talking machines are sold at the manufacturers' terms, but so are electric washing machines, ironing machines, vacuum cleaners and other specialties. Yet the electric specialty dealers of Detroit have found an organization essential to the well-being of the individual dealers.

For Better Merchandising

An organization of the talking machine dealers of a community would not only forestall any unethical practices on the part of dealers or if any such practices did occur, but the following points inight prove to be all of advantage to the dealers:

1. Each dealer has an equal right to display his machines in the store where the manufacturer's display is also shown.
2. For Better Merchandising. The majority of the members, contributing a quantum, shall have the power to arbitrate all difficulties between members or between dealers and the association.
3. The officers of the association shall be elected by the majority rule at all times, and the majority shall rule. Each individual, firm, or corporation becoming a member of this association, votes to the majority rule of the association for the general good.
4. Each member shall be entitled to two-thirds of the meetings, in all meetings of the members, the association shall be a majority vote of the members, but there will be no competition from other dealers and far more machines would be sold, the resultant increase of sales very naturally gains the increased number of sales.

For Better Displays

Another thing that the electric specialty dealers have already referred to have done was to obtain a separate building for their display at the State fair which meets in the city each autumn. This was done for two reasons—because the dealers have been compelled to accept any kind of display space they could get, and because they wanted to take advantage of the single effect of a display of electrical goods exclusively.

At such a place as a State or county fair there are so many things to distract the attention of the individual dealer that the individual dealer can get little attention to his particular line. Mrs. Housewife may be very anxious to have a talking machine in her home, but just as she approaches a talking machine stand she sees an electric washing machine and she immediately remembers that she needs a washer. She is not able to buy both, and the result frequently is that she buys neither.

If one dealer gives me album, another will give me indestructible needle, another will give half a dozen records and another will go them one better in some way. When you, Mr. Dealer, pass your competitor's shop, you must consider whether you are giving your customers a better system of making collections, an organization of the talking machine dealers, an organization of the electrical dealers, an organization of the manufacturers of electrical goods, an organization of the electrical specialty dealers of Detroit have found an organization essential to the well-being of the individual dealers.

The voting shall be done by a majority of the members, and the majority shall rule.

The majority rule shall rule. Each individual, firm, or corporation becoming a member of this association, votes to the majority rule of the association.

We, the undersigned individuals, firms or corporations, engaged in the retail electrical goods business in Boomville, Maryland, have organized into an association hereafter to be known as the "Community Talking Machine Shops." The primary purposes of this organization are...
IMPORTANT TO THE TALKING MACHINE TRADE

Record Albums

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

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

CO-OPERATION AMONG THE DEALERS
(Continued from page 17)

9. All correspondence for the conduct and maintenance of this association shall be payable weekly in advance. Members shall be liable to collect for non-payment of dues after due notice in writing. Any member who withdraws or is expelled shall be liable for assessments and dues up to the date of his withdrawal or expulsion and for three months thereafter.

10. This constitution may be amended or altered only by a two-thirds majority vote of all members, and then only after a public meeting or the promulgation of amendments at two regular meetings before the vote is taken. These in Amusement by a two-thirds majority of the association, this day of August, 1921. An insertion of the name of the member shall be given in the minutes of the association.

The Dues
Each association will determine what dues and assessments shall be made, being governed largely by the amount of publicity contemplated. A fairly strong association would do well to make the dues $20 a week for the first four weeks and $10 a week thereafter for all members. Almost all the money thus collected would go into publicity, as there would be little expense. Almost all the money thus collected would go into publicity, as there would be little expense. Almost all the money thus collected would go into publicity, as there would be little expense. Almost all the money thus collected would go into publicity, as there would be little expense. Almost all the money thus collected would go into publicity, as there would be little expense. Almost all the money thus collected would go into publicity, as there would be little expense.

Regular meetings should be held once a week at some regular meeting place and attendance should be regular and prompt. Proprietors only should attend these meetings and discussions should be confined to subjects of common interest and helpfulness. If possible, meetings should be held elsewhere than in the shop of one of the members. Some reliable advertising agency should be given the account.

CHRISTIANSON CO. IMPROVES STORE

Establishment Modernized by the Addition of Sound-proof Booths, Record Card System and a New Piano Department

RACINE, Wis., Aug. 3.—The establishment of the Christianson Bros. Co., of this city, has just been completely remodeled, and modern methods of handling records and talking machines have been installed.

Nine sound-proof booths have been constructed for record and machine demonstration. They are furnished with wicker settees and chairs to accommodate three persons in each. A feature of the establishment is the new card system for handling records, with facilities for handling 25,000 discs. The firm has already stocked up with 20,000 records and has arranged them along the wall directly opposite the line of demonstrating booths. An addition has also been constructed on the rear of the establishment which will furnish space for a piano department.

The Christianson Bros. Co. will celebrate its twenty-fifth anniversary this month. The business was established in 1897. H. C. Christianson is president and treasurer, and E. M. Christianson is secretary.

It is always a good selling point to presume that your competitor is cleverer than you are. When you are making suggestions never think that he may overlook their weak points.

VICTROLA SURVIVES PUEBLO FLOOD

Victrola VI Plays Perfectly After Having Been Under Several Feet of Mud and Water for Over One Hundred Hours

Neither fire nor flood, apparently, has any material effect upon the playing qualities of a well-built talking machine. Numerous cases have been cited where talking machines have been burned or soaked and yet when rescued.

The accompanying photograph shows a Victrola VI which survived the recent Pueblo, Colo., flood in a measure. The instrument was among several feet of mud and water for over one hundred hours, but was brought out and dried off and was able to play without any special adjustment. The machine was placed upon a pedestal in the Knight-Campbell Co.'s show window, with the dried mud still clinging to it, and attracted much attention.

WHO WILL "JOB" IN JAPAN?

Great Operatic Artists Score Big Hits in Flow-ery Kingdom—Who Will Annex Territory?

Mme. Galli-Curci, the famous soprano, and one of the popular Victor artists, is expected to sing the first two weeks of November in Tokio, Japan. In view of the fact that Mischa Elman and Mme. Schumann-Heink, both Victor artists, appeared in concert during the last few months in Japan, it is evident that there are great possibilities in the way of Victor record trade in that country. It is now up to some enterprising jobber to annex that territory. If the Oriental ear can become attuned so readily to our Western music there is no reason in the world why records should not have a tremendous market among those enterprising Yankees of the East.

An attractive talking machine establishment was added to the music stores of Newbury by the recent opening of the Portable Phonograph Shop, on Williams street.

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. WIMPFEIMER & BRO., Inc.
450-460 Fourth Avenue, New York
ESTABLISHED 1845
THREE RULING HITS

How to Win—Sell by System

Our sales statistics show that the three selections featured on this page are the ones most in demand. Are you featuring these? Are you well stocked in them? Are you taking advantage of their popularity? This advice is prompted by our sales reports. To tell you to order big and then have your sales force advertise them personally to every customer is the very best advice we can give you.

Three or four well-featured objects are always mental suggestors and serve as good sales leaders to your undisplayed stock. Each month you have a new release of records. They are all good. They all will sell. But it takes system and progressive salesmanship, to clear every shelf. The object is to get a man in your store and then sell him. Don't stop at one record or two; if necessary, play every record in the store. Be persuasive and satisfy. Begin by playing what you know to be a real hit. It must have the best in selling qualities or it wouldn't be the Hit. Catch your customer with a hit and then you may sell him any record in your stock.

AIN'T WE GOT FUN

VOCAL

4325 Ain't We Got Fun. Tenor. - - - - Billy Jones
10 in. - 85c. I Like It. Tenor. Baritone Duet. - Billy Jones, Ernest Hare

DANCE

4368 Ain't We Got Fun. Fox-trot. Erdody's Hotel Pennsylvania Orch.
10 in. - 85c. All For You. Fox-trot. Erdody's Hotel Pennsylvania Orch.

ALL BY MYSELF

4355 All By Myself. - - - - Contralto, Vaughn De Leath
10 in. - 85c. Who'll Be The Next One. - - Contralto, Vaughn De Leath

PEGGY O'NEIL

4329 Peggy O'Neil. Tenor and Quartette. - Sam Ash, Shannon Four
10 in. - 85c. The Last Little Mile Is The Longest. Tenor. - Lewis James

Okeh Records

General Phonograph Corporation

OTTO HEINEMAN, President
25 West 45th Street, New York City
How to Increase Talking Machine Sales by the Repetition of Selling Points :: By Gerald L. Wartell

It is human nature to exaggerate a little bit. The average story which is originally told in true form scarcely resembles itself after it has been told a half-dozen times, merely because the tendency of most individuals is to add little items here and there to what has been told. It is particularly true of a child who has seen a dozen soldiers marching. When he tells her story the first time she states she saw about eighteen or twenty soldiers, but as she repeats it the number grows until the listener believes that she saw a small army.

Repetition in selling is necessary, but not exaggeration. Repetition of the main talking points of an article greatly increases the opportunity for a sale, but it is absolutely essential that one should stick to the original story and not exaggerate.

The law of repetition is one of the most fundamental and important laws in selling, although it is seldom taken advantage of by the average person in selling a talking machine. The tendency is to state the dominating points of the machine to the prospective purchaser and then talk about the less important facts until the sale is either closed or lost. Many salesmen, having given all the main points at first, hesitate to enumerate them again for fear of boring the customer, thus making a common mistake.

From the report of a well-known psychologist who has worked out a chart on the laws of repetition which chart recently appeared in one of the leading business magazines in the country, it has been shown that any short poem or statement of facts, when read to a group of people every thirty seconds, had to be repeated eleven times before it was thoroughly memorized or all the important points understood. When it was read every two minutes apart it required eight readings and when read every ten minutes it required five readings.

What has this, then, to do with the sale of talking machines? Simply this: In a sale which usually requires an hour or more it is necessary to repeat to your prospect the leading features of your machines from five to eleven times before the prospects are thoroughly familiar and understands exactly what are the most important points of your machine. This does not mean that the salesman should name these three or more main points to the customer. Talk about other features for about two minutes, and then repeat the main points again in the same language as the first time, keeping this up every two minutes until it has been done seven or eight times. That would be monotonous and would probably lose the sale.

The correct way to apply the above law is to first analyze the product thoroughly. What are the three or four main and supreme selling points about this particular talking machine which is to be sold? Let us say:

First-The Wonderful Beauty of the Cabinet.
Second-The Sweet and Natural Tone Quality.
Third-ABSOLUTE DURABILITY OF THE MOTOR.
Fourth-Value and Comfort to Any Home.

The order of the above may be changed according to personal opinion, but no doubt all will agree on the points themselves. Now, then, the work to be done is to impress these points on the prospect so that they are indelibly impressed upon his mind. Saying them once or twice is not sufficient. They must be repeated again and again in different words and phrases during the sales talk before the customer really grasps their full meaning.

Let us take a concrete example, for instance, of a salesman selling a talking machine. He starts out by calling the attention of the prospect to the exquisite beauty of the cabinet. This is a point that he wishes to thoroughly impress. He dwells on the ornamental design and the finish of the cabinet. If a period style, he names it and gives a short insight of the history of the period. Then, as less important details, he may speak on the construction of the cabinet, dimensions and a few seconds' talk about the company which makes the product, its vast resources and responsibility, the creativeness and originality of its designer. He allows this to be thoroughly imbedded in the mind of the customer and ends by leaving out small details and reminding about the general appearance of the machine.

The most important selling point is the tone quality which requires a demonstration. This should last only long enough to substantiate the statement he is making about the tone, regarding its naturalness, volume, clearness, avoidance of scratching, and ability to control, etc. When these facts have been brought out the demonstration should cease. A few moments may then be consumed in speaking of the construction of the tone arm and reproducer, of what it consists and how the tone is produced. The main points which have been driven home is that the tone is remarkable.

The third feature is the motor, which is demonstrated as being noiseless, durable, even and true. Its mechanical parts are shown to the prospect, and it is explained why it is a motor of highest quality. At this point the accessories of the machine may be mentioned, such as the value of the automatic stop, albums, or whatever "extras" the machine may have.

Last of all the salesman, having spoken in detail of the talking machine itself, starts upon the value of the machine in the home of the purchaser and the comfort to be derived from its use, playing upon the imagination of the customer and making a mental picture of the machine surrounded and enjoyed by the customer's family. Furthermore, he calls attention to the social prestige derived from having a machine of such a high standing as the one he sells in their home.

But is the sale completed now when the selling talk is finished? Usually not; for our law of repetition shows that all that has been said by the salesman has not been thoroughly learned by the listener, since it requires repetition to absolutely impress it upon the customer and make him thoroughly understand what has been said.

Perhaps if the prospect had a liking for the particular type of machine shown to him before he came in to see it, he may buy upon the conclusion of the first talk, but if he were in an open state of mind it is safe to say that he must have more time to study it over and deliberate. (Continued on page 21)

The Celina Specialty Co.
Celina, Ohio

"Read This Letter"
After You Buy Phonographs You Want to Sell Them

This is when you most appreciate the Granby intensive Co-operative Service. This is when the value of the Granby selling franchise is demonstrated most conclusively.

As soon as you put in an assortment of our famous Period styles, you get the immediate benefit of our co-operative advertising and selling campaign.

Your sales are stimulated—more than that—the instruments are actually sold in quick time. You make your turn-over and profit right then and there.

Get the details of this unusual selling franchise and

DO IT NOW!

GRANBY PHONOGRAPH CORPORATION
NORFOLK, VIRGINIA
Factory, Newport News
on the matter. It is here that the mistake is
usually made, for the average salesman, not
wishing to repeat the above sales talk, starts
on some other less important phase of the talking
machines. Instead of trying to keep the customer’s
mind intent upon the main points of the instru-
ment, the correct procedure is to talk again
and again on point 1 and take them up one by one,
speaking upon the main points in general and
worrying the previous statements a little dif-
ferently.

The four main features themselves should be
talked of and no minor points or small details
left out as in the first talk. It will pay to come
about the middle of this month.
in 1911 and expenditure.

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ferently.
The July Convention of the National Association of Talking Machine Jobbers at Colorado Springs, as seen by that watchful and opportune reporter of The World—Old Man Kodak.
THE TALKING MACHINE WORLD


The talking machine under test in the machine shop.


2. Frank Harris and J. L. Davis withing the machine in the shop were a wonder.

3. Mr. and Mrs. D. R. Carley and the youngest daughter.

4. C. H. Miller, D. E. Phillips and the Victrola that will be the highlight of the show.

5. The first Panasonic—James Westin, A. A. Ollier, Benjamin idea, and E. C. Harris.

6. One of the rarest films that appeared the Telegraph.


8. Miss Jacob, Miss Jacobs and L. F. Cahill at the Pikes Peak.

9. Two scenes in good company between two promoters and a cop.

10. J. C. Wirth and his family.

11. One of the rarest films that appeared the Telegraph.


14. Miss Baker, of Boston, playing cornet on the Pikes Peak in July.

15. At the ninth table.

16. Giving the ladies more credit.

17. Chief Roberts at Owosso of Winds.

18. R. S. Freeman, A. A. Ollier, E. C. Campbell, H. S. White and lately arriving at top of Pikes Peak.

19. J. S. Mardenhead takes its golden seriously.

20. Ralph Freeman makes a party, too.


22. R. S. Freeman, Mrs. Campbell, Mrs. Freeman, and C. C. Campbell in observatory on Pikes Peak—no time to wash.

23. The crew that brought the speakers into the Colorado State Convention: T. T. Castilho in Denver, with W. T. Henderson, California, and others.

AEOIAN JOBBER EXPANDING

Musical Products Distributing Co. Increases Scope of Activity—B. D. Colen is President of Company—Has Strong Executive Force

The Musical Products Distributing Co., New York, which was formed recently, is meeting with gratifying success as wholesale distributor in the metropolitan territory for Aeolian-Vocahon, Vocalion records and Mel-O-Disc music rolls. The company recently increased the scope of its activities, and at the present time is serving a large number of Vocalion dealers in this important territory.

B. D. Colen, president of the company, is well known in the talking machine field, having been secretary of the Emerson Phonograph Co. for 30 years, and in each case the arrow points at the Victrola, the music of all else world is yours."

On the right a card is suspended which reads: "With the popular-priced Victrola, the music of all the world is yours." On the right is a card which reads: "No other instrument is so worthy of the hours you, your family and friends will spend with it."

Behind each card is pasted a large red arrow, unique in design that it can be used at almost any other time of the year. By the center of the window, raised about a foot from the floor, on a red velvet or plush draped base, is set a shipping case of a floor model Victrola. Toward the street appears slit in the case which shows the Victor trademark. Over the case is suspended a card which reads: "There is a Victrola for you in this box. Come in and let us tell you how easy it is to own it." On the left a card is suspended which reads: "With the popular-priced Victrola, the music of all the world is yours."

Behind each card is pasted a large red arrow, and in each case the arrow points at the Victrola case. On the floor at the left and right of the case are three records mounted on small stands. At night time a spotlight can be used to illuminate this display.

ARTISTIC VICTOR WINDOW DISPLAY

Unique Window Prepared by Victor Advertising Department—Suitable for Use the Year Round

The advertising department of the Victor Talking Machine Co. has prepared a very unique window for Victor dealers to use during the month of August. It is of such a design that it can be used at almost any other time of the year. Behind each card is pasted a large red arrow, and in each case the arrow points at the Victrola case. On the floor at the left and right of the case are three records mounted on small stands. At night time a spotlight can be used to illuminate this display.
Music

thobbing with the very life and soul of the artist, is the contribution the new Gennett Records offer to music lovers. To hear these records on any phonograph is to realize that a new standard of record perfection has been attained. Hear these Gennett Records. Hearing is believing.

Gennett Records

“The difference is in the tone”
Van & Schenck's great "Wang Wang Blues" and "Ain't You Coming Out Malinda?" are these comedians' cleverest hits. They'll take like measles in a seminary. A-3427.

Columbia Graphophone Co.
NEW YORK

BECKHARDT NEW CREDIT MANAGER

Assumes Important Position With the Granby Phonograph Corp., of Norfolk

Norfolk, Va., August 7—The duties of a credit manager of a large organization require the services of a man of exceptional ability. In the Granby Phonograph Corp., of this city, I. Beckhardt is a typical executive of this rapidly growing organization.

TO REMODEL LAZARUS STORE

Contract Placed With Van Veen & Co. for Complete Interior Equipment

Leon Tobias, secretary of Van Veen & Co., Inc., has announced that S. Lazarus, operating New York talking machine retailer, has recently placed a contract with Van Veen & Co., Inc., for complete equipment of Van Veen booths, record rack system, arch column treatment and the renovation of his old equipment. It is predicted that when the work is completed Mr. Lazarus will have one of the most beautiful retail talking machine warerooms in New York City. The entire installation will be treated with Adam curved composition ornamentation throughout and finished in ivory and blue.

OLDENDORF'S NEW MUSIC STORE

Buys Emmons Music Store in Lawrenceville, Ill., and Will Continue Mt. Carmel Store

Oldendorf's Music House, of Lawrenceville, Ill., has purchased the entire stock and good will of the Emmons Music Store in that town, of which George Oswald will be the manager. The Packard and Hobart M. Cable pianos will be handled, and the New Edison phonograph, Columbia Grafonolas, as well as a full line of musical merchandise, will be carried.

COLUMBUS, Wisc., August 6—During a recent civic demonstration in this town it was discovered that there was a shortage of bands when the line was formed for parade. In fact, the plans called for a certain amount of marches and floats, but the enthusiasm became so great there were three times the number of marchers and floats over the contemplated amount.

The entertainment committee was at a loss to know what to do. They were offering all kinds of suggestions to each other when C. P. Ziegler, the Columbia dealer in this town, stepped into the breach and put over an idea that saved the day. He came forward with his car beautifully decorated with flowers and on the back seat of the car he had mounted a Magnavox, the electric power for which was supplied by the storage battery of the auto. By means of a Columbia Grafonola, a Magnavox and a selection of Columbia march records he saved the day and provided the necessary music for the rest of the parade. The accompanying illustration shows a son and daughter of Mr. Ziegler, together with the Magnavox and "Note the Notes."

A chain is as strong as its weakest link—so is a business organization.

SOUTHERN DISTRIBUTORS

GRAY & DUDLEY CO.
Write Today for Agency Proposition

NASHVILLE  .  .  .  TENNESSEE
Enterprising Columbia Dealer Has Exceptional Facilities for Stimulating Demand for Dance Records—Sends Orchestras to Schools, Colleges and Country Clubs—A “Live” Move

New Haven, Conn., August 6—Edward Wittstein, of this city, one of the exclusive Columbia’s dealers in Connecticut, has unusual facilities for featuring new dance records as they are released from time to time. He has from sixty to eighty men that he uses for dance work and concert work through the entire East. He has orchestras that he sends to fifteen different colleges from Maine down to Delaware, and twenty-two prep schools in addition. Whenever a record comes out he usually sends the orchestration to the orchestras, and ties up his window with beautiful window displays. Among the colleges that Mr. Wittstein supplies with music are Yale, Trinity, Williams, Amherst, Brown, Vassar, Smith, Polytechnic, Union Course and several others, and also the leading prep schools, such as Poughkeepsie, St. George’s, Westminster, Pratt, Andover, Hotchkiss and many others.

When the “Moonlight” record was released Mr. Wittstein immediately had it featured at the Rialto Theatre, where he has an orchestra, and in addition placed it out among his other orchestras. Also featured a window which was an exact copy of the title page of the “Moonlight” song. This window was made up of beaver boards which were cut out so that the light streaming through the stars and moon, making a very pretty effect.

In front of the window there was an electric-driven turntable on which reposed an A-2 Columbia Grafonola Summer model. The effect of the light streaming through the stars and moon down on the various gurails ascended and brought out when the window lights were turned out.

Whenever a special or good dance record is released Mr. Wittstein is quick to take advantage of the fact, as he is a musician and also a member of the board of directors of the New Haven Symphony Orchestra. He immediately gets busy on a special or on a good dance record. Mr. Wittstein is a great believer in advertising, and does not hesitate to take plenty of time and work to put over the message through his window displays. In addition, he has his orchestras at such well-known clubs as Stanford Yacht Club, Madison Country Club, Hartford Golf Club, Norfolk Country Club, Macquarie Golf Club of West Hills, R. I., and many of the other leading clubs in the East.
### SELVIN'S DANCE ORCHESTRA

of the Moulin Rouge, Manhattan

MAKES

**VOCALION RECORDS**

Ask to hear these late Selvin Orchestra Recordings

<table>
<thead>
<tr>
<th>Title</th>
<th>Number</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Oh Me, Oh My! - Fox-trot</td>
<td>14209</td>
<td>$.85</td>
</tr>
<tr>
<td>Ti-O-San - Fox-trot</td>
<td>14210</td>
<td>.85</td>
</tr>
<tr>
<td>All By Myself - Fox-trot</td>
<td>14182</td>
<td>.85</td>
</tr>
<tr>
<td>Mimi (Mee-mee) - Fox-trot</td>
<td>14180</td>
<td>.85</td>
</tr>
</tbody>
</table>

**LOOK FOR THE RED RECORD**

### THE AEOLIAN COMPANY

*Makers of the Pathe-let Reproducing Piano, Foremost Manufacturers of Musical Instruments in the World*

**AEOLIAN HALL, NEW YORK CITY**

- **London**
- **Paris**
- **Madrid**
- **Melbourne**
- **Sydney**
GREAT EDUCATIONAL CAMPAIGN

Something of the Splendid Work for Music Being Done by Mrs. McClusky in Portland and Throughout the State of Oregon

PORTLAND, Ore., August 13—Evelyn McFarland McClusky, educational director of Sherman, Clay & Co., Victor distributors, who was recently transferred from the retail to the wholesale department of the firm, is devoting her whole time to the advancement of musical appreciation in Portland and the whole State of Oregon.

She is the prime mover and educator along this line and is an energetic worker, entering heart and soul into her work, nothing being too hard for her to tackle in connection with the Portland Summer session of the University of Oregon. Mrs. McClusky has just been giving a course in "The Teaching of Music and Musical Appreciation in the First Six Grades," at the Central Library to large classes. A Victor machine was used in all of her demonstrations and her concerts covered a wide and varied scope.

Among studies on her program were: "A Realization of Past Neglect and a Vision of Future Possibilities Through Directed Cultural Listening in Childhood"; "The Place of Lullabies in Child Culture"; "Rhythm"; "Free Expression"; "Suggested Expression"; "Loosely Organized Games"; "Highly Organized Games"; "Percussion Instruments"; "Piano"; "Birds and Folk Songs"; "Institutional Music"; "Description"; "Pamphlet Concepts" (observed under calm, capricious, cheery, courage, evening, eddy, etc.); "Pure Music"; "Nature Studies and Art Pictures"; "Primary Stories and Poems and Their Relation to Musical Appreciation"; "Concentration"; "Drills"; "Songs in Various Keys"; "Individual Instruments" (percussion, string, flute, trombone, etc.); "Systems of Classification and Indexing"; and "Care of Records."

This course has been carefully studied out by Mrs. McClusky and her presentation of each one in its turn is a masterpiece. Several test lessons were given throughout the course, and at the end of the course a most exhaustive test was made covering the entire course. Mrs. McClusky, however, does not devote her whole time to this one thing and is called upon most every day to direct various meetings. Among those most recently given are: "The Country's Need of Music Educationally Taught," at the Riviera school during a complete Parent-Teachers' Association meeting; "What We Expect to Do With Music Next Year," given at the Woodstock school before a group of parent-teachers, who were very active in the recent music memory contest put on by Mrs. McClusky; "Future Composers," given at the final luncheon of the season of the Musilus' Club of Portland; and "The Need of Listeners," given at the Oregon State Music Association luncheon; "Our Provisional Musical Merchants in Supplying One of the Nation's Greatest Needs," given at the Oregon Dealers' Association meeting.

On July 1 Mrs. McClusky left for a hurried trip to Seattle to organize a Summer Music memory contest, which is to be under the auspices of the Frederick & Nelson store and Sherman, Clay & Co. Wholesale. While in Seattle she will address the various musical clubs and will leave complete outlines with all of the Seattle music stores as to how to present the fifty records on the memory list. She will also arrange to have the papers read daily in connection with the work going on during the six weeks period allotted to the contest. Mrs. McClusky expects valuable assistance from George Guigay, manager of the wholesale branch of Seattle. The recent contest held in Portland under the management of Mrs. Mc- Clusky was one of the biggest things done in the history of the Portland schools and it has been decided by the school board to make the music memory contest an annual affair, so valuable are the results.

MICHIGAN TO CELEBRATE A STATE-WIDE MUSIC WEEK

Robert Lawrence, of the National Bureau for the Advancement of Music, completing plans whereby thirteen cities in Michigan will hold Music Week Festivals beginning October 16.

All preliminary arrangements have been completed in the leading thirteen cities of Michigan for the first State-wide Music Week in the history of this or any other country, according to Robert Lawrence, of the National Bureau for the Advancement of Music, organizing director of the event, who returned to New York recently after an exhaustive preliminary survey of the field.

For four weeks Mr. Lawrence traveled over the State organizing activities for Music Week in the following cities: Detroit, Grand Rapids, Lansing, Saginaw, Highland Park, Bay City, Port Huron, Flint, Battle Creek, Kalamazoo, Jackson, Ann Arbor and Pontiac.

On August 28 Mr. Lawrence will return to Michigan with an assistant organizing director and three instructors to open an eight weeks' campaign of instruction for song leaders and otherwise prepare the State for the big Music Week, which will open October 16, with all schools of the thirteen cities co-operating.

The assistant organizing director will be Miss Alice Pollack, secretary of the community center department of the public schools of the District of Columbia, who was recently of the extraordinary successful Music Week in Washington.

STEELERIKE PIANO CO. FORMED

Nutmans, Va., Aug. 4. The Steelerie Piano Co. was formed here recently by Leon C. Steele and G. K. Rike. The new music house is an outgrowth of the Columbia Co., Inc., which was purchased by Mr. Steele in 1905. The two firms have been merged and a full line of reproducing, grand and upright pianos has been added to the talking machine supplies. The establishment has been equipped with piano display rooms designed to create the impression of home surroundings that will add much to the comfort of patrons.
THE GOODNESS—SEALED IN  
THE TROUBLES—SEALED OUT

GUARANTEE:— The Serenado Motor with each of its parts is absolutely guaranteed for the purpose for which it is intended for a period of FIVE (5) YEARS.

Any motor which becomes inoperative or inefficient for ordinary usage during that period will be replaced free of charge if returned, with the seal unbroken, transportation charges prepaid. In case the seal has been broken the responsibility of the company under this guarantee shall be limited to replacing such parts as show undue wear or the development of a latent defect.

SERENADO MFG. CO.

SERENADO MFG. CO.
CEDAR RAPIDS, IOWA
Business Success Is Absolutely the Result of Human Activity and Endeavor

By J. J. Rockwell

[The following paper by J. J. Rockwell, manufacturer, Reitche & Co., was prepared for a meeting of the Eclipse dealers, held under the auspices of the国民 Campbell Store Co., Lawrence, Mass., "Are We Worthy of Winning?" It is an instructive, helpful article worthy of study by readers of the World. — Editor.]

An eminent publisher used to say that one of the easiest things in the world is to "get unanimous consent to do nothing."

"A lot of us seem to have an idea that business is some mysterious force that creates or destroys itself through some occult action of those things we call "conditions."

As a matter of fact, business is simply the result of human activity and endeavor and its volume increases or decreases chiefly because of the amount of human energy that is put into its creation. In other words, upon the amount of that honored and always effective fuel we call "work."

I saw a sentence the other day which impressed me very strongly. It was this: "The reason men do not accomplish more is because they do not attempt more."

I feel quite satisfied that the reason a great many of us are not selling more of our products is because we are not trying to sell more. We are drifting and waiting for something wonderful to happen in this mysterious field that we call "business conditions," as though these and not our own efforts were the controlling factor in our progress.

This whole situation reminds me of a personal experience some ten or twelve years ago. I called on a large manufacturer in a certain line of business and set before him certain facts and data with regard to the great and rapid progress of his chief competitor as compared with the progress of his own concern.

This manufacturer told me that all I said was true, and I asked him how he accounted for the fact that his competitor had forged ahead so rapidly as compared with his own relatively slow progress.

He said, "Why, my competitor is using advertising in a big way and spending a lot of money on it."

I said, "Is there any law preventing you from pursuing this same policy?"

He said, "No, we are going to do it, but I am waiting for certain changes to be effected with regard to our manufacturing facilities.

I bowed, took my hat and left with the resolve that I would bother the gentleman no more, because I fully realized that if, as he himself had stated, he saw that his competitor was using a great force in his business which could be equally well turned to account in the first man’s program, and the first man was finding excuses for not doing it, he never was going to do it—and I was right; he never has done it.

The tremendous changes and violent fluctuations which have occurred in business conditions within the past few years have dazed a great many of us and we are imagining difficulties in the way of steady business development that really do not exist.

A very keen observer of business and of the art of salesmanship once said, "One of the greatest stumbling blocks in the path of the average salesman is his voluntary black list—his list of certain people with whom he is in touch and who ought to be his customers, but who he thinks he cannot sell to and therefore quite trying."

One of the ablest sales managers I have ever known used to make it a practice when he hired a new salesman to turn his green man loose on a list of prospective customers which, in that particular line of business, were known as "tough nuts." Nobody could sell them the particular commodity that this sales manager’s concern had for sale.

As the green man grew in experience he developed his own leads for business and ignored the list of "tough nuts." But one day that concerned salesman hired a new man and, as usual, the list of hard cases was given to him. Within a limited amount of time he came back with orders from a very respectable proportion of the entire list.

He did not know that these people were hard to sell, so he sold them.

He made his calls with confidence and enthusiasm and with a strong idea of the value of the commodity which he was offering, and it never occurred to him to think out reasons why these people he was calling on should not buy—they were thinking why they should buy and putting these reasons before them.

A great many business men, especially in retail lines and we find this particularly true among Victor dealers—are pointing to the number of people out of work as one of the reasons why business is slow.

The best statistics available show that there are from three to five million wage earners out of work in this country, and the merchant points to this and says: "There you are—of course business is slow." Now, as a matter of fact, three to five million wage earners represent roughly one in eight of all the wage earners of the country, so that at worst the purchasing power of the wage-earning body is decreased about 12 1/2 percent and at best about 10 percent.

In other words, there is from 80 to 90 percent as much business as ever to go after, from this standpoint.

Now, it is perfectly true that we have a very different outlook on things when demand is 10 or 15 or 20 percent over supply than we have when supply is 10 or 15 or 20 percent over demand. But the big point is this: In just that—our viewpoint—the outlook—and it is what we think and do in either case that determines our progress very much more than the relatively slight change in the percentage of conditions.

There is plenty of business for those who go after it and keep after it. We may have to work and probably do have to work a little harder to get it, but working and getting it is a whole lot better than waiting for some magic change in conditions and not getting the business.

For several years, up to a period of a few months ago, the average Victor merchant, like the average merchant in any other line, was not worrying so much about how or where he was going to sell parts as he was about how or
SUCCESS THE RESULT OF ENDEAVOR

where he was going to sell goods, and under these conditions in a certain sense we lost some of the art of and the incentive for selling.

To-day those conditions are decidedly changed. If we want business we have got to go after it, and if we go after it we'll get it.

The average merchant has probably not been very much concerned as to making any analysis of his buying efforts, to determine where he was weak and could strengthen himself. He has not been making any particular effort to add new names to his list of manipulators that he could keep squadron at lunch time, either by person or by mail. With people coming in and selling for goods, he has not very greatly concerned himself with the better education of his clerks and his sales force to teach them methods that would sell more goods to the same customers. He has not been watching the new plans and new ideas, because he has not needed them for selling purposes.

That need is here. The merchant who wants business today in difficult weather to make greater profits must work and study and analyze and search eagerly for new plans, new methods, new ideas of selling.

These things are all around him. He will find them built in expected and unlooked places, but he must be alert and on the jump not only to see them but to seize them and to put them to work.

If you feel that what I have said so far and is all a mere list of general character perhaps wholly obvious matters of fact but to turn for a moment to the authority of cold statistics and actual facts.

And permit me to make as my parting thought for you from an article by Roger W. Fincham, the eminent business statistician, an article published in the 109th Retail Magazine for June. These are definite figures and pertinent facts to which I think every one of us can afford to give serious and thoughtful consideration.

"The wheel has turned and we face a new set of conditions. You can sit and wait for it to turn again or you can adjust yourself to conditions as they are now more than—and make money just as several thousand other far sighted business men are making it to-day."

"Statistics show that sales in our principal cities for January, February and March this year totaled $102,700 (1,280 as compared with $125,500,790,000 for the same period of 1920. A decrease of 17% per cent, to be sure, but the point is this: we have 110 billion, or 24 billion a month were spent this year. Latest figures from New York and Chicago, the principal centers of the manufacturers, are for the three Summer months this year."

"Some 30 billion will be spent each month, and the man who goes after the order is the man who will get the business."

"What are you waiting for?"

MODEL SHOP LIKED IN NORTHWEST

Dealers Greatly Interested in Model Shop Installed in Columbia Wholesale Quarters

MEMPHIS, MICH., August 6. An innovation in dealer service has been introduced by the Columbia Graphophone Co. in the form of a Model Shop, installed in the Columbia Wholesale quarters at 18 North Third Street, this city. T. W. North, Dealer Service supervisor of the local branch, makes his headquarters in the Model Shop and is rendering splendid service to Columbia dealers along practical lines.

The Model Grafonola Shop is a fully equipped story—in fact, larger than a great many departments which are established in this territory. It is beautifully decorated and lighted in conformity with the latest and best ideas. Display cases have been installed, and raised display platforms are provided for the display of Grafonolas. Each platform is lighted by overhead reflectors, thereby setting the instruments off to the very best advantage. An ornamental canopy is built around the display corners and arching across the aisle between the hearing rooms, giving a most pleasing appearance to the whole installation. Standard record racks and wrapping counters are installed to bring to the attention of the dealers the most efficient and economical method of handling their record stock and wrapping up the purchases when they have been completed.

The Model Shop represents the concentrated ideas and experiences of thousands of Columbia's dealers, located throughout the United States and Canada, combined with the experience of the Columbia Graphophone Co. in merchandising Grafonolas and records. Every part of the equipment of this shop has been proved, in actual operation in retail departments, to be practical and economical and productive of increased sales.

Every article of dealer service which is issued by this company is thoroughly tested and tried out in the Model Shop before being passed on to the dealer, as the Columbia Co. practices what it preaches and backs up the material which is issued from time to time by using it in its own stores first throughout the country. This has proved of great value.

MARTER 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.
ADVERTISING AND THE VICTOR

Ralph L. Freeman Shows How Constructive Publicity Has Helped the Victor Products to Attain and Maintain Their High Place

Under the heading of "What Advertising Has Done to Make 1921 Victor's Best Year," there appeared in a recent issue of Printers' Ink a noteworthy interview by Roland Coe (a member of that publication's editorial staff) with Ralph L. Freeman, director of distribution of the Victor Talking Machine Co. This article is one of the most interesting and informative that have appeared in Printers' Ink in recent years and has attracted wide attention throughout the country.

In this article Mr. Freeman states that the present satisfactory condition of Victor business is due in large measure to the conservative policy of the company. He says that the knowledge of the field and the quality of its product. He states that sales for the first five months of 1921 were considerably greater than any corresponding period in Victor history and that advertising appropriation for 1921 is far in excess of that for 1919, which was the largest advertising year for the company.

Mr. Freeman gives a brief résumé of the important part which the Victor Talking Machine Co. played in the world war, emphasizing the fact that when the armistice was signed in November 1918, the output of Victor talking machines was only about 12 per cent of the customary peace-time production. In 1919 the company was able to double its production from March to October of that year, while the production of talking machines up to a normal pre-war volume, so that the sales totals for 1919 were in excess of those for 1917. The sales during 1920 continued to increase and the total for that year showed an increase of approximately 40 per cent over the sales for 1919.

At the present time the Victor factory is working a full forty-eight-hour week. Although the number of employees has been reduced about 20 per cent during the past six months, Mr. Freeman states that this has been due to the return of many skilled workmen who left the company during the war period for more remunerative work. In this article Mr. Coe pays a well-deserved tribute to Victor advertising, pointing out the individual characteristics of Victor publicity and expressing the opinion that the logic of the Victor advertising policy is unanswerable.

One interesting paragraph contains the following comment by Mr. Freeman, which is indicative of Victor's strength and prestige: "Conditions among our distributors and dealers are particularly gratifying. Stock of cabinets and records are low. We have not had the problem of unusual credit demands to deal with. Our inventory of finished instruments and records comprises only the last few days' output, now in process of being shipped. Our cash on hand has increased by $2,500,000 since January."

PAT THE PHONOGRAPH MOVIE

Late Sales Help for Dealers "Puts Across" the Path Story Effectively

A Pathé movie is the latest sales help made available for Pathé dealers. The film is forty feet long and as a co-partner to Pathé movie slides promises to "put across" the Pathé story in a very effective way. It starts showing a living room, with father, mother and little child near a No. 17 Pathé phonograph. The lady rises and puts on a record and returns to her seat. Out of the grille come flying notes that go to the top of the screen and break into letters to form the wording, "The Pathé Plays All Makes of Records." The Pathé phonograph comes on the screen, goes to the phonograph and jumps on it. Flaps its wings and flies, and out of the crow come flying letters forming the reading, "Play Pathé Records With Satisfaction." The film is supplied to Pathé dealers by Wright & Wilhemyn Co., Pathé distributor, at Tenth and Jackson streets, Omaha, Neb.

WILBUR TEMPLEN FORMAL OPENING

Great Sendoff for New Store in Mishawaka—Branch of Templen Store in Elkhart

MISHAWAKA, Ind., July 29—The new Wilbur Templen music store, 137 Lincoln Way East, was formally opened last Saturday with an elaborate musical program, attended by close to 3,000 people. The store is a branch of the Templen Music Co. of Elkhart, Ind., and is under the management of P. B. Lynch, who is assisted by E. D. Duke, salesman; Miss Beehler, pianist; and Mrs. Walter Jumbo, saleswoman.

A number of employees from the Elkhart store assisted in receiving the guests. Each guest was given a favor in the shape of a rose. Those who contributed to the musical program were Ork Locke, of Elkhart, tenor; Miss Eileen Webster, soprano-soloist; Miss Mildred Helme, piano accompanist; and Miss Esther Templen, violin soloist. Mrs. Margaret Corman presided at the piano.

The Templen store has been established in Mishawaka about two years. The firm handles fifteen lines of pianos as well as various makes of talking machines and other musical instruments. It previously occupied part of a building at 134 Lincoln Way, East.

MAKE FIRST SALE TO YOURSELF

If you are a salesman the first thing you must do is to sell your own goods to yourself. You cannot convince other people unless you are in earnest. Salesmanship requires sincerity. If you really think that the price of your goods is too high you will not do very well as a salesman. We can seldom make anyone else believe anything unless we believe it ourselves.
SEES NO SIGN OF BUYERS' STRIKE

Sales Manager Lusk of Serenada Mfg. Co., Points Out Fallacy of Popular Theory—Emphasizes Logic by Pertinent Comparisons

"We hear a good deal about a buyers' strike, no money and poor business conditions in general," says M. E. Lusk, sales manager of the Serenada Mfg. Co., Cedar Rapids, Iowa. "Is that complaint warranted? Is there any over, under, round or through? The thing that I can't understand is if conditions are as bad as some people say they are, why do others smile and continue to put money in the bank?"

"We have a letter this morning from one of our small dealers in the State of Texas. Mrs. E. M. Rector, located in a town too small to have a post office, right in the middle of the cattle section, which is supposed to be hard hit, and where others are talking about everybody going bankrupt. Mrs. Rector orders about a thousand dollars' worth of machines, and tells us to rush the shipment, as they were all sold out going bankrupt."

"Mrs. Rector is not complaining. She spends her energy doing business and she is doing it out of all proportion to what any of us have a right to expect. And yet a big, strong business man bemoans his fate and conditions in general when, if he would just do a little sweating of his brain and body, he could, to a large extent, make his own conditions.

"Conditions are not going to get normal, if by that we mean that business will come at high prices without hard work on our part. But isn't the normal condition one of hard work? Isn't the normal reward going to those who do that? Those who persistently go to those who do that work?"

"There is no sign of buyers' strike and there is no sign of any rise in prices without hard work. Business is not going to get normal, if that is the measure of it. There will be, in fact, a rise in prices. But if we all of us keep ourselves in that psychological condition which will enable us to spit out the salt and calmly, persistently go after that which we want to accomplish, instead of getting ourselves all excited and nervous and tired out, so that all we can do is sit and watch our work, business will come in sufficient volume to be mighty appealing to all of us."

SECURES PRACTICAL POINTERS

R. H. Baker, of Little Rock, Visits Pathé Plant and Laboratories and Equips Himself for His Managerial Duties

Robert H. Baker, new Pathé manager of Jones Bros. Hardware Co., Pathé distributor at Little Rock, Ark., recently spent several weeks at Pathé headquarters in Brooklyn. Mr. Baker's plan is to become thoroughly acquainted with every feature of Pathé manufacturing and merchandising so that he can take up the duties of his new position fortified for any eventualities. It is expected that the information and enthusiasm which Mr. Baker is accumulating will do much to boost Pathé business in his section of the country. He also spent several hours at the Pathé recording rooms, 18 East Forty-second street, New York City, where Samuel's Music Masters were at the time playing one of the forthcoming Pathé hits, and was impressed by the efficient operation of the organization.

ANNOUNCING ENLARGED QUARTERS—

More space will enable us to give maximum service—central location will prove of great convenience to our many out-of-town friends.

A large line of samples displayed—quantity inquiries from manufacturers and wholesalers everywhere solicited.

Our direct factory connections permit attractive quotations on any item of phonograph interest.

D. R. DOCTOROW

Si E. 52nd STREET, NEW YORK CITY

I went fishing the other morning, at the proverbial early hour, in order to be there at good light, and so to get back when the business day began. There were two men with me and I could not help but observe the difference in tactics and results. We did not know the lake—had never fished there before, but thought there might be some bass to be had and decided to try it out.

"The first cast brought a 'strike' and a nice bass. Also the second, and then the difference between tactics became noticeable. The one man just excited, began to cast fast and furiously, so that pretty soon his line was in a tangle thirty feet in the air. Then, when he had secured it, he began to still fish, and from that time on just sat there and watched his cork.

"But the other man went calmly on, casting first in this hole, then in another, but always consistently working, continually striving to accomplish the things he set out to do, and he caught fish.

"We have all of us heard about spitting on our bail, and we have probably all done it as kids, until we came to realize that it didn't add one bit to the bait appeal; but there is this psychological fact that when a man is nervous and high strung saliva does not flow and he cannot spit. So 'be sure to spit on the bail' really means take it easy—don't get excited.

"If we would all of us keep ourselves in that psychological condition which will enable us to spit out the salt and calmly, persistently go after the thing we want to accomplish, instead of getting ourselves all excited and nervous and tired out, so that all we can do is sit and watch our work, business will come in sufficient volume to be mighty appealing to all of us."

Individuality in Your Product Will Mean More Sales for You!

The New Empire Universal Ball Bearing Tone Arm and Reproducer

Made in Two Lengths: 8" and 9"

WE are prepared to submit to reliable manufacturers samples of our tone arms and reproducers in order to enable them to determine the merit of our product. Our prices are low and the quality of our product is second to none.

Write or wire us for samples and quotations and give us an outline of your requirements.

THE EMPIRE PHONO PARTS COMPANY, 1362 East Third Street, Cleveland, O.

Established in 1914

Manufucturers of High Grade Tone Arms and Reproducers

W. J. McNAMARA, President
Two More Great Artists
now record
Exclusively for Brunswick

Florence Easton

In some respects the most unique artiste appearing at the Metropolitan Opera House of New York. Critics declare her one of the "operatic aristocrats" of today. Her versatility is as remarkable as the resources of her glorious voice. After a noteworthy career abroad, Miss Easton has become recognized in America as a soprano equally effective in concert as she is in grand opera.

For her introductory record she selected Bach-Gounod's "Ave Maria," which gives her at her highest artistic moments and reveals new accomplishments in recording. The violin obligato is played by Mr. Max Rosen.

Giuseppe Danise

His was a name to conjure with in Europe long before he came to New York as Premier Baritone of the Metropolitan Opera Company. He made his American debut last November with such supreme success that no less conservative and exacting a critic than Henry T. Finck, of the New York Evening Post, congratulated him in print on having a voice that "is not only sonorous, virile, vibrant and appealing, but a use of it which avoids all operatic claptrap."

Signor Danise chose the great aria "Di Provenza il mar" from Verdi's "La Traviata" for his first Brunswick record, and it gives a striking example of the art which has given him fame and fortune on the operatic and concert stage.

THE BRUNSWICK-BALKE-COLLENDER CO.

General Offices: 623-633 S. Wabash Ave., Chicago
Branch Houses in Principal Cities of United States, Mexico and Canada.

Canadian Distributors: Musical Merchandise Sales Co., 79 Wellington St., West, Toronto
The Brunswick-Balke-Collender Co., La Calle de Capuchinas No. 25, Mexico City, Mexico

Brunswick
PHONOGRAPHs AND RECORDS
McMENIMEN'S PLANS FOR FUTURE

Well-known Talking Machine Man Opens Offices as Consulting Engineer—Well Qualified to Cooperate With Manufacturers in Industry

H. N. McMenemy, managing director of the Pathe Freres Phonograph Co., Brooklyn, N. Y., for the past six years, resigned from the company's service a few weeks ago and opened offices as a consulting engineer at 2 Rector street, New York. Mr. McMenemy will maintain a few weeks after making a tour of the world. He was managing director of the Pathe Freres Phonograph Co., and for a number of years, and for six years was managing director of the Pathe Freres Phonograph Co.

During his twenty-eight years experience in the talking machine field Mr. McMenemy has acquired an intimate knowledge of every phase of the industry, which should enable him to give invaluable assistance and advice to talking machine and record manufacturers. He has devoted many years to the study of acoustics, and his familiarity with the technical end of the business is equaled by very few members of the trade. In recent years Mr. McMenemy has paid considerable attention to the development of sales promotion and advertising plans, and his activities for the Pathe Freres Phonograph Co. gained for him the esteem and friendship of talking machine men from coast to coast.

N. F. MILNOR VISITS NEW YORK

N. F. Milnor, formerly manager of the San Francisco branch of the Columbia Graphophone Co., and for a number of years sales manager of the Dictaphone division, arrived in New York recently after making a tour of the world. Mr. Milnor, who was accompanied by Mrs. Milnor on this tour, visited some of his many friends in the trade and then left for San Francisco, where his home is located.

If you let your business become the football of circumstances beware of hard times.

SONORA PRICES REDUCED

Material Reductions Announced by the Sonora Phonograph Co.—Upright and Period Models Reduced—The Buying Public Being Advised

The Sonora Phonograph Co. announced recently a reduction in the prices of Sonora phonographs. Considerable publicity was used in all of the leading newspapers advising the public of this reduction in price, and Sonora jobbers and dealers throughout the country are enthusiastic as to the sales value of this important move at this time.

In its announcement the Sonora Phonograph Co. stated that it was reducing its prices to include the lower cost of raw material and the reduced cost of labor. The average reduction is in the neighborhood of 30 per cent, and the new prices of the standard Sonora models are as follows: Portable, $30; Melody, $60; Baby Grand, $200; Elite, $25; Grand, $25, and Invincible, $50.

Material reductions have also been made in the prices of the Sonora period models, and some of the more popular models in the period line have been reduced sufficiently to place them as leaders in the sales campaign of Sonora dealers.

L. L. SPENCER BACK AT HIS DESK

Lloyd L. Spencer, sales manager of the Silas E. Pearsall Co., New York, Victor wholesaler, returned recently from a Western trip which included a visit to Kansas City, Mo., Chicago, Ill., and Rushville, Ill. At the latter city Mr. Spencer spent a few days with his grandparents, taking a well-deserved rest after his indefatigable activities incidental to the jobbers' convention held at Colorado Springs. As a member of the arrangement committee Mr. Spencer was in charge of the railroad accommodations, and the remarkable success of his work was reflected in the enthusiastic approval voiced by every jobber who visited the convention. He won his spurs as a railroad man.

Not Hits — Record Winners

The Norfolk Jazz Quartette

The Norfolk Jazz Quartette is only one instance of the splendid force that is back of Okeh Records. This negro quartette doesn't represent ordinary negro jazz music. It is greater than that. It is an appeal to the white people to revive negro minstrelsy. It is the old-fashioned folk music of this country. And they are responding. They are buying eight to one of an average popular hit. These are records worth selling. They are interesting to the buyer as well as entertaining.

Sterling Roll & Record Co.

BIG DISTRIBUTORS OF

Okeh Records

Pittsburgh, Pa., 434—4th Avenue

Cincinnati, Ohio, 137 West 4th Street
CRITONOA RECORDS

FIFTY CENTS EACH RETAIL

ADJUSTING THE PRODUCT TO MEET THE NEEDS OF AN INDUSTRY

THE PRODUCT

CRITONOA RECORDS are of standard size and are designed and recorded under an entirely new system of recording to meet the needs of the trade for records of highest quality.

CRITONOA ACHIEVEMENT

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 Orchestration and Voice.
7—Surface Noises reduced to minimum.

THE PRICE

CRITONOA RECORDS retail at Fifty Cents each, and meet at this price the great need of the trade.

YOUR OPPORTUNITY

The demand for a ten-inch record of the highest quality to sell at the popular price of fifty cents per record presents a remarkable opportunity for a dealer in each locality to put over a great selling campaign.

ACTION

Send us shipping instructions and we will forward you immediately a sample line of twelve records covering complete examples of all types of CRITONOA recording. Full and complete information upon request.

CRITERION RECORDS, Inc.

1227 Broadway  New York City
The Importance of Keeping the Customer Interested Until His Demands Are Satisfied

One of the fundamentals of good salesman-ship is the rule of keeping the customer interested in the store until such time as the salesman is in a position to give the proper attention to the customer's wants. There is nothing more exasperating than to walk into even the busiest store and be expected to stand around from five to ten minutes before receiving at least some attention from the salesperson.

Anyone who during the past few years has been successful in accumulating sufficient wealth to warrant the purchase of a good pair of shoes may, perhaps, have taken a leaf from the book of the shoe salesman. No matter how busy things may be in the shoe store the customer hardly gets in the door before he is ushered to a seat, the shoe removed and inquiries made as to the particular style of footwear he favors. It looks like simple courtesy, but it's really good business, for the customer feels he is getting attention, and with his shoe actually off will wait a considerable time without becoming impatient, and only as a last resort will be put his shoe on again himself and walk out.

The same plan can be, and for that matter has been, worked in the talking machine store, providing there is still one machine not in actual use. The salesman can find time to put a record on the machine and leave two or three other records with the customer for inspection and trial until such time as he can give personal attention to the customer's wants. The customer can be kept in good humor and matter of fact, the average talking machine owner would much prefer to judge the quality of the record at leisure and without having his salesman burden his opinion at every few bars.

Meeting the new customer at once has other advantages, for it sometimes happens that the newcomer is in search of some accessory or some particular type of machine or record that the house does not carry and at the same time makes it quite evident that he will not be sold any substitute. When such a situation arises it is much better to enable the visitor to go on his way at once than to have him stand around, help crowd up the store and discourage the passer-by who might perhaps enter if there were any prospect of quick service.

To the average customer it is just as desirable to have prompt service in the talking machine store as it is in the barber shop, and it is a very rare thing for a man to enter a headquarters store when he sees a half-dozen others waiting for attention. The talking machine dealer can't be expected to yell "wait" when he is finished with each customer, but he and his salesman can arrange it so that the passer-by gets the impression that those inside are being waited on and will soon depart so as to make room for him.

A Clever Window Display considerable praise from the local newspapers. During Bert Williams' week this enterprising dealer introduced an effective window display that featured this famous Columbia artist in a distinctive fashion. The unique use of the figure caused general comment, and the Bert Williams poster as a centerpiece in the window not only attracted attention but stimulated materially the sale of Bert Williams records.

While quality and price are among the most important factors in holding trade permanently, a poorly equipped sales force will do much to undermine trade. Needless errors, tricky methods, slow delivery, insouciance, discourtesy and ignorance of goods will take business away from a store faster than low prices or high quality will bring it in.

COTTON FLOCKS

...FOR...

Record Manufacturing
THE PECKHAM MFG. CO., NEWARK, N. J.

CONCERTS AS A SELLING MEDIUM

J. Anenberg, of Middletown, Tells of His Success in the Territory Which He Controls

J. Anenberg, who conducts the Pathe shop in Middletown, Conn., is an up-to-date merchant. In a recent letter addressed to the Pathe Freres Phonograph Co. he strongly advocates concerts and demonstrations as the ideal means for selling phonographs. He speaks from experience, as he has received excellent results from demonstrations which he has conducted in a large number of the smaller towns and cities around Middletown. Mr. Anenberg states that it is his custom to secure one of the concert halls and to well advertise the event beforehand through the medium of newspapers, billboards and special personal invitations. In this respect he has made good use of the twenty-four sheet posters issued by the Pathe Co., to which he adds a special printed streamer at the bottom announcing the event. Demonstrations are given throughout the entire day and evening, with an hour's special program in both the afternoon and evening. Other programs are arranged for school children. Mr. Anenberg states that among the many advantages is that these demonstrations enable him and his staff to get personally acquainted with a large number of prospective buyers. It is often wise to start advertising when the other fellow quits. The wise dealer, or manufacturer, knows why.

The BABY GRAND DESIGN PHONOGRAPH

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

PATENTED and fully guaranteed.

Write for Catalog and Prices

KROLL & HOROWITZ FURNITURE CO., Inc.
Eastern Distributors
NEW YORK
Consolidated Talking Machine Co.

They Sell

Okeh Records

The Service that satisfies

Ours is the service that helps you to readily meet all early requests for new records. There is no waiting for delayed and slow deliveries when Consolidated is serving you.

If you are considering an agency communicate with us. We shall be glad to give you advice and help. We can show you how to make an agency a producer of big profits. We are doing it every day and shall do it for you.

The Record that satisfies

The policy behind Okeh Records is making it the finest Record. The progressive policy is felt in the variety of feature selections issued monthly. Features that are "money-getters." The most celebrated, the most novel and the most popular hits are monthly released on Okeh Records.

The popular demands are studied and given careful consideration in the laboratory. As a result, Okeh is releasing today several distinctive types of music that give a dealer the opportunity to satisfy requests for unusual music. He is protected by these features being exclusively Okeh.

Artists who may be heard on Okeh

John McCormack, Frieda Hempel, Alessandro Bonci, Jan Kubelik, Emmy Destinn, Riccardo Stracciari, Hermann Jadlowker, Marina Campanari, Billy Jones, Mamie Smith, Sam Ash, Lewis James, Vaughn De Leath, Norfolk Jazz Quartette, and all popular orchestras.

Okeh Record Distributors

227 W. Washington St.

Chicago, Ill.

Branch: 2957 Gratiot Ave., Detroit, Mich.
HAS AGGRESSIVE YANKEN SALESMSANSHIP GONE TO SEED?

During the past five years the sales sense of the nation has gone to sleep. Our national indifference toward our foreign trade, hostility to the nation has gone to sleep. Our national

A STRAIGHT-FROM-THE-SHOULDER ANALYSIS OF THE IMPORTANCE OF SALESMASTERNSHIP AS A BUSINESS-PROMOTING FACTOR

By Wm. Maxwell, Vice-president, Thos. A. Edison, Inc., in Printers' Ink Monthly

During the past twenty years, at least, salesmanship is going to be the most important of all professions. The very salvation of the world depends upon better salesmanship, and the nation that serves best and sells best will be the most prosperous in this new world.

If we are to be that nation we must begin at the bottom, and it is up to us as individuals.

We can't pass the buck. Even though Congress and the executive offices of the Government were filled with experienced sales managers they could not accomplish a great deal unless the general public developed a higher degree of sales sense than it now seems to possess.

Yankee salesmanship used to be on a par with Yankee inventiveness. Too much Government in business, the ease with which merchandise sold itself during the inflation period and numerous other causes seem largely to have robbed us of our sales instinct, and to have obscured in the public's mind the importance of salesmanship to our national prosperity and the well-being of the world.

Unless the big-scale production of our factories is sold somewhere, by somebody, we will labor got its wages nor capital its reward and we will slip back into some oilier less satisfactory system of civilization. And the individuals who should be developing the better sales sense are proving deficient.

Most of the sales managers and salesmen who received the bulk of their training during the past five years have a great deal to learn and perhaps even more to unlearn. If I were hiring a sales manager or salesman to-day I should pay very little attention to his achievements from 1916 to the Spring of 1920. If I were looking for a sales manager, merchandising manager or an advertising manager I should try to get a man whose experience began prior to 1907.

The so-called buyers' strike has been greatly prolonged by inexperienced and unskilled salesmanship, first on the part of manufacturers and jobbers and later by stupid retail merchandising. It would be a fine thing for the country if the principles of salesmanship and merchandising could be taught in the high schools and colleges. It is easy to teach merchandising to a man or woman who understands salesmanship, but it is very difficult to teach real salesmanship.

One of the chief difficulties is encountered in the individual's resentment of the high personal criticism and minute direction to which he must submit if he is to be thoroughly trained. If a salesman would accept instruction and constant rehearsal with the same good grace that the traditions of the stage require from the actor it would be comparatively easy to develop any intelligent person into a good salesman.

I am interested directly and indirectly in about 25,000 salesmen. I am trying to take my own medicine and develop sales sense in this, my own medicine and develop sales sense in this, my

The father of success is work; the mother ambition, and the soul common sense.

FEATURES

LARGE diaphragm and long stylus bar lengthen 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, your arm and reproducer permits a freedom and sweetness of tone heretofore thought impossible.

Surround sound 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 diaphragm.

JEWEL MUTE

CONTROLS volume just like the human throat. Built in the reproducer and the functions perform 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 thumbscrew and is instantly adjustable. Tone has free and unimpaired passage throughout tone arm and chamber — Not "Muffled" or "Choked" as with ordinary type of tone modifier.

Perfect regulation without any way changing character of tone.

JEWEL PHONOPARTS COMPANY - 154 W. Whiting St., Chicago
The Dealer Who Sells Sonora Phonographs Gets Sonora Service

He gets the most whole-hearted co-operation of the entire Sonora organization. Every representative throughout the country should associate the Sonora name with "SONORA SERVICE."

There is nothing "impersonal" about the "SONORA SERVICE." Your problems are Sonora problems and will promptly receive the most careful consideration. "SONORA SERVICE" will help you with your problems to "get business." Store window display, general advertising or any other problems that are peculiar to your business.

This is the first of a series of talks about "SONORA SERVICE." We will take up in detail in future announcements the extensive service organization that is placed at your disposal.

The "SONORA SERVICE" is a purely personal service that will co-operate with any dealer at any time.
Prices Revised!

The Sonora Phonograph Company announces a new schedule of prices on most models of Sonora Phonographs and accessories.

The recent decline in manufacturing costs has enabled us to offer these reductions.

This has been done in order that the trade and the public may participate in the recent lowered cost of production.

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,
316-318 Marietta St., Atlanta, Ga., Alabama, Georgia, Florida and North and South Carolina.

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

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

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

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

C. D. Smith Drug Co.,
613 Arcade Bldg., St. Louis, Mo. St. Joseph, Mo.
Missouri, northern and eastern part of Kansas and 5 counties of N.E. Oklahoma.

Strickland-Peterson 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.,
1721 California St., Denver, Colo.
States of Colorado, New Mexico and Wyoming east of Rocky Mountains.

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 cities on the west bank of the river, south of Highland.

Long Island Phonograph Co.,
451½ Fulton St., Jamaica, N. Y.
All of Long Island and Brooklyn, north of Broadway.
Prince's Dance Orchestra keeps up the pace with two more sure-fire twelve-inch waltzes. "Peggy O'Neill" and "The Last Waltz" are just the music dance lovers are looking for. Make sure that they'll find it in your store. Order today. A-6188.

AN ACTIVE BUNCH OF DEALERS IN DENVER TERRITORY

Trip Through Colorado, Nebraska, South Dakota and Northern Wyoming Gives Convincing Evidence That the Talking Machine Dealers in These States Are Going After Business

Denver, Colo., August 3.—The great event of the month in this city was the large assemblage of dealers who attended the convention held under the auspices of The Knight-Campbell Music Co., Victor wholesaler, which was attended by prominent Victor officials who had just been in session at the Jobbers' convention in Colorado Springs. The account of the meeting will be found in a separate story in another part of The World.

Despite rather unfavorable trade conditions, Klein & Morgan, Victor dealers at Rapid City, S. D., are keeping their sales up to a satisfactory mark. Mrs. E. P. Klein is in charge of the talking machine department.

Under the management of F. A. Barler the A. Hopper Co. store, at Scottsbluff, Neb., is doing a flourishing business. This concern employs five outside salesmen and uses advertising of all descriptions consistently. Mr. Barler recently succeeded A. E. Chiles as manager of the store. It is understood the latter has been made manager of the piano department of the Home store in Omaha.

Harry Tickle, a new Victor dealer at Alliance, Neb., is planning a number of improvements to his store, including booths and a modern display room. Ably assisting Mr. Tickle is H. L. Sums.

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

AGGRESSIVE SALES METHODS EMPLOYED BY BEINS & LINDSOE, VICTOR DEALERS AT CRAWFORD, NEB., ARE HEARING FRUIT ABUNDANTLY. MANAGER LINDSIO REPORTS BUSINESS AS GOOD.

F. L. Thompson, manager of the Compton Drug Co., Victor dealer at Chadron, Neb., reports big sales of Red Seal records. A considerable portion of the demand for these high-class records comes from the faculty and students of a State normal school, located in Chadron.

At this season of the year J. C. Christensen, veteran Victor dealer in Hot Springs, S. D., enjoys a rushing business, due to the presence of numerous tourists in Hot Springs, which is a famous health resort in the Black Hills.

With the great Homestake Mine at Lead, S. D., working full time, the two Victor dealers at that point, the Thorpe Piano Co. and the Heart Mercantile Co. are enjoying a good run of business. Many employees of the mine who left during the war have returned to Lead, and the town shows every sign of prosperity.

Elmer Thorpe is the aggressive talking machine department manager of the Thorpe Piano Co. and N. C. Bell heads the talking machine department of the Heart Mercantile Co. Victor dealers who have not allowed business depression to discourage them or stop their sales are W. B. Lown & Son, of Spearfish, S. D.; W. E. Lown, manager of the talking machine department, believes in advertising, and has proved that it pays.

Nick Nelson, manager of the talking machine department of the A. L. Cummings Music Co., of Sheridan, Wyo., finds that outside work and advertising space in newspapers is the most satisfactory means for increasing his sales of Victrolas and Victor records. Mrs. Nelson is associated with her husband in the department, having charge of records.

When W. C. Ball, of the W. C. Ball Furniture Co., Red Lodge, Mont., hears of a Victrola dealer who does not work for the would-be customer to come into his store, but goes directly to the prospect's home. This method has been instrumental in making a number of sales that otherwise probably would have been impossible to make.

Tourists on route to Yellowstone Park swell the summer business of O. P. Koenig, proprietor of the Postoffice Store in Cody, Wyo., who has sold the Victor line for a number of years. Mr. Koenig has erected signs along the roads leading into Cody, reminding automobile tourists that in his store they can purchase the latest Victor records, as well as portable Victrolas, to make their stay in the famous National Park more enjoyable. The results obtained from these signs have been very gratifying. Mr. Koenig recently distinguished himself by capturing a twenty-pound trout with light tackle in a mountain stream near Cody.

The Powell Drug & Jewelry Co., under the management of T. A. Hoops, is placing the Victor line on the map in and around Powell, Wyo., by means of an aggressive advertising campaign.

The ranks of Victor dealers in northern Wyoming have been strengthened by the addition of The Fisk Pharmacy, which a few weeks ago received its initial shipment. This concern plans a modern department, including booths and other up-to-date equipment. Walter Fisk, head of the concern, and H. C. Scarporough are in charge of the Victrola department.

One of the most attractive Victrola shops in the West is to be seen at Thermopolis, Wyo., in the music and jewelry store of C. E. Rutterbeck. Everything about the shop is modern, as are the methods of the proprietor. Mr. Rutterbeck, in his advertising, uses tone unusual road signs, which draw a considerable amount of automobile tourist trade.

A recent report from C. E. Richter, head of the Richter Music Co., of Casper, Wyo., is to the effect that Summer Victrola business is highly satisfactory. This firm carries a large stock.

Two booths have been installed by Daniels & Rogers, Victor dealers at Douglas, Wyo., to care for their talking machine customers.

A balcony has been bathed by Dr. F. W. Huffman, manager of the Pioneer Phonograph Co., which has been located in Wheatland, Wyo., for the talking machine department. Mr. Huffman is in charge of the record stock.

Among the recently installed Victor dealers are Mr. and Mrs. W. B. Lown, manager of the Pioneer Phonograph Co., Red Lodge, Mont.; Mrs. Nelson, manager of the Pioneer Phonograph Co., of Sheridan, Wyo.; and Mr. and Mrs. Nick Nelson, manager of the Pioneer Phonograph Co., of Sheridan, Wyo.
is the Heidpriem Co., of Des Moines, Iowa, Fred Heidpriem, who has charge of the talking machine department, plans to install booths and otherwise fit the store for the handling of Victrolas and records. The concern is carrying out a strong advertising campaign.

Everybody in Rapid City, S. D., is a booster, and the W. A. Polzin Furniture Co., Victor dealer at that point, is no exception. This firm issues a monthly talking machine house organ which has proved to be an admirable advertising medium. Mrs. W. A. Polzin is manager, assisted by James O'Grady.

Hard work is the recipe used by Dick Stone, Victor dealer at Gillette, Wyo, for obtaining Victrola business, and it has proved to be very effective. Mr. Stone's store is one of the most attractive and best equipped in the State.

**ATTRACTION SUMMER WINDOW**

Goldsmith's Music Store Co. prepares effective summer display—features Victrolas IV and VI

Columbus, O., August 6—Goldsmith's Music Store Co., of this city, Victor dealer, recently prepared an artistic window display which was sufficiently original to give the company effective publicity in the Columbus Dispatch. This window, which is reproduced herewith, was featured for an entire week and attracted the attention of hundreds of passers-by.

Several of the plants in the window were artificial, but the middle plant was a natural fern that showed up to splendid advantage. The wicker cabinet at the end contained a Victrola VI, and on the table was a Victrola VI and a Victrola IV was on the floor. The background was made of green Japanese rope, and the floor was covered with tile sand and pebbles. The window as a whole gave an excellent impression of an outdoor scene and suggested Summer Victrolas to the prospective purchasers.

George M. Cook, president of the Michigan Phonograph Co., Grand Rapids, Mich., accompanied by Mrs. Cook, recently made a short vacation trip to Belvidere, Ill. Mr. Cook reports a very satisfactory demand, considering the times, for Lawson phonographs, and expects a brisk demand for these instruments during the Fall and Winter season.

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**Scotford Tonearm and Superior Reproducer**

**Illustrated, Style 3 Finish**

*No. 1401, $14.00. Nickel—11.00 Gold.*

**Sample Prepaid, $0.50 Nickel—$1.00 Gold.**

**Quantities Filled on Consignment.**

Barnhart Brothers & Spindler

Harbor and Throop Streets

Chicago

**E. F. Carson is General Manager**

Assumes important post with Granby Phonograph Corp.—O. F. Jester joins sales force

Norfolk, Va., August 6—The Granby Phonograph Corp. of this city, has announced the appointment of Edward Fraser Carson as general manager. Mr. Carson was formerly manager of the copy and plan department of the Frederick McCurdy Smith Advertising Agency, of New York City. Previously he was general sales and advertising manager of the White Hickory Motor Corp., of Atlanta, Ga., also sales and advertising manager of the Acheson Graphite Co., of Niagara Falls, and advertising manager for the Pyrene Mfg. Co., of New York City. He will have charge of the advertising and sales department of the Granby Phonograph Corp.

J. G. Widener, president of Widener's, Inc., of Boston, spent several days recently at the office of the Granby Phonograph Corp. in this city. As reported recently, Widener's, Inc., is handling the Granby line in the many cities in which it is located. Mr. Widener also spent much of his time at the Granby factory at Newport News, Va. E. C. Howard, director of sales of the Granby Phonograph Corp., left his cares behind him and started on July 19 for the first vacation that he has had for several years. Mr. Howard is an ardent follower of Izak Walton and will spend several weeks in the woods of Michigan with rod and line.

O. F. Jester, who for some years has been connected with the Philadelphia office of the Columbus Co., has resigned and accepted a position to represent the Granby phonograph in eastern Pennsylvania. His headquarters will be in Philadelphia.

**The Figures Tell the Tale**

There are no such words as "Summer dullness" in the lexicon of Ormes, Inc., Victor wholesalers, New York City. Clarence E. Price, head of the Ormes organization, reports that its business for the month of July is not only greater than the months previous but surpasses the business done during July, 1920. "We are pleased with these results," stated Mr. Price to a representative of The World, "for they prove false the idea that the Summer months must necessarily be dull. While the expected Fall business may not come with a rush, but may be gradual. I expect that the Victor dealer will find it a good and profitable season in every respect."

What you find in the mind of the man with whom you are doing business or with whom you want to do business, depends a whole lot on what you have in your own mind when you are dealing with him. Your thought will beat your words in finding its way into his brain. Think right and then the sales will take care of themselves.
THE COMPLETE SEPTEMBER RELEASE INCLUDING SPECIAL MID-SUMMER TIMELY HITS IS LISTED BELOW:

**September Emerson Releases**

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**Emerson Phonograph Company, Inc.**
IMPORTANT N. C. R. CHANGES

John H. Patterson Resigns as President of National Cash Register Co. and is Elected Chairman of Board of Directors—F. B. Patterson Elected President and J. H. Barringer Appointed General Manager of the Company

DAYTON, O., August 2—Announcement has just been made of three important changes affecting leading executives of the National Cash Register Co. John H. Patterson has resigned as president and general manager of the company, but will continue actively in directing its affairs. As chairman of the board of directors he will advise the directors and help formulate the policies of the company. His son, Frederick B. Patterson, was elected to succeed him as president, while J. H. Barringer was made general manager.

John H. Patterson has been president of the National Cash Register Co. for thirty-seven years. He is regarded as one of the world's greatest business leaders. The institution he has built in Dayton is regarded as the world's model factory. He built it from a workshop of one room with two employees to an organization employing more than ten thousand men and women in all parts of the world.

Frederick B. Patterson is twenty-nine years old. His first work was on a farm. He attended school for two years in England, and has been connected with the N. C. R. business from the ground up. He started in as a workman in the foundry. In the interests of the company he has visited all of its agencies, except Africa, Australia, India, Russia and Mexico. He was manager of the foreign department for two years, and until he entered the service of his country in 1917. In the late war he rose from a private in the ranks to a commission in the air service.

This change in the official family of the N. C. R. business is one of the largest business transactions of the world. There are many problems to be solved. He has stated time and again that the policies of his father are the ones which will govern him in all that he does. This means that the world situation will take much of his time and attention in an effort to help bring order out of chaos.

J. H. Barringer, the new general manager, was promoted from the ranks. He started with the company fourteen years ago, holding a minor position. He earned promotion very rapidly and in 1915 was made first vice-president and assistant general manager. Mr. Barringer is only thirty-eight years old. It is a remarkable tribute to his perseverance and ability that he has been chosen to manage one of the world's greatest industrial institutions.

MME. MATZENAUER MARRIED

Madame Margaret Matzenauer, distinguished prima donna contralto and Pathé artist, recently surprised her many friends and admirers through her unexpected and romantic marriage in Europe to Floyd Golthouse, a prominent Western business man. Mme. Matzenauer was called to Europe through the serious illness of her father, and met on boardship Mr. Golthouse, whom she had known in the West. On the way over she showed her every attention in an effort to mollify her grief, and, on arriving, he threw his business engagements to the wind, escorting her to her destination. Her mother passed away a few hours before she reached home, but her anguish was assuaged by the devotion of her companion, and the wedding followed a few weeks later, thus ending this unusual and entirely interesting romance.

Miss Mary R. Mayer, chief catalog editor for the Brunswick Phonograph Co., has been spending the summer on Byram Shore, near Port Chester, N. Y. Miss Mayer is one of the youngest women employed in this sort of work.

THOUSANDS OF DEALERS HAVE SOLVED THE PROBLEM OF CHILDREN'S RECORDS WITH BUBBLE BOOKS "THAT SING"

There is no phonograph record or a dozen of them on the market today that attract children as the three records in the Bubble Books do. Bubble Books enable the child to read, see and hear. Each book is beautifully illustrated by Rhoda Chase. The fairy story running through the entire series is vividly written by Ralph Mayhew and Burgess Johnson and the three records, equal in quality to any record on the American market, sing the songs in a clear, understandable way.

Selling one Bubble Book means a steady customer for the entire series. Invariably they come back for more.

WHEN YOU SELL ONE YOU SELL A HABIT

Get your share of these sales by writing today for our 1921 proposition.

HARPER & BROTHERS

Bubble Book Division

130 WEST 42nd STREET

NEW YORK
DALION Dealers enjoy many important Advantages

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

Auto-file
Your customer's interest in Dalion's Auto-file is invariable. Designed for permanent use and adapted to all speakers. Any desired record size inserted in a moment. The phonograph always in play, regardless of the record. The record is instantaneously ready when played, and no other record is available until proper replacement of the lost. Records, always new.

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

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

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

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

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

Milwaukee, Wisconsin, U. S. A.
Sell the dance records you have in stock by means of the Columbia Dance Record Arctcraft Window Display. You'll see the power of suggestion powerfully demonstrated the moment you place it in your window.

Columbia Graphophone Co.
NEW YORK

ARE YOU READY FOR TALKING MACHINE MEN'S OUTING?

Annual Outing of the Association to Be Held on August 17 at Terra Marine Hotel, Huguenot Park, Staten Island—Program Provides Entertainment for Entire Day

A last-minute call has been sent forth by the arrangements committee of the Talking Machine Men, Inc., for the annual outing of the association to be held Wednesday, August 17, at Terra Marine Hotel, Huguenot Park, S. I. Reservations have been received from dealers and their friends throughout the metropolitan territory, and, judging from all indications, the 1921 outing will set a new record for attendance.

Before selecting the Terra Marine Hotel for the outing of the Talking Machine Men, Inc., the arrangements committee carefully inspected every detail of the facilities available, and the accompanying illustration will give some idea of the pleasure that is awaiting the talking machine dealers, their families and friends. Bathing, fishing, athletic games and dancing are all on the program, together with luncheon and dinner menus that will tempt the most discriminating epicure.

According to the official program, the members of the party will leave at 10 o'clock from Battery Park for Midland Pier, arriving there at 11:30 a.m. Automobile buses will take the party on a ten-mile ride through beautiful country to the Terra Marine Hotel, where luncheon will be served. At 1:30 p.m. the athletic games will start and the official program provides for a ball game between the drys and the wets, a 100-yard dash for junior members, a 100-yard dash for senior members, a fat men's race with lady partners, a young ladies' race, a 100-yard dash for guests, and a boys' race with girl partners.

At six o'clock dinner will be served to the accompaniment of entertainment and dancing, and at 9:30 p.m. the automobiles leave for Midland Pier with everybody set for a moonlight sail home.

Someone has remarked that a strong selling force can get business without advertising—but why work a willing horse to death?

R. F. REID'S IMPORTANT POSI

Appointed Sales Manager of New York Album & Card Co., With Headquarters In Chicago

The New York Album & Card Co., of New York and Chicago manufacturers of Nyacco albums, have announced the appointment of R. F. Reid as sales manager of the company. Mr. Reid was formerly production manager of the Cheney Talking Machine Co. of Chicago. His connection with the phonograph industry dates back to January, 1915, when he joined the Cheney organization, until July, 1920.

Mr. Reid will make his headquarters at the Chicago offices of the company. The New York Album & Card Co. also maintain a factory in Chicago from which the trade in the Central and Western territory is supplied. Mr. Reid's return to the industry after a year's absence is the result of a recent trip made by Max Wil linger, president of the New York Album & Card Co., to Chicago. The connection of Mr. Reid with the company will be of material aid in the extensive sales campaign which is in contemplation.
The Talking Machine World

August 15, 1921

MagnaVOX

Is Ideal for Dancing This Summer

Read These Letters—Names on Request

"I have been using your MAGNAVOX for a year at my Amusement Park, running it 12 hours a day during the season, and it has never yet failed to deliver the goods, and works perfectly for dancing in my outdoor pavilion."

"We find that the MAGNAVOX is just the thing we have been looking for for dance work and school purposes, as the phonograph is hardly loud enough where there is a large crowd assembled."

"The MAGNAVOX outfit received today, and as I said in one of my letters that I could decide in fifteen minutes, when I was trying to arrange for one. Why, man, it did not take three, and will say it bears out all claims, and more."

"At one time there were three May Pole sets of little tots—about seventy-five in all—dancing to the clear bell-like music of the MAGNAVOX. For school work and dancing purposes the MAGNAVOX is a complete success."

"I allowed the manager of the dance hall to use the MAGNAVOX that night to dance to. It was so superior to his old phonograph that I signed him up for a machine."

"You are overlooking a good bet if you do not sell a MAGNAVOX to every live wire talking machine shop in the country, and here's hoping you do."

They Were Pleased—So Will You Be—If You Will Write for Dealers' Proposition

The Magnavox Company
2701 East 14th Street
Oakland, California

The Magnavox Company
Penn Terminal Bldg.
370 7th Ave., New York City

Magnavox Telemegafone Distributors

I. Montagnes & Co.
Toronto, Canada

J. W. Sande Co.
123 East 5th St., Dayton, Ohio

Kiefer-Stewart Co.
Indianapolis, Indiana

Southwestern Drug Co.
Wichita, Kansas

Telephone Maintenance Co.
17 No. La Salle St., Chicago, Illinois

Sonora Distributing Co.
Dallas, Texas

Minneapolis Drug Co.
Minneapolis, Minn.
THE RESURRECTED TALKING MACHINE - High Fidelity Reproduction of Soft and Smooth Sound

Order a sample now. Bids invited for full specifications.

"Produced By the Original" Victor Phonograph Co., New York, N. Y.
Patented June 27, 1888

NEW CHASE-HACKLEY RETAIL HOME

Move to Ground Floor of Recently Constructed Occidental Hotel Building

Muskegon, Mich., Aug. 5.—The retail business of the Chase-Hackley Piano Co., in this city, was recently moved to new quarters. The new location is on the ground floor of the recently constructed Occidental Hotel Building, of Muskegon, and the home of the Chase-Hackley now boasts of one of the finest showroom, not only in Michigan, but in the entire country.

The policy of this company, for a long time past, has been along the plan of the general music store. It has special departments devoted to pianos, Victrolas, sheet music and musical merchandise, and has experts in charge of each of these branches.

ISSUE MUSIC WEEK PROGRAM

National Bureau for Advancement of Music Distributes Copies of Washington Music Week Program—An Impressive Showing

The National Bureau for the Advancement of Music has just sent out to the trade copies of the program of the recent Music Week activities in Washington, D. C., which offers most conclusive proof of the elaborate character of the celebration. The story of the Washington Music Week has already been told with considerable detail, over 50,001 children having participated in the great chorus in the Ellipse alone.

Music Week has already been told with conclusive proof of the elaborate character of the ties in Washington D. C., which offers most conclusive proof of the elaborate character of the celebration.

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Music Week has already been told with conclusive proof of the elaborate character of the celebration.

RECEIVER IN EQUITY APPOINTED

Judge Hand Places A. R. Memhard in Charge of a Creditor of that Company

Judge Learned Hand on July 25 appointed Allen R. Memhard receiver in equity for the Masterphone Corp. of America in a suit brought by Harry L. Bashnbaum, a creditor. The liabilities are stated to be $18,000 and assets in excess of that amount, but the corporation is said to be short of liquid assets to meet maturing obligations. The corporation was organized last February with an authorized capitalization of $150,000 to exploit a patented device which is said to amplify and improve the sound of phonograph records.

NEW PATHÉ NUMERICAL LIST

The Pathé Frères Phonograph Co., Brooklyn, N. Y., has just issued a catalog containing a complete numerical list of all the Pathé Suprême and Masterneedle records up to and including the records in the September, 1921, supplement. This book will also prove a decided help in keeping an accurate inventory of all records on stock. The catalog is large in size and presents in visible form the great number and wide variety of selections available in Pathé records. Beginning with October it is planned to issue a separate hunger for Actualite records.

IMPORTANT POST FOR C. H. MURRAY

Popular Advertising Manager Has Been Appointed Assistant to the President of the Pathé Co.—George W. Lyle Resigns

C. H. Murray, advertising manager of the Pathé Frères Phonograph Co., Brooklyn, N. Y., has been appointed assistant to the president of that company. Mr. Murray has been assigned an office directly adjoining that of W. W. Chase, president of the Pathé Frères Phonograph Co. In a letter to Pathé jobbers, announcing the appointment of Mr. Murray as his assistant, Mr. Chase states: "In recognition of the services rendered to the company during the past two and one-half years, and my faith in his co-operation with our organization, I have appointed Mr. Murray as my assistant." Mr. Murray will have charge of the sales as assistant to Mr. Chase and will also continue his excellent work as advertising manager of the company.

In the same communication Mr. Chase announces the resignation of George W. Lyle, who was general sales manager. Mr. Lyle found it impossible to reconsider his resignation, and for the present Mr. Chase has announced there will be no successor appointed.

The Thos. Gossen Music House, of Houston, Tex., reports an excellent demand for the new portable Victrolas, of which an excellent window display was made recently. This little instrument has greatly stimulated business with this house.

SIXTEEN POINTS OF CHEER

A Double Oute of Reasons Why Talking Machine Manufacturers, Jobbers and Dealers Should Be Optimistically Inclined

Here are sixteen reasons for the belief that great headway has already been made toward normal business:

The depression has been under way for the last seven months and, theoretically, the country's business is just that much nearer normal.

Deflation of inventories which has been going on for the last six months. Having converted a large percentage of high-priced inventories into finished materials for the market, manufacturers are now in position to take advantage of lower prices for raw materials.

The tendency toward easier money and continued recovery in exchange, and increase in purchasing power of the dollar.

Reduction in commercial discount rate.

Gold imports of more than $375,000,000 since the first of the year, with exports of only $200,000.

Strong Federal reserve bank position.

Unfilled orders of United States Steel down to $845,224 tons, very close to low record, based upon capacity of corporation.

Surplus copper being gradually worked off as a result of a drastic policy of curtailment.

Many manufactured products selling at cost or below.

Gradual restoration of confidence and no longer any fear that the country is facing financial and business disaster.

Promise of good crops.

Wage reductions accepted without protest by employees of nearly all industries.

Signing of reparation agreement which will facilitate international trade.

Determination of present administration to protect manufacturers against invasion of foreign goods.

World shortage of goods. Lack of credit largely responsible for curtailment of buying.

Deflation of the Administration to give the railroads a square deal. Incidentally nearly one-half the population of the United States, either individually or through insurance companies, arc interested as shareholders in the railroads.—Wall Street Journal.

Good will is the guaranteed link between maker and buyer. It is the most valuable asset that any firm can possess.
BUILDING UP THE WEAK POINTS

Knowing the Store's Weaknesses So as to Eliminate Them Most Effectively

Advertising to find a store's weak points was the very novel policy recently pursued by a Canadian concern. It carried an advertisement which read: "We wish to discover our store's weaknesses—then eliminate them. We strive to give perfect service, but our people are human and fall short. Won't you help by telling us when anything goes wrong? If goods are not what you thought they were, please tell us. If salespeople are not polite and efficient, please tell us. If goods are not delivered promptly and in good order, please tell us. Whenever for any cause you feel dissatisfied with this store in any way, please tell us.

"For something is wrong that we want to cure, but we cannot know until our friends tell us about it. We thank you quite sincerely if you have any thought or your mind of what this store should do to be a better store. Won't you please take a few minutes to write and tell us what you think is wrong and what we might do to make this a more satisfying store to you?"

This is a rather clever way of getting close to the public and some wide-awake talking machine man may be able to utilize or adopt the idea to good purpose.

EXHIBIT OF RAINBOW RECORDS

OLEAN GROVE, N. Y., August 1.—The Rockebeaver Co. of New York City and Philadelphia, manufacturers of the Rainbow record, has obtained prominent display space on the popular North End Pavilion. Owing to the many religious services held here, Ocean Grove has among its visitors a very large portion of church-going people. The Rainbow records are devoted entirely to religious selections and it is believed that this exhibit will do much toward placing them before prospective purchasers. Much interest was shown in the display and demonstrations given.

The man who doesn't believe in advertising when he needs business hasn't learned that it's a tool and not a toy, wisely remarks "Class"

INCREASED DEMAND FOR RECORDS

USUALLY BEGINS IN SEPTEMBER

NOW IS THE TIME

To prepare for the increased business, which is coming

NOW IS THE TIME

To order your supply of
cotton flocks

YOU WANT THE BEST

WE MAKE IT

CLAREMONT WASTE MFG. CO., CLAREMONT, N. H.

NEW RICHARDSON BRANCH

Victor Dealer Opens Artistic Branch in New Ambassador Hotel, Los Angeles

Los Angeles, Cal., July 28.—The original store of Richardson's, Inc., at 727 West Seventieth Street, Chicago, has been sold to the Richardson's, Inc., New Branch, at 1222 Wilshire Boulevard, Los Angeles, California.

The Richardson's, Inc., New Branch, the sincerest form of flattery—this branch store was opened in many places. And now, as though to "out-Richardson Richardson," the branch store in the Ambassador Hotel is, if possible, more successful. It is a jewel in a beautiful setting—Richardson's in the Ambassador. The illustration shows the beautiful front entrance, the architecture throughout being Spanish.

OKEH RECORDS IN SPORTING EVENTS

Fight Fans From Middle West Entertained on Special Train by Okeh Records—Music Substitutes for Benin Leonard

Okeh records have figured prominently during the past few weeks in several sporting events that have attracted considerable attention. Preliminary to the Dempsey-Carpentier fight two special trains left Chicago for the fight containing some of the leading fight fans in the Middle West. The members of the party were entertained all the way from Chicago by Okeh records, which added materially to the pleasure of the trip.

At Benton Harbor, Mich., recently, Bennie Leonard, lightweight champion, was scheduled to fight, but, owing to illness, did not appear. The rest of the program was carried out, however, and the entire audience was entertained with Okeh records, the volume of which was augmented by the use of a Magnavox.

At the Twenty-third Regiment Armory in New York recently Miss Vaughn Deloath, well-known contralto and exclusive Okeh artist, gave a comparison test which met with unusual success. Miss Deloath sang several selections and immediately afterward Okeh records of the same selections were played for the audience. The comparison served to emphasize the fidelity that characterizes the Okeh reproductions of Miss Deloath's voice and the 1,000 people in the audience were enthusiastic regarding the test.

DELAWARE CONCERN GETS CHARTER

A charter of incorporation has been granted to the Consolidated Music Stores in Delaware for the manufacture of talking machines. The new concern is capitalized at $50,000.

As a matter of fact, it's usually true that the man who says "I can't" is quite right—that is, if he thinks he can't.
OKeh Records

September Bulletin

50101 (THE WEDDING OF FIGARO (Figaro's Hochzeit) (O sau me langer nicht)—Mozart—Soprano (in German) with Orchestra,
Frieda Hempel $1.50

50401 MIGNON (Knowest thou the land?)—Thomas—Soprano (in German) with Orchestra,
Emmy Destinn $1.50

52101 / PAGLIACCI (Prologue)—Leoncavallo—Baritone (in Italian) with Orchestra,
Ricardo Strecchi $1.50

57101 FAUST-DIO POSSENE (Even bravest heart) 12-in—Gounod—Baritone (in Italian) with Orchestra,
Ricardo Strecchi $1.25

72201 /'U ELISIR D'AMORE-QUANTE E BELLA! (How lovely!)—Donizetti—Tenor (in Italian) with Orchestra,
Alessandro Bonci $1.25

4371 STRUT MISS LIZZIE—Baritone with Orchestra—Al. Bernard 10-in $1.00

4375 ANNA IN INDIANA—Tenor with Orchestra, Billy Jones 8-in $1.00

4379 MOLLY BRANNIGAN—Tenor with Orchestra, Liam O'Kennedy 10-in $1.00

4380 CORNFIELD BLUES—Norfolk Jazz Quartette 10-in $1.00

52301 CADENZA FROM CONCERTO IN D MAJOR—Paganini—Violin Solo with Piano Accompaniment—Jan Kubelik 12-in $1.50

72301 SERENADE—Drdla—Violin Solo with Piano Accompaniment—Jan Kubelik 10¾-in $1.25

4382 HAWAIIAN HOTEL—Hawaiian Guitar Duet, Ferera-Franchini 10-in $1.00

4388 HONOLULU RAG—Hawaiian Guitar Duet, Ferera-Franchini 10-in $1.00

4368 ALL FOR YOU (Intro. "Without You")—Medley Fox-trot, Erdody's Hotel Pennsylvania Orchestra 10-in $1.00

4361 AMERICAN GUARD—March—Conway's Band 10-in $0.85

4369 GRAND FANTASIA ON DIXIE (Op. 130)—Otto Langey 8-in $0.85

4370 PAINTED DOLL—Fox-trot, Ray Miller, Melody King, and His Black and White Melody Boys 10-in $0.85

4372 I LOVE YOU, WONDER GIRL—Fox-trot, Natzy's Hotel Biltmore Orchestra 8-in $0.85

4374 PULLMAN PORTER BLUES—Fox-trot, Joseph Samuels' Jazz Band 10-in $0.85

4373 OH! BOY (I've Found the Baby for Me)—One-step—Joseph Samuels' Jazz Band 10-in $0.85

4375 THE LAST WALTZ (From the Operetta, "The Last Waltz")—Waltz, Natzy's Hotel Biltmore Orchestra 10-in $0.85

4378 THE CRITERION WALTZ—Waltz, Frank Street's Society Orchestra 8-in $0.85

4379 STOLEN KISSES—Fox-trot, Bennie Krueger's Orchestra 10-in $0.85

4381 JUST A LITTLE LOVE—Fox-trot, Green Brothers' Novelty Band 10-in $0.85

4383 YOKOHAMA LULLABY—Fox-trot, Joseph Samuels' Jazz Band 10-in $0.85

4384 LISTENING—Fox-trot, Green Brothers' Novelty Band 10-in $0.85

4385 SWEETHEART—Fox-trot, Bennie Krueger's Orchestra 10-in $0.85

4386 MY CHERRY BLOSSOM—Fox-trot, Erdody's Hotel Pennsylvania Orchestra 10-in $0.85

4377 IN A BOAT (For Two)—Fox-trot, Green Brothers' Novelty Band 10-in $0.85

4378 IN MY TIPPY CANOE (Intro. "Humika")—Medley Waltz—Green Brothers' Novelty Band 10-in $0.85

4379 NEAR ME—Fox-trot, Harry Raderman's Jazz Orchestra 10-in $0.85

4380 JUST BECAUSE—Fox-trot, Harry Raderman's Jazz Orchestra 10-in $0.85

4381 KILDARE FANCY—Irish Hornpipe, Tom Ennis (Irish Pipes)—John Muller (Piano) 10-in $0.85

4382 FRIEZE BREECHES—Irish Jig, Tom Ennis (Irish Pipes)—John Muller (Piano) 10-in $0.85

4323 GORDON'S REEL—Accordion Solo, Piano Accompaniment, Peter J. Conlon (Accordion)—Joseph J. Garry (Piano) 10-in $0.85

4323 ALL WE GOT FUN—Fox-trot, Erdody's Hotel Pennsylvania Orchestra 10-in $0.85

GENERAL PHONOGRAPH CORPORATION

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


Factories: Newark, N. J.; Elyria, Ohio; Putnam, Conn.; Kansas City, Mo.; Toronto, Can.
ADVERTISING THAT PAYS
Obsolete Methods of Advertising Still Practiced by Numerous Dealers Give Poor Results

Many an advertising campaign has failed di-
rectly because it overlooked or neglected the
matter from the customer’s viewpoint. It
is almost an impossibility to construct an
advertisement which will get sure-fire results
unless the appeal is based upon a knowledge of
human nature and its desires.

The talking machine dealer can make his ad-
vertising pay big dividends just as soon as he
gets away from the usual haphazard method of
listing his wares in an unattractive manner and
inserting the whole list in the local papers. By far
the greater portion of the people in any com-

One can learn more from listening than from
talking.

MUSIC CONCIOUS TO HAPPINESS
This Point Emphasized by Ross Crane in His
Recent Lecture in Cleveland in Which He Was
Aided by the Pathé Phonograph

CLEVELAND, O., Aug. 1.—Much interest was taken
in talking machine music as being conducive to
the comfort and happiness of every-day home
life at the Furniture Show Week which recently
closed in Cleveland and which was conducted
under the auspices of the Retail Furniture
Dealers’ Association. Ross Crane, head of the
extension department of the Art Institute of
Chicago, delivered a number of lectures with
demonstrations. For these demonstrations
Pathé phonograph period models were used,
which were supplied by the Fisher Co., Pathé

tents of the Retail Furniture


distributors of this city. Unusual interest was
awakened by Mr. Crane in these lectures, and in
the musical part of the program he paid a high
compliment to the Pathé, saying that he con-
sidered the instruments replicas of the art
periods they represented and emphasized the
thought that no home was complete without the
charm of music.

ROTTEN STONE
We are the only miners and manu-
ufacturers in this country of Rotten
Stone for use in Phonograph Record
making. Our product is now in use
by practically every record manu-
facturer 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.

KEYSTONE MINERALS CO.
41 Union Square, New York City

HARPONOLA

the Phonograph with the “Golden Voice”

Freedom from Trouble

Most any talking machine can play a
tune sweetly and can look pretty. It’s
the machine that continuously operates
without trouble and with a minimum of
repairs that is profitable for the
dealer to sell.

Write for the Harponola Proposition

THE HARPONOLA COMPANY
101 MERCELINA PARK
CELINA, OHIO
Edmund Brandts, President

J. H. RUDDY A VISITOR

Columbia Dealer Calls at New York Executive
Offices on Return From European Trip

J. H. Ruddy, of J. A. Ruddy & Son, Paducah,
Ky., Columbia dealers, was a recent visitor to
the executive offices of the Columbia Grapho-
phone Co. in New York. Mr. Ruddy was on his
way home after spending several weeks in
Europe as a member of a party representing the
National Retail Dry Goods Association. Sixty-
five members of this association were the guests
of the British Drapers’ Association, and they
visited every large department store and the
great majority of smaller retail establishments
throughout England, Scotland and Wales. They
were royally entertained by the British mer-
chants, and wherever they visited were given an
enthusiastic reception.

After spending four weeks in Great Britain.
Mr. and Mrs. Ruddy visited the Continent,
and in the course of their trip spent several weeks in
France, Belgium, Switzerland and Holland. Mr.
Ruddy is returning to Kentucky greatly im-
pressed with the spirit of good will and co-
operation manifested towards the American re-
tailers by the British merchants.

LOUIS BUEHN BECOMES A DIRECTOR

By virtue of his election as president of the
National Association of Talking Machine Job-
bers, Louis Buehn, of the Louis Buehn Co., Inc.,
Philadelphia, Pa., becomes a member of the
board of directors of the Music Industries Cham-
er of Commerce, succeeding L. C. Wigwell, of
Lyons & Healy, the former president. Mr. Wig-
well while president of the Jobbers’ Association
was an active and interested worker in the Cham-
er and came to New York from Chicago to
attend several meetings of the directors.

Sig. Mastroi, the great tenor with the Chi-
icago Opera Co. and noted Pathé artist, is the
author of a scenario in which his wife, Lena
Cavalleri, is the principal figure.
To uphold the distinguished Sonora name it is a foregone conclusion that the Sonora Piano must of necessity be an ultra-quality instrument.

Possessing a rich, resonant tone, a touch of unusual resiliency and responsiveness that fulfills the most exacting demands of the finished musician, the Sonora is presented as a piano of the highest artistic class.

Judged by all standards of piano quality, a musical instrument of superior merit worthy of a place in the inner circles of the Sonora family and deserving of the name that has come to be recognized throughout the world as the synonym of superiority.

THE INSTRUMENT OF QUALITY
Sonora CLEAR AS A BELL

Piano and Player Piano
Presented by the Makers of
"The Highest Class Talking Machine in the World"

Due to the great success achieved by the manufacturers of the Sonora Phonograph in producing the highest class talking machine in the world, it was frequently said that a piano of the same standard of quality, sponsored by the same manufacturers, would find a very ready sale.

This belief finally became a demand which could not be overlooked, with the result that Sonora now presents the Sonora Piano and Player-Piano.

The name Sonora stands for quality in the estimation of the public, and this fact alone will unquestionably have a favorable influence on prospective piano buyers, requiring very little salesmanship to sell them. One large dealer has already demonstrated this to his satisfaction by selling several the first day they were displayed.

If you are interested in selling this high-grade line we will gladly send you additional information on request.

SONORA PHONOGRAPH COMPANY, Inc.
George E. Brighton, President
New York: 279 Broadway
Canadian Distributors: I. Montague & Co., Toronto
the largest in this section of the State, con-

nents.-Coulter Jones Assumes Management

MANSFIELD, O., August 2.—A Victor talking machine department was recently added to the music business of the Jones Piano Co., of this city. The company, which occupies two floors of the building in which it is housed, has remodeled and redecorated its talking machine department. Several demonstration booths have been constructed. The new Victor department will be in charge of Coulter Jones, son of W. E. Jones, proprietor. A complete line of high-grade pianos and musical accessories are also carried in stock.

The establishment, which is considered one of the largest in this section of the State, contains every comfort for patrons and lovers of music. A rest room for visitors and a room in which music instructors may meet for conferences are features of the store.

PREPARING FOR CHRISTMAS NOW

SHEFFIELD, La., August 6.—The Union Furniture Co., of this city, Columbia dealer, is now preparing for its Christmas Club plan. "Fire-

nern is Forearmed," said Manager J. R. Buswell, "and we are now preparing for the time when Grafonolas will mean so much." The sale completed only recently resulted in putting in houses thirty-three Grafonolas, comprising two table instruments and thirty-one cabinets. This enterprising Columbia dealer is doing a "land-office" business and simply proving that hard times are going and easy times coming.

INSTALL DEMONSTRATING BOOTHs

RACINE, Wis., July 31.—A piano department has been added to the establishment of the Christian Bros. Co., of this city. The store has been completely remodeled and a full line of pianos will be handled in addition to talking machines and records. Nine sound-proof record demonstration booths have been installed, as well as a card system with facilities for handling 25,000 records.

GREAT HONOR FOR RUDOLPH GANZ

A high honor was paid to Rudolph Ganz, popular pianist-composer and exclusive Pathé agent, through his appointment as conductor of the St. Louis Symphony Orchestra.

CHILDREN'S PARTY BRINGS SALES

Brands' Store Sells Bubble Books as Result of Children's Party—June Sales Very Gratifying

OMAHA, Neb., Aug. 6.—The popularity of Bubble Books among children throughout the country is reflected in the great showing made by the Brands' store in this city in the month of June. This live talking machine dealer recently gave the children of Omaha a Bubble Book party which was attended by more than a thousand children during the two afternoons and evenings in which it was given.

Despite the general belief that Bubble Books are hard to sell in the summer months, this large store showed an increase in sales during the month of June and was a leader in the sale of Bubble Books throughout the country.

RECEIVES RECORD LABEL ORDERS

Scranton, Pa., August 6.—The Keystone Printed-Specialties Co., of this city, manufacturer of record labels, has recently received several large orders calling for immediate deliveries of record labels. With its new facilities the company is giving its clientele splendid service, especially as the executives of the concern have made a careful study of record label production. As a result of its familiarity with this field, the Keystone Printed-Specialties Co. has received several letters from record manufacturers commending it for the efficiency of its service and the uniformity of its label production.

STEWART CO. ERECTING NEW PLANT

CLEVELAND, O., August 1.—The Stewart Phonograph Co., manufacturer of the Stewart phonograph, is establishing a plant at St. Clair avenue and East Forty-ninth street, this city. While the firm has branches in New York and Chicago it is planned to make the factory now under construction the main plant, according to a recent announcement made by the officials of the company.

CONCERTS BOOST BUSINESS

MANCHESTER, Conn., August 1.—Thomas Graham, manager of the Sonora Talking Machine Co., of this city, is boosting business and gaining publicity through the medium of talking machine concerts. Settled as it was at the beginning of the year, this approach was used and has proved so successful that Mr. Graham is planning to continue them.

H. N. McMenimen

Consulting Engineer

Consultation by appointment on all phases of the phonograph industry, including:

Recording, Plating and Pressing

Motor, Tone-Arm and Reproducer Design

Patent and Model Development

Sales Promotion and Advertising Plans

Laboratory:
Scotch Plains, N. J.
Tel. Telephone 1428

HEALTHY SMALL-TOWN BUSINESS

Columbia Dealer Builds Up Profitable Business in Town of 2,600—Installs Up-to-date Equipment, Which Has Helped the Business

The Merrill Furniture Co., of Bonneville, S. C., Columbia dealer, in its usual progressive way, has just completed the installation of one of the most modern and up-to-date Grafonola departments in this State for the purpose of han-

dling its growing Grafonola and record business. The department consists of beautifully

One of Merrill Co.'s Demonstrating Rooms equipped hearing and display rooms, where the customers can hear the records which they prefer without in any way disturbing each other. Referring to general conditions, this dealer writes as follows: "Regardless of the dull times that we have been experiencing we have noticed approximately 20 per cent increase in record and talking machine business since putting in these listening rooms. The writer feels sorry for the small-town dealers, like ourselves, who try to do a Grafonola business without these silent salesmen."

PROVING A BIG POPULAR SELLER

Talking machine jobbers and dealers have been giving a great deal of publicity during the past month to the new portable talking machine just put out by the Victor Talking Machine Co. Its artistic appearance and its superb musical qualities have made a great appeal to the purchaser public, and its portability, particularly when cased, has aided in its popularity.

The FRED. GRETSCH MFG. CO.

Musical Instrument Makers Since 1863

60 BROADWAY — BROOKLYN, N. Y.

Ukuleles Are Big Sellers This Year

And alert music dealers will be prompt to go after these profitable sales. There's no technical knowledge needed! A few Ukuleles in your window with the prices shown big is all you need. They Really Sell Themselves! And at a profit for you that's clean, neat.

Write Today for Ukulele Window Card In Colors—It's Free.

A postcard request will bring you promptly our new Window Card, richly printed in colors. It is a big help in selling Ukuleles. And with the card will come our latest revised price list of Ukuleles. You'll find it easy to select some fast-selling numbers, priced at new low figures that give you a splendid margin of profit. Your card is waiting your request. Won't you drop us a postal today?
LATEST ORDER NOW

Pathé SAPHIRE and Actualelle Needle Cut RECORDS

Size 10
85 cents

NOTE—Actualelle Records are all prefixed with 0.

STANDARD VOCALS

20587  Lassie o' Mine (Bowles-Walt)
20587  [Bowles-Tate]
20587  Charles Harrison, Tenor
20593  Sleep and the Roses (Bowles-Tate)
20593  Charles Harrison, Tenor

20588  Bring Back My Bonnie to Me (Old Scotch Melody)
20588  Gladys Rice, Soprano
20588  From the Land of the Sky Blue Water (Ther-Vocal)
20588  Gladys Rice, Soprano

20604  O Wert Thou in the Caedal Blast (Burns-Mendelssohn)
20604  Florence Mulholland, Contralto
20604  Oft in the Stilly Night (Moore-Stevenson)
20604  Alice Goddard, Soprano
20604  Long, Long Ago (Bayly)
20604  Alice Goddard, Soprano

20585  Shall We Gather at the River? (Lowry)
20585  Cathedral Male Quartet, Unaccompanied
20585  Abide With Me (Lyte-Moore)
20585  Cathedral Male Quartet, Unaccompanied

STANDARD QUARTET

20585  Soldier's Farewell (Kamek)
20585  Shannon Four, Unaccompanied
20585  Sweet Adeline (Armstrong)
20585  Shannon Four, Unaccompanied

INSTRUMENTAL

20589  Si Mes Vers Avaitent Des Ailes (If My Verse Had Wings) (Mounon)
20589  Violin, Flute and Piano
20589  Longo Trio
20589  En Mer (By the Sea) (Holmes)
20589  Violin, Flute and Piano
20589  Longo Trio
20589  Beautiful Isle of Somewhere (Pounds-Parie)
20589  Jules Levy Jr.'s Brass Quartet
20589  Rock of Ages (Toppady-Hastings)
20589  Jules Levy Jr.'s Brass Quartet
20589  Vacate
20589  Jules Levy Jr.'s Brass Quartet
20591  The March of a Marionette (Gournet)
20591  Bass Solo
20591  Leopold Bucci-Nicholas Laucella
20591  The Elephant and the Fly (Kling)
20591  Bassoon
20591  Leopold Bucci-Nicholas Laucella
20592  Valse Ma Jolie (Lewis)
20592  Saxophone Solo
20592  Nathan Giants
20592  Where the Lazy Mississippi Flows (French-Frynez).
20592  Violin Solo, with Piano...Rae E. Ball

DANCE

20592  The Sidewalk (Gay)
20592  Fox-trot
20593  Molly on a Trolley (Schwartz)
20593  Fox-trot
20593  Nicholas Orlando's Orchestra
20594  My Sunny Tennessee (Kalmar-Ruby-Ruby)
20594  Fox-trot
20594  Nicholas Orlando's Orchestra
20594  My Sunnyside Sal (Kendis-Brockman)
20594  Fox-trot
20594  Nicholas Orlando's Orchestra

20595  One Kiss (Barrett-Arline)
20595  Fox-trot
20595  Volcano
20595  Jealous of You (Freedman-Ingham-Johnson)
20595  Volcano
20595  Nicholas Orlando's Orchestra
20595  Sally, Won't You Come Back? (Intro: "Bring Back My Blushing Rose")
20595  Fox-trot
20595  Nicholas Orlando's Orchestra
20595  Ti-O-San (Traveler-Case)
20595  Fox-trot
20595  Nicholas Orlando's Orchestra
20595  Ain't We Got Fun? (Whiting)
20595  Fox-trot
20595  Joseph Samuel's Music Masters
20595  Where (Robe)
20595  Fox-trot
20595  Joseph Samuel's Music Masters
20595  Second-hand Rose, from "Ziegfeld Follies 1921"
20595  Fox-trot
20595  Joseph Samuel's Music Masters
20595  Learn to Smile (Hansch-Hirsch)
20595  Fox-trot
20595  Joseph Samuel's Music Masters
20596  Why, Dear? (Cohen)
20596  Fox-trot
20596  Biography
20596  Fox-trot
20596  Casino Dance Orchestra
20596  Tennessee Waltz (Stamper-Frani)
20596  Fox-trot
20596  Casino Dance Orchestra
20596  Bennie Kruger and His Orchestra
20596  Why, Dear? (Cohen)
20596  Fox-trot
20596  Casino Dance Orchestra
20596  Volkswagen (Traveller-Case)
20596  Fox-trot
20596  Casino Dance Orchestra
20596  Bennie Kruger and His Orchestra
20596  Learn to Smile (Hansch-Hirsch)
20596  Fox-trot
20596  Casino Dance Orchestra
20596  Bennie Kruger and His Orchestra
20596  Learn to Smile (Hansch-Hirsch)
20596  Fox-trot
20596  Casino Dance Orchestra
20596  Bennie Kruger and His Orchestra

POPULAR VOCAL

20600  I'll Forget You (Burns-Ball)
20600  Billy Jones, Tenor
20600  Stand Up and Sing for Your Father (Burn-Perkins)
20600  Billy Jones, Tenor
20601  When? (Benham)
20601  Lewis James, Tenor
20601  Swanee River Moon (Clark)
20601  Lewis James-Elliot Shaw, Tenor-baritone
20602  If You Only Knew (Fleeson-Von Tilzer)
20602  Ernest Harris, Baritone
20602  My Sunny Tennessee (Kalmar-Ruby-Ruby)
20602  Ernest Harris, Baritone
20602  Learn to Smile (Hansch-Hirsch)
20602  Fox-trot
20602  Joseph Samuel's Music Masters
20602  Second-hand Rose, from "Ziegfeld Follies 1921"
20602  Fox-trot
20602  Joseph Samuel's Music Masters

Pathé Frères Phonograph Co.
20 Grand Avenue
Brooklyn, New York
Pathe Phonographs are sold, Only, by PATHE DEALERS

PATHE'S only method of distribution is through the competent PATHE dealer.

PATHE will give the dealer—Quality—the best in the world.

PATHE dealers will give the buyer Service plus Quality.

PATHE dealers will always enjoy the full confidence of their customers because they will be taught that PATHE dealer service means complete satisfaction.

Dealers Wanted

Dealers Wanted

Dealer profits come from the business done to-day, to-morrow and the next day. Profit is the quick turnover.

PATHE dealers keep their stock moving and their money working. PATHE offers a wonderful opportunity to a few dealers in certain territories.

Pathe Freres Phonograph Co.
Brooklyn, New York

20 Grand Avenue
LET A RECORD SAY IT FOR YOU!

When the slogan, "Say It With Flowers," was first heard in the imagination of an ingenuous florist there must have been resultant threats of envy and jealousy in the hearts of every advertising man in the land. For this was, and is, extremely good stuff, and the effect of its use upon the sale of flowers has been, so we heard, quite wonderful. Imagination, they say, is the sincerest form of flattery, and the florists will not begrudge us the opportunity we seize to apply their misliene to our own conditions.

To put the matter in a nutshell, why should not we adopt a slogan of our own? Why, for instance, should we not tell our friends, the buying public:

"Don't try to say it yourself; let a record say it for you!"

Let a record say it for you.

In a word, why should we not recognize that the talking-machine record has become, almost without our knowing it, one of the true staple articles of our contemporary culture? Not every house, perhaps, has as yet a talking machine, but the number is so great already and is growing so rapidly that we may soon expect to see the talking machine as nearly universal as the sewing machine and more nearly so than the piano ever has been or ever is likely to be.

Records or Gasoline?

Now, a talking-machine record is just as essential to the operation of a talking machine as gasoline is to an automobile. Every dealer in talking machines, and even more, every manufacturer thereof, knows well that the prosperity of the talking-machine industry is founded on the interest taken by the buying public in records. If the people can be got to buying records steadily then the talking-machine business will continue to grow and prosper. When the owners of talking machines are consuming records steadily then those owners are happy and contented. The old statement that a satisfied customer constitutes the best advertisement has more than a little truth in it. Happy, contented owners, using plenty of good records and always eager to buy the latest, are the best-standing advertisements any local merchant can have. Merchants know this, and so do the great manufacturers.

The question is, "How can we keep up this live interest in new music?"

Just a Little Different

A great many ways have been discussed, and tried, too. We are proposing something a little different. "Let the record say it," is our message to the people. We want to get the merchant thinking along lines like these:

"Whatever may be the case elsewhere it is certain that there are some millions of young men in the United States, still unmarried, but all hoping some day to lead the one girl to the altar, or, to the Justice of the Peace, as the case may be. The American young man may be considered as always expecting some day to have a lovely little wife and a lovely little home. And so the American young man always has a girl. Sometimes youth penses have whispered that he has two or three girls. But this is slander. One thing is sure, and that is that the normal young American is buying something for some girl. It may be, and often is, candy. It may be, and often is, tickets to the theatre. It may be, and often is, flowers. But every young fellow is buying something for some girl some time, and usually most all the time. And every girl, particularly if she is pretty, is getting gifts from some young fellow, maybe sometimes from more than one."

The Big Idea

That being the case—and we all know it is so—why cannot we introduce to the notice of the millions of young fellows the idea that candy and flowers are not the only gifts which one can give a girl? Why cannot we introduce to each individual one of them the idea that if there is a talking machine in the one girl's living room that one girl—not to mention her parents and family generally—will appreciate the gift of a record even more than a box of candy or a bunch of roses?

The inspired florist who invented the slogan, "Say It With Flowers," struck a chord responsive to the hearts of all the young men and all the pretty girls of the entire country. Sales of cut flowers have increased greatly, so we are told on good authority, since florists all over the land have been advertising "Say It With Flowers." "Say it?" Say what? Why, whatever it is that boys like to say to the girls who fancy them. The point is just here; that if your tongue trips you can convey your message even better with a bunch of American Beauties. There may be some flaws in the argument, but it certainly "pops down good," as we say.

Now, every home either has or is going to have a talking machine. Therefore, talking-machine records are, or will be, necessary to every home in the land. Now, records don't wilt, like flowers. They remain permanently, to sing their story of love and beauty. Nor are they eaten, like forgotten like candy. "Give your girl a good..."
talking machine record," one may say to the young fellow we have in mind, in his tolerances everywhere, and you will be giving her something which she will, which she will remember you by, and which will remind her of you every time she plays it.

And the Sugar-coating

But, perhaps, our young gentleman might reply, "One record looks like another. There is nothing to make my girl remember that she has had from me a record as a gift." Well, that's a valid objection, of course, but there is a way to overcome it. What made expensive candy so fashionable? Why, it was the smart, good-looking box which came years ago, all tied up with ribbon and just the thing to take a girl's fancy. Well, the same idea carries in all other things. If you will give your young gentleman a smart gift album or envelope in which to carry his present, and if you will make it so attractive and also so strong that it will do to house spare records for a long time to come, then the memory of Miss Sweetie will require no other juggling. Of course, there ought to be a place for the giver's name, and perhaps also for another word or two.

And Daddy, Too

Perhaps we have given too much space to the young man and his lady. But, after all, it is said with justice that the American husband is the best married lover there in.

W. G. PILGRIM BACK FROM EUROPE

Treasurer of General Phonograph Corp. Arrives Home on "Ordana"—Optimistic Regarding Conditions in Leading European Countries

W. G. Pilgrim, treasurer of the General Phonograph Corp., New York, arrived home recently on the steamer "Ordana" after spending six weeks abroad. On this combined business and pleasure trip Mr. Pilgrim visited England, France and Germany and took advantage of the opportunity to visit some of his many business and personal friends in those countries.

In a chat with The World, Mr. Pilgrim stated that general conditions in Europe are steadily improving. In Germany particularly the business men are most optimistic, the majority of manufacturers and merchants alike will find something worth thinking about here.

C. BOGGS OVERCOME BY HEAT

Proprietor of Southern Music Establishment Visits New York and Gets in the Papers

New York newspapers recently carried a story describing the disappearance of Clarence Boggs, secretary and treasurer of The Phonograph, Inc., Atlanta, Ga., who arrived in New York with his wife, to visit his brothers. Friends of Mr. Boggs will be glad to know that his disappearance was of short duration and was accounted for by the fact that he was overcome by the intense heat. He had left the Hotel Laurinot, of which his brother, John G. Boggs, is the proprietor, and when he failed to return in due course a search was instituted and the wily newspaper reporter was "on the job."

MORRISON IN MIDDLE WEST

H. E. Morrison, sales manager of the Emerson Phonograph Co., is making an extended trip through the Middle West, and his reports from the cities he has visited to date indicate that Emerson jobbers are doing a very satisfactory business considering general conditions, and are making plans for an active Fall trade.

If the amount of energy consumed by pessimists in bemoaning conditions were used to further their businesses they would have no kick coming.

W. G. Pilgrim
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-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!"
FRANK K. PENNINGTON RESIGNS

Assistant General Sales Manager of Columbia Graphophone Co. Has Not Announced Future Plans—Presented With Handsome Clock

Frank K. Pennington, assistant general sales manager of the Columbia Graphophone Co., New York, and connected with the Columbia organization for the past four years, resigned from the company's service late last month. Mr. Pennington had not yet announced his plans for the future, although, in all probability, he will take a well-deserved rest for a couple of months before resuming active work.

During his four years' association with the Columbia Graphophone Co., Mr. Pennington won the esteem and good will of the Columbia dealers throughout the country. He took advantage of every possible opportunity to visit the dealers, and his thorough knowledge of merchandising enabled him to give the Columbia merchants practical advice and cooperation.

In his capacity as assistant general sales manager Mr. Pennington acted as a link between the Columbia wholesale branches with their sales staffs and the executive sales offices, and his magnetic personality and winning good will gained for him the affection and admiration of every member of the Columbia sales organization. Mr. Pennington's experience in the business world has included many important executive positions which have brought him in close touch with the human element in sales work, and he is leaving the Columbia organization with the hearty good-will of every member of the company's forces. Before leaving the service Mr. Pennington was presented with a handsome Seth Thomas clock as a mark of esteem from his associates in the executive sales offices.

BUBBLE BOOK SALES ACTIVITY

Sales During Past Three Months Very Satisfactory—Preparing for Intensive Fall Campaign

The Bubble Book division of Harper & Bros., New York City, is very much pleased with the showing made by Bubble Books during the past three months. Sales have taken on a decided increase, dealer stocks have been liquidated and the retailers are now sending in new orders in preparation for an active Fall trade.

General Manager Foster was largely instrumental in this showing, which is the result of an extensive campaign inaugurated some time ago to bring Bubble Books to the dealers' attention as an all-year-round proposition.

Attractive literature and the dealer helps which have been issued monthly for the use of the dealers and have resulted in active sales. The latest addition to the already large complement of literature is a four-page broadside announcing to the trade that Bubble Books are now selling for $12.50 each. Dealer advertisements, ready to insert in the daily papers, are shown in this folder, so that dealers may be able to get an idea of their attractive appearance and procure them for their own newspapers, there being no charge for the electrotypes. Display stands that can be used on dealers' counters are attractively shown. These are available to the dealer when ordering Bubble Books for stock.

J. B. Price, Middle West representative of Bubble Books, is making preparations to leave on an extended trip the latter part of August and intends to call on his clientele in the States of Illinois, Indiana, Ohio and Kentucky during the months of September and October, returning to New York in October with, as he says, "a bucketful of orders for Bubble Books." Lee Conover, the New England sales representative of Bubble Books, is now enjoying a vacation in the hills of Vermont. At the expiration of his vacation he plans to spend the months of September and October covering the New England States, visiting Bubble Book dealers, and intends to interest many new accounts in the sales possibilities of Bubble Books.

BURGLARS ARE DISCRIMINATING

The sales department of the Emerson Graphophone Co., New York, received recently an interesting letter from C. Taylor, Emerson dealer at Mexico, N. Y. Mr. Taylor, who conducts a very successful store in that town, stated that burglars visited his establishment recently and, although they ransacked the place from top to bottom, departed with nothing but twenty Emerson records. Mr. Taylor is convinced that the burglars must be musical, for they selected those records which have attracted a great deal of attention.

One new Edison dealer is L. L. McMaster, of Wakefield, Mass., who has installed a very attractive demonstration room and other equipment to feature this line.
Art Hickman's Orchestra plays two new fox-trots. "Happiness" and "Sunshine" will bring both to every Columbia dealer who orders a big supply of this record. A-3428.

Columbia Graphophone Co. NEW YORK

INDIANAPOLIS TRADE HELPED BY AGRARIAN OPTIMISM
Dealers Working Hard for Trade Are Getting It—Situation Reviewed—Good Order for Capital Paper Co.—How Stewart's Helps Its Trade—Educational Campaign Successful—News of the Month

INDIANAPOLIS, Ind., August 10. Talking machine business in this territory has been better than it is now, and before long it is going to again be better than it is now. That, at least, is the consensus of opinion among the dealers. An optimistic attitude prevails that promises well for the industry. Dealers have decided that if they just keep plugging along they are not going to starve, and the thing that helps more than all else to keep them plugging is the fact that each succeeding month shows up pretty well on the books, despite the more or less gloomy outlook at the beginning of each month.

Some of the salesman who, by the circumstances of holding their job, are forced to work as they never worked before always seem to come up smiling, no matter how hard a week or month they have had. They are the ones who are learning by grim experience that hard work is the one needed tonic for debilitated industry.

"Business in my territory is a whole lot better right now than it has been in a long time," said one salesman in reference to the conditions as he had found them in the State during the month of July. "I have opened up several new accounts in the last few weeks and they are good ones, too, but it took some hard work to land them. One thing I've found out for sure is that the dealer who goes after the business is getting it."

"The most encouraging feature of the situation, as I see it, is a decided change in the last few weeks in the attitude of the farmers. They are becoming more optimistic about the future. The farmers are not so quick to throw in the sponge and they are working with the view to making the best of a situation that demands lower prices all down the line. It is about the same with them as it is with the working man in the cities, who are beginning to realize that they will have to work for less money than they were getting two years ago.

"When the county fairs open up in another month we are going to see business speed up considerably because when the farmers go to the fairs they get the buying spirit. The small merchants are going to find it easier to borrow money before long and as soon as they can borrow they are going to buy, because every one of them now is in need of more stock."

New Post for Bright
J. D. Bright, Western Kentucky salesman for the Jewel Phonograph Co., has resigned and accepted a position as salesman in Ohio for the Brunswick phonograph. He is working out of the Cincinnati office of the Brunswick-Balke-Collender Co. His place with the Jewel Phonograph Co. has been taken by William J. B. Haering, who has been employed in the record department of that company since last October.

C. F. Collins, general manager of the Jewel Co., says their wholesale business in July showed a decided improvement over previous months. The retail business, he said, remained about the
STEWART TALKING MACHINE CO.
Victor Jobbers
INDIANAPOLIS

same as the result of exceptionally hard work.

Great Kimball Activity
E. H. Jarrard, manager of the Kimball talk-
ing machine department of the Capital Paper Co., is still traveling in Michigan, where he has been for several weeks opening new accounts. C. F. Kahn, manager of the paper company, said Mr. Jarrard has been opening up much new business. Mr. Kahn said also that the business of his house indicates that trade in general is picking up. As for the Kimball phonographs, he said, the demand is increasing for the higher-priced models.

Sonora Dealers Pleased
Sonora dealers in Indiana have expressed enthusiastic approval of the Sonora Co.'s price reduction, effective the first of October. A Free Demonstration in Your Home With the Genuine Victor.

Names of the dealers ordering the machine department of the Stewart-Kilgore firm are those who are immediately ready for mailing. On the folder is a coupon that the prospective buyer can fill out and mail if he wishes a Victorola delivered for free demonstration. "We truthfully believe," says the folder, "that there is a place in your home for music—good music. We are so convinced that this is true that we are making this wonderful offer. For a limited time we will place a genuine Victorola and a selected list of records in your home without obligating you in any way."
The folder then names prices and terms. Most of the dealers are taking advantage of the plan, which gives them a considerable amount of money on the cost of printing. W. E. Kilgore, new Victor field representative, has been transferred from the Indiana territory to southeastern Ohio.

MISSES STREETS AND HOBSON SPEAK
At a three-day meeting recently in Lafayette, Ind., of the county superintendents in Indiana, Misses Margaret Streeter, of the educational department of the Victor Talking Machine Co., and Miss Caroline Hobson, of the Stewart educational department, lectured on the Victorola in school work and the Victor educational records. Dates were arranged for the county institute work this Fall. Delegates are being asked to make plans for the institute work.

Can't Escape the "Circle" Advertising
Appreciating the value of outdoor advertising, the Circle Talking Machine Shop, Victor dealer, has placed ten attractive metal road signs along the main highways leading into Indianapolis. They "tell the world" that the Circle Talking Machine Shop sells only the Victor.

Cooler Weather Will Bring Big Trade
William S. Cooke, of the Indianapolis Talking Machine Co., Victor dealer, says that the extremely hot weather has had an unfavorable effect on business in both machines and records, but that prospective buyers continue to show much interest in Victorolas. He says he expects the advent of cooler weather to bring with it a largely increased business.

PUSHING YOUR RECORD TRADE
How Special Selections Brought to Customers' Attention Have Sold Big

A number of talking machine dealers have found it very profitable during the past two months to pick out from fifty to one hundred standard records and bring them to the attention of their customers by means of a postal card or letter and sometimes by means of advertising in their local papers. This little sport has brought about gratifying results and indicates that it pays to indulge in methods a little out of the ordinary in order to make business these days.
A Sweet-as-Sugar Fox-Trot SWEETHEART

"You can't go wrong with any Jazz song"

DEVELOPING THE RECORD BUSINESS

Logically Written Letter Issued by the Wright & Wilhelmy Co. of Omaha

Omaha, Neb., Aug. 5: The Wright & Wilhelmy Co., progressive Pathé distributor, has prevented its dealers, through the medium of a forceful and interesting sales letter, the importance of developing the record end of their business. The opening paragraph of the letter sums up the importance of the record business in the following original manner: "When you sell a Pathé instrument you not only sell a phonograph, but you will prove customer a license to do business with you; for the talking machine is not worth much without records." The entire letter emphasizes strongly the opportunities in developing a large record business. The Wright & Wilhelmy Co. is operating with its dealers through the mailing of the monthly record lists from its offices, thus relieving the dealer of all detail. The only cost to the dealer is the freight postage for each envelope—the cost of the letters, envelopes, printing, etc., being absorbed by the Wright & Wilhelmy Co.

NEW PATHE JOBBER IN ST. LOUIS

Plans Active Campaign for Business in City and Adjacent Territory—Carrying Large Stock

St. Louis, Mo., Aug. 5:—The Superior Manufacturing & Supply Co., one of the most extensive furniture jobbing houses of this city and which was recently appointed distributor of the Pathé phonograph and records for St. Louis and adjacent territory, has already begun an active campaign of advertising and introductory work. This new distributor has already arranged for cooperation with the dealer in several demonstrations for sales promotion. It is planned to carry in stock all Pathé records in order to provide the maximum of delivery service. A first-class repair shop will also be conducted and will be placed at the service of the dealer. This is a convenience which will be greatly appreciated, for customers frequently make inquiries regarding repairs.

HOUSE-TO-HOUSE DRIVE A SUCCESS

Columbia Dealer in Georgia Sells Grafonolas and Records as Result of Drive—Uses Effective Publicity Methods

Atlanta, Ga., August 6:—Westerfield Turner, manager of the Columbia Graphophone Co.'s

The Participants in Great Columbia Drive at Waycross, Ga., branch in this city, recently completed a house-to-house drive at Waycross, Ga., which was a signal success. The Walker-Hood Furniture Co., Columbia dealer in that city, sold twenty-six Grafonolas and 290 Columbia records as the result of this drive. With the trucks and windows carrying the message, "Columbia Week," the drive got under way on a Wednesday morning and continued for seven days. There was considerable rivalry among the canvassers, and Mr. Hood encouraged this by offering a gold piece to the man who turned up the most salable prospects. Demonstrations were held in practically every neighborhood in Waycross, and the Walker-Hood Columbia message was also put over in Blackshear, Ga., and other nearby communities. In Blackshear the drive was conducted as a gala circus event, and a regular concert was given in the heart of the town.

WAGO MUSIC CO. OPENS

Waco, Tex., July 30:—A new music establishment, to be known as the Wago Music Co., has been opened here by Tom Leach and F. W. Moore, well-known local men. Pianos, talking machines and records will be handled at the new store, where a full line has been installed.

The United Talking Machine Co., of Wills-
Distinguished for TONE, BEAUTY & UTILITY.

The Phonograph That Sells Easily!

Undoubtedly the most attractive and most modern, the Modernola opens a new field for Phonograph Sales. Placed on exhibition it immediately attracts attention which gives the opportunity to demonstrate the very pleasing Tone Quality.

The stand lamp and the round shape add two distinctive features and with the wide selection of lamp shades and the various exterior finishes make in all a distinctive, successful Phonograph.

The Modernola is truly the most modern Phonograph and to get the full benefit it would be wise to write immediately to insure early delivery.

THE MODERNOLA COMPANY
Johnstown, Pa.

PLACE YOUR ORDER NOW
Successfully Bleaching the Salesman’s “Blues”

How the Indigo-Hued Depression Was Cured by Adopting Optimism and Common-sense Tactics in Place of Pessimistic, Alarming Practices

"Three times are not to demoralize the salesman who allows his nerves to jangle and his courage to waver. In one sales organization at least that we could name it amounted to an epidemic—a blue reign of terror. And all without just reason, for the fundamentals of business are perfectly sound. It’s merely a case of bumping up and working all the harder...."

The foregoing from “When Salesmen Get the Blues,” by W. H. Heath, in a recent issue of Printers’ Ink, introduces a timely article on this subject in a mighty illuminating preface at its end warranted to “cure” this malady. Further, the article reads: "Nowadays a man must really just sellmanship to work. The merchandise has stopped selling itself, that’s all. We must scratch deep for the day’s rations where a Ally lint salesmanship will work. The..."
Throughout the last five months I have endeavored to use every facility at my command to determine what should be the selling policy of a retail merchant in the talking machine field during this extremely vital post-war period. Here are the conditions at which I have arrived and which I am glad to respectfully submit for the consideration of the retail trade:

1. The retail merchant should sell only products of real quality, and by real quality I mean quality that insures complete and enduring satisfaction to the purchasing public.

2. The retail merchant should insist upon every house in his organization from himself down to the most subordinate salesman, possessing a thorough and accurate knowledge of the merits engendered in the products offered for sale.

3. The retail merchant should rely for sales on the scientific dissemination of the facts about, and the satisfaction to be derived from, the products he handles. The day of personality salesmanship and freak sales methods appears to have definitely passed out in favor of some method of selling that tells your prospect in an entirely convincing manner the true advantages of a given product—favor of scientific selling—selling that tells your prospect in an entirely convincing manner the true advantages of a given product.

4. The sales presentation must always be on the same quality plane as the product itself. Your advertising must reflect quality of thought and layout. It must reflect public respect for your house or the merchandise you are selling. Your direct mail effort and window displays must do likewise. Your salesman should at all times give a high-grade impression, intellectually. The inside of your store should reflect quality of layout, of demonstration booths, of record equipment, of furnishings and of interior decorations. In all of these things there is no danger of stepping too high and very grave danger of falling short of the mark that insures success.

5. You should utilize every opportunity to acquaint the representatives of the manufacturer and wholesaler with the practical problems of your business, both major and minor. The more you do to familiarize your buying sources with your problems, the greater and more valuable the co-operation it will be possible for them to render. They are anxious to be of real service because their prosperity depends upon the volume of your turnover.

6. Do not mark time in the face of present conditions. It is, of course, true that the post-war transition has seriously disturbed our national economic life, but it is equally true that where vigorous effort is applied, a business of satisfactory volume can be attained and, more than that, the foundation laid for a large, prosperous future.

There has been considerable time lost by individuals compiling mailing lists in trying to get the proper prefix before the name. Although the majority of putting "Mr." for "Master" is easily overhauled and generally means flattery for the youth, considerable hard feeling is fomented when the young lady who is "Miss" receives circular mail with "Mrs." preceding her name.

The reverse catastrophe also causes considerable friction. Recently Leo Burnett, editor of the house organ of the Lafayette Motors Co., printed a short article on this subject and stated that the matter was finally carried to the president of Harvard University, to see whether he could offer any solution in the matter. Upon authority of no less an individual than this president, those who were interested were informed that it is incorrect to use the prefix "Ms." in the case of a woman, whether she is married or unmarried.

A short time ago I was told me about a country merchant of Missouri who obtained a mailing list in an extraordinary manner. He made an announcement to the boys of the community through the school to go they could meet, and he would present at the house and register the name, address, age and birth. He then put into his store and register his name, address, age and birth.

The gift selected for the boys was a handkerchief, which appealed deeply to the hearts of the boys. For miles about there was not an item they needed registering. With this base line the merchant went over the county birth records and brought them up to date for boy children down to infancy. He then checked off deaths. With this list compiled, he indexed it according to the day of birth, and, as these days came around, he sent birthday greeting cards to the boys and letters of congratulations to the mothers. Needless to say, within the letter was a list of suitable items which would make exceptionally good birthday presents to the lads.

This idea need not, of course, be limited to boys alone, although one must admit a certain amount of discretion must be used in congratulating a lady on her birthday after a certain number of these eventful days have passed.

OMAHA, Nebraksa, gives us a new survey of the old question.

"Why do they buy?" A professor, located in the city, after thorough investigation, gives the following ten reasons as a single answer to the above question:

"Vanity. (A customer usually buys in the store which furnishes the best opportunity for his ego to expand.)

"Parental pride. (Pet and admire the children and you win sales.)

"Companionship. (If a customer can purchase anything that will make it desirable for people to become acquainted with her, she will be inclined to do so.)

"Possession. (This is the basis for the "approval system," letting the customer actually have the thing. He hates to give it up if he likes it.)

"Imitation.

"Curiosity.

"Hunting. (This is the fundamental basis of bargain sales. At all times the salesperson should play the role of 'guide' to the customer through the 'hunting grounds' of the store.)

"Building. (This instinct for 'constructing something' has much to do with the popularity of knockdown furniture.)

"Selfishness. (Satisfying self through giving pleasure to others is a very strong motive for buying.)

"Patriotism. (Certain of the points enumerated apply especially to the talking machine dealer, namely, vanity, parental pride, companionship and possession. Apply their principle in your own store and see if this professor did not have the right idea.)

It is in times when hard battles must be fought that great victories are achieved. The other kind are never lasting, and it is a matter of war, of love, of business, of everything in life, that positive action is the winning strategy. Offensive effort always exceeds defensive effort when brain ability is equal.

Therefore take the offensive—insist upon a course of positive action to guarantee your present and future.

Of late too many business firms have economized and otherwise blackened their sales effort in anticipation of future sales decline.

In other words, many firms are admitting defeat, or at least partial defeat, before the fight has been made. There is all too little manifestation of gallant courage and of the kind of will-power that refuses to admit the possibility of failure.

Now, when your competitor is apt to be weak-hearted, weak-kneed and inert, is the most strategic time of all to drive ahead without stint of effort, because all the great, truly decisive battles of the world, be they political, personal or commercial, have been won by men of invincible courage and indomitable will-power, who based their every plan and every effort on their complete confidence of success.

In his "Mary Gloster," Rudyard Kipling wrote some oft-quoted lines which I believe retail merchants who drive ahead at this time will soon be able to quote to their less enterprising and therefore less successful rivals. I refer to these lines:

"I didn't begin with asking—I took my job and stuck; I took the chances they wouldn't, and now they're calling it luck. And they asked me how I did it, and I gave 'em the Scripture text—You keep your light to shining; a little in front of the next. They copied all they could follow, but they couldn't copy my mind, And I left the gambling and stealing, a year and a half behind."

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.
The Oriental Woodwind Orchestra plays the Columbia Novelly Record this month. "Pekin Peeks" and "Egyptian Dancer" are selections that will surprise you with their sales. E-7160.

Columbia Graphophone Co.
NEW YORK

FOREIGN RECORD "AD" CAMPAIGN

Emerson Foreign Language Records Will Be Featured In Newspaper Campaign—Seven Important Cities Selected in Which to Operate

The advertising department of the Emerson Phonograph Co. announced recently that arrangements had been completed whereby Emerson advertising featuring foreign language records would appear in the leading newspapers in the following cities: New York, Chicago, Philadelphia, St. Louis, Detroit, Minneapolis and Milwaukee. Emerson jobbers and dealers are planning to take full advantage of this campaign, and there is every reason to believe that this advertising will prove a marked stimulus to the sale of Emerson foreign language records. The advertising will be original and effective, featuring the many well-known artists who are recording for the Emerson foreign language record library.

TO SELL RECORDS BY PHONE

The talking machine department of the Monroe-Murphy Co., Columbus, O., has opened a large musical department under the management of L. E. King and John Cross, the Victor and Edison lines being handled.

The company plans selling records over the phone and a campaign along this line is scheduled to commence early this month. By providing this telephone service for customers it is expected that a large number of records will be sold.

K. C. Mittal has opened a Victorola department at his store, 212 South First street, Cedar Rapids, la.

FULTON (MODEL 35)

Price for Sample Now $15.00
Discounts in quantities
Phonographs and Accessories, Repair Parts for All Makes
Best Steel Needles of American Manufacture at 12c. per M.
Distributors at the Art Records and Artistic Music Rolls.
(Write for Dealer's price.) (Cash with order)

FULTON TALKING MACHINE CO.
253-255 Third Ave., New York City
Between 29th and 30th Streets

DERIES THE PESSIMIST

Should Try to Sell Talking Machines and Records and Not Discourage the Public

Gloomy talk in business and the lack of effort to get business, which plagued the trade in the middle of the last two or three years, "one of the most popular members of the Columbia staff, and during his twelve years' association with the company gained an intimate knowledge of merchandising which can undoubtedly be used to advantage in his new post. In Mexico City Mr. Brown will work in close cooperation with Rafael Cabañas, who is general manager of Cia. Parker, and who was formerly connected with the Columbia organization for many years.

What More Can You Ask

All the features that go to make a talking machine Profitably Suitable you will find in regular equipment of Magnola: "Built by Tone Specialists."
Trade News in Brooklyn and Long Island

Conditions in this Territory Are Most Encouraging—Intensive Selling Efforts Producing Results—Ackerly's Latest Stunt—Waterrooms Continue to Be Improved—News of Interest

Conditions in the talking machine trade in Brooklyn and Long Island the past month have been most encouraging and everybody concerned is generally well pleased. In most every case intensive selling efforts have been inaugurated that have produced results. Dealers in Long Island report that their Summer business has gone beyond expectations, as with extra effort excellent sales totals have been registered and many of the permanent residents of Long Island, as well as the Summer visitors, have been sold talking machines and records.

Uses Many Unique Ideas

J. W. Ackerly, exclusive Victor dealer in Patchogue, L. I., is perhaps one of the most progressive Victor dealers on Long Island. He has long been noted for the many unique methods he employs in selling Victrolas and Victor records in that territory. Doing the unusual is nothing new for Mr. Ackerly, as each month he inaugurates a plan which is entirely different from anything heretofore used.

His latest stunt is certainly a winner. Recently he took in trade a second-hand upright piano recently he took in trade a second-hand upright piano. Rather than take the upright piano and refinish it, he took in trade a second-hand upright piano and resold it for less than he asks for. "To be able to resell he placed the instrument in an open lot next to the railroad station near the center of the town, where it could be seen by thousands of passers-by each day. Appropriate signs were placed all over the piano, advertising Mr. Ackerly's Victrola store and services, with the result that many desirable sales were closed from this unique bit of advertising.

Jobber's Waterrooms Redecorated

The attractive reception rooms of the American Talking Machine Co., of Brooklyn, N. Y., have been undergoing a thorough overhauling. New wall decorations have been installed and in general the pleasing appearance of these quarters has been materially enhanced. R. H. Morris, vice-president and general manager, was so much pleased with the new red seal record clock introduced by the Reischke-Rills Co. that he installed one in a prominent position in the center of the large reception room, where it can be readily seen by all visitors.

One of the most attractive talking machine shops in Brooklyn is the Edison phonograph store, located at 253 Flatbush avenue. Marshall Brugman, proprietor of this exclusive Edison shop, is a well-known figure in the talking machine trade and is a real Edison enthusiast. Through his efficient efforts many Edison diamond discs have been placed in Brooklyn homes and he has built up an extensive clientele, all of whom are well pleased with the Edison phonographs and Edison Re-creations. Mr. Brugman attributes the success of his exclusive Edison store to the slogan which is prominently displayed in his waterrooms: "We give the customer just a little more in the way of service than he asks for."

G. T. Williams Back at Desk

G. T. Williams, Victor wholesaler, accompanied by Mrs. Williams and daughter, returned home early this month, after attending the annual convention of the National Association of Talking Machine Jobbers, held at Colorado Springs, Colo. A party, composed of Mr. and Mrs. G. T. Williams, Mr. and Mrs. Louis Buchan and children, and Mr. and Mrs. J. N. Blackman and son, made a trip to Yellowstone Park, following which the Williams family returned East, the others proceeding to Coast.

Sales for June Showed Gain

To be able to show a decided increase in business for June over the same month last year is certainly commendable and shows what an aggressive selling campaign can produce. Beginning with May the Brooklyn Music House, Inc., at 8 Third avenue, inaugurated an exclusive selling campaign which netted it the above results. A. H. Wolf, owner of this establishment, stated that the largest percentage of this business came from sales that were made directly from recommendations by old customers who had been sold some time previously.

This company is the exclusive representative in Brooklyn for Starr phonographs and Grammets records, and during the ten years it has been doing business many of these instruments, as well as Starr pianos, have been placed in Brooklyn homes.

Artists' Visit Produces Sales

The C. Ludwig Ballmann & Co.'s phonograph department, at 1449 Broadway, takes advantage of every opportunity to capitalize on the visits of Columbia artists to Brooklyn theatres. Recently Martin Snyder, manager of the department, was advised by the manager of a local theatre that Ted Lewis and his jazz band, popular Columbia artists, were booked to appear there on a certain day. Immediately Mr. Snyder prepared several attractive window cards and sent a Columbia circular containing a list of Ted Lewis' records to a select mailing list, accompanied by a letter, telling each customer that Ted Lewis would appear in a Brooklyn theatre on such a day. An attractive window display was installed and during Ted Lewis' stay Mr. Snyder reported that sales of Ted Lewis' records showed a decided increase, well warranting the special sales effort.
Overs Fifty Victor Dealers from Colorado and Neighboring States Gather in Denver to Enjoy and Profit by Interesting Business Program—Several Victor Co. Executives Address the Meeting—Knight-Campbell Co. Provides Elaborate Entertainment Program for Visiting Retailers

DENVER, Colo., August 1.—The Knight-Campbell Music Co., Victor wholesale, took advantage of the absence of the manufacturers at the convention in Colorado Springs of a number of prominent Victor Co. officials, as well as prominent suppliers from other sections of the country, to hold a general canvass of its dealers from Wyoming, Colorado, Northern New Mexico, Western Kansas and part of Nebraska, over fifty retailers accepting the company's invitation.

An interesting two-day program had been arranged for the occasion under the direction of J. A. Fray, sales manager of the company, with C. G. Clinton, manager of the wholesale Victor department of the company, who explained the object of the meeting.

Horace W. Wrecks, advertising co-ordinator of the Knight-Campbell Co., spoke first of the coming day's session. He dwelt on "Fighting for Business" and said in part:

"The majority of women in our music stores are from women's homes. Why? Because many live nothing but a domestic existence. So you have a tremendous appeal there. In Colorado I know there are now good crops coming up—beautiful crops. That should mean a interesting of the stream. So I believe farmer prospects are coming up good this Fall."

"You have many definite appeals to make. There is the appeal to comfort. The comfort of coming home at night and the joy of sitting on music, which is so restful. Picture that to them. Then you have the appeal of the supersensuous treatment for the children. Keep them at home. That is a great appeal nowadays because it is a problem how to keep them at home. Then there is the feature that when you have company you have something with which to entertain them. Then there is a great appeal in the feature of possession—the fact that in your home there is a beautiful musical instrument. It means position, standing. It means that man is thinking of big things and at once that establishes a presence. And so there are all these things to which we appeal."

Most important of all is the appeal to the children, but there is nothing that will do more for the child获 whole household than the individual encouragement you can give to retailers to run occasionally a little children's concert. Get the names of children of certain ages; send them a little card and personally invite them down some afternoon for a Victrola concert. Serve a little candy to them and they will go home and talk more about that and do more good than all the advertising in the world. Perhaps you could get prospects for Victrolas by running a contest. To the children between certain ages who bring in five names of Victrola prospects would be given free ice cream soda."

D. H. Andrews, of the Chicago Co., who next spoke on "Outdoor Advertising," was followed by J. M. Spoon, manager of the advertising department of the American Furniture Co., of Denver, whose address was on "Organizing a Sales Campaign," as he said in part:

"Tell the people how they can buy this or that drug's concert, and its appeal. Which is so restful. Picture that to them."

"I believe that in a sales campaign I believe weekly sales meetings are a mighty good thing. Talk things over with the sales people. Tell them what mark has been set for the coming month's business. How far you are behind or ahead of your schedule for the month, and if ahead set a new mark to reach for the months. Talk over any sales lost or hard sales won, the advertising, etc.

"Let each sales person know that he or she is vitally important to the success of your sales campaigns. When the sales force has been rounded out, then start on an intensified campaign of going after prospects and business."

"We should, in addition to dividing up our advertising appropriation and deciding how much we will spend on our show windows, in the newspapers, through direct-mail advertising and on billboards, also decide what will be the nature of our advertising—what percentage will be devoted to straight selling copy and what percentage to prestige or general advertising. This, of course, would vary according to the nature of conditions at different points."

"If a man write a better book, preach a better sermon, or make a better mousetrap than his neighbour, though he build his house in the wood, the world will make a beaten path to his door—EMERSON."
August 13, 1921

THE TALKING MACHINE WORLD

KNIGHT-CAMPBELL CO. HOLDS CONVENTION—(Continued from page 68)

incan each day. Second, to send out a short letter that is properly filled in for each individual it is to be mailed to and signed with pen and ink. The purpose of the letter is threefold. First, to create interest in owning a Victor. Second, to put hints on a different plane from the ordinary canvasser with the parties called on. Third, the letter advising that your Mr. Brown, or whatever his name may be, will call, puts him on a different plane from the ordinary canvasser with the parties called on.

"There are many other ways of securing prospects which I will not take up at this time. Summarising, I believe that in the organisation of our sales campaigns we should give proper consideration to sales forces, to store equipment, to advertising, including show windows, to service, and when I bring you into any detail on this most important part of the sales campaign, yet I do believe that through proper service, rendered in the right way, many prospects can be secured from our customers, and different ways and means of going after business will be opened up.

The principal Whitman was then called on for a few remarks, in the course of which he related the experience of himself and the Whitman Orchestra when they made their first recordings at Camden, and in which he also touched on the severe tests, criticisms, etc., which are made by the Victor Co. on each recording before it is released as satisfactory.

J. A. Frye, sales manager of the Victor wholesale department of Knight-Campbell, closed the Thursday afternoon session with a general discussion on benefits to be derived from the convention and the policies which will prove profitable to retail merchants during the rest of 1921. He said in part:

"One of the big benefits which always accrue from conventions is the contact between the dealer in Cheyenne and the dealer in Casper, Las Vegas, N. M., and other sections. It certainly is interesting as well as beneficial to know the other fellow's viewpoint. The present is a time for all dealers to broaden their experiences and knowledge at every opportunity in order to make their business and the Victor business continue to increase and expand as it has in the past twenty years.

"And to sum up that direct contact with Victor officials, with other able speakers covering a variety of subjects, all relating to the Victor business, with the meeting with other dealers and getting their viewpoint, and again the contact with your wholesale, these are objects obviously beneficial to attain, and will fully materialize at this our first convention of dealers.

Need for Close Co-operation

"I do want to say that if there ever was a time in the history of your business when there should be close co-operation between the wholesale and the retail it is now. At no period during the past fourteen years has business faced the condition it is facing now—a condition requiring a complete reversal of tactics used in the past and getting down to a real selling basis. Many people are inclined to call present times normal, but we know you feel they are not normal, and that the Fall will see material improvements in the business situation. So I say that now is the time for the dealer and the wholesale to work together. It is our policy to have an absolutely unselfish attitude toward the dealer. When one of our representatives calls upon you, we do not want you to give him an order unless you feel so inclined. If he does not benefit you in some way his visit has been a failure. We want to prove conclusively to you that this establishment is for all dealers, to help them in any way possible.

"If he does not benefit you in some way his visit has been a failure. We want to prove conclusively to you that this establishment is for all dealers, to help them in any way possible.

"After all, the sales end of your business can prove conclusively to you that this establishment is for all dealers, to help them in any way possible.

Group of Dealers In Front of Knight-Campbell Co. Headquarters, Denver

THE TALKING MACHINE WORLD

EIGHT FAMOUS VICTOR ARTISTS

In Concert and Entertainment

Personal Appearance of Eight Popular Victor Favorites on One Programme

P. W. SIMON, Manager

858 Broadway New York City

FRANK CROCKET

MAXIE SILVER

JOHN MEYERS

Campbell & Burr—Sterling Trio—Peerless Quartet

Famous Ensembles Including

Frank W. Danta
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.
The Session on Friday

The Friday morning session was particularly important inasmuch as it was attended by five of the prominent Victor Co. executives, including Ralph L. Freeman, director of the Victor Co. This session was opened with an address by H. A. Beach, of the Unit Construction Co., who explained in detail the various equipment supplied by his company for Victor dealers, illustrating a number of them with stereopticon views which was most helpful and interesting.

 Importance of Physical Equipment

Mr. Beach said in part: "We have all passed that stage where we have any cause to fear the life or stability of the Victor industry. The capital outlay of the last three or four months, and the way Victor trade has stood by, is a sufficiently clear demonstration of the solidity of the Victor to cause me to take fresh heart and courage for the bigger things ahead. My own personal estimation is that there will be a shortage of Victor products this fall. I do not anticipate the new strain of the past few years, but you will have a demand open up which will tax the factory. You should take notice and be reasonably well prepared."

"The dealer or the jobber who does not look into the future and prepare well with an organization that will work for the further development of the business is not going to measure up and keep the pace."

"Physical equipment is absolutely necessary. Any workman has to have tools in order to accomplish anything. A good mechanic without his tools is badly handicapped. Those two things, organization and equipment, go hand in hand, as one is just as important as the other. It is largely that reason, and, in fact, also, altogether, that I have made the effort to take up the work I am in to-day."

"Your sales talks are all based on quality. Can you talk without good equipment? It is not right, and the public guiltless. You cannot carry weight in your community unless every end of your business is balanced. Carry out the Victor program. Vast sums are being expended to put the Victor line on the highest possible plane. Frankly, now, are you doing your share, and by so doing, protecting your own interests?"

"One point that occurred to me in connection with the need of equipping with the proper way is this: you are not inclined to feel it is not necessary to have up-to-date equipment when handling Victor merchandise—that this well-known product will sell itself in any surroundings."

New Victorolas Inspected

Following the business session the dealers inspected samples of the new Victorolas 300 and 500, which were on display in the Knight-Campbell headquarters, and then repaired to a neighborhood park for the usual group photograph.

Those in Attendance

Among those present were the Knight-Campbell Dealer conventions were:

Mr. and Mrs. J. M. Spain, Mr. and Mrs. J. L. Ge, Mr. and Mrs. Grover Mollken, Mr. and Mrs. L. G. Taylor, Miss Mildred F. O'Brien, Miss Mary Rupp, American Furniture Co., Denver, Col.; Mr. and Mrs. H. W. Godley, Mr. E. G. Shaw, Shaw's Furniture Co., Denver, Col.; Mr. and Mrs. A. J. Boot, A. J. Boot Co., Boot Music Co., Denver, Col.; Mr. and Mrs. A. W. Atwood, W. B. Atwood Co., Denver, Col.; Mr. and Mrs. R. E. Thompson, Roundabout Music Co., Fort Collins, Col.; Mr. and Mrs. W. T. Marsh, Marsh & Levine, Denver, Col.; Mrs. L. J. Merritt, Mrs. E. J. Dingley, Miss Marie Von; Mr. and Mrs. Otto L. P. Terzer, Miss Emm Rapp, Chas. E. Wells Music Co., Denver, Col.; Mr. and Mrs. E. E. Gats, Miss Gertie Sharp, Miss Mary L. Hollaway, Sharp Music Co., Denver, Col.; Mr. and Mrs. H. W. Sanders, Mr. and Mrs. R. F. Flanagan, Mr. and Mrs. John C. Kraus, Mr. and Mrs. Albert Porter, Mr. L. A. Boulton, A. D. Durkee, Terleden, Miss Bertie Newton, Miss Catherine Geiger, Miss Ella Davis, Denver Music Co., Denver, Col.; Mr. A. Laman, R. S. Johnstons, Miss S. B. Johnstons, Mrs. C. H. Baker, Mr. and Mrs. A. B. Bryant, Denver, Col.; Mr. and Mrs. C. F. Frye, Mr. and Mrs. C. B. Wells, Mr. and Mrs. T. P. Footo, Mr. and Mrs. Thomas Walker, Mr. and Mrs. A. B. Johnson, J. V. E. Burden, Miss Lois Oshorne, Miss Helen B. Johnson, Klein & Morgan, Victor Talking Machine Co., Camden, N. J.
CONSIDER YOUR DISTRIBUTOR’S STANDING

Mr. Victor Dealer

You cannot afford to overlook the standing of the Victor Distributor you select as your main source of supply.

Your distributor looks you up in Dun or Bradstreet to determine your credit standing. He wants to know your reputation for keeping promises and meeting obligations, and you are generally served and supported accordingly. Why not investigate your distributor’s standing?

Your source of supply must be dependable under all conditions. Choose your Victor Distributor as you would your doctor or lawyer. The best is none too good in critical times. You may need financial help or advice during a business depression. You have recently learned the need of a dependable supply during a great shortage.

Experience and reputation are all important. In our 23 years’ experience we have seen manufacturers, wholesalers and dealers come and go. The failures do not usually suffer alone.

Do not be the victim of an alliance with a weak manufacturer or wholesaler. Profit by the experience of others.

The Victor Co. and its product are supreme. Recent events pay tribute to that fact.

You should now weigh carefully the standing of Victor Distributors and make your choice accordingly. Consider Blackman’s 23 years’ experience, reputation, financial standing, preparedness and, above all, dependability. They are all at your service, Mr. Victor Dealer. Can you afford to overlook the opportunity?

Take this seriously and interview us at our new address. You will be convinced of your need of the combination—the Victor and Blackman.

Ask a Blackman Dealer—he knows.

Blackman
TALKING MACHINE CO.
28-30 W. 23rd ST. NEW YORK N.Y.
VICTOR WHOLESALE DISTRIBUTORS
Hulda Lashanska's sweet soprano in "Mighty Lak' a Rose" is a voice Americans love in America's most popular lullaby. Stock up with this record for splendid sales. Columbia 77989.

COLUMBIA GRAPHOPHONE CO.
NEW YORK

SAN FRANCISCO TRADE REPORTS A SLIGHT IMPROVEMENT

Activity, however, is much below normal.—Wurlitzer Buys Mauzy Interests.—Victor Artists to Visit Coast—Columbia Branch Managers in Conference.—Period Models in Favor.—Other News

SAN FRANCISCO, CAL., August 3.—Some of the San Francisco talking machine dealers report a slight improvement in business the last week or so, but on the whole the activity is much below normal. The merchants, realizing that at this time it is useless to expect the people to buy liberally, have cut down on advertising in many instances and are simply marking time. Overhead expenses have been reduced as much as possible by the average dealer, and it is not likely that many will encounter serious financial embarrassment by reason of the dull summer. The season's demand for small machines, especially the portable types, has been fairly good, and the call for dance records is holding up well. A few concerns have been able to stimulate business somewhat by price reductions, but the majority holds that price-cutting is no solution to the problem. The market is sleeping for the time being and it will take a decided revival of commercial and industrial activity to make things hum again.

Wurlitzer Co. Takes Over Mauzy Stores

The most important business change in the San Francisco music trade for a long time is the purchasing of the Byron Mauzy music interests here by the Rudolph Wurlitzer Co. The transfer was made on July 10 and includes the sale of both the San Francisco and Oakland establishments. Charles Mauzy, son of Byron, has been retained as manager of the newly organized concern, but Byron Mauzy will retire from active business here. He will, however, it is reported, represent the Wurlitzer Co. and other music interests on a trip which he will shortly make to the Orient.

Mr. Mauzy has been in the music business in San Francisco for thirty-eight years. His first store being located at 107 Post street. He has earned fame as a piano manufacturer as well as a merchant, being the maker of the Mauzy Gold Medal bungalow style piano. The best known lines handled at present by the company are the Chickering piano, the Ampico and the Victor talking machine lines. Mr. Mauzy is a member of numerous local and national business organizations and is a member of several well-known clubs and lodges. At one time he served as a San Francisco supervisor. To take care of private business interests Mr. Mauzy will maintain an office in the Phelan Building of San Francisco.

P. W. Simon, representing the Eight Famous Victor Artists, has just returned from San Francisco making preliminary arrangements for a series of star concerts which will be held west of fall and winter. The concerts will be sponsored by Sherman, Clay & Co. and others who handle Victor merchandise on the coast. On his return East Mr. Simon attended the Victor Jobbers' Convention at Colorado Springs.

Blue Front Shops Are Popular

Blue front shops seem to be making a hit on the coast. Several new ones have been opened in northern California recently and there are now three blue front establishments in San Francisco—the标准Song Shop, the Harmony Shop and the W. W. Elkins Shop.

Columbia Branch Managers Confer

L. C. Ackley, San Francisco manager for the Columbia Graphophone Co., has returned from a business trip to Los Angeles where he held a conference with the Los Angeles manager, W. F. Stribivam, and W. H. Lawton, the Seattle manager. Mr. Ackley was accompanied on the Southern trip by his wife and B. F. Church, manager of the San Francisco Dictaphone department. Plans are maturing for some new and novel co-operative advertising by the California Columbia dealers. Community advertising has proved a good success in the past and it will not do to do much to revive interest in talking machine merchandise this fall.

Horace M. Holl, manager for the Acetate Co. of San Francisco on the Pacific Coast, is making a business trip to Portland and the Northwest.

Otto Rothlin, of the wholesale Victor department of Sherman, Clay & Co., is back from a vacation spent in Lake County. His place during his absence was taken by R. E. Kane, of the Sherman, Clay & Co. traveling sales force. Mr. Kane says the new Victor record, "I'll Keep On Loving You," is going well here.

Featuring Period Models

J. M. Abrams, general manager of the phonograph division of Kohler & Chase, says that the company is featuring with good success the new William and Mary Style L Barnholm machine. This style seems to be the most popular of the period models. Mr. Abrams has given the exclusive selling rights of Okeh records to a number of new dealers in northern California recently and good sales are reported.

News of the Vacationists

Billy Morton, manager of the retail Victor department of Sherman, Clay & Co., has returned from a vacation spent on the Russian River and in an ark near Escondiles in Marin County.

Mr. Hughes, of the Wiley B. Allen Co., has returned from his annual fishing trip to the Klamath River in Oregon.

P. F. Corcoran, manager of the Wiley B. Allen talking machine department in San Francisco, is spending his summer vacation at Mill Creek Canyon with his family.

M. A. Fox, formerly with the Borgstrom Music Co., Honolulu, has joined the San Francisco sales force of the Wiley B. Allen Co.

H. A. Becht, vice-president of the Unit Construction Co., Philadelphia, manufacturer of the Unico system of record booths, has been visiting the Coast cities. He has made several important installations in southern California recently.

P. T. Clay, president of Sherman, Clay & Co., is taking a vacation at Lake Tahoe with his family, stocking up energy for a great campaign the coming fall.

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 absolute by mail. Will gladly send you a list of numbers on hand. Make your bid.

WALTER S. GRAY CO.
942 Market Street, San Francisco

PHONOGRAPH CASES

Reinforced 3-ply Veneer

The Standard Case for Talking Machines and Records

MADE BY
PLYWOOD CORPORATION, Goldsboro, N. C.

Let us figure on your requirements

Mills in Va., N. C. and S. C.
SHERMAN, CLAY & CO.'S ARTISTIC VICTOR DEPARTMENT

San Francisco, Cal., August 5. The Victor department of Sherman, Clay & Co., on this floor, is one of the show places of the Pacific Coast talking machine trade, and it is set up in a way that has won the enthusiastic commendation of many visitors. Every detail of the furnishings and equipment is in accord with modern style and taste, and the visitors who patronize this department are impressed by the excellence of the arrangement.

B. SHERMAN FOWLER IN PITTSFIELD

PITTSFIELD, Mass., August 5. B. Sherman Fowler, the composer and musician, whose song, "The Dreamy Country Town," has been recording with marked success, and which has been recorded for the Columbia by Barbara Montclaire, is in this town, making his headquarters at the Maplewood Hotel here. Mr. Fowler, who has with him his wife and mother, visited the talking machine house of John P. Madden, a Columbia dealer, and heard with great pleasure the song which he has helped to make famous. Mr. Fowler has studied in Europe.

VICTROLA DISPLAY STANDS

Show up the machine so it sells. Occupy small space—Light and convenient.
A detachable Top makes it a Utility Table or Service Stand for Booths and Corners. Finishes to match Victrolas—Enamelled to match Booths and Interiors.
A Better Display Sells the Victrola and it sells at a profit with the Victrola for Home and Camp.
Ships "Knock Down" 2 in a fiber mailing case, weight 22 lbs., per package of 2 complete—Order Samples from us and we will charge to your Jobber.

Knock Down Display Stands Are Patented

Solid Quar. Oak Net $3.60
Mahogany Finish Net $3.85
Solid Mahogany Net $4.25
Utility Detachable Top .50

Mail them back the minute you see them if you are not pleased and the postage will be refunded. This is our GUARANTEE. Low price—High quality.

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.

Ogden Sectional Cabinet Co.
LYNCHBURG, VA.

SONORA REPLACES CHOIR

How H. D. Stentz Delighted the Worshippers at the First Methodist Church of Norwalk, O.

H. D. Stentz, Sonora dealer of Norwalk, O., is receiving many congratulations on the success of a special musical service which he recently arranged in the First Methodist Church of that city. He established a precedent in using a baby grand Sonora phonograph as a substitute for the regular choir. The minister pronounced the service an instrumental number as the record was put on the Sonora, the voice on the record filled the church and delighted those who were in attendance.

This is an example which dealers might emulate throughout the country. There are thousands of small churches with poor choirs and who might be replaced by a good talking machine and a selection of records made that would be far preferable to the numbers usually sung.

FILE PETITION IN BANKRUPTCY

Lyrophone Co. of America Brings Action Against Newton-Elting, Inc., for Indebtedness

TRENTON, N. J., August 5.—The Lyrophone Co. of America, Newark, N. J., has filed a bankruptcy petition in the United States District Court at Trenton against Newton-Elting, Inc., of this city. The petitioner claims that the defendant is indebted to it to the amount of $2,777, which is said to be a balance on an open-book account. The Trenton concern deals in phonograph records, while the Newark company manufactures and distributes phonograph records.

NEW DEPARTMENT MANAGER

William Snyder is now in charge of the Victor department of B. L. Porter, Lima, O. He is well qualified to fill his new post and is preparing interesting sales plans for the coming Fall.
The Golden Voiced Tenor

Enrico Caruso

The Golden Opportunity

Wire Your Orders Today

Cash in Now on the Universal Popularity of Caruso

There is a renewed demand for Caruso records and if you help stimulate it you can profit greatly.

FATE HAS BETTERED A GOOD OPPORTUNITY

Just off the press

We find Caruso’s untimely death makes necessary a premature sales-offer of a wonderful new wrapping envelope, carrying a 10x10 Rotogravure of Caruso

Ready for framing, a rich, striking likeness of the famous artist reproduced on the entire face of the envelope, and as a sales-promotion plan, you will find on the reverse side a list of records selected by Caruso himself as his favorites. Furthermore, a little intimate story of Caruso helps stimulate in the reader a further desire to become acquainted with the world’s greatest tenor.

Caruso Still Lives

and if you realize this fact and want to turn your wisdom into dollars, you can

Sell More Caruso Records

through the use of these artistic envelopes.

Packed 1000 to a case. Price $15.00 per thousand. Don’t waste valuable time. Write for samples. Wire your orders for as many thousand as you can use. Our fifteen years in business guarantee quality and satisfaction.

Lewis C. Frank Corporation

1201 Dime Bank Building

Detroit, Mich.
Van Veen equipment for the phonograph trade is built by a service organization whose effort is solely centered upon perfecting this product. Crude and slipshod material manufactured as a sideline to fill in slack times cannot possibly compare with Van Veen equipment in quality, construction or efficiency.

Van Veen equipment is built to maintain a reputation and sold to meet competition.

---

Van Veen & Company
INC.
12 YEARS OF STUDY AND EXPERIENCE IN BUILDING AND PLANNING MUSIC STORES

SALES OFFICE
1711 CHESTNUT STREET
PHILADELPHIA

EXECUTIVE OFFICE
4749 WEST 34th STREET
NEW YORK CITY

TRADE BETTERMENT IN CANTON, O.
Portable Phonographs in Favor—Improvement in Local Industries Helping Trade—Changing Retail Center—Miss Ramsdell to Return

Canton, O., August 4. Canton talking machine dealers say the vacation trade problem has been solved by the portable phonograph. "In some homes to-day two phonographs are found," a dealer said here this week in discussing the proposition. "The cabinet model is used by the family where they are in town, while the portable instrument will be found in the children's playroom, where they listen to nursery songs and other suitable records. At vacation time, how-

ASSOCIATED No. 70
UNIVERSAL TONE ARM

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

Associated Phonograph Supply Co.
Dept. 71
Cincinnati, Ohio

ever, it is the portable model that is annexed by the grown-ups for their temporary Summer home," he declared.

One store in particular here, the George Wille Co., has made a concentrated effort to educate the buying public through the medium of the daily press advertising that the portable talking machine is the only thing for the vacationist. A series of advertisements brought this feature of talking machine merchandising before the public, and as the result there was a substantial increase in sales.

Dealers here claim that the reason for the interest in this line of talking machines is that Canton is in the midst of the lake district where hundreds of campers come annually from all parts of the State and nearby States.

With slight improvement in the industrial situation locally, inquiries for talking machines and other musical instruments have been more frequent the past ten days than in many months, according to Mr. Van Fossen, head of the Van Fossen-Snively Piano Co., Somons distributor in the Canton district. "The past ten days have brought a hoard of prospective purchasers into our store, despite the fact that we have not used newspaper advertising for several weeks," said Mr. Van Fossen. "The only way I can account for this strange change in conditions is that Canton is in the midst of the lake district where hundreds of campers come annually from all parts of the State and nearby States.

The J. W. Green Co., Toledo, O., prominent Victor dealer, is planning extensive improvement in its Victor department. When alterations are completed, this company will have one of the finest Victor departments in its section.

MY REASONABLE CATALOGUE-No. 5577—Ask for my new 1921 catalogue containing 10, colors of artificial Platter, Piano, Violin, Cymbals, Resonator, Baskets, etc., will be Mailed FREE FOR ASKING.

FRANK NETSCHERT
61 BARCLAY ST. 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. Can be set in a second.

154 West Whiting Street
Chicago
The Last Word
in Electric
Phonograph Motors

Make this your leading line for the coming season

The Electromophone
Absolutely Silent

Adjustable to any voltage. Tone arm equipped with electrical stopping device, which operates in conjunction with the Electromophone—Record stops automatically on last note—Never fails!!

The Sole Selling Rights of This Unique Mechanism Are in the Hands of

THE STERNO MANUFACTURING CO.

19 CITY ROAD LONDON, E. C., ENGLAND
due to the tone-test campaign. Mr. Buchm, while optimistic concerning the outlook for business, did not venture to set any definite date for a resumption of prosperity, but said that he believed there would be a gradual reawakening that would prove most beneficial to the Edison dealers.

E. J. Condon, one of the Buchm Phonograph Co.'s traveling salesmen, who is spending the Summer at Portland, Ore., has resigned his post. He intends, he said, to travel on the Coast, and return to the East in the fall.

A Model Talking Machine Shop

W. F. McLay, the well-known Victor dealer of Columbus, Ohio, has one of the model talking machine shops in Western Pennsylvania. Twelve demonstration machines are arranged in an attractive manner in the McLay shop, and salesmen are busy making deliveries at all times. This department is most efficiently supervised by Mrs. McLay.

A Model in the Western State

J. H. S. R. Pollock Co., Inc., has just opened a new music shop in Brownsville, Pa. The location is only one door from the entrance to the Vocation Shop, and the interior of the former Meurer shop. The entire installation is highly attractive, and has been placed in service successfully.

W. F. F. Lay, the well-known Victor dealer of Columbus, Ohio, has an automobile delivery car for the quick delivery of talking machines. This car is being used to advantage, and has been most successful in speeding the delivery of the new Victor records each month.

Scatfo Model I Reproducer on Victor and Columbia

This department is waft efficiently supervised by Ben Brown, appointed manager of the Eastern District.

Making a Vacation Trip

Mr. Brown has been appointed manager of the Eastern District, and will report to the New York office of the Unit Construction Co. He will be succeeded at the Bueun shop by Thomas Dillon, who is well known in talking machine circles.

A. R. Meyer Sojourning at Conneaut Lake

A. R. Meyer, the well-known secretary of the Talking Machine Dealers' Association of Pittsburgh, is spending his vacation with his family at Conneaut Lake, Pa.

Passing of Caruso Regretted

News of the passing of Enrico Caruso, the noted Victor artist, came like a shock to the Victor dealers here, as news of his passing has been most encouraging as to the ultimate recovery of the brilliant singer. Fred J. Drake, manager of the new Victor department of the L. C. Mellor Co., arranged for a display of photographs of Caruso with a fitting inscription, telling of his demise, in the Mellor show windows.

Noma 000llnon.00to CHICAGO

BUFFALO TALKING MACHINE CO.
BUFFALO, N. Y.

UNICO INSTALLATIONS IN NEW YORK

The New York office of the Unit Construction Co. reports considerable activity among metropolitan dealers in the improving of their ware rooms equipped. Among recent installations was that of the new Victor store of Cool & Shaller, on 181st street, near Broadway, New York. These improvements are said to be among the most attractive in the city and consist of twelve demonstrating rooms and a complete record department. The entire installation is in ivory finish. A. Kahansky, of the East New York section of Brooklyn, has also opened a new store in the city line section of that borough at 1140 Liberty avenue. An attractive ivory installation, also in ivory, of six rooms and a complete record department has been made.

Scatfo Model I Reproducer on Victor and Columbia

BUFFALO TALKING MACHINE CO.
BUFFALO, N. Y.

Scatfo Model I Reproducer on Victor and Columbia

BUFFALO, N. Y.

UNICO INSTALLATIONS IN NEW YORK

BUFFALO, N. Y.

BUFFALO TALKING MACHINE CO.
BUFFALO, N. Y.

BUFFALO TALKING MACHINE CO.
BUFFALO, N. Y.

RELIABILITY

Reliability is one of the important factors which cause satisfaction. The reliability of Victor merchandise cannot be challenged. For years products bearing the Victor Trade Mark have been known as reliable products. It is this reliability which has increased Victor supremacy.

And it is steady, reliable service to Victor Dealers which has given our Company its constantly increasing patronage.

"Buffalo T. M. Service" is reliable.
CLEVELAND CONTINUES TO BE AN ACTIVE TRADE CENTER

Cleveland, Aug. 5—Among the unique ideas looking to the development of talking machine business is a novel one that the Cleveland branch of the Columbia Graphophone Co. stands out through the efforts of Assistant Branch Manager, H. C. Cooley and E. F. Hughes, recently appointed manager of Dealers' Service in the Cleveland branch. Miss Midcentury Mover, vaudeville artist on the Keith Circuit, will use a Columbia instrument during her thirty-five weeks' engagement, starting the latter part of August. Miss Mover, who uses a Gralonola in her act, was gratified during her engagements with Columbia instruments in and near Cleveland. For several years he has been professional manager for Lena Feist in this district, has owned the Prospect Music Shop, and generally is to be seen at all important musical gatherings.

Columbia Cleveland Territory Enlarged

The Columbia Cleveland branch activities will be extended by the addition of ten counties in Ohio, including Cincinnati, where dealers will receive service from the Cleveland headquarters. The new territory is being visited by Branch Manager J. L. Du Breuil and Carl Karg, of the Cleveland office. Among plans for the district is a special business for dealers in rural districts, planning block dancing parties, which dealers will superintend, using, of course, the Columbia instruments.

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Be Sure Your Walnut is ALL Walnut.

The livest manufacturers today are awake to the fact that about the easiest thing to sell nowadays is a well-designed, well-made AMERICAN WALNUT Phonograph Cabinet

Such a one is pictured above. "Class" is written all over it—just what the desirable trade is hungry for. A Talking Machine in an American Walnut case "talks for itself" and speeds up the turnover for all concerned. "Come on in."

Send for our valuable data for manufacturers—or data for dealers. Also the worth-while Walnut Book for your salesmen. Address the producers of American Walnut Lumber and Veneers, the AMERICAN WALNUT MANUFACTURERS' ASSOCIATION, Room 1022, 810 South Michigan Boulevard, Chicago, Illinois.

AMERICAN WALNUT
"The Cabinet-case Superlativa"

FOR DISTINCT TYPHARMENCY, TYPICAL EFFECTS

"FOR AN INFINITE FACULTY OF ط UNSEEN VENEERS"
house. Yet a large list of prospects has been compiled, and immediate returns have been gratifying. Miss Ethel M. Volk, Cleveland Talking Machine Co., assisted in the opening. The Mandolin Orchestra, of Mansfield, thirty pieces, played. The event was attended by Howard J. Shurtle, general manager; George H. Dracou, traveling representative, and Miss Grace Lee Pulea, educational director, of the Cleveland Talking Machine Co.

Inaugurate Special Fair Service
Dealers who will exhibit at the fairs in Ohio this year will have the benefit of the fair service being inaugurated by the Cleveland Talking Machine Co. Literature and advice on exhibits are being distributed among dealers already, and many state they will use this in developing their prospects among the attendants at the fairs. There will be seventy-five fairs held in Ohio this year.

Foreign Language Trade
For the development of the Granby phonograph and Okeh record trade in the Cleveland district, the Kennedy-Schults Co., distributor, is starting a campaign of co-operative advertising among dealers in the foreign language papers. The repair service on phonographs is being developed by the Kennedy-Schults Co. All sales by all dealers are filed with the firm, and these are used in making periodical visits to new owners, so that machines may be kept in good condition. This service, as well as repairs, are free to the consumer, and make a big hit with purchasers, dealers assert.

Fine New Victor Department Opened
Among the latest establishments to enter the talking machine field on a large scale is the Jewelry Co., 51 St. Clair avenue and East Fifty-fifth street, this city. The department occupies a store adjoining the original establishment of the firm. One of the largest crowds to attend an opening was present, though the night was one of the hottest on the weather map. One of the attractions was the drawing for a diamond ring, as a result of which a tremendous list of prospects for talking machines was obtained. A separate room in the basement of the new store is fitted up with a lot of trick devices which make the visitor laugh. The opening was aided by P. J. Towell, vice-president; C. K. Grunert, general manager, and Ed B. Lyons, sales manager, the Eclipse Musical Co.

New Retail Columbia Establishments
Two new Columbia establishments to be opened under the auspices of the Cleveland Columbia branch are those by Andrew J. Motika, who takes over the Messaris store in this city, and an entirely new store by the Clarke Jewelry Co., of Lorain, opening at Elyria. Both stores are well equipped.

Developing Foreign Record Business
Development of the foreign record business in the Cleveland district was being planned during the last few weeks by N. O. Giles and A. Thallmeyer, of the General Phonograph Corp., who were in Cleveland to confer with David Green, of the Kennedy-Green Co., Okeh record distributor. The foreign record field in Cleveland is considered one of the most fertile because of the big percentage of foreign-born here, Mr. Thallmeyer pointed out. The visitors, including L. M. Fried, who drove from New York City, were guests of Mr. Green during their stay here.
ADDS TWO CONSOLES TO LINE

Player-Tone T. M. Co. Announces New Models-Making Satisfactory Progress With Line

Pittsburgh, Pa., August 8—The Player-Tone Talking Machine Co., of this city, manufacturer of the Player-Tone phonograph, is making satisfactory progress in re-establishing the temporary business depression. Reiterating its several announcements, J. Goldsmith, president of the company, said:

"We are making steady progress in spite of the hot weather months. Our Player-Tone display at Grand Rapids attracted considerable attention, especially the new console models that we have just added to our line. In fact, these new models were responsible for the closing of quite a number of valuable accounts."

"We have paid particular attention to the mechanical construction of this console, using a French stock and five-glove veneer. We have also included in our equipment a round fiber horn and the mechanical equipment is gold plated throughout.

"I may add that we have placed a price on these console models which a few years ago would have been impossible, but we have endeavored to furnish our dealers with a suitable proposition that will give these valuable profits during the coming fall and throughout 1922."

We are convinced that the console model occupies a premier position in the talking machine field today, and we welcome any suggestions from our dealers that will enable us to give maximum service and cooperation.

INSTALLS NEW BOOTHS

The Gen. L. Lathrop & Son's Piano House, of North Baltimore, O., has just completed the installation of two new booths and this adds materially to the attractiveness of the store. Both Mr. Lathrop and his son are active in the handling of this fast-growing Victor business, and state that the outlook for the future is very encouraging.

OPENES NEW VICTOR DEPARTMENT

J. W. Rowlands Co. Opens Attractive Victor Department—Souvenirs Distributed to Visitors

LIMA, O., August 8—The J. W. Rowlands Co., of this city, has just opened up its new Victor department which is located on the ground floor. Free Union booths, service counters and racks of Lust construction are included in the equipment.

The formal opening was held in the evening and as souvenirs Pens, Victor dogs and flowers were distributed. The members of the firm and their salespeople were the guests of Messrs. L. L. and L. L. Rowlands, and the new store, which ts manufactured by this well-known Victor wholesaler, was given a dinner at the Argonaut Hotel the evening preceding the formal opening.

SEIREX COUNTERS IN NEW YORK

L. M. Willis Introduces Seirex Equipment to Local Trade—Dealers interested in Product

In, L. Willis, of the Berkright-O'Neill Co., Minneapolis, Minn., arrived in New York a few weeks ago in the interest of the Seirex counter, which is manufactured by this well-known Victor wholesale house. Mr. Willis has established headquarters in the Hotel Commodore, where he has installed one of three counters, and dealers from all parts of the metropolitan territory have visited the hotel in order to become acquainted with the merchandising value of the Seirex counter.

Mr. Willis states that many of the local dealers have evinced keen interest in the installation of the Seirex counter, as they appreciate the fact that the one of this counter stimulates the sale of records and enhances the efficiency of the sales force. Mr. Willis has already installed Seirex counters in several local establishments and arrangements will be completed very shortly whereby Seirex will become part of the equipment used by numerous dealers in this territory.

TRIBUTE TO ENRICO CARUSO

Simons Music Store of Unióntown One of the First Talking Machine Establishments to Pay Tribute to The Passing of the Great Tenor

Unióntown, Pa., August 3—Probably one of the first tributes paid to Enrico Caruso by any talking machine dealer was by Simon's Music Store, of this city. The news of the death arrived here at the same time that the Unióntown Daily News Standard was being made up, prior to going to press. E. F. Gebbhard, manager of Simon's Music Store, upon hearing the news, immediately telephoned to this paper to have them hold a space while he wrote out an advertisement to be inserted on the front page. This advertisement, so simple, yet so striking, evidently touched the hearts of the people of Unióntown and vicinity. The original advertisement, 4 x 4, is herein reproduced in condensed form, but it enables others to see the splendid way in which Mr. Gebbhard handled this publicity.

THE BELL HOOD NEEDLE CO.

SEMI-PERMANENT NEEDLE

THE NEEDLE WITH TONE QUALITY

MADE BY THE BELL HOOD NEEDLE CO., NEW HAVEN, CONN., U. S. A.

IMPROVES YOUR PHONOGRAPH 100 PER CENT

"The Bell Does It"

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

SEMI-PERMANENT POINT—Loud—Medium—Soft

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

THE BELL HOOD NEEDLE CO.

183 CHURCH STREET

NEW HAVEN, CONN.
Confidence and Good-Will
As Assets to the Victor Dealer

The Victor Dealer who aims to be successful must win the confidence and good-will of his patrons before he can hope to expand and grow. He must be equipped to impress upon them the supremacy of Victrolas and Victor Records in a way that will produce sales and build prestige.

Cressey & Allen service to Victor Dealers is based on a thorough knowledge of the dealer's problems, plus the experience that makes the solution of these problems simple and practical.

CRESSEY & ALLEN
PORTLAND, MAINE
THE TRADE IN BOSTON AND NEW ENGLAND—(Continued from page 83)

Trips which Mr. Mann has lately taken, one in particular to New Hampshire and Vermont, resulted in the opening of a new branch office. While he was in Vermont, Mr. Edson, the manager of the branch office, entertained Mr. Mann and his family to a pleasant visit.

Mr. Mann reports that the new branch office is proving to be very successful, and that the opening of the new branch office has helped to increase the business of the company.

The new branch office is located in the heart of the retail district, and is well equipped with all the latest equipment.

Mr. Mann is pleased with the new branch office, and is looking forward to the continued success of the company.
is planning to go away the last two weeks in August.

Secures Larger Quarters in Same Building

The Musical Supply & Equipment Co., for some time located on the fifth floor of 221 Columbus avenue, has lately moved into another part of the same building and is now to be found at the front of the second floor, where it has fully 2,000 square feet more space than formerly. The removal was made while Manager Joseph Burke was away on a trip, so that he personally was relieved of any of the embarrassments of moving. A part of the fourth floor used for storage is still retained. The new quarters now allow opportunity for a large and commodious display room for Sonorae. The room is comfortably and artistically furnished and presents a very inviting appearance. Manager Burke is not taking any special vacation this Summer, contenting himself with spending the Summer at Kemberna, Nantasket, going back and forth daily by boat.

Returns From Business Trip

Mr. Ellsworth, of Ellsworth & Drake, Puritan representatives at 429 Boylston street, has just returned from a business trip taken through Massachusetts with Springfield and Worcester as the special places at which he stopped. Ellsworth states that while business has been rather quiet he is looking for an improved condition very soon and that already there have been some encouraging inquiries about the Puritan proposition.

Appointed Odeon Jobbers

The Bay State Music Corporation has been appointed New England distributor for Odeon records, manufactured by the American Odeon Corp., New York. The company has secured quarters in the Pope Building at 221 Columbus avenue, where it has ample facilities for giving the dealers efficient service. Herbert L. Royer is president and general manager of the concern and Leslie S. Wiggin is treasurer. Both of these men are well known in the wholesale field and are thoroughly conversant with the requirements of the New England dealers.

Moves Talking Machine Department

The talking machine department at the Jordan Marsh Co. has been moved from the third floor to more convenient quarters on the second floor of the Annex. Manager Titus has been doing a very good business during the Summer.

Geo. W. Berry Wins Prize

Recently there was a prize-winning contest in Boston, known as the Zain Ad Writing Contest, and the $1,000 prize went to George W. Berry.

(Continued on page 96)
The "Record" Is Broken


See both advertisements illustrated in this issue.

Send your orders for their lines to

L. W. HOUGH
Factory Representatives
20 Sudbury Street
Boston, Mass.

Harry, of Dorchester, who wrote the most attractive advertisement on the Brunswick machine. Twenty-four products were represented among the thousands of advertisements submitted. The special catch line of the winning advertisement was "You can bank on a Brunswick and draw interest for all time!"

Arrange Most Attractive Window

One of the windows of the Tremont Talking Machine Co.'s Tremont street store has had an attractive exhibit that has drawn throngs of interested spectators. The window represented a sort of exposition with a Ferris wheel in operation, each seat on the wheel being occupied by a Victor dog. The entire window was filled with these doggies, some enjoying a merrycoaching, others topsy turvy riding, of Dorchester, who wrote the nut. at

W. S. Stuckhoner, of Cumberland, bid., where lie has gone for the summer, and may find time later to go to Stampeter, N. I. II., where his father has estate.

To go to Stampeter, N. I. II., where his father has estate.

The Colonial Building. stiffer," a quite a scene of activity.

runntl and with these doggies, some enjoying a Inerryco

A man has traveled quite a distance toward wisdom when he is able to see that his associates have quite as much right to their opinions as he has.

TO THAT MAN—

To the man who sells Edison, Victor or Columbia Phonographs we say: You can increase your sales and improve your business. You can double the value of your machines and double the pleasure for your customers. Your catalog tells how. Your postcard brings it. Attractive prices Write today.

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.

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

LANSING KHAKI

The Pioneer Moving Cover

Dealer's Prices NOW:

$6.00
medium size
43x20x23 1/4"

$6.50
large size
49x23x24 1/4"

$7.35
extra large
52x22 1/2x24 1/2"

Fitzall Leather or No. 3x Strap
$2.50

Piano Moving Covers $18.00

SLIP AND RUBBER COVERS FOR PHONOGRAPHs AND PIANOS

Eliot and Warrenton Sts.
BOSTON, 11, MASS.

When You'll Think of Nameplates You'll Think of Yeuell

"Nameplates With a Personality"
For Messtrumeters and Dialers of Telephones.
Phonographs. Musical Instruments, etc.
E. V. YEUELL CO., Malden, Mass.
When You'll Think of Nameplates You'll Think of Yeuell.
HANDSOME NEW STORE OPENED
Hundreds Visit Establishment of Kaplan Bros. on Opening Night—Many Floral Pieces and Messages of Congratulation Received

New Brunswick, N. J., Aug. 9.—The recent formal opening of a new talking machine establishment at 1128 and 1138 Acushnet avenue, this city, by the Kaplan Bros., who operate a chain of stores in Fall River, Chicopee Falls, Holyoke and other cities, marked the addition of one of the largest and finest establishments to the music stores in this vicinity.

Every effort has been made for the convenience of patrons. Seven large booths, separated by glass partitions, have been constructed for recording demonstration purposes. The predominant coloring of the woodwork consists of two pastel shades of gray. A complete stock of records and glass partitions, have been constructed for rec-

joyed.

on the opening night and a brisk trade was en-

Many out-of-town visitors were present and many of those who were unable to attend sent messages of congratulations and beautiful floral pieces. Among the donors of floral testimonials were the Eastern Talking Machine Co. and the Victor Co. of Camden. The out-of-
town visitors included Mr. and Mrs. Shumaker, of the Eastern Talking Machine Co., and E. A. Winkelman and A. Otto, of the Oliver Ditson Co.'s talking machine department, Boston. Music was provided by a four-piece orchestra and the guests were presented with souvenirs in the form of miniature Victor dogs.

INTRODUCING THE "SHIMANDY"

The Latest Specialty of the National Co. Promises to Be a Big Seller—Interesting Chat With President R. L. Douglass Among His Plans

Boston, Mass., Aug. 9.—The National Co. of this city, which is well known as the manufacturer of the popular "Ragtime Rastas" and other talking machine toys, is now placing on the market a slimming jazz doll for the talking machine, which is known as "Shimandy." It is claimed that "Shimandy" does sixty-seven different steps, all realistic and amusing. The doll is dressed in a silk costume and has a satin hat with a white plume and is very attractive in appearance.

R. L. Douglass, president of the National Co., stated that production of the doll is now being made and that orders are being taken for September shipment. In speaking recently to The World Mr. Douglass said: "Everyone who has seen 'Shimandy' has been extremely enthusiastic and all agree that 'Shimandy' is growing in the dealer's window is going to provide a big attraction. I believe that an excellent way to help record business is for the retail salesman to ascertain what three records are best suited to sell the 'Shimandy,' so that there will be no doubt in the salesman's mind when a customer asks. On the other hand, if 'Shimandy' sells a lively record, the lively record should sell 'Shimandy.' 'Shimandy' is the newest addition to our line and we will continue to manufacture 'Ragtime Rastas' and the 'Boxing Darkies' as usual."

GETTING CLOSE TO BUYING PUBLIC

The August issue of The Record, the organ published by Collings & Co., the well-known Victor distributors of Newark, N. J., carries much material which should prove most interesting to dealers. Some comment regarding the advisability of placing record racks in the front of the store is given prominence, and while the idea is not wholly new it is well worth reproducing for the benefit of dealers who may not have considered it.

"Those who have made a scientific study of merchandising declare that the most advantageous location for merchandise selling at a small figure is where it is readily accessible to the public; in other words, in a spot where it will catch the eye and not require unnecessary steps to reach. People are just naturally lazy and will not walk a great distance or climb long stairs to buy a small article which they can just as well order buying or do without. This holds true with Victor records just as it applies to sundry merchandise."

"VICTOR SERVICE SPECIALISTS"

HORiON-GALLO-CREAMER CO.
NEW HAVEN, CONNECTICUT

Each Victrola you sell adds to your list of monthly record purchasers. Are you selling all of them all you should? We will be glad to work with you towards increased record sales.

PHONOGRAPh RECORD LABELS

That will meet the requirements of the manufacturer of Records. Our experience along this line assures you of the best of results, quality as well as artistic in design. We make record labels for some of the largest record manufacturers.

If we are not making any of the following Specialties for you we would be pleased to quote you as our experience enables us to give you the desired results.

KEYSTONE PRINTED-SPECIALTIES COMPANY
321-327 Pear Street
SCRANTON, PA.
Pessimists Are Still Croaking but Grain Crops and Prices Are Bound to Bring Considerable Prosperity—Will Be Felt, Undoubtedly, in the Retail Talking Machine Trade.

Pessimists are still croaking but the grain crops and prices are bound to bring considerable prosperity—will be felt, undoubtedly, in the retail talking machine trade.

BUSINESS CONTINUES RATHER SLOW IN THE NORTHWEST

According to reports from Minneapolis and St. Paul, business conditions in the territory tributary to Minneapolis and St. Paul are somewhat uncertain. Official crop reports seem to indicate that there will be a fairly good yield all around, but, strange to say, there is not a great deal of confidence in the Government reports. Nevertheless the early threshing reports are better than had been expected, for, although the yield is somewhat light in many localities, the quality of the grain is reported to be of high class. So the general situation is that of a waiting proposition.

The music industries are experiencing the same troubles as their contemporaries. Generally speaking, trade is somewhat slow in all lines. Whether or not the fall will bring any particular activity is not certain at present, although everyone is extremely hopeful. The crooks of pessimism are croaking most dismally, but, strange to say, there is not a great deal of confidence in the Government reports. Nevertheless the early threshing reports are better than had been expected. For, although the yield is somewhat light in many localities, the quality of the grain is reported to be of high class. So the general situation is that of a waiting proposition.

MARKET NEW PORTABLE MODEL

A new portable phonograph has been added to the already large sales staff and preparations have been made for a record trade.

The anomaly of the talking machine business in the Northwest is supplied by Milton Lowry, of the Minnesota Phonograph Co., dealing exclusively in Edison products. He states that the July sales were ahead of those for July, 1920, and that ever year up to July, 1921, surpassed the corresponding months of 1920. Anyone will concede that he has made some record. The distribution of Edison machines and records on a wholesale basis is pronounced to be considerably satisfactory by Laurence H. Luckner, Northwestern distributor.

By Laurence H. Luckner, Northwestern Distributor.

PATENTS ARE ON INCREASE

Lack of Office Help Hampers Action on Applications Being Granted

American inventive genius is surpassing all records, according to the number of applications for protective rights at the United States Patent Office. It was announced this week by the American Engineering Council of the Federated American Engineering Societies, but the Patent Office itself is so hampered by lack of assistants that comparatively few patents have been granted.

The potential loss to the American public of the prompt commercialization of these inventions, says the statement, is so considerable that special efforts are being made to speed relief legislation in Congress.

FREE OFFER

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 MAGNEDO S 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

SUPER TONE NEEDLE WORKS 18 WEST 20TH STREET NEW YORK
When Frank Crumit sings with the Paul Biese Trio the two song fox-trots "Mimi" and "Oh Me! Oh My!" that means double sales. Both Biese and Crumit fans will buy them. Stock up big. A-3430.

**TALKING MACHINE EXPORTS DECLINE**

Exports Including Records for the Twelve Months Ending June Amounted to $3,037,371.

In 1920 the Figures Were $7,517,155.

WASHINGTON, D. C., August 8. — In the summary of exports and imports of the commerce of the United States for the month of June, 1921 (the latest period for which it has been completed), which has just been issued, the following figures on talking machines and records are presented:

The dutiable imports of talking machines and records during the same period of 1920.

The twelve months' total ending June, 1921, were valued at $148,490, as compared with $388,694 in June, 1921, were exported in June, 1921, were valued at $120,474, were exported in June, 1921, were valued at $436,194, sent abroad in the same period of 1920.

Talking machines and records during the same period of 1920.

Talking machines to the number of 2,567, valued at $120,474, were exported in June, 1921, as compared with 8,665 talking machines, valued at $436,194, sent abroad in the same period of 1920.

The twelve months' total showing that we exported 67,897 talking machines, valued at $3,071,757, as against 79,225 talking machines, valued at $1,544,870, in 1919.

The total imports of records and supplies for the twelve months ending June, 1921, records and accessories were exported valued at $3,905,614; in 1920, $3,905,560, and in 1919, $2,998,462.

**DEMAND FOR ETHEL WATERS RECORD**

Black Swan Record by Well-known Singer Proving Very Popular With Public.

The Pace Phonograph Corp., 257 West 138th street, New York, manufacturer of the Black Swan records, is having an unusual demand for the record by Ethel Waters, of "Down Home Blues." The above company is making its selections with great care and most of its artists are under exclusive contract to the organization. Harry Pace, president of the company, in speaking of the plans for the future, said: "We have a catalog of selections that are bound to have much appeal. Many of the numbers are, and will be, exclusive releases on Black Swan records. While it is true that we will feature a great extent of the numbers of the type that are in current favor, we will also release numbers of a higher standard, all of which will be chosen for their wide appeal."

The Pace Phonograph Corp. has made a series of records by prominent colored singers and musicians which are to be released in due course of time this issue of The World appears.

**HELPING TO FINANCE CHAMBER**

Appropriation of $5,000 From National Association of Talking Machine Jobbers Accepted as Recognition of Scope of Work of Music Industries Chamber of Commerce.

The action of the National Association of Talking Machine Jobbers at its recent convention in Colorado Springs in voting an appropriation of $5,000 to the Music Industries Chamber of Commerce has been received with enthusiasm by the officials of that organization as another indication of the fact that the Chamber is actually emerging in its scope the talking machine trade as well as other branches of the industry.

The talking machine manufacturers have for a number of months been important contributors to the financial support of the Chamber, but this is the first step in obtaining the support of the leading jobbing interests. Undoubtedly the action of the Victor Jobbers will be followed by similar support from the Edison Disc Jobbers' Association, which already has the matter before its executive committee, and the jobbers of other talking machine companies.

The remaining problem of financial support by the talking machine industry chiefly that of the retail element. A great many talking machine retailers are loyal and enthusiastic supporters of association work and share in the financial support of the Chamber through the use of the stamp as piano sales. Both Biese and Crumit fans will buy them. Stock up big. A-3430.

**EDISON DISC PHONOGRAPH**

Attractive prices and terms will be quoted you. Known and largest seller of its kind in the market.

**KENT MASTER ADAPTER**

plays ALL RECORDS at their best on the EDISON DISC PHONOGRAPH

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

F. C. KENT CO. :: Specialty Manufacturers

IRVINGTON, N. J.
whose phonograph accessories "win their way by their play"
Wall Kane Needles Are Being Imitated

The Greater New York Novelty Co.
3922 14th Avenue
Brooklyn, N.Y.

NEW SON FOR ANDREW H. DODIN

Andrew H. Dodin, well known New York re
pait man, and editor of the Repair Department of
The World, recently announced the arrival
of a new son and heir at the Dodin household.
The youngest arrived on July 13, and has been
christened Andrew Thomas Dodin. He already
displays an embryo interest in mechanics.

Continent says, "We are sorry that he
donot know you, but be sorry that you are igno-
rant of men."

EDISON UPHOLDS HIS VIEWS

Regarding the Intellectual Equipment of Many
So-called Educated Young Men of To-day

Thus A. Edison was the leading figure in an
unusually interesting full-page article which ap-
peared in the editorial section of the New York
World on July 31. The inventor of the phono-
grapn had a long chat with Edward Marshall, the
well-known writer, in which he defended the
much-discussed list of questions which he re-
cently has been requiring applicants for execu-
tive jobs to answer, and what he intends them
to mean...

He puts the starting question, "Are we
Americans lacking intelligence?" and adds:
"Atrophy of perception afflicts America to-day.
The eye sees, but no message goes from it to
the brain. Despite unquestioned vision of the
fact, there is no sensing of it by the individual
before whom it is placed. It is seen physically
but not normally."

The article throughout is full of vigor and
soundness with many original viewpoints. Bored
down, Edison says that the American youth is
all right, but that the schools are paralyzing his
curiosity—destroying his power of observation
and turning out failures. If you haven't
read the article—too long, unfortunately, to re-
produce in full in this paper—it is worth look-
ing up.

THE FLETCHER "STRAIGHT"

SOMETHING ENTIRELY NEW IN TONE ARMS

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

Yes, it is universal and equipped with the Regular Fletcher
Reproducer, giving the same natural tone quality as heretofore.
Made in two lengths, 8½ and 9½.

SEND FOR PRICES AND TERMS

FLETCHER-WICKES COMPANY
6 EAST LAKE ST., CHICAGO
HOW DO YOU FIGURE OUT?

When the talk pulls us and you grab your grip,
And the bushwhacker there with hisked-up gun,
And you tell us your plan and try to be in a hop,
And you tell us "Nothing done today?"
Then you're a PEDDLER!

By gum, you're a traveling man.

When you set into town and tell off your own,
"Don't you see me, Bef?" "Why, sure, I see you!
You tuck up bit stock; make a rough round,
And fall promptly say, "Send the word around,
Then mow you ORDER TAKERS.

By gum, you're an order taker.

When you call on the trade and they tuck "hard luck,"
"Loser prices" and decided decline.
But you talk and you smile—make the world look bright.
And send in your orders every binned night,
Then you're a SALESMAN.

By gum, you're a sidemen—Selected.

THE SALESMAN WHO IS GAME

The Evenly Balanced, Plodding Salesman Who Never Fails to Get Results Is a Foundation of Strength in These Days of Stress

I think there is hardly any quality that appeals more to men than gameness. We all like the fellow who can, as we say, "stand the gaff"—and it is this kind of salesman who wins, no matter what obstacles may be placed in his way, or what kind of opposition he may be up against.

The other day I read an article written by a man who has had a great deal of experience in the selling field, says Thomas Dreier, the well-known writer, in which he told about a trainer of a horse that was an outsider in the betting: "Nobody figures my horse to have a chance," he said, "but he's got a darned swell chance, and I'll tell you why. He's game and he'll stand a drive all the way. He ain't extra fast, but he's a winnin' fool. He don't know when he's beat, and any of them choices commences to stop in the stretch, this kind of mine is liable to grab 'em, 'cause he don't never stop. He just sets it in all the way. He's the kind of a horse that ain't never safe not to have a bet on."

Offentimes it happened that when the numbers went up the number of the horse that didn't know when he was beat was at the top. The choice had faltered before the end of the race. So it is with salesmen. It isn't the brilliant, flash-in-the-pan, popular salesman who has the most to show at the end of life's race. It is generally the man who game who wins the big prizes.

FLOAT $1,000,000 BOND ISSUE

National Music Stores Plan to Open Branch in Long Beach—Local Investors Interested

LONG BEACH, CAL., July 30—Worth & Co., Inc., investment bankers, 604 Markwell Building, this city, have practically completed disposition of $5,000,000 of high-grade securities. The company is now handling the stock of the National Music Stores, Inc., a $1,000,000 chain-store organization, which will handle pianos, talking machines, records and rolls. A local store will soon be opened in Long Beach.

This store will be owned by local investors, who will share in the profits made by the entire chain. The proposition is said to be backed by influential business men and bankers of the highest integrity.

Worth & Co. say the amount of stock necessary to establish a store in Long Beach will be subscribed within a few weeks.

Adams Kirkpatrick, of Lamar, Colo., recently opened a Brunswick store.

CLOSES MANY NEW ACCOUNTS

Jewett Phonograph Co. Announces New Dealers—Line Displayed in Seven Detroit Stores

DETROIT, Mich., August 6—The Jewett Phonograph Co., of this city, has already placed its line in seven of the finest exclusive music stores in this city and A. A. Fair, sales manager of the company, expects to add several new names to this list in the course of the next few weeks. The company is making similar progress in different parts of the country and according to present plans an intensive sales campaign will be inaugurated this Fall that will undoubtedly produce excellent results.

During the past few weeks the Jewett Phonograph Co. has closed important accounts with successful dealers in Saginaw, Mich.; Bay City, Mich.; Owosso, Mich.; Midland, Mich.; Toledo, O., and Portoria, O. Every member of the executive and sales organization is enthusiastic regarding the outlook for Fall business and this feeling of optimism is based on reports received from representative dealers who are handling the Jewett phonograph in widely separated sections of the country.

DALLAS COMPANY OPENS NEW STORE

Sonora Phonograph Co., of Dallas, Moves into New Modern Establishment

DALLAS, Tex., August 9—A number of visitors were entertained at the recent opening of the Sonora Phonograph Co.'s new establishment, at 1007 Main street, this city. The store, which is one of the best-equipped in the city, contains four demonstration rooms, which are cooled by fans and ventilated by means of a modern system. A new feature is a demonstration room exclusively for negroes. The company distributes records in Texas, Oklahoma and New Mexico and covers North and West Texas for machines.

Henry Maas, of West Holbrook, N. J., is now handling Victor talking machines exclusively.

KIMBALL PHONOGRAPH

Superior construction; distinctive designs and variety of console and cabinet models; perfection of finish of exterior and interior; exclusive features; all are outstanding characteristics of the Kimball.

Faithful reproduction and natural tone of voice or instrument are readily demonstrated.

Kimball prestige and their co-operative financing plan for the dealer offer a worthwhile merchandising proposition.

Write for Agency Terms

W. W. KIMBALL CO.

Established 1887

Kimball Bldg., 306 S. Walsh Ave.

CHICAGO
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.
Philadelphia, Pa., August 5.—The talking machine business in the month of July, as a whole, has been satisfactory. Considering the weather and other conditions of the month, it has been remarkable the extent to which the business, especially in records, has pushed ahead, and this may be due to the great army of people who have remained home this year and have found their recreation at their own fireside instead of at the Summer resort.

Joseph Joiner Tells of Wanamaker Business

Joseph Joiner, head of the Wanamaker talking machine department here, as well as the piano department, reports business as quite satisfactory and that it has been keeping up in spite of the hot weather. Mr. Joiner says the demand for dance records, in both the Victor and Brunswick lines, is greater than it has ever before been in July. Mr. Joiner says they are preparing for a very large talking machine business this Fall. They have dropped one of the lines they have been handling and have only four machines they now represent: the Victor, Brunswick, Cheney and Sonora. Mr. Joiner, accompanied by Mrs. Joiner, will leave for a vacation on August 12, which will be in the nature of an automobile trip through New England. Mrs. Margaret Clark, Mr. Joiner’s assistant in the talking machine department, is just back from a two weeks’ vacation spent in North Carolina.

Business Better in Coal Territory

All the various firms report that business in the coal mining sections have been very satisfactory. The coal mining sections have been very much better than the agricultural districts. The Philadelphia Show Case Co. is one of the local firms to find this condition. Manager H. Burkart states that there are no complaints coming from any of the sections as to the business dullness, but the coal mining sections have been very satisfactory.

The Philadelphia Show Case Co. has given up its Pittsburgh office and warehouse in order that it may be able to conserve all its energy at one point—Philadelphia. Mr. Burkart says: “We have already had demonstrated to us that this is a very profitable move. We find that we can ship from here just as well as we can from Pittsburgh and give the dealers just as good service and this is one of the most important things to them to-day.” This company is the distributor here for the Votation machine and records and the Melodee rolls. A number of new accounts have recently been opened, one being that of P. Casper, in Wilmington. Mr. Burkart left last Saturday on his vacation, to be gone two weeks or more.

T. W. Barnhill Off to Pacific Coast

T. W. Barnhill, president of the Penn Phonograph Co., Victor wholesaler of this city, is on his way to the Pacific Coast. Mr. Barnhill, accompanied by Mrs. Barnhill and daughter, left last Thursday for the Pacific Coast via the attractive scenic route of the Canadian Rockies. A little over a year ago Mr. and Mrs. Barnhill visited the Coast, but took the Southern route and spent some time at Los Angeles. Leaving Philadelphia, they traveled by rail to Buffalo and made the Great Lakes trip to Duluth on one of the palatial lake steamers. From Duluth the itinerary included St. Paul, Lake Louise, the Canadian Rockies, Vancouver, Seattle and Port-land. On the return trip Mr. Barnhill plans to spend some time at brush the Glacier National Park and Yellowstone Park, and also stop at Denver. Mr. Barnhill expects to be gone for about four weeks, and as part of his traveling equipment will have with him enough order blanks to take care of the demands for the well-known Penn-Victor miniature dog, of which the Penn Phonograph Co. is the producer.

Demand for Portable Exceeds Expectations

The Cirola Distributing Co., Inc., distributor of the Cirola phonograph of this city, reports that the demand for this portable talking machine has passed all expectations. Many of the leading talking machine houses in the territory which they ever have taken on the Cirola line with very satisfactory results. Many plans are under way which will further increase the popularity of the Cirola in Philadelphia and the surrounding territory.

New Sonora Accounts

The Sonora Co. has been doing a very good business in July, considering general business and weather conditions. During the month three new accounts were placed to its already long list, one of the firms being the Millard Music Store, of Wildwood, located at 201 West Eighth street. W. C. Fulrri, sales manager of the record department of the Sonora, was here the past week. T. H. Owens, the sales manager of the Sonora, left at the end of the past week on his vacation, most of which will be spent at Wildwood fishing.

Pleased Over Healthy Condition of Business

The Penn Phonograph Co. reports that its business has been keeping up in fairly good shape. The officials believe that they have reason to feel elated in the fact that thus far all of (Continued on page 94)

Stop Marking Time!

It's useless to keep your feet moving unless you get somewhere. And to-day it is only by keeping your sales feet in action that you make sales.

For August, see how many Victor Portables you can sell. It gives the world's greatest collection of music to every outdoor party.

Buehn Victor Service will help you to do a good August business.

The Louis Buehn Company
Philadelphia
the customers of the company have been able to meet their obligations. Two of the firm's salesmen, E. E. Hipple and L. P. Brown, are at present away on vacation, the former spending the time at his cottage at Westmore, N. J., and the latter at his cottage at Island Heights.

Johns the Granby Forces

Olen Peters, a former Columbia salesman, has received a position as road man to cover eastern Pennsylvania for the Granby Corp.

Look for Good Sales From Now On

J. F. Heath & Co. report that their July business was as good as they could reasonably expect. They expect to do a very satisfactory business in August through the retail and wholesale.

Will Return in September

Louis Hurst of the Louis Buehn Co., Inc., will not be home until September. After the Colorado Springs convention of the National Association of Talking Machine Jobbers, of which he was elected president, Mr. Buehn, with his family, started on an extended trip to the West, in which they intend to stop at all the leading hotels.

Leaves the Talking Machine Field

James Willard, Jr., who has been identified for a number of years here with the talking machine business, and for a considerable time was head man of the Emerson Co., has resigned to accept a position with a coal corporation.

The Interstate Phonog. Co. reports that their May's lauding was quite satisfactory and that orders are coming in along as well as could possibly be expected at this season of the year. Mr. Weymann says: "We have booked orders for the Style No. 100 Victrolas, which are now being shipped out to all our dealers, and we have some very large advance orders booked for this style of machine. We anticipate some heavy sales."

Look for Good Sales From Now On

Mr. Heath's partner, will leave on Saturday of this week on a two weeks' vacation.

Some Columbia Happenings

At the offices of the Columbia Co. business is reported as fair, with considerable improvement during the month. ManagerConnect

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.
spent considerable time during the month among
up-State dealers going over, a Fall campaign
with them. A. A. Platt, of the sales force, was
married during the month to a young lady in
Norristown, the wedding being attended by
Manager Cumming and Assistant Manager E. A.
Manning. C. K. Woodbridge, general sales
manager of the Dictaphone, was one of the
visitors during the month. On the third Satu-

day of the month an important sales meeting
was held in the Model Shop, which was attended
by all the salesmen of the district.

The Retail Ledger, of this city, quite an im-
portant publication for business men, paid quite
a compliment to the Columbia Co.'s Model Shop
by reproducing a fine picture of the shop, which
was accompanied by a write-up of more than a
page, and it contains quite a compliment to the
Columbia Co.'s Model Shop.

The advisability of sending monthly state-
ments to customers such as are used by manufac-
turers and merchants in their dealings with each other.
Between business concerns there is no question
regarding the fitness of statements, but between
business concerns and the consumer public it
is possible that the form of presentation can be
altered from strictly commercial aspects to those
of a more diplomatic nature. However, in dis-
cussing this subject, a noted authority on mod-
er accounting and bookkeeping recently pointed
out twelve advantages in sending customers
statements. These advantages are:
1. Customers want them.
2. Increase collections.
3. Advertising medium.
4. Create complete mailing list.
5. Statements bring in money; money increases
available capital. Available capital cuts down
the interest charge at the bank, increases
power of the store, permits of taking more dis-
count on merchandise bought. Discounts taken
means more money made and increases credit
with the wholesale house when it is needed.
6. Check against posting to the wrong account.
7. By the proper use of statements as an ad-
vertising medium they can be made to reach the
customer along the same lines as the catalog
of the mail-order house.
8. Statements sent to customers pave the way
for a settlement of the account either by cash
or note.
9. Statements bring customers into the store;
coming to the store increases buying on the part
of the customer.
10. Statements tend to decrease long-time
credits to customers.
11. Statements permit customers to recheck
their accounts.
12. Statements permit store to guard against
too large a credit to any customer.

Greater Sales

The buying public more and more is demanding greater
value for each dollar it spends.

The dealer selling VICTOR products has a decided selling
advantage.

Our wholesaling facilities are unsurpassed. Weymann
Service insures the dealer best results.

VICTOR PRODUCTS

Musical
Merchandise

Q. R. S.
Player Rolls

H. A. WEYmann & SON, Inc.
1108 CHESTNUT STREET
PHILADELPHIA

"The Best in Everything Musical Since 1864"
Write for catalogue and special stock list
government and in stagnation, they are able somehow to meet their obligations, to buy and to find customers who can take their goods at a profit. They are doing business.

"The return to normal is not accomplished by concerted action at a given time, or even within a specified period. It is the same process essentially in foreign and domestic trade. A manufacturer in Des Moines, say, has something which is wanted very urgently in Switzerland. Presumably the need has existed for some time. Men conscientious that need have put their minds to work on the problem of supplying it. They make a proposition to the manufacturer who rejects. But he suggests other terms. Negotiation continues until mutually acceptable agreement is reached.

"Later, when thousands of merchants are doing this, the world wakes up to the fact that business is going on again. It becomes possible to prepare charts to show the trend back to normal. But the great bulk of the work that leads to this condition is individual. Government backing in the form of subsidies or one kind or another may encourage individual firms to open negotiations. It may accelerate the movement after it is started. But even with such assistance the business man will realize that the resumption of trade—foreign or domestic—after a break is an individual problem. Government help will be a limitation to his ingenuity, it will be given only under stipulations that, sooner or later, he will find burdensome."

INCORPORATED

The Consolidated Music Stores, Inc., Wilmington, Del., was recently granted a charter in that State for the manufacture of talking machines, etc., with a capital of $6,000,000.

The present business depression is like the morning after the night before, but with proper care it will improve.


ewer

A Writer Points to the Success of Chain Stores and Asks Why Independent Retailers Cannot Study More Closely the Basis of Their Success

Every now and then some retail merchant in the talking machine field extols the sky the success which is being attained by chain stores in his city. Names like Woolworth, United Cigar Stores, etc., have become familiar bywords with the American public and as business institutions command a very wide and deep respect. A Milwaukee newspaper recently commented on this subject as follows:

"There are many organizations which operate chain stores throughout the country. To many independent retailers these chain stores are a nightmare, a huge box of reduced prices and decreased overhead which cut into their profits and eat into their trade.

"As explained by the general manager of one of these organizations, the reason for their success is so simple as to appear almost self-evident. There is nothing secret or mysterious about it—just plain common sense applied to merchandising.

"The store must be attractive and distinctive, therefore fresh paint is applied and the windows are thoroughly cleaned. A small, well-assorted and packaged stock is laid in instead of the old heterogeneous collection of shelf loungers and stickers. Fewer sizes are carried and nothing is allowed to be placed in a corner and forgotten. Every article is made to earn its living, or else cast out. No credits are entered and no deliveries made, thus reducing materially another important item of overhead in the small store, and every care is taken to keep the window displays fresh and attractive.

"It is by the application of these principles that organizations have increased business from practically nothing to chains extending over many States. The foundation is sound and the success of the undertaking is a matter of fact.

SOME PERTINENT CONCLUSIONS

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.

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

PLAY BALL!

Is the cry in every city, town and village all over the land today.

The baseball season offers every Victor dealer an opportunity to make an exceptional window display with the help of the Trust Victor dogs' reproducing the championship teams' great contests to life-size.

We Will Specially Decorate 25 Penn-Victor Dogs

of your order and mail them to the nearest Victor Distributor. We also supply at cost electric signs for western or newspaper advertising if requested, crediting them on return.

This display will be the subject of attention and will be an asset to your store. The Victor dogs are the darlings of children and adults, and will draw large crowds of both.

The dealer can then arrange a baseball diamond by his window and use a goodly number of the regular painted dogs as spectators.

Window Display of the Krone-Smith Piano Co., Baltimore, Md. They gave away five thousand Penn-Victor dogs.

Penn Phonograph Co., Inc., Victor Distributors Wholesale Only

913 Arch Street, Philadelphia, Pa.
THE AID OF HOOVER SOUGHT IN FIGHT ON EXCISE TAXES

The bad effects of the discriminatory excise taxes on about thirty industries were called directly to the attention of Secretary of Commerce Hoover on Thursday, July 28, by representatives of ten or twelve of the leading national trade associations of the industries affected. The Music Industries Chamber of Commerce was represented by H. L. Willson, vice-president, Columbia Graphophone Co., and a member of the Chamber’s legal committee, and by Alfred L. Smith, general manager, and George W. Pound, general counsel of the Chamber.

The support and advice of Mr. Hoover in the elimination of the discriminatory excise taxes were requested on the ground that these taxes were not only unfair to a large portion of American industries, but would actually constitute a menace to the normal revival of business in those lines. It was further pointed out that these industries represented a tremendous amount of invested capital. Figures were presented showing the great numbers of workers and their families dependent upon these industries. The type of businesses particularly affected by excise taxes are those whose prosperity, to a large degree, determines the business activity and prosperity of the country, as distinguished from those businesses which provide the barest necessities of food and clothing.

It was the firm opinion of the representatives of industries at the conference that the excise profits and higher individual income taxes should be eliminated; that profits and higher individual income taxes should be abolished and that the additional revenue needed should be made up by a sales tax of uniform character applying to all business. A uniform tax on the sale of goods, wares and merchandise received particular attention. Among the organizations represented were: The Music Industries Chamber of Commerce, National Retail Dry Goods Association, National Association of Manufacturers, National Association of Motion Picture Industries, National Automobile Chamber of Commerce, National Jewelers’ Board of Trade, National Association of Chewing Gum Manufacturers, Motor and Accessory Manufacturers’ Association, National Association of Retail Clothing, Cocoa and Chocolate Manufacturers’ Association.

CRITONA RECORDS AT FIFTY CENTS

Criteron Records, Inc., announces New Selling Plan—Library Is Now Complete

Criteron Records, Inc., New York, announced recently that plans had been completed whereby Critona records would be ready for delivery to the trade at a list price of 50 cents retail. The company has been very busy the past few months rounding out its catalog, and it is now ready to offer the dealers a complete list of records, including operatic and classical numbers, standards, semi-popular and the latest song and dance hits.

Arthur H. Cushman, vice-president and sales manager of the company, in a chat with The World, stated that Criteron Records, Inc., had adopted a definite policy whereby its entire library would retail at 50 cents and that new supplements would be issued monthly.

Mr. Cushman stated that dealers accounts had already been established throughout the country and that judging from all indications there is a tremendous demand for a 50-cent record, provided that the quality of service and satisfaction to the trade and public.

George W. Beadle, president of the company, is devoting a considerable portion of his time to the technical and executive divisions of the business, and his many years’ experience in the trade will enable him to give the Critona clientele invaluable service and co-operation.

A SUGGESTION FROM CHICAGO

Never show your intellectual superiority when you are negotiating, says a writer in the Chicago Tribune. Clever people sometimes make the mistake to make no mistake. A touch of stammering, a certain awkwardness of manner, may prove to be useful.

F. C. BEATTIE’S IMPORTANT POST

Succeeds A. H. Curry as General Manager of the Texas-Oklahoma Phonograph Co., Dallas, Tex.

DALLAS, Tex., August 6—F. C. Beattie, assistant general manager of the Texas-Oklahoma Phonograph Co., distributor of the New Edison phonographs, has been appointed general manager of that concern, succeeding A. H. Curry, the present general manager of the Texas-Oklahoma Phonograph Co., who on August 1 became vice-president, in charge of phonograph merchandising.

F. C. Beattie’s connection with the Texas-Oklahoma Phonograph Co dates from its establishment at Dallas in 1915. For the past three years he has served in the capacity of assistant general manager. Mr. Beattie is a native Dallasite. He is a member of the Dallas Credit Men’s Association and of the Dallas Athletic Club. He is a popular and accomplished man.

BLACKMAN WAREROOMS ADMired

New Home of Victor Wholesaler Visited by Jobbers and Dealers—Interior Equipment Perfect in Every Detail and Much Admired

Victor dealers and distributors who have visited the new warerooms of the Blackman Talking Machine Co., Victor wholesaler at 28 West Twenty-third street, New York, have commented enthusiastically upon the attractive appearance of the equipment. Many of the dealers have expressed the opinion that the new Blackman home is one of the finest wholesale establishments in the country, and Mr. Blackman and his associates have received congratulations from members of the trade throughout the country.

The Blackman Talking Machine Co., however, gives a goodly portion of the credit for the perfection of its interior equipment to Jaff Bros., New York, designers and makers of showroom and store fixtures, who collaborated with the company and carefully carried out every detail of the plans. M. Goldstone, sales representative for Jaff Bros., worked in close co-operation with C. L. Johnston, secretary of the Blackman Talking Machine Co., in laying out the new warerooms, and the satisfactory result of their combined efforts is self-evident.

"Take Your Cirola Music With You"

CIROLA HAS PROVED ITS WORTH—Dealers everywhere are stockisting it this season. REASON: IT STILL REMAINS THE LIGHTEST, SMALLEST, MOST COMPACT, REAL STANDUP BIG TONE PORTABLE MADE.

We are now also sole distributors in this territory for a crackerjack record, "THE PARANOID," which is working well with the CIROLA, likewise the CIROLA NEEDLES AND COVERS.

Write for Proposition.

CIROLA DISTRIBUTING CO., Inc.
Distributors of the CIROLA PHONOGRAPH

204 Colonial Trust Bldg.
Phone Spruce 6337
PHILADELPHIA, PA.
U. S. A.

PROMPT DELIVERIES
SELF-SERVICE NEEDLE MACHINE

Modern Merchandising Medium Being Used in the Sales and Exploitation of the Brilliantone Steel Needle—Will Increase Sales

The Brilliantone Steel Needle Co., of New York City, is a firm believer in the proper presentation of merchandise. The various counter display cases which it has distributed throughout the past for Brilliantone steel needles have always been very attractive and have proven their worth in the silent salesmanship which they perform.

The latest development in the merchandising of Brilliantone needles is to be found in the new automatic needle-selling machine which the Brilliantone Steel Needle Co. is now trying out in three large retail establishments in New York City. This self-service needle machine is attractive in appearance and is of the coin slot variety. It contains four grades of needles and the depositing of a coin delivers to the purchaser a package of the exact tone he requires.

The possibilities of this machine are unlimited. It does not seem too optimistic to say that in the future it may be possible for the talking machine owner to pick up a package of needles for his evening's entertainment at any subway station on his way home.

GEO. SEIFFERT WITH MODERNOLA CO.

To Represent This Company in Eastern Territory With Offices in New York City

George Seiffert, who was formerly connected with the Eastern Phonograph Corp., Eastern distributors of the Modernola line, has announced that he has severed his connections with that corporation, which has decided to wind up its affairs.

The Modernola Co., of Johnstown, Pa., has designated Mr. Seiffert to represent it in the Eastern territory. He has opened temporary offices at 25 West Twenty-third street for the purpose of giving Modernola dealers much service as they may require. Mr. Seiffert states that work on the new Modernola factory is progressing rapidly and it is expected to have the new product ready for the market by the end of September or early in October.

SCHOOL BOARD SELECTS SONORA

Committee in Ohio City Unanimously Chooses Sonora for School—Unique Demonstration

Louisville, O., August 2—A Sonora phonograph was sold recently to the school board of this city, after being chosen by a committee of seventeen people appointed for the purpose of investigating the merits of the best-known makes of talking machines. The Sonora was represented by the Kirkland-Bonit Co., of this city, of which V. W. Bonit is president and H. B. Kirkland secretary and treasurer.

This live-wire Sonora dealer was keenly interested in the outcome of the competition, and incidentally the demonstration was conducted on a basis which was unique. The names of the various talking machines were placed in a hat and each one was demonstrated in the order drawn. The Sonora was the last one to be played, and when the superintendent of schools announced the adjournment of the committee to make its decision he was informed by the spokesmen that there was no need for an adjournment, as the committee had already decided on the Sonora.

HOT NIGHTS BOOM RECORD SALES

Talking Machines Seem to Coax Passers-by From Sidewalk to the Store

"This is really a phonograph weather," said the proprietor of a talking machine shop on upper Broadway to a paragraph writer for the New York Sun, as he placed a record on the machine by the open front door. "On warm nights like this I really do more business than any other time of the year. As soon as I put a record on the machine a crowd gathers outside the door to hear the music. Generally after the record is finished one or two people come in and purchase one of them. In warm weather like this we can open the front door and really bring the music to persons who never would think of coming in here to hear it. In the first two weeks a person never hears a record unless he or she makes it a point to walk into the store and sit in one of our booths. In summer we play records to hundreds of passers-by every night."

The talking machine store of C. B. Crawford in Pasaganset, Mass., was destroyed by the fire which visited that town recently and in which seventy buildings were gutted.
TRADE CONDITIONS STEADILY IMPROVE IN LOS ANGELES

Volume of Business Better Than a Year Ago—New Vocation Jobber—Conditions to Locate in Los Angeles—Brunswick Manager a Visitor—Sonora Priers Interest—New Stores—Columbia Expansion

TRADING CONDITIONS STEADILY IMPROVE IN LOS ANGELES

The Western Jobbing & Trading Co. has secured the jobbing rights of Vocation phonographs and Vocation records in southern California. E. R. Darvill, who was with the Acolian Co. for some time, has been appointed manager of the new Vocation department. Mr. Darvill anticipates a large increase in sales of records particularly, due to the fact that the new Vocation policy allows dealers to handle Vocation records with or without Vocation phonographs, thus enabling some who are specializing on other makes of phonographs to add Vocation records.

Unit Construction Vice-President Here

Harry A. Beach, vice-president of the Unit Construction Co., spent a week in Los Angeles last month, arranging for some complete installations of his company's equipment in talking machine departments. Mr. Beach was, of course, well known as the manager of travelers for the talking machine Co., which important position he so ably directed for twenty years until he resigned for his present position.

Famous Canadian Jobber Here

J. A. Sabine, of Toronto, Canada, has arrived in Los Angeles and intends to make southern California his home in the future. Mr. Sabine is one of the best-known phonograph men in the Dominion of Canada. He was for a number of years senior partner of the Music Supply Co., distributor of Columbia products in Eastern Canada, and was directly responsible for a great deal of the popularity of Columbia products in Canada through his indefatigable enthusiasm, hard work and good management of the largest phonograph distributing house north of the line. Originally from England, Mr. Sabine has lived in Canada many years; he is accompanied by his family.

Mr. L. Tampin, a business associate and old-time friend, who has for some time been successfully engaged in the phonograph business in Windsor, Canada. It is understood that Messrs. Sabine and Tampin will open a chain of Columbia Grafonola stores in California in the near future.

Brunswick Sales Manager Visits Los Angeles

J. A. Sabine, manager of the phonograph division of the Brunswick-Balke Collender Co., visited Los Angeles early last month and was well pleased with conditions in the Southern California branch. Mr. Kentrick was entertained at an informal luncheon by Rudy Viozzioli, the famous saxophone player and leader of the well-known jazz orchestra, the Californias.

Sonora Phonograph Reductions

The reductions in price of some models of the Sonora have not yet been announced in Los Angeles. It is reported that such announcement will take the form of advertising of the new prices in the ordinary way, and will not be seized upon as an opportunity for sensational comparisons with former prices; it has long been recognized that such comparisons are very odious to customers who are paying on contract at the old price, and, in addition, that advertising of permanent reductions calculated to arrest attention succeeds only in unsettling the minds of prospective purchasers, who immediately anticipate further reductions in the near future and put off buying as a result.

Hollywood Dealer Sells Out

C. H. Yates, editor of the Hollywood Record, has sold out his business to the Hollywood Music Co. Mr. Yates, who is agent for the Victor, will devote his efforts to wholesale business.

Colyear's Good Victor Sales

W. W. Burdall, manager of the Victrola department of Colyear's Furniture Co., is well pleased with the business in his new department. Mr. Burdall was formerly in the talking machine department of Byron Mauzy, San Francisco, and previous to that was assistant manager of the Victrola department of Strong Bros., Alhambra.

Miss May Peters, who supervises the record department in Colyear's, is well known in Chicago, where she was a member of the Victrola department of the Alhambra.

New Glendale Music Store

The Kenny Music Shop is the name of the new music store in Glendale. Mr. Kenny has been connected with the wholesale department of the Columbia Co. for a number of years, his last position being with the Omaha Columbia sales force. The Kenny Music Shop will handle the Columbia line exclusively.

Send "Talkers" to the Far East

Two Trenton Shops Make Distant Deliveries, One to Tokio and the Other to India

CHRISTIAN S. STUHLMAN, manager of the Los Angeles branch of the Columbia Co., reports an increase in sales for the month of June over those for June. This is the third month in succession showing an increase over the previous month; May, which was 40 per cent ahead of April, also showed an increase of 50 per cent over April, May, 1920; June sales exceeded those for May.

Window Display Elks Week

The Platt Music Co. took advantage of Elks Convention Week in Los Angeles to make a very attractive window display. A huge elf's head, which took two men to carry, formed the central figure in the window.

 albums That Are Made Right

We are now ready to give the dealers excellent service in the delivery of our new line of record albums (patented).

FOUR NEW MODELS—All leaders in their field

Our factory is well worth your inspection, for it is up-to-date in every detail.

BOSTON BOOK CO.
501-509 Plymouth Court

CHICAGO, ILL.
World Wide
Ocean to Ocean and beyond

Canada
Australia
Panama
Peru
Chile
Hawaii

England
Nova Scotia
Porto Rico
San Domingo
Argentina
Belgium

Shaded States show location of 1800 Unico Installations

Unico Service is producing results Today for progressive musical instrument merchants in

- 925 cities
- 45 states
- 12 foreign countries

The Unico System will Solve Your Sales problem ECONOMICALLY—Expeditiously—Efficiently

Economically because complete Unico Departments can be installed from $500.00 upwards. Unico Equipment, though high in quality, is moderate in price.

Expeditiously because Unico Departments, no matter how large or how small, are shipped promptly on receipt of order. Delivery is expedited by our Traffic Department and installation completed by our Service Department immediately on arrival of shipment at your store.

Efficiently because whether your requirement is for a $500.00 department or a $50,000 installation, the skill and experience which have created over 1800 successful departments guarantee you similar results.

Unico Service Functions Regardless of Distance or Size of Your Requirements.

UNIT CONSTRUCTION COMPANY
NEW YORK
299 Madison Ave.
Corner 41st St.

Rayburn Clark Smith, President
58th Street and Gray's Avenue
PHILADELPHIA

CHICAGO
30 N. Michigan Boulevard
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A New Unico Installation Every Working Day, 1921

Shown Below Six Recent 1921 Unico Installations

Dealers throughout the country are realizing the Sales Compelling Force of Unico Equipment in overcoming inactive trade conditions.

A recent canvass of 3000 Dealers in 438 Cities shows Unico-Equipped Dealers enjoying active business.

Let us put this valuable Service to work for YOU. You can secure IMMEDIATELY—and at moderate cost—the benefits of the Unico System.

Prompt Action is necessary to protect your Fall business

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30 N. Michigan Boulevard
CONSIDERABLE ACTIVITY EVIDENT IN ST. LOUIS TRADE

Talking Machine Sales Have Supported Music Business Generally for Some Months—Giving the Public What It Wants—Dillizell Announces New Terms—Some Recent Trade Developments

St. Louis, Mo., August 8.—The talking machine business is suffering for the sins of music dealer chandling in general. Most merchants say the talking machine business is bad. If they were more exact they would say that it is good, but not good enough to make up for the failure of the piano business. That is what dealers who have both lines have been expecting of the talking machines. When the piano business began to drag the talking machines were going strong. They continued strong for a long while. They stayed pretty strong, in fact, until the dealers motorists to make them supply enough prosperity for the whole establishment. They were not equal to that and they failed. That is, there did less than was expected of them, but what was expected of them was more than could reasonably be expected. When the books of the Summer's business are balanced, however, it will be found that the talking machines have acquitted themselves well and have done a good deal toward keeping up the average of the other branches of the business.

Give the Public What It Wants

Miss G. Golda Aly, head of the trade department of the Koerber-Brenner Co., Victor distributor, has learned something from the movies and she is passing it along to the dealers in a pamphlet, "Give the Public What It Wants."

The better class of motion picture theatres, she has discovered, have been doing this, not by giving what it is supposed to want, which was formerly the practice, but what it really wants, which is classical music of the "not-too-heavy" class, with some popular music mixed in.

"Now, what's the lesson we can learn from all that?" she asks. "Simply this: When selling Victor records, give the public what it wants, but don't always judge the public's desires by what it asks for. There is a customer who comes in and asks for dance music or popular songs, who has a latent appreciation for better music. You have the opportunity and the ability to develop this appreciation. And by developing it you can increase your sales."

"So will you make this resolve and try faithfully to carry it out during the month of August? Remember that every customer whom you serve will hear at least one selection of good music before going away. It is hence necessary to play it while you are wrapping records the customer has bought or while you are getting records he has asked to hear. By using a little tact, a little diplomacy and a little judgment in the records you select, you can really carry out such a resolve.

To help them the August Red Seal records are analyzed and divided into four groups, each with a different appeal, and with the class of people to whom you will appeal to sold at the head of each group. For the busy, bustling, business type of person who just cannot keep still and is alert for something new she prescribes "Dance Music." For the quiet, reflective individual, the doctor, the lawyer, the teacher and the housekeeper, she recommends "Classical Tone Quality and Sentiment." For elderly people and middle aged, and those to whom music means memories, she suggests "Dream Faces" and "Swing Low, Sweet Chariot." The fourth classification is the imaginative customer who likes to picture the scene described.

Announces New Terms on Machines

Manager J. F. Dillizell, of the Famous & Barr Co., has announced the following new terms on talking machines:

On purchases of $25, $35 down and $4 a month; $35 to $50, $5 down and $5 a month; $55 to $75, $6 down and $6 a month; $75 to $100, $7 down and $7 a month; $100 to $125, $8 down and $8 a month; $125 to $150, $9 down and $9 a month; $150 to $200, $10 down and $10 a month; $200 to $250, $12 down and $12 a month; $250 to $300, $15 down and $15 a month; $300 to $350, $20 down and $20 a month; $350 to $400, $25 down and $25 a month; $400 to $450, $30 down and $30 a month. Records will be refilled to those who ask. Recorders will be sold at a $50 down payment. It is understood that the terms of the other dealers are substantially the same.

Take on the Kimball Line

The Union House Furniture Co., which had its formal opening August 1 at 1124-32 Olive street, will handle Kimball talking machines and Victrola records. The contract was secured by C. E. Sabourn, sales manager of the Phonograph Corp., against vigorous competition. The opening order was for more than 100 machines and a complete stock of records. Mr. Mosley will be in charge of the talking machine department. Records will be featured. Miss Jordan will have charge of them.

Changes in Brunswick Staff

The following changes have been made in the Brunswick organization: Charles F. Shaw, who has been traveling in southern Illinois and western Kentucky, transferred to St. Louis; H. H. Sheldon, who has been doing local work, takes that territory; J. M. Dick temporarily goes to northern Illinois; J. E. Horsner, formerly with the Cheney Co. with headquarters at Kansas City, is to cover the South, working out of Memphis and New Orleans.

New Victor Account

The Koerber-Brenner Co. reports a new Victor account at Fulton, Mo.—that of Baker & Ashurst. Mr. Baker has been in the book business in Fulton for many years and Mr. Ashurst has handled talking machines. The partnership extends only to the Victor business. The department is in the front of the store with two booths, record racks and other appropriate fixtures.
and Mrs. C. B. Gilbert, after attending the jobbers' convention in Colorado Springs, spent some time in the Colorado mountains. H. S. Grover, who accompanied them, is visiting friends in California.

Emphasis Educational Possibilities
J. W. Stratm, Victor dealer at Carrollton, Ill., is going to the educational possibilities in his territory. During the Summer school of the teachers of his county Mr. Stratm arranged for a visit to the Nebraska plant, which was given by Miss Airy, of the Koecher-Brenner Co. Mr. Stratm expects to put on a thorough campaign in the fall among the rural schools of his territory.

Kieselhorst's Active Campaign
The Kieselhorst Piano Co., of St. Louis, has engaged a force of canvassers and a Victor truck, which makes an active canvass of the city in the sale of Victrolas.

Visit Columbia Dealers
Robert Porter, field sales manager of the Columbia Co., spent the last week of July in St. Louis territory. He accompanied Branch Manager E. M. Morgan on a tour which included several of the larger cities in this territory, such as Paducah, Memphis, Little Rock. They found dealers feeling much more cheerful and encouraged over the business outlook, due to improvement in credit conditions, generally favorable crop prospects, etc. Mr. Porter returned to New York after his St. Louis visit.

Branch Manager E. M. Morgan is spending the last week of July on a vacation trip in the East, visiting various points of interest. His itinerary includes a visit to the executive offices of the company in the Gotham National Bank Building in New York.

Vacation season is on. Assistant Manager Bryant just returned from a trip to his former home in New York. Miss Cora M. Douthitt, cashier, has returned from a two week vacation with relatives in southern Illinois. Chief Service Man Ernest Schueddel is enjoying his vacation on an automobile tour, on which he has accompanied his brother, wife and mother. Dealer Service Supervisor R. N. Johnson is passing his vacation at his old home in Nebraska.

New Post for Martin
Delbert Martin, formerly connected with the Columbia St. Louis branch, and later with the Meyer Piano Co., has accepted the position as manager of the phonograph department of the Woodward Hardware Co., Cairo, Ill.

Miss Hazlett a Visitor
Miss Florence Hazlett, representative of the educational department of the Columbia Co., stopped at the St. Louis office a day on her way to and from the points she has been visiting and giving demonstrations of educational work that can be done carried on by means of Columbia records. Among the points she recently visited are Springfield, Mo.; Cape Girardeau, Mo.; Columbia, Mo., where she addressed teachers and normal college classes.

Shattinger Has Sonora Line
The Shattinger Music Co., of 1103 Olive street, has been appointed retail dealer of the Sonora line. Manager Boxley expects to sell his share of these instruments.

Meinel Servies Sonora Agency
The Menell Music Co., 406 S. Florissant avenue, has taken on the Sonora line for the North Side of St. Louis. Mr. Meinel, who is new in the music business, has fitted up his place in a very high-class way and is well equipped to give first-class service.

Stix, Baer & Fuller, of this city, report selling three Sonora grands at $375 in one day.

This is certainly a promising phonograph business for this season of the year.

The Sonora display room in the Arcade Building has been instrumental in selling quite a few period designs for the Sonora dealers of St. Louis. This office has had an inquiry from a party in this city who is expecting to move to Germany and wants to purchase a Sonora machine and have it shipped to that country at the time they intend to sail.

The C. B. Smith Drug Co. reports that the sales of Sonora Portables have been three times greater than last year.

Some Personal
Miss J. Kramer, secretary of the Artophone Corp., has returned from a vacation trip to Chicago.

Mr. Cotter, of the Kimball Co., Chicago, was in St. Louis the early part of August.

Miss Melina Dean, of the wholesale Vocalion department of the Aeolian Co., has returned from a vacation trip.

R. W. Jackson, manager of the Brunswick Co., has returned from Michigan, where he left his family for the balance of the Summer. He also stopped in Chicago.


PRODUCES CARUSO ENVELOPE
Lewis C. Frank Corp. Makes Timely Announcement—New Envelope Has Human Interest Appeal—Will Stimulate Record Sales

DEPORT, Mo., August 6.—The Lewis C. Frank Corp., of this city, manufacturer of wrapping envelopes, has just issued an announcement that is attracting considerable attention because of its timeliness and progressiveness. This company has for many years made a specialty of producing distinctive and attractive record envelopes, and immediately upon learning of the death of Enrico Caruso, the world-famous tenor, Mr. Frank announced an exceptionally handsome new wrapping envelope, carrying a 10 x 10 rotogravure of Caruso. This rotogravure picture, ready for framing, is a striking likeness of the famous artist, and is reproduced on the entire face of the envelope. The picture is printed as a sales promotion plan, a list of Victor records selected by Caruso himself, a list of Caruso selections and a list of Caruso records. It is also an intimate story of his career, which adds to the human interest that cannot fail to attract the attention of the reader. Mr. Frank believes that the extensive use of this envelope will undoubtedly stimulate the demand for Caruso records materially, and his announcement to the trade is noteworthy for its dignity and timeliness. It may be termed a "memorial envelope."

NEW EXCLUSIVE VICTOR STORE
Fostoria, O., August 8.—The Sprell Bros. Music Co., of this city, has just opened an exclusive Victor store that is one of the most attractive establishments in town. The equipment includes four sound-proof demonstrating rooms, and the formal opening was attended by over one thousand people.

The large array of exhibits were presented with the usual lavishes of novelties, and a five-piece orchestra was in attendance all day. Among the trade visitors who attended the opening were Warren L. Kellogg, Charles H. Wonteldorf, William B. Gannorn and Arthur S. Leyburn, of the Toledo Talking Machine Co., Victor wholesaler.

THE TALKING MACHINE WORLD
August 18, 1921

103

THE PHONOMOTOR Co., 121 West Ave., Rochester, N.Y.

THE PHONOSTOP
5th Successful Year

ACCURATE—SIMPLE—DURABLE

Reasonable

Price

Guaranteed Fully

Nickel or Gold

UNIVERSAL

STANDARD

NEED-A-CLIP
New Fibre Needle Clipper

Guaranteed

RETAIL

AT

75 cents

Trade Discount

A SUPERIOR TOOL

THE PHONOMOTOR CO., 121 WEST AVE., ROCHESTER, N.Y.
SEPTEMBER RELEASES

ODEON RECORDS
NOW READY

POPULAR SERIES
All the Latest Hits

DANCE SELECTIONS

Ain't We Got Fun? (R. A. Whiting), Fox-trot, 10-in. 85c.

Poor Me (O. Finney-B. Adams), Fox-trot, 10-in. 85c.

The Last Waltz (From the Operetta "The Last Waltz") (Oscar Strauss), Waltz, 10-in. 85c.

A Baby In Love (From the Operetta "The Last Waltz") (Allred Goodman), Fox-trot, 10-in. 85c.

My Cherry Blossom (Ted Snyder), Fox-trot, 10-in. 85c.

I've Got Your Number (Johnny S. Black), Fox-trot, 10-in. 85c.

VOCAL

(Continued)

All By Myself (Irving Berlin), Tenor, with Orchestra, 10-in. 85c.

Little Girl, Don't Say Good-bye (A. Miller-Al. Roberts), Tenor, with Orchestra, 10-in. 85c.

ARTISTIC SERIES
(Varde label)
by well-known celebrities

JOHN MccORMACK, Tenor
Recorded by the Odeon Co. in Eirenn
Am 30251 1
I'll Sing Thee Songs of Araby (Clay)
10% in. $1.00.
Am 30255 2
The Gold Plaid Shawl (Haynes)
10% in. $1.00.

MARIA IVOGU
The admirable Coloratura Soprano
Am 40254 3
Ma Cherie (E. dell' Acqua) (Sung in French)
10% in. $1.30.

FRIEDA HEMPEL and HERM. JADLOWKER
Am 40258 4
Duetto "Tonio und Maria" (Duetto Tonio und Maria: Nicht zweifeln darf ich langer)
12% in. $1.25.

EMMY DESTIN
Am 40259 5
Lohengrin (Wagner) (Elsa's Sang an die Luette)
10% in. $1.35.

CLAIRE DUX
Am 40262 6
Der Freischuetz, Preglera (Leise, Leise)
12% in. $1.30.

BARBARA KEMP
Am 40263 7
L'Africana (Meyerbeer) "Di qui si vede il mar"
12% in. $1.30.

Ask for Our Catalogues of Foreign Language Records
and
FAMOUS-ARTISTS Selections

Ours is a big proposition for high-class distributors

Write for particulars

American Odeon Corporation
100 West 21st Street
New York
The children of future generations will talk of conducting the music hour in the home. Especially of music is music. Home should set of the Globe, a daily paper of this city, in a record of the growing appreciation of music. Results in good business. Record artists attract attention. RS. Auvect is, 1921. Proclaimed value is 23.82 cents, will be taken its voices for ditty. Lowed by customs for computing value of equipment. Thus the German mark, whose is $110 and the pre-sented will also be a great help to parents in musical intelligence to their children as they develop. The advancement of music is certain to create a universal desire for it. Libraries where music is presented will also be a big factor in making the home a part of the promotion in the home. The children of future generations will talk of opera and concerts of the highest order as they now do about baseball. Through even in opera companies in their own communities and have local concert halls. The

NEW BASIS FOR FIGURING IMPORT VALUES IN CANADA

Government adds premium of exchange to actual value of imported products—Victoria and Magnavox for Kiwanis Club—New firms enter field in Montreal.

MONTREAL, CANADA, August 5.—An important change, which will have considerable effect on American importers, is being made in computing the value for duty of currencies of invoices from countries where the rate of exchange is adverse to Canada, has been put into force by the Department of Inland Revenue and Customs. On an invoice of goods imported from the States it is suggested, as an example, that where actual home consumption value is $100 and the premium of exchange is 12 per cent the value for duty purposes will be $112. Where there is heavily depreciated currency, on the other hand, not more than 30 per cent depreciation of the product is to be allowed by customs for computing value of invoices for duty. Thus the German mark, whose proclaimed value is 23.82 cents, will be taken at 11.51 cents, though actually worth a great deal less.

Brown's Talking Machine Shop is supplying a Victrola No. 6 model and a Magnavox for the partners of the Musical Merchandise Sales Co. recently papered with a certificate of honorary membership. The sale of machines as soon as the schools open in the Fall.

William F. Wegener, Dartmouth, N. S., has developed a nice trade in demonstrating and selling Victor records over the phone to a selected list of customers each month. N. G. Valinette, Ltd., furniture dealer, is featuring Victor talking machines and records and is utilizing the entire ground floor of its large establishment in the interests of talking machine and piano departments. Albert Bieniowette will have complete charge of these two departments.

NEW FIELDS FOR TALKING MACHINES IN WINNIPEG, MAN.


Winnipeg, Man., August 3.—The talking machine seems to be growing in favor in tea rooms, drug stores and other public places in this city and locality. Customers like the music and there is quite a large opportunity for sales promotion in this special field. A musical festival will be staged in Regina shortly, which promises to be one of the biggest events in the history of the local music trade. The talking machine department of the Munsen Co. is steadily growing and has proved so profitable that a motor car has been purchased for the use of the sales force.

Emil Van Gelder, of I. Montagnes & Co., Canadian distributors of Sonora talking machines, was in Edmonton recently. He reported that he transacted a very good volume of business on his recent trans-continental tour. He declared that indications in Saskatchewan and Alberta were good in regard to the early situation. This is a favorable condition for Fall trade. "His Master's Voice" dealers of this city report a big sale of the special release records, as well as the regular supplement.

Miss Mae E. Skilling, of the educational department of the Edison Phonograph Co., attended the recent convention of Federated Co. (Continued on page 106).

TALKING MACHINE SUPPLIES AND REPAIR PARTS

The superiority of RENE 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
Marion Harris has a brand new attack of the blues in "I'm Nobody's Baby" and "I Wonder Where My Sweet, Sweet Daddy's Gone?" Paul Biese's Orchestra accompanies her in both. That's a swell combination that means sales. Stock up. A-3433.

HAPPENINGS IN CANADIAN TRADE

Continued from page 105)

Women's Institute, held in Edmonton, Alberta. She delivered an address on the work of the Grafonola in the classroom, which gave much pleasure to the audience.

Proving to the evident satisfaction of the large audience present that the claims of the "phonograph with a soul" are not overrated, and that he himself is an artist of the first rank, Vernon Archibald, the well-known Edison harpist, gave an interesting recital in St. Stephen's Church recently.

Plans to launch a "Music Week" in Winni-peg in November or December are in the air. Inspired by the success of New York's "Music Week" clinics Winnipeg music lovers believe that the whole community would be benefited if Winnipeg had a week in which the searchlight of public interest were turned strongly on music. A committee will be formed soon to canvas the board of Trade Citizens' League, musical organizations, clubs devoted to communal welfare, moving picture houses and every other institution likely to be interested in music.

If the co-operation of all these elements can be secured it is likely that Winnipeg will have a "Music Week" some time in November or the early part of December.

Belknap-Murphy have started their Summer record campaign. The company rents talking machines to any reliable person for a small monthly fee and a guaranty that a certain number of records will be purchased. Mr. Belknap said that this plan proved very successful last year as a record sales booster, and that practically everyone who rented a machine eventually purchased one. The money paid by them as rental was credited as part payment for the machine. To increase their newspaper advertising results the company is sending out circular letters describing new records. This plan has also been found effective in disposing of old records.

OHIO VACATION NOTES

Toledo. O., August 9—Arthur Pete, manager of the Victor department of the Lion Store, Toledo, O., has just returned from his family's on an extended vacation at Reno Beach. Mr. Pete secured a well-deserved rest and returns to his work with renewed vim and energy.

Another returning vacationist is Albert Pink, of the Albert Pink Music Store, Canton, O., who spent several weeks at Atlantic City. While there, Mr. Pink visited the Victor Factory at Camden and thoroughly enjoyed his inspection of the mammoth plant.

GIVES VICTROLA TO CAMP

Dr. William D. Ghoulston, of Trenton, N.J., has presented a $275 Victrola to the Kiddie Camp, conducted by the Trenton Rotary Club on Rotary Island near Trenton. The machine is adapted for outdoor use because of its loud tone. Dr. Ghoulston also contributed two more records.

Your Problem Is Ours

Good Profits (to you)
+ Good Service (to your customers)

Answer: TONAR RECORD BRUSHES

Made in mahogany, oak and ebony colored finishes

Have we solved the above problem correctly?
Write to-day for prices and sample and see for yourself
PARKS & PARKS, Inc.
TROY, N.Y.

Columbia Graphophone Co.
NEW YORK

ANNOUNCES THE SONORA PIANO

Sonora Phonograph Co., Adda Pianos and Player-Pianos to its Line—Will Be Merchandised Through Jobbers and Dealers

The Sonora Phonograph Co., New York, has announced the additional curae of the Sonora piano and player-piano, and these new products, combined with the Sonora phonograph, will give the company complete representation in the musical field. This important announcement has been received with enthusiasm by Sonora dealers everywhere, who have been quick to appreciate the unlimited sales possibilities of a piano and player-piano bearing the name "Sonora."

In a chat with The World E. Brightson, president of the company, stated that it is the intention of the Sonora Phonograph Co. to merchandize its pianos and players both through jobbers and dealers direct, depending upon the conditions in the various territories.

There will be only one style of the Sonora upright piano, which will retail at $500 and two styles of the Sonora player-piano, retailing at $200 and $500. The quality of Sonora pianos and player-pianos will be in complete accord with the fame and renown of the Sonora phonograph, which has won for itself international prestige and popularity.

The factory for the production of Sonora pianos and player-pianos is located in the East, and the same executive and sales organization that is merchandising the Sonora phonograph will also merchandise the piano line. These instruments will be on display at the handsome Fifth Avenue salons of the Sonora Phonograph Co. at 665 Fifth Avenue, New York, and the magnificent furnishings in these showrooms will furnish a fitting background for the presentation of the new Sonora piano.

From a publicity angle, the addition of pianos and player-pianos to the Sonora line is keenly interesting, for it will enable the Sonora dealer to use his newspaper space to maximum advantage. Joseph Wolff, treasurer and manager of the Sonora Phonograph Co., will devote a considerable part of his time and activities to the executive end of the new branch of the business, and Sonora jobbers and dealers are collaborating with him in planning an extensive sales campaign.

NEEDLES
WE MANUFACTURE

Diamond needles for Edison
Sapphire needles for Edison
Sapphire needles for Pathé
In stock ready for delivery
HEINE & CO., 674 Broadway, N.Y.
THE VICTOR PRODUCT
LIKE THE
ROCK OF GIBRALTAR
IS PARAMOUNT TODAY
AND WILL EVER
REMAIN SO

C. BRUNO & SON, Inc.
331-333 Fourth Ave. New York

VICTOR WHOLESALE
TO THE DEALER ONLY
DEVELOPING MUSICAL APPRECIATION IN KANSAS CITY

Educational Work Expected to Have Real Influence on Trade—The Jenkins Co. Policy—Schmeuler Co. Stall Profits by Convention—Some Improvement in Business Reported

KANSAS CITY, Mo., August 4—"Music Is Essential" is the slogan with which J. W. Jenkins, president of the J. W. Jenkins Sons Music Co., is building up his great Victrola and piano business in Kansas City and vicinity. It is on all the literature put out by the house, and it is at the head of every advertisement that is printed. With this slogan Mr. Jenkins has been educating the community in which his advertisers have gone. The daily papers to which he has bought space have received hundreds of times in which Jenkins Sons Music Co. has no stores, and to this extent Mr. Jenkins has earned the thanks of the general public on building up the cause of music, and thereby the welfare of the community.

It seems to be with this same idea of convincing the public that "Music Is Essential" that the wholesale Victor department of the J. W. Jenkins Sons Music Co. has recently added to its force Miss Margaret de Forest, formerly a music supervisor in a number of Kansas towns.

Her work will be to visit communities in which there are Jenkins dealers, and conduct regular music education classes. She will give concerts and talks in clubs, churches, stores, and gatherings of all sorts, and increase the interest of music in the music for all these areas.

Dates have been arranged for her to conduct concerts with thirteen teachers' institutes in Kansas, and the holding of these will be her first work. The Jenkins organization and the local dealers will co-operate with her in her work, and she prepared to meet the demand for the records which she will refer to and use in her demonstrations.

Aside from the demand for records thus created, there will be secured the good will of a great number of teachers in each county visited and a desire on their part to have a Victrola and Victor records in their schools.

Many Constructive Conferences

A. A. Trezler, manager of the Victor department of the Schmeuler Co., is building upon the reputation for seeing an opportunity, if there is any room, that the Schmeuler Co. believes in schools and conferences, and keeps one going most of the time. This time the school was for the larger connected with the wholesale department itself, and it was connected with the jobbers' convention in July. Mr. Trezler gathered his force before the jobbers' cause and told the members what the opportunity would mean to them. He held several conferences during the convention, and at its close he held another at which the strong points developed at the conventions were reviewed, those especially applicable to the Schmeuler campaign were stressed, and plans were made to put them into effect in the field. The Schmeuler Co. had the distinction of having the list of jobbers in the number of representatives at the convention, and with the systematic method of stimulating the points brought out it is pretty safe to say that there will be no organization to profit more by its attention to this problem.

Satisfactory Brunswick Business

July business in the Brunswick shops in this territory was better than June business, according to reports received at the Kansas City office. The new personnel plan of locking up dealers with credit is working out even better than was expected. Several of these new agencies have been established during the month, and orders from Texas are to the effect that business is good even in the face of the oil situation there. V. K. Black, manager of the Columbia and southern Missouri and southern Kansas territory, has been transferred to the Cleveland, O., agency and made sales manager, thus, if condition of the Kansas City office, has been left in his place.

The Brunswick Shop, of Kansas City, reports the biggest record sale during July that they have had in their whole history, with no special drive on advertising or salesmanship.

James W. Buck, vice-president of the Borough Dry Goods Co., large Columbia dealer in Wichita, Kansas, was in Kansas City recently in conference with the branch manager, E. A. McMurtry. Mr. Buck is anticipating a substantial Columbia business this year and is optimizing its greater competitive situation in the section of Kansas where Wichita is located.

Miss Mima Actor, at the head of the record department of the local store of J. W. Jenkins Sons Music Co., has given evidence of the value of hitching a sales campaign to a local event which is commencing popular attention. The outstanding musical feature of the amusement world in this city during July has been the Kansas City Orchestra, at several of the parks. Thousands of people have heard them, and their performances have popularized saxophone music. Upon this last Miss Actor built her advertisement of saxophone records, some of them by the sextet itself, but some twenty or thirty others by other aggregations. The result of this advertising has been an only real rush for records during the located term.

New Quarters for J. E. Black Co.

The J. E. Black Co., wholesale Piano and Music Drums Co., located at 11th and Market Sts., has had its quarters expanded to a block on the south side of New Market St. between 11th and 12th Sts. The building is being put up at the present time by the Columbia dealer at Springfield, Mo., expects to be in its new location in that city within the next thirty days. Mr. Black says he will undoubtedly have the best-looking office of any music house in the section of the country and will be located in the very heart of the business district. He will occupy two floors of a three-story building. The music trade in that city does not know that with his new location and larger quarters he will be able to do even a larger volume of business than he has been doing during the past few years.

A shipment of the new No. 50 Victor has been received and distributed by the wholesale Victor department of the Schmeuler Co. It has been enthusiastically received by the dealers.

E. B. Young, of the Edison Co., has been called to California by the serious illness of his wife.

The Columbia dealers in Kansas City are making considerable display of the period model Columbia Turntables, mostly with Turntable felt, in order to get over a great many sales of these models in the Fall. The Grafonola Sextet will be on a special world display of the period model instruments that is exceptionally attractive.

A. McMurtry, branch manager of the Colonia Graphophone Co., is hunting up new business in the local Cooperative Club. So when the Columbia Saxophone Sextet, no organization of six saxophones giving wailing music for Columbia, came into town recently they were struck to have them present a program at the Cooperative Club meeting. The local Columbia dealers were mighty glad of it and gave Mr. McMurtry a hero's welcome. The club members and dealers enjoyed the program very much and were very hearty in their expression of appreciation.

E. A. McMurtry, branch manager of the Columbia Co., here, who has just returned from a trip to the executive offices of the company at New York, Pittsburgh and Chicago, spending a day with S. H. Nichols, manager of the Pittsburgh branch, and J. W. Martin, manager of the Chicago branch, Mr. McMurtry is quite optimistic about the general business conditions this Fall throughout the Central West. He reached New York just in time to inaugurated the new Summonses, in Chicago, for his new appointment as vice-president of the Columbia Co.

Prize Winners in Edison Sales Contest

Kerouac by the big selling success of the contest which was held in June by the phonograph Co. of this city, the larger Edison organizations, including Chicago, Milwaukee, Detroit, as well as Kansas City, will hold another contest covering August and the first half of September. The plan of the contest was worked out, and the trip which is to be the prize for the winner was proposed by Mr. Kerouac, vice-president of the Phonograph Co. Kansas City. The plans are an improvement on those of the former contest in that they allow the dealers to contest with others in towns of about the same size. Thus all dealers in towns up to 2,000 population are in one class, those in towns over 3,000 and up to 10,000 in another class, those in towns over 7,000 and up to 15,000 in another class, and so on.

There are five prizes, one to be given to a dealer in each class. The five prize winners will make a special trip to the Edison laboratories in New York and Chicago at the expense of the company, under the personal direction of Mr. Blackman, and will be joined by a similar party from the three other districts.

The trip will include a night boat trip from Detroit to Buffalo; a day at Niagara Falls; a trip down the Hudson: sight-seeing in New...
Al, C, FT
in his office in Orange and be introduced to Mr.
a souvenir. T
record their own voices and receive a record as
where they will hear re-creations made by Edi-
write the Edison advertising, and a visit to the
of the Federal Advertising Agency, the into who
with Mr. Nixon, president, and John Lee Matti,

that most of the farmers have money coming in
main office he

dealers so that they will not be embarrassed in
test,
triot and Kansas City, in backing lip the con-
through the Alleghenies.

An Unique Window Attraction
The Paul Talking Machine Co., exclusive Co-
mbia dealer, of this city, has a very unique
window attraction. It is a loose leaf book con-
sisting of six pages about twelve inches by eight
ches, and is electrically operated. On each
side of each leaf is an illustrated advertisement
of a late Columbia record, and these advertise-
ents are turned from cover to cover continu-
ally. Mr. Paul reports that it is one of the best
methods of window advertising that he has used.

REBATE TO SONORA DEALERS
Sonora Phonograph Co. Makes Important An-
ouncement Relative to New Prices—Will
Give Dealers Rebate on All Stock on Hand

The Sonora Phonograph Co., Inc., New York,
made an important announcement to the trade
this week relative to its recent revision in the
prices of Sonora phonographs. It reads as fol-
lows:

"The Sonora Phonograph Co., Inc., advises its
trade that in reducing the prices on the various
models every dealer will receive a rebate for the
net difference between the prices paid and the
new prices established on all stock on hand.
While this means a tremendous loss to the
Sonora Co., nevertheless the company feels that
the future good will of its trade is more valuable
than any temporary loss, no matter how great,
without the good will of the trade no com-
pany can succeed."

In recognition of its broad-minded policy in
connection with this rebate, the Sonora Co. has
received enthusiastic letters of commendation
from its dealers and jobbers throughout the
country. The trade had hardly expected such a
sweeping rebate, and the attitude taken by the
Sonora executives is keenly appreciated by the
Sonora representatives.

SCHOFIELD WITH OHIO STORE
Sanburg, O., August 6.—"Jack" Schofield,
formerly associated with the Cable Piano Co.,
at Flint, Mich., has accepted a position with the
Scheuer-Frankel Co., of this city. This concur,
which is new in the Victor field, is to be con-
gratulated upon securing the services of Mr.
Schofield, who is thoroughly experienced.

Clendinning, W. Va., now boasts of a new
Brunswick Shop, which is known as the firm of
Roberts & Paries.

DEVELOPED CLEVER SALES IDEA
Talking Machine Dealer "Summons" Motoring
Public to Inspect Store and Investigate Choice
Selections Carried—Idea Worth Copying

A talking machine dealer located in a mid-
Western city of some 70,000 inhabitants recently
devised a clever sales idea. He printed up a
paper which closely imitated the police sum-
mons card which traffic policemen give to speed-
ing motorists, etc. In it he "summoned" the people
to whom it was given to his store to take ad-
antage of a wide choice of selections while the
records just released for the current month were
well stocked. The summonses were distributed
to motorists parked in front of theatres, stores,
etc., much after the manner policemen distribute
their more gloomy communications.

The idea proved to have considerable ad-
vertising value on account of its humorous connec-
tion, on account of the good news it conveyed
and on account of the idea being so unique. In
fact, it produced both business and advertising.
The success was so immediate and lasting that
this particular merchant is now hailed by many
of his fellow townsmen by the nickname of
"Cop."

NEW COAST ESTABLISHMENT OPENS
Richmond, Cal., August 9.—A recent addition
to the music establishments of this city is the
Richards Melody Shop, at 807 MacDonald ave-
ue. The complete line of Columbia Gramophones,
as well as a full stock of Columbia records, is
handled. Carl L. Richards, the proprietor, was
formerly music director at the Hippodrome in
St. Paul, Minn., and at the same time was the
head of the piano school in that city.

The salesman who himself believes that he
can be of service to his customer compels atten-
tion, disarms doubt and carries conviction.

Victor Dealers,
 It is not yet too late to begin preparations for your Christmas trade.
In proportion as your vision is great or small so will be your Fall Victor business.

THE TOLEDO TALKING MACHINE CO.
TOLEDO, OHIO

WHOLESALE

EXCLUSIVELY

A LAUGHING FOX-TROT TUNE

FULL OF FUN - A LAUGH IN EVERY LINE

"You can HEAR IT and BUY IT!HERE!

Y o u can HEAR IT and BUY IT!HERE!

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THE TALKING MACHINE WORLD

August 15, 1921

"Y ou can HEAR IT and BUY IT!HERE!"
The Peabody Piano Co., 216 West Saratoga Street, has installed an up-to-date Victrola department and is carrying a full line of phonographs and records.

The death of Enrico Caruso, the noted Italian tenor, has caused a big demand for his records and some of the retailing dealers have made artistic window displays featuring a large picture of the world’s most famous singer, either in original or one of his most famous record selections.

NEW OKEH WINDOW DISPLAY

The Okeh window display for September is both reasonable and attractive, as it typifies the opening of the Fall season, and, as a whole, is one of the most attractive displays that has been presented to Okeh dealers for some time past.

COHEN & HUGHES
Wholesale Exclusively
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
One or two of the large encampments have bands, but it is noticeable that in the others portable talking machines are being used to supply music for all purposes. For instance, in this matter of exercises and general drill, music is extremely useful, even if not indispensable, seeing that movements which have to be carried out simultaneously and in rhythmic motion can be done much better to music. So the portable talking machine comes in very useful. This being the ease, why don't dealers make an effort to get the names of boys who are attending these camps? The portable machine is just the thing for a boy to have in his room in Winter time when he is trying to keep himself in good shape by exercises of various sorts. And that is only one side of it. The young folks like portables and will find uses for them twelve months in the year. For any kind of open-air doing the portable is the best of all, and even when the months of Winter are with us there is plenty of opportunity for using them. Why not run a campaign among the families whose sons have been camping out and doing their setting up exercises to the music of a portable talking machine?

Everybody is, or ought to be, glad that the Brunswick people have opened a recording laboratory in Chicago. We out here have often counseled patience among ourselves, knowing that if we but waited the Eastern monoply in that respect would someday be broken. Of course there have been excellent reasons for planting the great recording laboratories in or near New York. But the mid-West has a superabundance of talent which has never been able to get a hearing without transplanting itself one thousand miles east of Lake Michigan. For that reason, as well as for many others, we hope now decidedly that the Brunswicker wise men will arrange to give to local talent in voice, piano, violin, cello and many other instruments an opportunity to make good in the record game. The fact that a Chicago laboratory for recording now exists is tantamount to confessing that the object of commercial recording is more than merely to provide a lot of records which the people can somehow be induced to buy. The talking machine interests of America are not unaware that they have a responsibility toward American music, and the more they come in contact with the general run of American musical talent the better it will be for all of us. We have here in Chicago an army of potential hit-makers, to every branch of music. Not only so, but there is a constant stream of inquiry coming into the Chicago office of The Talking Machine World from persons who want to know where they can get records made for private purposes. Whatever be the commercial value of such inquiries, the fact is indicated by them that a Chicago laboratory has long been a need. Well, now we have it. And the Brunswicker people have given us another reason to be glad they are members of the great talking machine industry.

We welcome F. D. Hall back home from his half year's tour of the Far East. The father of the fibre needle has been away all this time in those far-away lands buying up suitable bamboo poles for the great needs of the Hall Mfg. Co. There may be some who suppose that one kind of bamboo is as good as another kind for making fibre needles, but this is not so. A good many years of experimentation were needed in order to discover the precise species of the bamboo best adapted for making fibre needles for talking machines; and ever since then Mr. Hall has been selecting his own wood personally. It was for such a purpose that he recently went East. It has been more and more difficult to obtain through ordinary import sources the needed qualities, and Mr. Hall has acquired extraordinarily deep knowledge of the requirements in his raw material, thought it best to make a personal investigation of its sources. He is now back, better equipped than ever before to satisfy the growing wants of his big factory. He has had a good time and we are glad to see him home again ready to resume his accustomed place in our trade circles.
Chicago, Aug., 9—The trade continues to be optimistic in this section of the country and both dealers and manufacturers continue to look forward to a healthy Fall and Winter business. Any industry or business that breaks even at this particular time of the year is enjoying a wholesome business, as things are, but one good feature of the talking machine industry is that even though there may be a let-down in other lines records and accessories continue to move, as is often the case with everything. The records, in turn, seem to have a stimulating effect upon the movement of talking machines.

Both manufacturers and dealers have one idea in their minds and that is "quality plus price." There has been no price cutting to speak of and it looks as though figures will remain stationary. This, of course, refers to high-grade goods. The so-called "junk" that the warehouses around Chicago are loaded with is still on ice in cold storage and, from the looks of things, is going to stay there. The people have had their fill of inferior goods, not only in talking machines, but in everything else as well, and are refusing to buy this sort of material under any consideration or at any price. They have been taught the lesson of their lives during the past two years as to all things, be it music or anything else, and are therefore exceedingly choosy in everything they buy.

The people are demanding this quality of goods and all manufacturers seem to be aware of this and are meeting the demand by offering machines to-day which would have cost the people twice or three times as much when buying was at its height.

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A Record Case
that holds 25 records

Strong but light in weight. Nickel-plated corner protectors, lock and catches. Covered with black leatherette cloth. Equipped with card filing system and index.

$3.50
RETAIL PRICE

A Big Help to Dealers

Every talking machine dealer needs these cases for his own use as well as for the retail trade. The up-to-the-minute dealer no longer waits for business to come to his store, he goes out after it to his customers' homes—with his latest records. Carry 25 of them in this strong, light-weight case. Get a case for each of your salesmen; it saves breakage of records, it is easy to carry and it looks businesslike because it is efficient.

You Can Sell Many

Sell the Record Carrying Case to your customers who own portable machines. They will be glad to buy such a handy means of carrying and filing their records. Campers, motorists, picnickers will all want this case. It is excellent, too, for school and recital work.

Victor Dealers should sell one with every Victrola No. 50.

Look all through these pages, advertising hundreds of accessories. It is very unlikely that you can find another record carrying case displayed. Lyon & Healy have undertaken to distribute this case in response to a large number of requests for such an article from dealers and the retail trade—requests that have been coming in for a great length of time. Now that the case has been placed on sale we are more than gratified because of the manner in which our dealers have received it. Plainly this case, carrying just 25 records, is much needed.

We shall be glad to supply your requirements in them. Send in your orders today.

Write to us for information about our liberal dealer's discount

LYON & HEALY
Victrola Distributors
CHICAGO
few days that he began to wonder why all the dots on the line were running. This was true, he discovered that a certain young lady by the name of Eunice had arrived at the home of our friend Billy Nolan, and the bunch down at the big store had been anticipating a couple of weeks. One of the features of the new building was a large twenty-five-foot electric sign on the roof. The tin can be seen from all the nearby towns. The president of this concern is Mr. Kruse, who also conducts another furniture store in Cicero.

Magnavox Helps Pageant

The new effective group of the Pageant of Progress, "Half Chicago," was formally dedicated to the Municipal Pier at the World's Fair at the great hydroplane, Santa Maria, equipped with a Magnavox and carrying as passengers Bob Allyn, the composer, flew over the city. When the plane was five miles from the Magnavox, the strains were transmitted by means of wireless to another Magnavox located on the top of the pier, and through this instrument the song was passed out to the listeners below.

The installation of the Magnavox was made under the supervision of S. L. Miller, manager of the Telephone Maintenance Co., local distributor for the Magnavox Co., of Oakland, Cal. During the Pageant this instrument was used by Mayor William Hale Thompson, of Chicago, as well as for the purpose of making various announcements to the public.

Anna Shaw Faulkner to Lecture

Mrs. Anna Shaw Faulkner (Mrs. Okerwodder) was scheduled to lecture at the Fair (Continued from page 110)
has for a number of years played such a prominent part in the musical activities of the West, both as a writer and lecturer on musical subjects, and more recently as head of the musical activities of the National Federation of Women's Clubs, will, it is announced, give a series of lectures in the Chicago talking machine department of the Marshall Field & Co store here. The announcement of Mr. Kimball's engagement has already attracted much attention, and the lectures themselves will undoubtedly draw large audiences.

Here Comes the Bride

Out on the Gold Coast, the habitation of Chicago's 400, the younger members of the social set are anxiously awaiting the announcement of the date when William Wallace Kimball, son of Curtis K. Kimball, president of the W. W. Kimball Co, will take unto himself a bride, Miss Dorothy Markley Purdy, of Highland Park. The announcement of Mr. Kimball's engagement has just been made, but the wedding is not expected to take place until Fall.

Giant Victor Used Evanston Through

During this year's annual "County Fair," held in Evanston, on the north shore suburb, the North Shore Talking Machine Co., 603 Davis street, had an opportunity to contribute notably to the entertainment, and at the same time advance its own interests as Victor dealers. The members of the university social set and Paul Seeger, the company's manager.

Victor Autopianore, the compressed-air machine which does such wonderful outdoor work. During the musical events of the evening this huge Victrola played in ensemble with the Kimball pipe organ and rendered Caruso's famous solo in "Elaguard," together with some orchestral and band numbers, easily filling the great spaces of the Patten Gymnasium and satisfying the audience. A group of young ladies also took part in the music with the giant Victrola, appearing in Japanese costume through the doors of the great machine, singing music from "Madame Butterfly."

The annual County Fair at Evanston is a great social event. More than eighty booths were set up in the Patten and it is estimated that fifteen thousand persons attended during the three days, July 23-25 inclusive. The photographs plainly show the huge size of the Victrola as compared with the pipes of the great Kimball organ.

A Columbia Visitor

R. H. Porter, field sales manager of the Columbia Phonograph Co., has been spending some weeks visiting the Chicago branch of the Columbia Co, and while here not only visited the Chicago trade, but held many interesting sales conferences with the Columbia traveling staff. F. L. Scott, Jr., who formerly managed the Indianapolis branch of the Columbia Graphophone Co., also visited the Chicago recently and while here attended the Columbia phonos at Glenwood Park.

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

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
Superior Universal Reproducer on the Edison

Offered to the trade. The needles are of the jewel and all-steel types and embody the new safety-point feature. The jewel needles are for the Edison and Pathe phonographs and the jewel point is of genuine sapphire. These needles come set upon a handsome display rack and each needle is mounted on a fancy card and enclosed in a transparent envelope. The steel needles come packed 100 in a package, which retails for ten cents. Each display package contains twenty-five thousand needles, five thousand extra loud, five thousand loud, ten thousand medium and five thousand soft. The safety-point feature of these needles lies in the fact that both the steel and sapphire points are made with an exceedingly long taper, so designed as to perfectly fill the trough of the record groove.

Columbia Dealers Enjoy Outing

The outing of the Columbia Graphophone Co and its dealers, held on Wednesday, July 20, at Glenwood Park, Ill., was one of the most successful affairs of its kind ever known in the trade. From start to finish it was a huge success, with a large attendance and a great amount of fun crowded into twelve hours of merry-making. About three hundred persons took their lunches and traveled out to the banks of the Fox River to enjoy a day of sports, dancing and entertainment. Manager John McKenna is to be congratulated. So are his assistants on the various committees, whose names are printed on page 119.

We are inclined to think the dealers had a lunch of what was in store for them in the way of an enjoyable day, for many of them closed their stores and took their entire sales forces with them to the picnic. There was a baseball game between the dealers and the wholesale force in which the latter defeated the former by a score of 9 to 2. But things were evened up when the dealers' girls won from the Columbia office girls by a score of 16 to 2. We do not mean to depreciate the girls of the Columbia office, my son, no. They were no good when it came to baseball, but when it came to dancing—and look—O, boy! they're known all over Chicago as the greatest aggregation of pulchritude in the world of talking machines!

But speaking of mere men: Our friends, Reilly, Blimke and Lemberg, of the city sales force, were some performers in the "athletic" events, and little Jack Kapp, of the record department, showed some speed in the fifty-yard dash. Wm. Lyons, who championed the cause of the dealers in the ball game, made a great battle, but was helpless against the stellar aggregate.
DEALERS, ATTENTION!

You are looking for a Standardized Line of Phonographs. You want a Distinctive Machine, not only in respect to the cabinet, but one with a tone arm that is used on no other instrument, because you cannot establish a permanent business on nondescript merchandise.

The Illinois Phonographs are strictly a standardized line, with a Tone Arm that is the last word in Sound Reproducing Equipment, it being the very latest Blood product, the superiority of which has always been recognized. This arm is exclusively used on the Ill. Phonograph.

ILINOIS PHONOGRAPH CO.
400 W. Erie St., Chicago, Ill.

Our line is most complete, ranging from portables to the finest period models. We can suit you in Style, Quality and Price, and give you a Distinctive Line.

Our motors are the well-known Saal, which have stood the test of years. We guarantee every part of the Illinois Phonograph.

Bear in mind that the future phonograph must be a real musical instrument, as well as a fine cabinet—The Reason Why you should investigate the Illinois Phonograph. "Built Right All the Way Through."

We Have Every Facility for Large Production

We Invite Comparison Without Restrictions

Illinois Cabinets are made of the best selected Mahogany all the way through, inside and out, with excellent finish and genuine carvings.

BLOOD TONE ARM

Send for Our Descriptive Literature on This Tone Arm
in the fifty-yard dash; Marie Barr, in the baseball game; Mildred Stark and Marie Reihon, in the three-mile run.

The performance of the girls were: Marie Collier, in the fifty-yard dash; Marie Barr, in the baseball game; Mildred Stark and Marie Reihon, in the three-mile run.

The story could be brought to a close with a mention of the race. This was a tie. The various committees were as follows:


Music Committee—J. Kapp, chairman; S. R. Lemberg, Z. Gants, H. L. Hanson, I. Kupferberg, Marie Baer, Ed. Michaels.


Issues Four-page Folder

Drying Systems, Inc., manufacturer of drying equipment in this city, has received many responses to the four-page folder which it re-
Melody Portable Phonograph

Portable With
Drum-in Spring Motor
Bleed Tone Arm and Reproducer
Removable Tone Arm and Winding Key
Durable Construction, Mahogany Wood.
Choice Mahogany, Choice Walnut, Choice Oak.
Correct Harmony. Records. Wonderful Tone-equal that of a 500 machine. Plays all records, soft, medium or loud as desired. Portable—Weight only 5 lbs.

PROMPT DELIVERY
Here's a Winner for You!
Write For Sample and Terms Today!

MELODY NATIONAL SALES CO. - 190 N. State Street, Chicago, Ill.

The Windsor Phonoigraph.

IN
Period Designs
like highest grade
Furniture
Produced by

The Windsor Furniture Company
Chicago, U. S. A.

G. F. Ellis
D. A. Creed

most this week that it has pre-c转折ed from the Interstate Music Co. of Milwaukee, that

are equipped with the most modern accessories, such as automatic stops, cover supports, etc.

In the announcement the Cheney Co. states that for every Cheney machine of Models 2 or 3 that dealers have on hand the date the announcement was made a credit will be allowed equal to the difference between the old and new price for those models, provided that said dealer purchases new models at least equal in number to those for which credit is asked. It might be well to mention in this connection that the retail prices of Stydes 2 and 3 have been reduced to $115 and $125, respectively, and that the marine feature of Style No. 1 has been discontinued.

Purchase Record-Lite Stock
The firm of Cole & Dumas made the announce

“Golfers-Attention, Please”

Arno B. Reimeke L. L. Spencer
of the accompanying illustration. We understand that Jim Dinsen, of the Reimeke-Ellis Co., has been responsible for some of the models in this group of expert golfers, but it is a serious question if amateur golfers can learn anything of real value from these photographs. We have been informed that all of the famous talking machine experts represented in these photographs were bunched at the Midlothian Course a few weeks ago, when they accepted an invitation from G. P. Ellis, of the Chicago Talking Machine Co., to explore the mysteries of this course. The cards for this game have joined company with the confession of the “Blue Box,” and we learn from good authority that they ranged anywhere from 120 to 190 for the right-and-hole course.

New Cheney Models

The Cheney Talking Machine Co. made a very interesting announcement this week, explaining the Cheney new model adjustment plan. This has been embodied in a letter to Cheney dealers. After describing the important and fundamental improvements which have been patented since 1913, when the Cheney was first introduced, the company sets forth a constructive merchandising plan that will enable the dealers to stimulate their Cheney sales.

This plan is built around the two new models, No. 30, Queen Anne period, and No. 120, Early English period. The former carries the retail price of $185 and is in upright form in Biltmore mahogany and Newby walnut. The legs of this instrument are of the cabriole type, carved at the knee, with a ball foot, all very characteristic of the period. The model No. 120 comes in American walnut stained to an English walnut, with polished wax finish, and is a couple. These new models are very artistic and

are at present working the States of Michigan, specializing on Summer resorts they strike. The boys are both remarkably inclined and furnish wonderful entertainment with the smaller instruments they sell. They plan on working the States of Michigan, Indiana, Illinois and Wismuth by the end of September. The two boys and the Griswolds state an wheels are a premium medium for increasing Griswold sales, and it won't be many months until this progressive Columbia dealer will have a caravan of trucks operating through the country.

Enter, the Ambassador Phonograph Co.

A new manufacturing company has made its appearance in Chicago, known as the Ambassador Phonograph Co., manufacturing a line of seven models, four sprays and three consoles. The retail prices range from $55 to $215. These instruments received their introduction to the trade during the Pageant of Progress, where the company maintained Booth 41, Section B, on the Municipal Pier.

A very clever stunt was pulled by the Amb

bassador Co. on the opening day of the Pageant, when they helped to introduce the official song of Chicago, “Hail, Chicago!” by means of one of their instruments equipped with a Magnavox and placed aboard the monster hydroplane Santa Maria. When everything was in readiness the Santa Maria ascended to a height of about two miles, the talking machine was started, and by means of the Magnavox the song was warped to the listeners below. The stunt is said to be the first of its kind in the history of aviation. The president of the company is Dr. Orlando F. Scott, who has a national reputation as a specialist in industrial surgery.

“Golfers-Attention, Please”

“Our Start the Game Wrong” is the title of a new feature of Col. & Dimas math the advertisers in these columns.

“We want to show you how to make money with MAGNOLIA, and how MAGNOLIA is the best buy in the Talking Machine Market today. Send us your name and we will send you real Talker Tips.”

MAGNOLIA TALKING MACHINE COMPANY
775 RICHMOND, Pontiac, Eslow

E. C. Eason
Southern Wisconsin E. D. Stack
111 MILWAUKEE AVENUE
JIM CAROLOt BLOCK
CHICAGO
ATLANTA, GA.
concern's entire stock of Universal Record-Lites and the privilege for sale and manufacture of this well-known little accessory. This Record-Lite has been manufactured and put on the market by the Interstate Music Co., for a number of years and it is the intention of Cole & Dumas to bring this well-known little instrument into even greater popularity and demand. The former retail price of the "Lite" was $3.25 for the nickel and $4 for the gold, but as soon as Cole & Dumas launch their sales plan these Record-Lites will be put on the market at a probable reduction of 30 to 40 per cent under the old price. This will extend their sale.

Liquidated Its Business

On August 3, at 10:30 a.m., the Chicago Phonograph Supply Co., a retail store located at 2326 Milwaukee avenue, liquidated its business by means of an auction.

Clever Repair Outfit

The firm of Cole & Dumas has just put on the market a very clever little outfit for dealers. This outfit consists of a package containing an assortment a dealer may need for small repair jobs on motors, tone arms, etc. The assortment consists of springs, diaphragms, stylus bars, etc., and comes neatly packed in a large carton, the sales price of which is $30.

Emblem of Progress Novelties

Many novel ideas have been made use of at the Municipal Pier during the Pageant of Progress. Perhaps the most novel was that put over by the Ambassador Phonograph Co. by means of a large四-round boxing bout between the "Ambassador Kid" and Ben Turpin, the famous movie star, who is continually looking both ways for Sunday. The "Ambassador Kid," by the way, is the four-year-old daughter of Fred Wesson, manager of the company, who gives daily boxing exhibitions. When boxing Ben Turpin she wore the regulation boxing trunks and gloves, and so did Ben, but while Ben was looking at a red-headed lady on one end of the pier and at the same time looking at the buzzing beer ebbing from the fountain across the aisle, the little lady managed to crawl upon a chair and belt him on the nose and end the scrap.

--But His Voice Goes On

Hardly had the news of the great Caruso's passing reached Chicago than Victor dealers here dressed their display windows in mourning. Those in the Loop, especially, devoted much space to their Caruso windows and large photographs of the dead artist were placed in them, surrounded by wreaths and black crepe, and in the foreground in many instances, the entire Vico library of Caruso's works. In Chicago and elsewhere, many public memorial services were held when people from all walks of life gathered in honors of the memory of Caruso. The Fine Arts Building, in Chicago, was the nucleus for many of these gatherings, for it is in this building that most of Chicago's musical artists have their studios, and many of these artists were close friends of the great tenor. In the Italian settlement on the West Side of Chicago nearly every plate of business, and residences as well, were draped in black crepe for Caruso, "The Glory of America and Italy," as he was known.

Install Another Machine

The R. C. Wade Co. has just installed another automatic machine for the manufacture of its well-known Tomophone needle. This makes in all three of these machines that are now in operation. Each one of these machines is turning out needles at the rate of one hundred and fifty per minute, or 30,000 per hour. Their average run is about six hours per day and those who are good at figures could spend a few interesting moments figuring out how many of the Tomophone type will be turned out in the course of a year, on the 365-working-day basis. After this is figured out one may remember that these retailers for a dime, or twelve for a quarter, and that will show what the Tomophone dealers are going to turn over in twelve months. But even at that price dealers will make money, for the R. C. Wade Co. has several other similar machines under construction which they hope to have in operation before very long.

Emerson Activities

F. W. Clement, manager of the Chicago branch of the Emerson Phonograph Co., put in a busy week with H. E. Morrison, Emerson's Chicago director. After a fishing trip, Mr. Clement spent the remainder of the week traveling Southern Wisconsin and Northern Illinois, meeting with Emerson men and keeping up their interest in Emerson dealers in this territory.

Valuable Foreign Activities

E. A. Fern has just returned from a week's visit to Detroit, where he did some great work in conjunction with Messrs. Thalmeyer and Giles, of the General Phonograph Corp. The latter two gentlemen came on from New York and met Mr. Fern at the Consolidated's Detroit branch. These gentlemen went over the foreign-record field in Detroit in a very systematic manner and were successful in opening quite a number of exclusive Okeh accounts for foreign recorders. Among the new accounts was the main store on Warren avenue, of the Cunningham Drug Co. This company took on the Okeh line in one of its other downtown stores last month. While they were there they also attended the formal opening of The Record Shop, at 855 Grand River avenue. Mr. Fern says that this very pretty little shop, owned by G. D. Elliott, will feature Okeh records exclusively. In addition to his regular sales help Mr. Elliott has put on six girls to canvass the city. A new Detroit account opened by Messrs. Fern, Thalmeyer and Giles while in Detroit was the Brooks Shop. The instruments handled here are manufactured by the Brooks Mfg. Co., the parent concern.

Move Talking Machine Department

The firm of O. W. Richardson & Co., one of Chicago's largest Loop furniture stores, have

From Our Chicago Headquarters—(Continued from page 120)
FROM OUR CHICAGO HEADQUARTERS—(Continued from page 121)

were similar to those of Chicago, but the dealers lion of the comity Sir.

Yellowstone ate party attended the 'tane!? Boat issue of The Talking Nlaelline World.

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locking screw E entirely permits

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Adjustment screw C engages a

Extension A islexopes info large

patented Patent

catalgue

GEORGE ST.

1000 to 1010 GEORGE ST.

CHICAGO, ILLINOIS

ASK FOR ILLUSTRATED AND DESCRIPTIVE CATALOGUE.
Capitol!
A Combination Phonograph and Lamp

Every Woman’s Choice

As a Phonograph

Manufactured and distributed by
Indiana Harbor, Indiana

Located within Chicago’s great Manufacturing District

As a Lamp
Advance Notice to Edison Dealers

THE NEW IMPROVED

Jewel Attachment for the Edison Phonograph

Will Be Ready for Distribution September First

NOT Just Another Attachment

BUT

A DISTINCT IMPROVEMENT IN TONE REPRODUCTION AS WELL AS IN MECHANICAL CONSTRUCTION AND FINISH

Plays all types of records. Operates, the same as the "PHONOS" with the LEVER. No adjustments necessary when changing from federal to vertical cut records. Stops prevent swinging to the right. Needle scratch almost entirely removed. Tapping back of phonograph needle at ease access to needle socket and saves records from unnecessary wear. "STROKES" weight is just like that used in producing perfect records, thus cutting the record, and returning a freedom and uniformity of tone impossible.

Jewel Attachment is FINEST on the market.

In the ONLY attachment that plays vertical cut records in the proper "PHONOS" position with the Reproducer turned "PHONOS" to the center. We shall endeavor here to make a record which will not scratch needle and will make the tone perfect. The Jewel Attachment is in our possession and is ready for immediate production. It provides a new record reproduction in one stroke.

Jewel Attachment is GUARANTEED FOR LIFE.

"BADLEY BACK IF NOT SATISFIED." Retail Price.

250c

"$1.50"

300c

We handle largest grade Jewel Phonograph Needles.

154 Whiting Street, CHICAGO, ILL.
at the side of the bridge, began to speak and delivered a lecture on the engineering features indicated by the various lights.

Headers of The Talking Machine World know that, from time to time, they read in these columns suggestions for the commercial application of talking machine records, and we cite the news of this exhibit as another example of how that side of the talking machine fits in.

Are We Oversold?

For a good many moons now we have been hearing the yell that the talking machine industry is oversold. We have heard it said that the reason we are oversold, etc., is that on the industry is oversold. We have heard it hearing he hearing of talking machine

Industry, wherever you go, are turned out one car every sixteen seconds, or at the rate of about 7,000 per day as, figuring from the time "Lizzie" No. 5,000,000 was born until the time this, you will see that Henry has added quite a number of flies to his family, and there is no sign of a let-up. The cars Ford has put out, added to the hundred manufactured and produced by the numerous other companies, do not yet even begin to fill the demand. So there is a chance for an argument as to whether the talking machine industry is slopping over the sides.

The Federal Sign System

The Federal Sign System had an interesting exhibit, wherein it showed everything possible in the way of electric signs for advertising purposes. One interesting feature was that nearly all of the signs were particularly for the talking machine trade. The Victor dog was especially prominent and they even had him not only sitting still, but running around in circles and wagging what is left of his tail.

The Magnavox Everywhere

Magnavox was pitched on rafts, under tables and in fact everywhere. Wherever you went you were sure to bump into Magnavox. One installation was connected direct with the Mayor's headquarters and evidently the mayor must have been quite a little party there the night we visited the pier, because we were able to recognize the liquid tones of the mayor's voice as they poured out of the amplifiers of the many Magnavoxes, not only in the announcements as they came along, but running on in the choruses of "Hail, Chicago!" as well.

The Windsor Exhibit

Over on one side we found an interesting exhibit by the Windsor Furniture Co. It had a very nice line of furniture on display, together with a full line of its well-known talking machines. One of the features here was a bedroom suite, wherein a beautiful young lady comes in and disrobes, while a Windsor talking machine is playing. After disrobing she crawls into the bed and the talking machine keeps on playing. This attracted a great deal of attention, especially from the males.

The Clastonola Exhibit

The Bernard Mfg. Co., of Iowa City, Ia., manufacturers of the Clastonola, exhibited its line of instruments, together with the Clastonola records. Its advertisement, "Golden Throat" talking machine, drew quite a crowd to this booth, from which were given out sales leaflets and souvenirs.
The Dance Sensation of America

WANG WANG BLUES

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

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 125)

The Exhibit of O. W. Richardson Co.
The best exhibit we ran across was that of the O. W. Richardson Co., furniture dealers. This concern, although primarily a furniture house, mainly exhibited talking machines, including the entire line it handles, mostly Wiff house, mostly exhibited talking machines.

FROM OUR CHICAGO HEADQUARTERS

This concern. although.. talking machines, and exhibited a model of every type of asking machine they line machines and apparatuses, as well as the Steger Phonograph Co., a little player-piano which, by the way, made a tremendous hit.

New Electrical Instrument
A new electrical instrument, known as the Electro-Voice, was shown by the Electro-Voice Co., of this city. This company was recently incorporated for $50,000. The incorporators and officers are: M. Banks Cramer, president; vice-president and secretary, A. A. Howard, and B. R. Cover, inventor and general manager. This instrument comes built as a Console cabinet and can either be played as an ordinary talking machine or, by wires and transmitters, the music can be reached to any part of a building.

Chicago Electric Sign Co.'s Display
Another exhibit that showed some very clever electric signs for talking machine shops was the Chicago Electric Sign Co., with its "Day-Nite" signs. These signs are so constructed that they produce an even light and the electric bulbs are so concealed that the letters are surrounded with an even light and not spotted immediately after the light. This exhibit was in charge of Harvey R. Honeck, sales manager.

Steger & Sons' Interesting Exhibit
The Steger & Sons Piano Co. exhibit was exceedingly interesting. It was here the visitors were taught how talking machines and pianos are constructed. The amplified sound boxes and motors of the Steger instruments were assembled at this booth and proved to be very interesting to the onlookers. Besides the full line of pianos, the Steger people showed a model of every type of talking machine they manufacture.

Illinois Talking Machines Shown
Another of the interesting exhibits was that of the Illinois Phonograph Co. The exhibit was in charge of S. R. Blood, general manager. His line of Illinois talking machines, about fifteen models, ranging from the Cupophone to the Console type, was on exhibit. Quite a number of not-of-town dealers who never before visited the city made their headquarters at this exhibit and many placed orders with Mr. Blood.

The Ambassador Arrives
The Ambassador talking machine, a newcomer in the Chicago market, was also shown, and the manufacturers interested the visitors with their many novel ideas.

The Mystery Man
The man of mysteries was also greatly sought after by the crowd. He was representing the R. C. Wade Co., manufacturer of Tonolone. He had a job being to circulate through the crowds and pin little tickets on some unsuspecting persons. The person who got the ticket and brought it to the booth where Tonolone was on exhibit, received as a reward a half dozen packages of Tubolsa.

There may have been other exhibits representing the talking machine industry that we missed, but if such is the case let them look them up and publish an account of them in the September World.

EUGENE A. WIDMAN TO EUROPE

Eugene A. Widman, chairman of the board of directors of the Piel & Frits Phonograph Co., Brooklyn, N. Y., sailed for Europe on the "Lusitania" during the latter part of the month. Mr. Widman's trip is a business one and his itinerary includes both England and the Continent.

STEGER AIDS FLOOD SUFFERERS

Plan to Replace All Steger Pianos and Player-Pianos Lost in the Pueblo Flood

Chicago, Ill., August 3—Arrangements are under way by the Steger & Sons Piano Mfg. Co., of this city, for the replacement of Steger pianos which were lost or damaged in the Pueblo, Colo., flood. Dan Pugenz, manager of the wholesale credit department of the company in Pueblo, where he will cooperate with Lewis S. Brown, Pueblo representative of the Steger & Sons Co., in replacing all pianos and player-pianos lost by Mr. Brown's customers. The determination of the company to assume the burden of loss and render such material assistance to the patrons of the Brown store evoked many expressions of hearty appreciation.

LITTLE DAMAGE FROM FIRE

Edison Official Discounts Rumors Regarding Extent of Fire in Chicago Warehouse

In reference to the report about the Edison fire in Chicago, which has attained various aspects in its process of being passed along, A. J. Curley, the new vice-president of Thos. A. Edison, Inc., recently issued the following bulletin to Edison Jobbers:

"A rumor seems to be abroad to the effect that our entire stock of phonographs in storage at Chicago was destroyed by the recent warehouse fire in that city. We are very glad to be able to say that such is not the case. While we have not as yet full details of the loss as to types and finishes, we feel confident that, with some possible exceptions, service to the trade will not be seriously impaired as a consequence of the fire.

"At all rates, our jobbers have, or should have, a marked degree of ability to sell what may be had, since all learned the art of substitution during the years of shortage, as compared with demand. Therefore, if substitutions as to types or finishes must again be resorted to for a little while no one should be embarrassed."

INSTALLS NEW EQUIPMENT

Progressive Brunswick Dealer in New Haven Preparcs for Active Fall Trade—Souvenirs Distributed at Formal Opening

New Haven, Conn., August 8—In anticipation of an active Fall business John Duncan, exclusive Brunswick dealer of this city, has just completed renovations of his store at 186 Crown street and installed new modern equipment. Many unique methods of merchandising Brunswick phonographs and records have been used in the past year by Mr. Duncan, which have proven very successful. He recently announced the formal opening of his store and on that day the public was given an opportunity of inspecting these new quarters, while Mr. Duncan distributed appropriate souvenirs with a cordial invitation to call again.
HEINEMAN SAILS FOR EUROPE
President of General Phonograph Corp. to Be Abroad Until September

Otto Heineman, president of the General Phonograph Corp., New York, sailed Tuesday, July 25, on the "Aquitania" for a four weeks' trip to Europe. According to his present plans, Mr. Heineman will visit London, Paris and Berlin, and will attend to a number of important business matters. He will meet Mrs. Heineman abroad and will probably be back at his desk the early part of September.

In London and Paris Mr. Heineman will make a general study of the business situation, visiting the company's clients, and in Berlin will confer with the officials of Carl Lindstrom, the company's client; and in a general study of the business situation, visit the early part of September.

THE DEALER WHO DOESN'T—
I. Make it his first concern to meet his customers' real desires—But is contented to sell whatever seems profitable;
II. Trouble to compare the actual qualities of instruments—but placidly accepts any trade name given publicity;
III. For his own benefit has at least one Manophone. If only to demonstrate records upon. PLAYS ANY AND ALL DISC RECORDS

The natural tone of the Manophone fulfills the customer's constantly refining taste. It is due to the use of the "Humana," a human throat of carved wood, which, in the Manophone, replaces the customary "piece of pipe."

A record played on it is sold. Comparative playing of a record sells the Manophone.

Otto Heineman

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.

T. G. Flag, a droogist of Whiteville, Mass., has had installed a complete Van Veen equipment similar to the Model Shop built for the Columbia Graphophone Co., in Boston. Mr. Van Veen reports that these Columbia model shops, installed at the headquarters of the various distributing points of the Columbia Graphophone Co. by Van Veen & Co., Inc., are attracting wide attention throughout the country and that dealers are specifying duplicate installations for their warerooms.

L. L. SPENCER INJURED

Popular Victor Man Sustains Painful Injuries—Was Visiting Home of Thos. F. Green

Lloyd L. Spencer, sales manager of the Silas E. Pearsall Co., New York Victor wholesaler, was painfully injured recently when he sustained a fall at the home of Thos. F. Green, president of this company. Mr. Spencer was the guest of Mr. and Mrs. Green at their home in Great Neck, L. I., and during a brief spell of somnambulism sustained a severe fall that was fortunately broken by an awning. Mr. Spencer was injured in the face and chest and required twelve stitches from the surgeon for these injuries. He returned to his desk a few days ago, although not yet fully recovered from the accident.

The Warren-Style B.

The Manophone Corporation, Adrian, Michigan.
AND after a most thorough publicity campaign "Fooling Me" the fox-trot is today the leading hit of that type of dance. As a vocal number, too, it is among those that are prominent. All of which is substantiated by the orders of the jobbers and dealers of sheet music who find it an active seller in an abnormal sales season.

After releasing "Dixie" to the trade and profession it was quickly acclaimed the greatest one-step of the year. It is popular despite the fact that the average one-step is hard to "put across."

The above should be enough sales creators in any one catalog during a none too lively season—but "a natural" does not arrive at the wish of even the most hopeful. They just arrive now and then, and good business judgment says "cash in" while the "cashing" is good. So "Gypsy Rose," "a natural," arrived and all you need to do is to hear it to be convinced that it is "there."

There can only be one criterion of the success of a song—sales, ever-increasing sales. The Robert Norton Co., New York, publishers of the above numbers, can show sales—steadily mounting sales, on all these hits. Sales from the largest dealers in the country—yes, and some small ones, too.
MOVING OF SURPLUS MUSIC STOCK
How the Dealer May Secure Co-operation of Publisher in Cleaning Up Slow Sellers

Much has been said regarding the co-operation of the sheet music publishers with the talking machine trade and the extent of the "tie-UPS" that have been arranged by mutual agreement is quite remarkable. This holds true of publishers co-operating with the manufacturer, distributor and dealer, but one very important channel through which a publisher may lend aid to the retail dealer has, to a great extent, been overlooked.

We refer particularly to the dealer or dealers in a given locality who find his or their shelves with a surplus stock of popular titles. By requesting the aid of the publisher of the number, it is often possible to have the publisher make a special campaign in the territory on the title or titles which it is sought to move and thus create a special demand.

In the large trade centers many of the publishers have either branch offices or representatives, and in such localities the publishers' representatives, upon being informed of the desire upon the part of the dealer to move a certain number, will see to it that the orchestras, including those of the各大, motion picture houses and theatres, and very often some vaudeville performers, are persuaded to make a feature of a song for a short period. The dealer or dealers, by giving the record a window display at the same time and by other co-operation "hooking up" with the special drive, find that their stock of the song is depleted in a short period.

In smaller communities of a size that would not justify the publisher sending on a special campaign manager the dealer can carry out such a campaign on his own behalf and in this he will have the co-operation of the home or branch publishing offices.

The following is the method that should be pursued in such instances. Finding a surplus stock upon his shelves the dealer makes note of the number of orchestras in his city that in a given week are to be active. He then sends to the publisher, explains his proposed campaign and requests that the publisher forward hints orchestras for the various organizations that will lend their support to his campaign. He will find the publishers will readily respond, as will, too, the orchestras in his home city.

LOUIS BERNSTEIN NOW PRESIDENT

At the recent annual election of the Music Publishers' Protective Association Louis Bernstein was elected president; Saul Bernstein, vice-president; Joe Keit, secretary; and Charles K. Harris was continued in the office of treasurer.

"LAND OF MINE" SUNG AT PAGEANT

J. G. MacDermid's "Land of Mine" was sung by 10,000 voices at the Pageant of Progress in Chicago, which was celebrated July 31 to August 14. "Land of Mine" is published by Forster, Music Publisher, Inc.

TED BARRON WITH BROADWAY CORP.

Ted Barron, the well-known songwriter and former head of a music publishing company, but who during the past year has not been actively interested in the sheet music field, has joined the Broadway Music Corp. as manager of the orchestra department.

JACK MILLS, INC., GETS RIGHTS

Jack Mills, Inc., has secured the exclusive publication rights for Zez Confrey's series of piano solos. These numbers are one of the features of the Brunswick records and his "Kitten on the Keys" is nationally known.

The Most Talked-About Song since "MISSOURI WALTZ"

"MISSISSIPPI CRADLE"

Rock me in my Mis sis sip pi Cra - dle.

Let me look in to my mam my's eyes;

Published by the publisher of "MISSOURI WALTZ," "NAUGHTY WALTZ," "SWEET and LOW," "KISS," "MISS"
TO FIGHT COPYRIGHT BILL

Publishers and Writers' Organizations to Oppose Proposed Amendment to Copyright Law Recently Introduced in Congress

The Music Publishers' Protective Association and the Composers' and Lyric Writers' Association and the American Society of Authors, Composers and Publishers have formulated a campaign to combat the new copyright amendment recently introduced in Congress by Senator Lampson.

Nathan Burkam, J. C. Rosenfeld and R. C. Mills, of the above organizations, contemplate leaving for Washington, D. C., to confer with the Committee on Patents and examine it of the necessity of the new amendment, which provides that any purchaser of a printed or published copyrighted work can perform it for profit.

While the Committee on Patents will not reach the new amendment for formal consideration before the Fall, the societies feel the necessity of sending representatives to Washington to forestall any possible serious consideration of an amendment which obviously would impose upon protection to a copyright owner.

It is understood that the bill is sponsored by certain picture interests who object to paying a tax to the American Society of Composers, Authors and Publishers for the public performance of music for profit.

NEW SHERMAN, CLAY & CO. SONGS

San Francisco, Cal., August 1—Sherman, Clay & Co. will shortly announce two new fox-trot songs for early Fall release. They are entitled "Smilin'" and "Have You Forgotten?"

Jack Robbins, general manager of Maurice Richmond, Inc., is spending his six weeks' vacation in Atlantic City, N. J. Incidentally, he is putting on a campaign of publicity in favor of the firm's waltz, "Hello, Celia."

NEW HOME FOR BROADWAY CORP.

The Broadway Music Corp. has leased the fifth, sixth and seventh floors of the new Robinson-Cole Building, Forty-eighth street and Seventh avenue, for a term of five years.

The lease of the present Broadway quarters, at 153 West Forty-fifth street, does not expire until December, but the company is arranging to occupy the new home early next month.

"MOON RIVER" DOING WELL

Lee David, who sells exclusively for B. D. Nice & Co., Inc., is the composer of a new song entitled "Moon River." It is a walls number and has received a favorable reception with a number of orchestras which have given it a try-out.

FEATURING "DANGEROUS BLUES"

The J. W. Jenkins Sons Music Co., Kansas City, Mo., which has numerous branches in the Middle West, is carrying out a very elaborate campaign on the firm's novelty number, "Dangerous Blues."

WARNING!!!

You are hereby notified that the American Public will commence action against you unless immediate release is made of

I Ain't Nobody's Darling

The Overnight Surprise—A "Natural" Hit

SHAPIRO, BERNSTEIN & CO., Inc., Selling Agents

Corner Broadway and 47th Street, New York
The Quickest and Biggest Hit of the Year

Cherie

You can't go wrong with any feast song.

PREHISTORIC PERUVIAN JAZZ

Some Interesting Light on the Antiquity of the Type of Music Now Popularly Known as Jazz

Written by J. H. Davis, of New York

An interesting article on "Prehistoric Peruvian Jazz," written by J. H. Davis, secretary of the American Museum of Natural History, recently appeared in the magazine section of the New York World. It read, in part:

That the Indians of prehistoric Peru knew the art—or should we call it something else?—of "jazz" is apparent from the decorations, representing orchestras and dancers, found on the ancient pottery and metal objects of the region. Further evidence is furnished by accounts of early writers and, most convincing, by numbers of the musical instruments themselves, which have been recovered by archaeologists from graves and ruins. These instruments include drums, bells, cymbals, rattles, pipes, flutes, whistles, trumpets and an unmistakable ancestor of the oboe.

Later, probably, the drum was devised—the first percussion, as cymbals, rattles and bells, were made. Then, it seems, the hands, beating of hips and stamping of feet. Meanwhile, the snapping of fingers, clapping of hands, beating of hips and stamping of feet produced a rhythm that seems to be universal, primitive vocalists and terpsichorean everywhere have found assistance in the snapping of fingers, clapping of hands, beating of hips and stamping of feet. Then, probably, the drum was devised—the first percussion instrument. The allied instruments of percussion, as cymbals, rattles and bells, soon followed. Later came the wind instruments, such as musical shells and varieties of pipes and horns. And finally the more complex stringed instrument was developed. The greatest single step forward in the history of instrumental music was the mechanical production of a musical scale. This came with the pipes. In Peru evidence is found of the first two types—instruments of percussion and wind instruments—but so far nothing has been found to indicate that the prehistoric Indians of the region knew how to make so-called music from the vibrations of strings.

In the American Museum of Natural History, in New York City, there is a large collection of prehistoric musical instruments of Peru. They have been carefully studied by Charles W. Mead, assistant curator of the Department of Anthropology, whose findings have been published in a short paper. According to Mr. Mead, no drums have been found in ancient Peruvian graves. This may be the reason, he believes, either that the drums of the time, being made of perishable material, have all disintegrated, or that because of some superstition it was not customary to bury drums with the dead. Drums, however, were pictured by the native artists of the time and described by early writers, the evidence showing that they were identical in kind with the drums used today in several parts of Peru. They were made of skin stretched over a hoop of wood, or over one end of a short section of a tree-trunk lathed out to a thin cylinder. Small drums seem to have been the rule. The drumheads were usually made of the skins of deer and other animals common to the country. But sometimes, as among the Huancas, the skins of captured enemies were used in the belief that the sound of such drums would strike terror into the hearts of living enemies.
Oh, Boy! Have You Heard Mamie Smith Sing—

"NERVOUS BLUES"

Mamie Says—"NERVOUS BLUES" is better for me than 'CRAZY BLUES'."

"FRANKIE"

Is on the other side of the record, and "Frankie" is a hit before the record comes out.

P. S.—LAST BUT NOT LEAST—

"VAMPIN' LIZA JANE"

THAT GREAT COMEDY SONG

PERRY BRADFORD, Inc., 1547 Broadway, New York

NEW MUSIC-MEMORY CONTEST BOOK

Enlarged Edition of Descriptive Folder Issued by National Bureau for Advancement of Music—Expected to Stimulate Interest

A revised and enlarged edition of its descriptive folder on the music-memory contest has just been published by the National Bureau for the Advancement of Music, and it is expected that the booklet will do much to encourage the adoption by towns and cities throughout the country of the music-memory contest for acquainting children with the standard musical compositions and arousing a deeper appreciation of music in the community as a whole. Contests have already been held in nearly two hundred cities and towns and in every case local music dealers have been enthusiastic regarding the results.

Many new developments have taken place in the working out of the contest idea since its inception in the home of C. M. Treutlein, director of the National Bureau, about five years ago, and some of the most important of these are described in the new pamphlet. There are also contained in it the new prize offers to be made by the Bureau when requested by cities initiating the plan. The prizes hitherto given by the Bureau were in nearly all cases music awards. Now there is a choice offered of medals, buttons, pins or money.

The twenty-four page booklet is illustrated with pictures taken at the finals of one or two contests in large cities and with facsimile reproductions of the medals, buttons and pins the Bureau is ready to give. It contains an introduction on the purpose and scope of the music-memory contest, designed to sell the idea to those as yet unfamiliar with it. There is also an appendix giving a list of the one hundred selections most frequently used in previous contests and a supplementary list of desirable material, a list of leaders in music education, a list of the cities which have held one or more contests as annual events, and a collection of statements by prominent music supervisors and others on the value of the contest.

LIVE SONG IN "SNAPSHOTs"

One of the outstanding numbers in the new musical show, "Snapshots of 1923," is called "Fifty Cents Wants to Be a Sally." The song is published by M. Witmark & Sons, and from present indications is recognized as one of the future summer favorites.

NEW QUARTERS FOR JACK MILLS, INC.

Jack Mills, Inc., has taken over the entire building at 152 West Forty-fifth street. Alterations are now being made and the firm will occupy the second floor of the structure, greatly increasing the present floor space.

Leo Feist, Inc., recently released two new fox-trots. They are entitled "Sweetheart" and "One Kiss." The usual Feist campaign is being placed behind the numbers.

A PRACTICE NOT APPROVED

Changing orchestrations to suit particular fancies not favored by publishers.

There is quite a little agitation in publishing circles to do away with all special orchestrations and carry out a plan to persuade orchestras to render numbers as they are written in the original orchestration. At the present time the publishers often pressure special orchestrations for particular organizations and, in addition, many of these orchestras leaders rearrange these, on the originals, to suit what they term is the special needs of their instruments.

This often results in the rendering of a very good dance, but which does anything but "put over" the melody of the number so that the audience can carry something substantial away. The publishers state that many such "plugs" often impair the exploitation of songs.
A RECORD TO BE PROUD OF
MECHANICAL RELEASES OF THE BIG HITS

CROONING

Acolian
Ampero
Bennett & White
Berliner
Brunswick
Clark Orchestra
Colony
Columbia Roll
Connecticut
Edison
Emerson
Fedora
Filene

Phonolamp
Phonotone
Q R S
Republic
Rivoli
Royal
Rose Valley
Standard
Starr (Gennett)
U. S. Music Co.
Victor
Vocalstyle
Wurlieter
Wurlitzer

Grey Gull
International
Kimball
Link
Melodee
Melodic
Mills
National Music Roll
National Piano
Ohio
Ottogiigel
Patie Prées

ENCYCLOPEDIA OF MECHANICAL MUSIC

WYOMING

Acolian
Ampero
Bennett & White
Berliner
Brunswick
Clark Orchestra
Colony
Columbia Roll
Connecticut
Edison
Emerson
Fedora
Filene

Phonolamp
Phonotone
Q R S
Republic
Rivoli
Royal
Rose Valley
Standard
Starr (Gennett)
U. S. Music Co.
Victor
Vocalstyle
Wurlieter
Wurlitzer

Grey Gull
International
Kimball
Link
Melodee
Melodic
Mills
National Music Roll
National Piano
Ohio
Ottogiigel
Patie Prées

M. WITMARK & SONS, Publishers

ENRICO CARUSO DIES IN ITALY

Famous Tenor Succumbs After Operation in Naples—Was for Many Years One of Most Popular of Opera Stars—His Victor Records Played a Big Part in Winning Popularity

The talking machine trade was shocked to learn of the death of Enrico Caruso, the world-famous tenor, in Naples, Italy, on August 2. Caruso had left the United States in the Spring for his native country in order to recuperate from the effects of his severe illness in New York last Winter. For a time it was reported that he was rapidly regaining his health, but very recently an abscess was discovered below the singer’s diaphragm and an operation for the removal of the abscess was followed by peritonitis.

Caruso was forty-eight years old at the time of his death, having been born in Naples, the son of a mechanic, on February 25, 1873. The quality of his voice was recognized when he was a child and he sang in the church choir for many years. It was while he was serving in the Italian army that an officer who heard him singing took steps to have his voice properly trained. He made his opera debut in Naples in 1894 with indifferent success, but soon acquired the art of the stage and won popularity.

Caruso made his debut with the Metropolitan Opera House in 1903 and proved a sensation. His popularity among opera-goers never waning since that time. He was one of the first prominent opera singers to record for the talking machine, aligning himself with the Victor Co. It was through the medium of Victor records that Caruso’s voice became familiar in millions of homes in the country, and the tenor, in the last few years, recorded hundreds of thousands of dollars in royalties from those same records.

The passing of Caruso represents a great loss in the field of the opera, for, although there have been many claims made for other tenors, there was never any question of Caruso’s standing with the opera and music-loving public.

CARUSO'S GOLDEN VOICE PRESERVED FOR POSTERITY

C. G. Child, of Victor Co., Supplies Newspapers With Interesting Information Regarding Caruso’s Records and His Recording Experiences—His Master Records Imperishable

Throughout the hundreds of stories appearing in the daily newspapers regarding Caruso’s death and his public career there was confused emphasis placed upon the fact that although the great tenor was dead his voice was preserved for all time on talking machine records.

The majority of the leading New York newspapers, in their issues of August 4, published long articles running well over a column, each devoted to the story of Caruso’s records and his recording experiences, the articles being based upon a formal and authoritative statement issued by Calvin G. Child, director of the recording laboratories of the Victor Talking Machine Co., and a warm personal friend of Caruso. One
CARUSO'S VOICE FOR POSTERTY

(Continued from page 133)

of the best of the many articles appearing in the New York newspapers read as follows:

"The voice of Caruso is so in all his greatest roles
preserved intact for the future, as long as singers
wish to study his marvelous technique and to
compare his vocal beauty with that of other
great tenors yet to come, or as long as the public
wishes to hear the arias of the greatest singer
to his time.

"The voice of the great Mario was stifled with his
details, but the voice of Caruso is recorded in about
200 songs, arias, hymns and duets, in metal matrices
that are virtually imperishable. Millions more of phonograph records may be added
to the several millions already in existence
without any deterioration in the metal disks that
first took the impression of the golden voice."

"For twenty years Caruso had been making records in this country, in Europe, and
the total income from this source alone since 1900
is estimated by experts at about $1,400,000.
The largest sale of his records was in the last two years and his yearly income from royalties was
said to be more than $150,000.

"About 182 records of Caruso's are already in
the catalog of the Victor Talking Machine Co.,
for whom Caruso made records exclusively for
about eighteen years, and it was learned that
between twenty-five Caruso's records are still
not yet released. These were made at the recording
laboratories of the company in Camden, N. J.,
in September and October, 1902.

"Caruso's Greatest Royalties

"The contract under which Caruso was mak-
ing records was made in 1911 and was to have
continued for about two years and then a new con-
tract was drawn which provided for royalties.

"It was the custom to run this contract for five-
year periods until 1911, when Caruso informed the
company that he desired to make records in this
country for Victor dealers.

"For these first years he worked on a cash
basis for each record done, but it was not thus
disbursed—but Mr. Child said to the writer that
when he reported this arrangement to the company
some of the officials told him that it would ruin the company. This arrangement was con-
tinued for about two years and then a new con-
tract was drawn which provided for royalties.

"It was the custom to run this contract for five-
year periods until 1911, when Caruso informed the
company that he desired to make a life con-
tact. Twenty-five years was the period finally
decided upon.

"In a formal statement to the press Mr. Child
told of the great work of Caruso as a recorder of
his voice and was bashful to think of the records
because he feared that the public might believe
he was trying to exploit the calumny of our
beloved friend. This feeling of delicacy has been
so widely expressed among the officials
of the company that there has been
no discussion of withholding a record listed for October sale.

Records Are Imperishable

"The request has been many that we
should make some statement of the records
of Caruso's voice, their possible life and selections
yet unlisted," said Mr. Child in his formal state-
ment. "We have thought to evade replies to
inquiries of this nature, as we did not wish any
one to think we were commercializing Caruso's
destiny, but it is the general opinion and expression
of those with whom we have talked that the
records of Caruso's voice are for the world
in general and their future is of interest to
every one who knew or had heard him.

"Records which have been made are preserved
in such a way that they can be handed on from
generation to generation without loss or de-
teriation. The master matrices are cared for
in such a way that there is absolutely no loss or
change and new records can be made from
descriptions more for the public
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in general and their future is of interest to
every one who knew or had heard him.

"Furthermore, there are between twenty
and twenty-five Caruso records which the public has never
heard, but which it will hear in due time.
The last two made were sacred songs—"Domini Deus" and "Agnus Dei." The former is on sale,
the latter is not.

"As to the new selections," said Mr. Child,
"Caruso was with us several days a year ago,
just before his death, and we agreed with him
that this Summer rest. He made a great many records which have
not yet been listed, and which, out of respect to
our dear friend, will be held back for a little
more or less before issuing. After the interviews
with Caruso we went over this list of
records quite carefully with him. I asked him
to express his preference for the order in which
they should appear. At first he wanted us to
use our own judgment, but I persuaded him that
I would like to have his expression of the order
in which the selections were to be presented to
the public, and he then went over the list, mark-
ing them as he would like to have them appear."

"The June record—"Messa Solennella
Domine Deus—was sung from a manuscript by
Rossini, which Caruso found in Italy at his last
visit there and was chosen by him as a "Thanks to
God" for what we believed at that time was
his recovery. The records which will follow in
later issues will be in the order chosen by
Caruso himself for their appearance.

"One of these new pieces is a Neapolitan song to go with this
music. Among the other preserved pieces are
some of Caruso's best work and the experts who
record the human voice believe that he did his
best work in the last two years and that
Caruso was very ambitious about his records and worked at them with infinite care. He prepared
his work in advance and then spent hours
over the records, and his ear and judgment
were so marvellously fine that he would
pick a flaw where the experts could discern
nothing but perfection.

"Caruso was enthusiastic about his records and
his mood beastly because he feared that the public might belie,
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pick a flaw where the experts could discern
nothing but perfection.

"Caruso was enthusiastic about his records and
his mood beastly because he feared that the public might belie,
This Remarkable Service Is Unique
You Can't Get Its Benefits—
In Any Other Way!

When you think of advertising service, your thoughts naturally turn to the mats, electros and copy furnished by manufacturers whose instruments you handle.

This is one kind of good advertising—it sells the products of a specific manufacturer. But this advertising does not sell your store. That is the other half, and a very vital half, of your advertising.

THE TALKING MACHINE WORLD SERVICE is, in reality, a sales promotion service for your store with particular emphasis on the economy side. For instance:

. . . You couldn't afford to appropriate a thousand dollars a month for art work in your advertisements. We can give you the exclusive use in your city of art work worth this amount, which is the handiwork of many of New York's greatest commercial artists. Moreover, we can give you the benefit of these drawings for a few dollars a month instead of a few thousand per month.

. . . You can't afford to retain a half dozen brilliant men with practical advertising and merchandising experience in the talking machine field at a salary of from $6,000 to $10,000 each. We can afford to retain such a staff and give you the benefit of their copy and merchandising suggestions at a cost to you of only a few dollars each month. You probably will not, inasmuch as you cannot employ such a group of specialists, conceive of the ingenious campaigns which are now a permanent feature of our Service. Each month we give you a completely co-ordinated sales promotion campaign, every item of which links up with, and thereby increases the effect of, every other item. In each campaign we include copy for your newspaper and other forms of advertising, window display, sales letters and merchandising ideas.

In addition to the staff engaged in the production end of our Service, we have a corps of representatives which extends throughout the entire country and in several foreign points. In other words, we have, as an avenue for securing new ideas which have been tested, the entire resources of The Talking Machine World under whose auspices we operate.

Our Service tells the good points of the merchandise you have for sale, but more particularly convinces the people of your city why they should buy from you rather than from some other dealers who sell competing (or perhaps identical) lines of merchandise.

The style adopted for our Service is not hackneyed. Every month it has a new, fresh, appealing slant. Personality and individuality will most certainly accrue to your store if you use it, and public attention will focus on your establishment.

This Service is now being used by many of the foremost concerns of the country, because it fills a well-defined need in a resultful and economical manner. You need it, too, and you will find it most valuable to your increased growth and prosperity.

Without obligation to you, ask us to send you selected portions of the latest issue of our Service. Study it critically. You will find that we can give you what you have been looking for, and what you have not been getting and will not be able to get from any other source.

IT WILL PROFIT YOU TO FIND OUT JUST WHAT WE MEAN AND HOW TRULY WE MEAN IT.

TALKING MACHINE WORLD SERVICE
373 Fourth Avenue, New York
BRUNSWICK NEW YORK ACTIVITIES

Many New Brunswick Accounts Opened in Metropolitan Territory—Dealers Report Satisfactory Summer Business

E. A. Strauss, phonograph sales manager of the New York office of the Brunswick-Balke-Colodan Co., states that the sales of Brunswick phonographs and accessories in the New York metropolitan area were very satisfactory throughout the first half of 1921. A special campaign has been inaugurated in Long Island with the result that new Brunswick dealers have been established in that territory.

The New York office of the Brunswick Co. has donated a suitable prize to be awarded to the man who introduces the Brunswick line to the largest number of potential buyers during July. Several new desirable Brunswick dealers have recently been established, among the latest being J. W. Bryant, 301 Eighth avenue, one of the best-known talking machine dealers in New York City. Mr. Bryant is taking on the complete Brunswick line, after a thorough study of the demand in that territory.

Another active Brunswick dealer recently opened in the Brunswick Shop, at Port Chester, N. Y. This is the outgrowth of a small business started by Mr. Hael, the proprietor, about three years ago. At that time he purchased a small shipment of Brunswick phonographs which he sold from a demountable room fitted up in his own private residence. In less than a year, this business grew to such proportions that Mr. Hael recently purchased a very fine building in the main business part of town, installing an up-to-date Brunswick shop on the first floor, which has been attractively decorated and arranged. The Brunswick Co. is very enthusiastic regarding Mr. Hael's success with the Brunswick line, and the New York branch is highly congratulated on the establishment of such a progressive dealer.

BROOKLYN DEPOT

HARTZELL CRUCIBLE CO.
North East, Pittsburgh, Pa.
Manufacturers' Representatives
LOUIS A. SCHWARTZ, INC.
515 Broadway, New York City

MUSIC FIRM BREAKS PARTNERSHIP

Business of J. W. Hughes & Son, of Millville, to Be Conducted by Senior Partner

The firm of J. W. Hughes & Son, which has been conducting a music store in Millville, N. J., for some time past and has recently been located in the Masonic Building, has been dissolved and the business will in the future be conducted alone by J. Wesley Hughes, the senior member of the firm.

Mr. Hughes is recognized in South Jersey as one of the leaders in the musical world in his line, and has built a flourishing business, which is steadily increasing, through fair dealing and up-to-date methods of merchandising.

Pianos, players and selling machines are handled by Mr. Hughes, who is also a composer of no mean ability. His beautiful anthems have been sung on special occasions by some of the leading church choirs.

TO LOCATE IN PHILADELPHIA

Percy Trulwick, after a month's trip among dealers in Eastern Pennsylvania, returned to Norfolk recently and after a day at the Granby factory left for Philadelphia, which he will make his headquarters. Mr. Trulwick, while in York, Pa., was assisted in establishing a new chapter of the Kinema, of which he is a member.

The Mauzy store in Oakland, Cal., is now handling the Victor line exclusively.

TONE ARMS for Portable Machines

TONE ARMS for Medium Priced Machines

TONE ARMS for High Grade Machines

Quantity prices from $2 up, including sound box

Will make specially designed tone arm and sound box if quantity warrants

Let us know your requirements and we will quote you prices

The William Phillips Phonograph Parts Corp.
145 West Forty-fifth Street
New York City
NEW POSTS FOR WILLIAM MAXWELL AND A. H. CURRY

William Maxwell has been elected as a director of Tras. A. Edison, Inc., with the title of First Vice-president, and A. H. Curry becomes Vice-president, in charge of Phonograph Merchandising.

Announcement was made last week by the directors of Thos. A. Edison, Inc., that William Maxwell had been elected a director of that company, with the title of first vice-president. At the same time Mr. Maxwell, in a letter to the trade, announced the election of A. H. Curry to the office of vice-president, in charge of phonograph merchandising. An engraved card, dated July 22, conveyed the news of Mr. Maxwell's promotion and Mr. Curry's election in the following words: "Edison jobbers and Dealers: The result of Mr. Maxwell's promotion and Mr. Curry's election was announced in the following words: "Edison jobbers and Dealers: Effective August 1, 1921, A. H. Curry becomes vice-president, in charge of phonograph merchandising. All jobbers and practically all dealers know of the great success which Mr. Curry has made as a distributor of Edison goods at Dallas, Tex. We feel that in securing Mr. Curry's services we have made a great forward step in perfecting an organization that is capable of doing entire justice to Mr. Edison's favorite invention and realizing its full commercial possibilities. While Mr. Curry will have complete charge of our phonograph merchandising, I shall retain an undiminished interest therein. Mr. Curry will continue the operation of his Edison jobbing business at Dallas. Yours faithfully, "W. Maxwell, Vice-president."

A. H. Curry assumed his duties on August 1. He is a Southerner and has had a long and varied experience in the phonograph field. In 1905 he became an Edison retail dealer in Corpus Christi, Tex. Three years later he became a traveling representative for Thos. A. Edison, Inc.; some time after that wholesale manager for a well-known firm of El Paso, Tex., and in 1914 organized the Texas-Oklahoma Phonograph Co. Ever since then he has served as the head of this prominent and successful Edison jobbing enterprise. This concern was originally located in Fort Worth, but following its rapid growth was later moved to Dallas, Tex. Mr. Curry also owns the Edison Shop, of Dallas, which, according to the Dallas Morning News, holds the distinction of being the first exclusive phonograph store in that city.

For the past two years Mr. Curry has been chairman of the standards of practice committee of the National Association of Edison Jobbers. This committee's purpose is to collaborate with the Edison Laboratories in formulating Edison policies. As its chairman Mr. Curry has rendered distinguished services.

Mr. Curry has also been an active figure in the Music Dealers' Association of Dallas and his accession to the new post at Orange has been received with great enthusiasm by his host of friends in the home city and State. He will continue to hold his interests in the phonograph field in Texas, although the major part of the work in connection with these interests will be left in the hands of his capable associates.

William Maxwell has been associated with the Edison institution for some eleven years. He originally joined the company in the capacity of director of sales promotion and at the start devoted much of his time to the motion picture end of the Edison industries. From 1915 on his

The Response to Our First Advertisement in this Paper Was So Tremendous that We Have Actually Been Carried Off Our Feet

The result is that we are going to give you the benefit of our vast experience in these lines and give you fair warning that you place your stock orders now if you want to get Amorita in your warerooms for the Holiday Trade.

Amorita shimmies and shakes her hips at the same time and never gets out of order. Amorita is a doll and the mechanism is not visible

Amorita is made in 9-inch and 13-inch sizes and retails for $2.50 and $3.50 respectively. Write your nearest jobber or direct to us.

DANCING DOLL CO., INC.
115 E. 18th St.
New York City

Phone: 5293 | Stuyvesant

15. 1921
Every Dealer Knows that literally hundreds of buyers exist in every neighborhood for a small, high grade, washable Phonograph. The Robinson is made to meet this demand and the price we have set will move the machines in rapid order. Volume of sales follows every small effort by the dealer. Every Robinson sold—sells another.

Made in California under ideal conditions, where every element is favorable to perfect construction. Here have gathered together the men and women representing the highest type of culture in music, art, literature and the drama. They are active in making this section famous in artistic productions.

The Robinson Phonograph is the outcome of earnest research and experiments by experts in phonographic work. By turning out the machines in large volume, the price has been placed at a figure where dealers can use it as a leader, a specialty, to bring in new trade, new customers, increase the sale of records, merchandise, etc.

The fact is, the machine could easily be sold at retail for $35.00, because of its quality, tone and appearance, but the price of $22.50 has been decided upon for good business reasons.

DEALERS: TEST IT IN YOUR OWN SHOPS. RETURN IF NOT SATISFIED

ORDER AS FOLLOWS:

ROBINSON PHONOGRAPH CORPORATION
700-12 South Alameda Street
LOS ANGELES, CALIF.

Please ship at once one sample Phonograph, Model B, in glass, for experimental purposes, for which we enclose $16.00. It is understood that if we are not fully satisfied, with the Phonograph, after five day's test, it may be returned, at your expense and money refunded.

Signed

Ship by: ___________________________
ANNOUNCING THE
Robinson
PHONOGRAPH
"THE IDEAL SIZE FOR THE MILLIONS"

Supplying the insistent and ever increasing demand for an artistic, sweet-toned, thoroughly reliable small phonograph

The Robinson Phonograph is not an assembled machine; it is all made under one roof, in a factory noted for its fine cabinet work and mechanical perfection.

The "Oxford" Tone-Arm, and Reproducer, are our patents, made in our own factories; the motor is of the highest type, strong and reliable; the cabinet work is beautiful and made of genuine mahogany, or solid oak, finished as follows:

- Dark Mahogany
- Red Mahogany
- Walnut Finish Mahogany
- Golden Oak
- Fumed Oak

Model B, the popular size, measures 18 x 20 1/2, height 11 1/2, inches.

Dealer connections are being made in all parts of the United States and Canada. Quantity and quality production is guaranteed — dealers are fully protected by liberal terms; see sample order on opposite page. Dealer helps, window displays, advertising matter furnished to help sales. Send for sample and information. See coupon.

The Robinson Phonograph Corporation
2702-12 So. Alameda Street
LOS ANGELES, CALIF.
BUFFALO DEALERS MAKE SALES IN COUNTRY DISTRICTS

City Business in Full—Passing of Caruso Regretted—Good Brunswick Sales—Outing of Victor Dealers a Great Success—New Store in Auburn—Markson Bros. Opening In Syracuse—Other News

BUFFALO, N. Y., August 5. Violation wasn't an unusual spell of extremely warm weather and the general business depression has combined to make the talking machine trade rather dull in Buffalo for the present, but the dealers, for the most part, are distinctly optimistic regarding the future, for some of the plants which were closed in this city have reopened, taking on hundreds of men. Construction is also giving employment to many who were out of work, and the benedictions generally are that the Fall will see business conditions considerably improved. Considerations are fair, and many of the dealers report that they are improving.

Many dealers are working the country districts for business and report that they are making many sales. Some of the dealers have hit upon the scheme of having their crews of salesmen working in the country hold community concerts at various farmhouses. These concerts attract many products and end in numerous sales.

With Enrico Caruso, the golden-voiced, who had countless friends and admirers in Buffalo, dead, dealers are expecting an augmented demand for his records. The public, realizing that his voice is preserved forever on the records of the talking machine, are flocking to buy his numbers. Once before, when Caruso was very low during his illness in the Winter, and it seemed that he could not possibly survive, there was an extra large demand for his records here. He had many friends in Buffalo and had made a number of visits here. His secretary, Bruno Zanatta, was married here a short time ago to Miss Margarita, the grand opera singer, whose family lives in Buffalo.

Buffalo was well represented at the convention of the National Association of Talking Machine Dealers at Colorado Springs. Among those who made the trip from here were W. W. Mundy and O. L. Nest of the Buffalo Talking Machine Co., and Curtis W. Andrews and Mrs. Andrews. They report that they had a splendid time.

H. J. Herrmannsdorfer, superintendent of the Brunswick branch here, reports an extra large business in the Brunswick 105. "We are selling our shipments of them faster than they arrive," he said. "They are meeting with a big popular demand." Mr. Herrmannsdorfer also reports a very nice record business during the last month.

Among the popular numbers are "Until," and "Dreams" by Theo Kalke; "Ain't We Got Fun?" and "Million Cellul." "Peggy O'Neill" is another favorite.

BUFFALO, N. Y.

4:30 P.M. Saturday—Announcement by Mr. C. E. Siege, chairman of the meeting, that the temporary managers for the evening were Mr. D. A. Link and Mr. C. E. Sibley. Other visitors included Robert Mann, of Warsaw; Mr. Martin, of Fondon; Mr. Goldstein, of Niagara Falls, and Mr. Sheil, of Lockport.

Local Victor dealers are still talking of the success of the outing of the Talking Machine Dealers' Association of Buffalo, held on the grounds of the Automobile Club at Clarence last month. The picnic was in the nature of a family affair. Dealers discussions and business troubles were buried, and the members of the party devoted themselves in the afternoon to watching or participating in the various sports, including an exciting baseball game, won by the "Whirlwinds" from the "Showdowners" by a score of 13 to 12. In the evening an elaborate chicken dinner was served, followed by dancing to the accompaniment of Victrola music. V. D. Moody, of the Buffalo Talking Machine Co., and C. N. Andrews represented the wholesalers at the outing. C. E. Kirgessamul was chairman of the outing committee and was highly complimented on the success of the program.

POETICAL TRIBUTE TO WERRENRAUTH

An admirer of Reinhold Werrenrauth, the great tenor, whose Victor records are so extremely popular, has been so fascinated with the poetic value of his name that he has put his pen to paper and evolved the following Homeric hymn which reads:

Werrenrauth's fame and Werrenrauth's love are known in every land:
Everywhere over there, in countries of renown.
In England and in France, and both lands in the U. S. A.
No matter where they may not see enough; they are all right.
Around this bay, broad country, when they want a holiday.
"Let's tackle on the big machines," you'll hear the people say.

"Dovera, this boy can sing a tune; get a record, let's play!

Werrenrauth's known for beauty and fame, and many other graces.
Everyone sings the songs of his country, and equally they sound.
Round the world it sounds as though they'd all sit.
Reinhold's voice is something at which we can die a lot.
Reinhold was said to have been 'The Hesitant singer,'

Reinhold's voice is known to the greats of the world.
All over the world, people seem to fall beneath his spell.
There's been "Kilkie Land," and "Toscani Land," "The Roger," "Swazie Through"

He can sing "Your own likeness," for the world will adore you.
The Talking Machine World - August 15, 1921

AN EN'T TOOLS FOR REPAIR WORK

Baltimore, Md., July 29, 1921.

A. H. Dydin, care The Talking Machine World,
Will you please inform me through The Talk-
ing Machine World if there is a tool made to
tighten the ring in the upper part of the Edi-
sor reproducer as used on the D. D. machine? Also is there a special screwdriver made for the
large screw on this reproducer, as same sets in
to itself out of the way? What are the best
pliers to use to take a broken spring from motor
harness?

Answer: A tool for tightening the clamp ring
for holding the diaphragm in place in the Edi-
sor disc sound box is very easily made by cut-
ting a piece of steel the proper length to fit
into the slots in the clamp ring (be careful to
not have it so long that its end will touch the
thread in the sound box head). Then cut a
half circle, of the proper size, out of the steel
at a point just above the center of the diaphragm
This will prevent the tool from striking the dia-

phragm point setting. Tool can be made about
two inches wide, according to the idea of the
user.

As a tool for use on the screw holding the
swivel hinge setting, one can be made from the
proper width screwdriver. Heat the end until
soft, place in vise and bend over at right angles,
having the bend about three-eighths of an
inch from the point, then recut the point.

Tools of this kind, while used in the factory,
are not sold. A good tool for removing broken
springs from cages has only lately appeared on
the market and can be purchased at a cost of
about $5. This is nothing more or less than
a hand vise, only that in place of the vise base
two steel points are used; these points are
pushed into the ends of the spring, the screw
clamp turned up tight and the spring can be
turned out of the cage with ease and safety.
It is also a very convenient tool for use in put-
ting in a new spring where the spring is coiled
and held in place by a wire. The vise is clamped
to the spring just in front of the end of the
coil; the wire is then cut, and the end of the
spring is left free, so that it can be hooked
onto the cage rivet, and the spring, pushed into
the cage, can then be released into position by
merely unscrewing the vise clamp screw.

The partnership of the Ballinger-McNeill Co.
music dealers of Oskaloosa, Iowa, has been dis-
nolved and Ralph Ballinger has assumed charge.
Mr. McNeill will remain with the firm as a mem-
ber of the sales staff. A full line of pianos and
talking machines is carried.
DETROIT BUSINESS SHOWS STEADY GROWTH THIS MONTH

Indications Point to Substantial Volume of Trade—Columbia Expansion—Why C. H. Grinnell Is Optimistic—Featuring the Vocalion—Planning for Music Week—Many New Stores Opened

DETROIT, Mich., August 9.—The way talking machine business jumped the first week in August has convinced some of the pessimistic dealers in the trade that they are in a very substantial industry. July was a quiet month, just as oldtimers expected, August is always a little better and it is being proven again this year. Dealers really could not expect much business during July, as this season experienced the warmest weather in its history. It started early in the month and never let up. The temperature was above 90 most of the time, too hot to keep people home, hence no desire for music. August is different—already we have had four days of cool weather and each day talking machine dealers report a big jump in the sales of both phonographs and records. A number of dealers told the writer this week that their best days for business are when it is either cold or rainy and we have had two days of rain since the first of the month.

Awake to Trade Possibilities

J. G. Macart, Dealer Service supervisor of the Columbia Co., with local offices at 431 State street, is kept extremely busy. Columbia dealers have awakened fully to the great possibilities for increasing business, if they take advantage of the suggestions and the silver which comes from Mr. Macart's department. The attractive window cards and various novelties are getting results wherever they are properly applied and dealers now realize that these are just the things that are needed to stimulate new buyers and increase sales. People pass by the stereopticon window or they pay no attention to the dealer who gets into the rut, but they do recognize the dealer who has attractive windows and who shows that he is progressive and live.

C. H. Grinnell Is Optimistic

C. H. Grinnell, manager of the Victor wholesale department of Grinnell Bros., returned last week from an extended trip, participating in the annual convention of the Talking Machine Jobbers' Association at Colorado Springs, Colo., of which, by the way, he was honored by election to the executive committee. On his return home he spent a few days in Chicago on business. Mr. Grinnell is confident that we will have a very good Fall trade. He says that shipments have arrived of the new $250 models and the new period designs and he expects to carry large stocks so that he can give the dealers prompt service. Mr. Grinnell has had a great deal of experience in publishing and he declares that the dealer who applies salesmanship methods to his business will be the one to prosper in the year to come.

Carnac's Death a Great Shock

The news of the death of Enrico Caruso came as a distinct shock not only to the talking machine dealers but to the thousands of music lovers who admired his art. The day following the announcement of his death quite a number of the dealers in the State came out with large advertisements lauding his death and calling attention to a dozen or more of his best records.

Interesting Chat With Sam Lind

Sam Lind, of the Lind & Marks Co., Acolian and Vocalion Jobber in this city, was a recent visitor to New York to talk over matters for the coming year and at the same time to place a large order for both phonographs and records. Mr. Lind says his company has really been doing far better than he had expected for June and July. "We didn't figure on much business during those two months, yet we went far ahead of expectations," he remarked. "We have not been going after business very hard because too many dealers have assured us that they will take all they can."

Immediate Sales and a Permanent, Profitable Business

This Is What the Jewett Means to You as a Dealer

HOW can I make sales TODAY?" is perhaps the thought uppermost in your mind this minute. Jewett dealers are making sales—plenty of them—because they have a line that is the most remarkable and outstanding value on the market today.

The Jewett combines an unusually rich and lifelike tone with a beautiful cabinet—the work of master craftsmen. And the price is fully our third less than that of similar quality phonographs.

Tied to why our dealers make immediate sales

Never was a new phonograph launched with such strong financial backing and with a sales and manufacturing organization of such wide experience in the phonograph business. Among other influential men of large resources who are behind the Jewett are the three Jewett brothers, well known from their long connection with the Paige-Detroit Motor Car Company. Their experience, capital and sound merchandising methods are a guarantee of Jewett success and permanence.

The Jewett dealer will be given adequate advertising and sales assistance. He has an unusually liberal advertising policy and a co-operative financing plan. Write or wire today for our dealer proposition.

JEWETT PHONOGRAPH COMPANY

GENERAL SALES OFFICES: 958 PENOBSCOT BUILDING

DETROIT 1-2

MICHIGAN
of the handsomest and best-equipped shops of its kind in the Middle West.

**Emerson Distributors**

R. K. Currie & Co. are the Detroit wholesale distributors now of Emerson records, having established offices at 417 West Fort street. He reports a very brisk trade.

**Brooks Shop Opens**

The Brooks Shop has opened its Fall season with a line made in Michigan.

**AUGUST IS, 1921**

**The pivot suspension at a lower price.**

Phillips, president of the William Phillips Phonograph Co., New York City, manufacturer of tone arms and sound boxes, reports that his company has discontinued the use of the ball-bearing principle on tone arm No. 2.

**PIVOT SUSPENSION NOW USED**

This model is now being made with a pivot suspension, which, Mr. Phillips claims, gives it a better hold and easier plan and eliminates the difficulties experienced through the ball-bearing. He writes:

"The time is now opportune to give careful thought and consideration to the conditions which exist to-day in your Victor business. In practically every holiday period for many years past there has always existed a shortage of Victor merchandise."

"The letter continues to analyse conditions as they have been in the past and calls attention to the present-day conditions where many Victor retailers are buying from hand to mouth. Mr. Davega reports that a number of his dealers are proving that good business can be done during the Summer and that one metropolitan Victor retailer has doubled his business over that of last year. He states that the Knickerbocker Talking Machine Co., predicts that many dealers will find, when they close their year's business, that it has exceeded that of 1920, as with business conditions improving throughout the country and with a much better supply of both Victrola and records he sees no reason why any Victor retailer cannot show a good increase in his business this year.

"Mr. Davega suggests that the dealer figure out, in a conservative manner, the amount in dollars and cents of both Victrolas and records which were sold in the corresponding Fall and Winter of 1920 and to send in his order now, or, if the dealer is optimistic and figures on doing more business, it is suggested that he add to his order accordingly. In conclusion, he urges the cooperation of the dealer in letting the wholesaler know the needs of his trade, so that he in turn can base his orders accordingly with the factory and thus assure all of a plentiful supply of merchandise during the busy season ahead.

**HAD INTERESTING EXPERIENCES**

E. C. Howard, Grandy sales manager, is back at his desk after a two weeks' vacation in Michigan, from which he has returned with many interesting fishing experiences. Mr. Howard triumphantly rode into Norfolk in a brand new car, which he purchased on his return trip. His experiences in driving his car from Kokomo, Ind., to Norfolk, Va., without a license of any kind would form the basis upon which one of the "best sellers" might be written.

**WATER STOCK REQUIREMENTS**

**Timely Letter Sent Out by Knickerbocker Talking Machine Co. Warning Dealers to Carefully Estimate Their Needs for Fall and Winter**

That unless dealers carefully estimate the quantity of Victor merchandise needed for Fall business a scarcity of the same may again be experienced is brought out in a letter sent to Knickerbocker dealers by Abram Davega, vice-president of the Knickerbocker Talking Machine Co., Victor wholesaler, New York City, who says:

"The committee appointed to plan Music Week, which starts October 16 in Michigan, not only Detroit, but twelve other of the largest cities. The committee has selected this date to put on a Music Week. It looks as if it will be the biggest event musically that Michigan has ever had and it should mean a great deal to the biggest event musically that Michigan has ever had and it should mean a great deal to the talking machine dealers in the particular towns.

Robert Lawrence, of New York, and a staff of assistants will arrive in Detroit on September 1 and remain for six weeks to work out the various details."

**Not With Brunswick Shop**

In the July issue of The World it was stated that George Middleton, formerly associated with the Brunswick Shop, of this city, had rejoined the staff of this retail establishment. This was incorrect, as Mr. Middleton is not associated with the Brunswick Shop.

**New Quarter for Jewett, Bigelow & Brooks**

A. A. Fair, sales manager for the Jewett Phonograph Co., continues full of enthusiasm over the Jewett line, which is being constantly improved, both in design and workmanship. He states that new dealers have been added by the score in Michigan, Ohio and Indiana and that just as fast as he can get around to it other territories will be opened up. He states that not a day goes by that he doesn't receive inquiries from other sections showing the widespread interest being manifested in the Jewett line. The phonograph division of Jewett, Bigelow & Brooks, conducted as the Jewett Phonographs Co., has moved to larger and better quarters on the ninth floor of the Penobscot Building, this city.

Joe Rogers, salesman lor the J. L. Hudson Music Shop's Victrola department, has returned from an extended motor and fishing trip through Pennsylvania and West Virginia.

**It's More Profitable For the Dealer to Sell Victor Products**

**Their great superiority not only gives you every advantage in making sales—with Victrolas and Victor Records so much better known and more highly regarded than the talking machine products of other makes, they are naturally in far greater demand than those of any other line.**

**An Order Placed With Grinnell's**

- Is one that you can depend upon being carefully filled and promptly shipped. As a matter of fact, never more than a few hours elapse between time order is received and goods go forward.

- This definite rule, together with the varied and excellent shipping facilities at our command, and with our ever-ready stock, places at your disposal such service as will be found a real help in meeting the wants of your public—and in increasing your business.

No better time to take advantage of it than in the next Victrolas and Record order you place.
Charles Hackett's great tenor in "There's Sunlight in Your Eyes" will put sunshine into the hearts of all his hearers, and money into many a Columbia dealer's cash register. Columbia 79704.

Columbia Graphophone Co. NEW YORK

HEAVY RECORD SALES ARE REPORTED IN MILWAUKEE

Coming of Cooler Weather Also Has Good Effect on Trade Generally—Getting the New Business Campaigns Under Way—Nearly a Hundred Dealers in the City—News of the Month

MILWAUKEE, Wis., August 12—Despite the adverse influence exerted upon retail business generally by the exceptionally hot weather during June and July by a protracted spell of abnormally high temperatures, talking machine business has been good. With the return of normal conditions temporarily relaxed, greater business has been more noticeable and most dealers in this city feel that they will be able to finish the summer with a record as good as that of last year in respect to sales. Properties for the fall and holiday season appear heightening, and the outlook is one of the most encouraging features of the immediate situation.

The sale of records continues to hold the center of the stage among Milwaukee dealers in the last month, as for two or three months before that time. The demand has been relatively constant and while the supply has been nearly equal to all requirements dealers stocks at this time are not above normal. In the case of the most popular numbers of the day the supply has been entirely too small and many dealers have been fighting to get even limited quantities of the last sellers.

Managers of factory branches, wholesalers, distributors and jobbers located in this city and generally covering the entire State of Wisconsin, as well as the Upper Peninsula of Michigan, express themselves as uniformly pleased over the condition of business with retailers in this territory. This feeling has been improved materially in the last week or ten days, since merchants have been turning their attention to the matter of fortifying themselves against the expected holiday demand. Many dealers are placing good orders now in order that they will have the goods on their door or records on their shelves when the active demand sets in, and not wait until the last minute to get under cover.

Badger Co. Shows Steady Gain

Samuel A. Goldsmith, vice-president and sales manager of the Badger Talking Machine Co., vice-president and sales manager of the Badger Talking Machine Co., is one of the real optimists of the local trade and his cheerfulness over present and future conditions is well grounded. The Badger house has been able to not alone sustain last year's volume in the first seven months of 1921, but practically every month this year has shown a fair percentage of gain. Mr. Goldsmith is one of those keen business men whose foresight is good, and while he does not set himself up as a prophet his views are eagerly sought. Thus when he says that he feels holiday business this year will be good a real deal of confidence is held by the trade.

Brunswick Trade Expands

Brunswick record trade has been of exceptional proportions all of the past month, the announcement being made by dealers having taken the people of this territory by storm. Especially those in the Summer colonies at the innumerable lakes near Milwaukee are boosting the Brunswick dance record to the skies and this undoubtedly will have a sustaining influence upon future business. Thus J. Kold, manager of the local branch of the Brunswick Talking Machine Co., says business has been very satisfactory, in view of some of the acknowledged businesses acting adversely upon general business, and he looks to see business grow better steadily from this time forward.

Sustained Columbia Campaign

The strong campaign being made nationally by the Columbia Co. has been presented with particular vigor in Milwaukee and Wisconsin by Herbert H. Walley, resident representative of the Chicago branch. Graffonolas as well as Columbia records have been moving very satisfactorily and Mr. Walley says that he now has one of the most enthusiastic dealer organizations in eastern Wisconsin possessed by any of the major talking machine manufacturing interests. One of the biggest problems is to supply dealers adequately with the popular numbers, so heavy is the schedule of advertising of the better class has done wonders to give the Columbia products the high standing in the hearts of all his hearers.

Col. Barrett Honored

Col. E. J. Barrett, secretary and treasurer of the United Phonographs Corp., Sheboygan, Wis., manufacturer of the Puritan, was elected State Commander of the American Legion in Wisconsin at the recent convention at East Claire. Col. Barrett is a veteran of the Spanish-American, as well as the world war, and served for a time in the Philippines with the medical corps. He has not been a practicing physician for many years, having been associated with the Bennett industries at Sheboygan, Port Washington and Grafton, Wis., since he returned from the Philippines. During the recent war, however, he volunteered for service and was promoted to major, later being discharged from active duty as a colonel.

Remodeling Orth Store

Chas. J. Orth, Inc., distributor of the Puritan in Wisconsin and Upper Michigan, has recently remodeled the interior of the retail store, offices and wholesale headquarters to provide more adequate facilities to handle the steadily growing trade.

Edison Descriptive Slogan Interests

Both the quality and quantity of Edison business in this territory shows improvement over last year, according to reports from the Phonograph Co. of Wisconsin. The present competition of the Thos. A. Edison Co. for the National Edison phonograph is exciting much interest here and there are many contestants for the large awards to be made soon.

The Sonora Moving Forward

The Sonora is moving forward at the usual brisk pace under the well-organized and systematic promotion given this line by the Yake & Lounge Drag Co., which is exclusive wholesale representative in Wisconsin and Upper Michigan.

A Significant Condition

Less complaint is being heard from jobbers and dealers in respect to the keen competition which was offered them in recent months by the great competing manufacturers of instruments of a more or less undersized character through the "dumping" of surplus by the manufacturers. A large number of machines thus cast off upon the market at ridiculously low prices, compared with the resale prices of standard makes. With the public in the frame of mind where only "bargains" could attract a majority these machines had smooth sailing at the expense of the known products. It is believed that most of the "junk" has been absorbed and the more legitimate products seem destined to come into their own more now.

Ninety-nine Dealers in Milwaukee

According to a recent census taken by the Milwaukee Journal of the retail merchants of Milwaukee, there are exactly ninety-nine dealers in musical instruments in this city, and with practically no exception they all deal in talking machines and records. The number is larger than most dealers had figured and it marks this city as a real important factor in the music industries of America from a retail merchandising point of view.

Bradford Featuring Oriental Products

The J. B. Bradford Piano Co. is now the exclusive representative of the Oriental Piano Co. throughout all of Wisconsin. Although the franchise was taken over April 13, up to August 1 the New York company permitted its former representative to handle its products to make complete disposition. The Bradford house has made some new

Where "Service" is more than an advertising catch-word

G. V. BREA
Vice-President.
M. A. GOLDSMITH
Secretary.
R. W. GOLDSMITH
Vice-President and General Mgr.

135—2nd Street Milwaukee, Wis.
ECONOMY

"It is not what you pay but what you get for what you pay that counts"

BRUNS MADERITE One Man Delivery Covers eliminate expense of repairing or repolishing—They fully protect the instrument and make handling same as easily.

BRUNS MADERITE Covers are an absolute necessity to all dealers in Talking Machines. They are made of heavy Duck or Ulkuti—Pillow Lined—Padded heavily and stitched both ways.

BRUNS MADERITE Covers protect the customer from wet or cold, dust, brutes, scratches, finger marks, etc. They assure delivery of machine in as good condition as when taken from the Show-room Careful Delivery methods with customers.

The high quality of material and woodwork in BRUNS Covers assure long wear.

 Prices and descriptive literature sent on request—write to BRUNS Vibrating Machines of all sizes and makes—direct or through your jobber.

Piano Moving Covers, Slip and Upholstered Felt Covers for Phonographs and Pianos.

BRUNS & SONS
Manufacturers of Everything Made of Canvas

PORTLAND BUSINESS IS INCREASING

Talking Machine Houses Report Progress During Month—Ship Victrolas to South Africa—Powers Co. Department Is Remodeled—Other Notable Indications of Activity

PORTLAND, Ore., August 6.—While the retail sales of phonographs and records for the past month have not been phenomenal, when compared with former years, they are very satisfactory. The jobbers of the various talking machines also say that the demand for the month showed a gratifying increase.

Sherman, Clay & Co. have the distinction of selling the first Victrolas to be sent into Rhodesia, South Africa. A machine was purchased by M. J. Godwin, one of this city’s business administrators, who is the first in his brother-in-law, who is a Minister of Public Lands in Rhodesia, and it is expected to arrive at its destination in time for Christmas. Fifty-six dollars worth of records accompanied the machine.

The McDougall Music Co. has donated a Columbia Grandola No. 2 as first prize in a subscription contest, which the Portland Times is staging. A great many young people are out after this fine prize and competition is keen.

The Graafonola is on display in the window of the establishment.

The phonograph department of the Powers Furniture Co. has been thoroughly remodeled and moved to a more prominent part of the lower floor. Four double booths in ivory and gray have been built right up to the show windows. W. E. Maxwell, manager of the department, is featuring a special contest to advertise the opening of their new rooms.

A Brunswick No. 117 has been placed in the window and as an appointed time the seal will be broken and the opening of their new rooms. A Brunswick No. 117 has been placed in the window and as an appointed time the seal will be broken and the opening of their new rooms.

Notable Indications of Activity

Powers Co. Department Is Remodeled—Other Notable Indications of Activity

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. Fesler and J. L. Cooke.

The human race is divided into two classes; those who go ahead and do something and those who sit and ask: "Why wasn’t it done the other way."—Oliver Wendell Holmes.
AKRON DEALERS PLEASED OVER THE BUSINESS OUTLOOK

Buying Increasing, Collections Improve and Profits Are Giving More Employment in This Section of Ohio—Dealers Are Working Earnestly and Participating in Activities for Trade Benefit

AKRON, O., August 4. With the rubber industry experiencing a revival and hundreds of the unemployed being absorbed weekly Akron music dealers, for the first time this year, admit business is showing an improvement. Without exception, all dealers visited by the representative of The World expressed themselves as being very much pleased over the Fall and Winter outlook for business in the rubber city. Collections are reported better and those who have been behind with their payments are coming in now for the first time in months, which is a good indication that the industrial situation has undergone a big change for the better.

J. W. Miller. opera manager, to sneer of F. W. Va. Soyoe. who has

A. B. Smith Piano Co. id cation,. capacities, has

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employed being absoritell weekly Akron music

Talk was current here this week to the effect that a movement is about to reorganize the Akron Music Dealers’ Association, which had such a prominent place in local retail merchandising circles for many years. S. S. Van Fosen, of the A. B. Smith Piano Co., when he

visited the town with that firm some

months ago to go to Canton, O., to engage in business, was compelled to resign as head of the local association, and since then no one dealer has taken it upon himself to get the dealers together for reorganization. “It is one of the most important places of the retail music game,” said a dealer here this week. “It tends to acquit others with what you are doing and gives
every one helpful hints which will aid them in business.”

Co-operate in Salesmanship Classes

Retail music dealers of Akron will co-operate with other merchants here in making the retail salesmanship classes to be conducted here this Winter a success. Miss Helen Ransdell, gov-

ernment instructor, will come to Akron in Sep-

B. Smith Piano Co. has shown wonderful im-

provement since August 1, and the present

volume continues this month will be the best of

the entire Summer season. “The improvement in the rubber industry already has been re-

flected in the music business,” he said.

May Reorganize Music Dealers’ Association

A certain merchant in another field recently

Akon to have a place where those who

own talking machines may go and exchange rec-

ords for fifteen cents each. W. W. Thom will

be in charge of the exchange.

Akron music stores did not join with other

retail shops in closing on Mondays. Dealers,
after a conference, agreed that there was noth-

ing to be gained by suspending activities the

first day of the week, especially since they have

just experienced a very quiet Summer session.

Alters Near Completion

Alterations to the Howard street store of the

George S. Dales Co. are rapidly nearing com-

pletion and by September 1 this store will be

ready for its formal reopening. Workmen are

busy putting the finishing touches to the new
talking machine department, which will give the store the most commodious talking machine

shop in greater Akron. This company already

lays claim to having the most costly and most

beautifully appointed talking machine shop in

the State of Ohio.

Postpone Erection of New Building

The Katz Piano Co., one of the oldest music

firms in the city, has decided not to start erec-

tion of its new building on a site already ac-

quired in South Main street until conditions

return to near normal and building costs re-

cede, it was learned this week. This company has

discontinued its branch store in South Main

street, confining its activities to the main store

in South Howard street, which has been its

dom for more than twenty years. The com-

pany plans to erect, some time in the future, a

modern brick building, which will house a

modern music shop, handling lines of pianos,
talking machines, records and musical merchan-

dize.

WSE USE OF THE QUESTION MARK

A certain merchant in another field recently employed an idea in his newspaper advertising which may have some possibilities for music merchants. In his advertising he announced a big sale and listed various products as part of the copy. However, after each product, where it is customary in sales advertisements to insert the “Greatly Reduced Price,” this merchant inserted a huge interrogation point. At the head-

line of his copy he used a large question mark

and he entitled the affair “Surprise Day.” The

plan proved quite successful.

“GROSSLY EXAGGERATED”

Using the words of Mark Twain when de-

venting persistent rumors of his own death, the

fire at the Pathé plant, as reported recently in

the metropolitan dailies, was “grossly exagger-

ated.” The fire actually occurred in two wooden

shacks which the Pathé Freres Photographe Co.

owns on property on the other side of the street.

None of the factory buildings comprising the

Pathé plant was damaged in any manner.

NEW CHARMAPHONE PORTABLE

WITH REAL HORN

Retails at $30.00

Weight 15 lbs., size 13" x

13"—fine mahogany cab-

inet holds ten 12" records,

equipped with Hein-

man double spring motor

and universal tone arm.

MOST ATTRACTIVE COMPACT DURABLE

Phonograph on the Market

Write at once for particulars

Sales Financed for Charmaphone Dealers

Under our new Deferred Payment Plan for dealers, no additional capital is needed to open an unlimited and profitable phonograph business.

Write at once and receive full particulars about this wonderful plan.

No tying up of capital on long leases. The Charmaphone Co. finances all your leases. This plan, combined with the Charmaphone prices, makes Charmaphone the biggest and most profitable proposition ever put on the market.

CHARMAPHONE COMPANY

39 West 32nd St., N. Y. City

Factory: Pulaski, N. Y.
TO HONOR THOS. A. EDISON

People of His Native Town Want to Erect a Memorial of Some Serviceable Character

FRANK BACON AND THE VOCALION

Star of "Lightniri" Makes First Vocation Record—Bears Two Interesting Scenes From the Play and Will Be Released in October

The big Vocalion record news this month is to the effect that Frank Bacon, the star of "Lightniri," has been placed under contract to make a number of talking records for the Vocalion. He has already completed his first record, made up of two bits of the play "Lightniri," one side being his Bacon's version of the Reno divorce court scene and on the other side his "Due Story."

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TALKING MACHINE MEN MEET

Transact Much Business at Importance at Monthly Meeting Held on August 11

At the recently monthly meeting of the Talking Machine Men, Inc., was held on August 11, at Kenn's Chop House, 72 West Thirty-sixth street, the meeting proper being preceded by a luncheon. The final arrangements for the annual outing of the organization were closed and a report was made on the recent meeting of the talking machine dealer clerks. Several new ideas were presented for consideration and these are to be received at the September meeting of the association.

A LIFELIKE BUST OF CARUSO

Small Size 4\(\frac{1}{2}\) in. high
Price $16.00
per hundred

Large Size 16 in. high
Bronze finish
Price $36.00
per dozen

CARUSO BUSTS VERY POPULAR

Since the untimely death of Enrico Caruso, world-famous tenor, the Juth Toy Mfg. Co., Brooklyn, N. Y., has received an avalanche of orders for the bust figures of the world-famous tenor, the Juth Toy Mfg. Co.

CARUSO BUSTS IN TWO SIZES

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Now is the time to have these in stock to sell to your many record customers.

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A TIMELY APPEAL TO VICTROLA OWNERS

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Now is the time to have these in stock to sell to your many record customers.
This is the vacation time of the year when all for a comfortable period should rest from the work of the day.

Yesterday a friend, visiting the Stephenson factory, complimented the works manager upon the careful inspection given the Stephenson Motor before shipment. Only a very few motors are rejected at this rigid final inspection, for painstaking care is taken in every process of manufacture.

Discontented employees turn out a mediocre product. This friend commented upon the Stephenson spirit—a spirit of happiness, contentment, ambition to do the work of the day better than the work of yesterday.

Play as hard as you work and work as hard as you play, says an old-time philosopher.
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.

HUTCHE ENGINEERING ASSN.

451 East Ohio Street, CHICAGO

NEW VOCALION DISTRIBUTOR ORGANIZED IN PITTSBURGH

Clark Musical Sales Co., With Headquarters at 505 Liberty Avenue, to Take Care of Pennsylvania Territory West of Altoona—Takes Over Staff of Former Distributor

The Clark Musical Sales Co. has recently taken over the distribution of the Vocalion line of machines and records in western Pennsylvania with headquarters at 505 Liberty avenue, Pittsburgh, Pa. The new organization will take over the staff of the Philadelphia Show Case Co., which formerly covered that territory, including James Penne, general manager; John Russell and J. H. Strick.

The Clark Musical Sales Co. will handle all the Vocalion distributing business in the Pennsylvania territory west of Altoona, and will also

be in a position to serve sections of eastern Ohio and West Virginia. The Philadelphia Show Case Co. will continue to serve the territory east of Altoona.

Oscar W. Ray, of the wholesale Vocalion department of the Acolian Co., together with Jesse and Edvia Rosenstein, of the Clark Musical Sales Co., whose headquarters are in Baltimore, Md., spent some time in Pittsburgh looking after the details in connection with the transfer of the distributing business.

The Clark Musical Sales Co. has secured a large store, together with the basement and mezzanine floor, providing an available space of about 5,300 square feet, and will carry a complete stock of machines and records at all times in order to give prompt service to retailers.

STEWART MOVES TO CLEVELAND

Manufacturer of Portable Phonograph Will Have Executive Offices and Factory in Cleveland—Henry Kahler in Charge in New York

The Stewart Phonograph Co. has moved its executive office from 461 Eighth avenue, New York, to its newly opened factory at Forty-ninth street and Saint Claire avenue, Cleveland, Ohio. This new factory is equipped with modern machinery and the company is now prepared to manufacture all the parts of the Stewart portable phonograph in this plant, thereby being able to give its dealers maximum service in the delivery of these machines.

The offices at 461 Eighth avenue will be retained and will be known as the New York branch. In charge of Henry Kahler, who will take care of the distribution of Stewart portable phonographs in the East.

ATTENDS BIG GOLF TOURNAMENT

Oscar W. Ray Guest of O. J. DeMoll at Championship Meet in Washington

Oscar W. Ray, of the wholesale Vocalion department of the Acolian Co., went to Washing-
ton this week as the guest of O. J. DeMoll, of O. J. DeMoll & Co., to witness the International Open Championship Golf Tournament, held on the Chevy Chase course. Messrs. Ray and DeMoll went out with Jones and Diegel and came in with Duncan and Barnes, picking up some points on golf en route that will prove of distinct value. Mr. DeMoll, by the way, is some golfer himself, and has long been secretary of the National Golf Association of the Piano Trade.

WM. PHILLIPS AT LONG BEACH

William Phillips, president of the Wm. Phillips Phonograph Co., New York City, is staying for the Summer at Long Beach, L. I., and is coming back to his office. Mr. Phillips recently spent a few days with his son, who is staying at a boys' camp in New York State, and enjoyed himself greatly with the boys in the camp. Young Phillips is building up for him-}

self quite a record as a pitcher in the camp's team.

APPOINTS NEW OKEE JOBBER

The Philadelphia Show Case Co., with headquarters at 505 Liberty Avenue, Pitts-
burgh, Pa., has recently announced to the trade a new type of dancing toy, which has many unique features, has been displayed in a number of the leading cities, and as a result of this display the company has received agency requests from representative job-
bers and dealers. According to its present plans the company will make quantity shipment within the next fortnight, when full details as to its merchandising and publicity plans will be announced.

INTRODUCING ENTIRELY NEW TYPE

The Spraytone Phonograph Corp., of Ridge-
wood, N. J., recently placed upon the market an entirely new type of talking machine, the special feature of which is its triangular shape, which allows it to fit snugly in the corner of a room. It carries some exclusive features in the arrange-
ment of the amplifying chambers and is also equipped with Index record racks with a capacity of 140 ten or twelve inch records. The doors of the record cabinet are quite unusual inasmuch as they are of the sliding variety, the additional front width of the triangular machine allowing this feature to be used most advan-
tageously. At the present time the company is currently turning out one model of its product, although it can be obtained in several finishes.

Samples to the trade are now being forwarded and quantity production of the new product is thought possible by the company officials by September 1. R. B. Linden, long a resident of Ridgewood, N. J., and formerly well known in the importing and exporting field, heads the new organization.
CONVENTION OF VICTOR TRAVELERS

Annual Conference of Traveling Staff of Victor Talking Machine Co. Now in Session—Elaborate Program Provided for Meeting.

The annual convention of the members of the traveling department of the Victor Talking Machine Co. began on August 8th and will continue through to August 20th, an elaborate program having been arranged for the two weeks. The Victor travelers from every section of the country gathered in Camden for the purpose of learning all of the company's plans and policies for the season of 1921-22; studying the new products being offered to the trade and hearing helpful addresses by the heads of the various departments.

Arrangements have been made whereby the visiting travelers will be housed at Swarthmore during the period of the convention, visiting the factory and the administration building of the Victor Co. on tours of inspection and for conferences. These in charge of the program state that it is more elaborate in character than any of those offered at previous conventions, and the various features will be designed particularly to enable the Victor traveler to meet present-day conditions, and the problems arising therefrom, competently and satisfactorily.

THE VOCALION LINE IN MARYLAND

Clara Musical Sales Co. Already Accomplishing Results as Vocalion Distributors

The Clara Musical Sales Co., recently organized in Baltimore, Md., under the direction of Jesse and Edmund Roesthaus, for the purpose of acting as distributors for Vocalion and Vocalion records, is reported to have its work well under way, and is already accomplishing results that are distinctly satisfactory to the Vocalion interests. The new organization operates throughout Maryland and has already placed a number of new dealers in that territory, supplying them with stock direct from Baltimore.

PLANS BIG CONCERTS FOR AKRON

Windsor-Poling Co. to Present Noted Talking Machine Artists, Including Sousa's Band, in Akron During the Coming Fall Months

Akkon, O., August 8—Believing that Akron people, in accordance with other large cities, should have an opportunity to hear the foremost artists of the musical world, the Windsor-Poling Co., local Victor shop, has been successful in engaging four of the greatest artists to appear in Akron this fall. On November 15, Madame Alida Margi 21 and Madame Schumann-Heink April 1 or 2.

WHITMAN AT DEALERS' OUTING

The arrangements committee of the Talking Machine Men, Inc., announced this week that Paul Whitman and his famous orchestra had been secured for the annual outing of the association to be held August 17 at the Terra Marine Hotel, Hughwood Park, Staten Island. The Whitman orchestra will accompany the dealers and their friends on the Midland Beach boat, and will also play during the afternoon at the Terra Marine Hotel. As this orchestra is considered one of the country's foremost dance organizations, it will be welcome news to the dealers to learn that these artists will appear at next Wednesday's outing.

OFFICIALS VISIT BRUNSWICK STORE

Rochester, N. Y., August 9—Edward Straus, eastern manager of the talking machine department of the Brunswick-Balke, Co., and Walter Hechel, manager, composer and instructor of Brunswick dance records, paid an inspection visit recently to the new Brunswick Phonograph Shop at 43 North Main street in this city, and congratulated the local firm on its beautiful and up-to-date store.

PLANS VICTOR DEPARTMENT

The Duncan-Schell Furniture Co. of Keokuk, la., is planning a modern Victor department in its new store which will be opened at Fort Madison in September. Six demonstration booths, outside salesmen and experienced girls to handle record sales are included in the plans. The entire stock of two Fort Madison Victor dealers has been purchased by the company.

R. B. GREGG'S MOTHER DIES

Orange, N. J., August 8—The mother of R. B. Gregg, advertising manager of Thomas A. Edison, Inc., who had lived to be some eighty years of age, passed away on Friday last. Mr. Gregg has been receiving quite a number of letters of sympathy from his wide circle of friends.

A New Oro-Tone Product

3-D Arm, O.3 Reproducer

The arm is adjustable in length from 7 1/2 to 9 inches. Made to meet the demand for a dependable Arm and Reproducer at a low price.

SEND FOR SAMPLE

THE ORO-TONE CO.

1060 to 1010 George St. Chicago, Ill.

JOINS IROQUOIS SALES FORCE

G. Kuehner joins Staff of Granby Jobbers—L. M. Cole Leaves on Extended Trip

BUFFALO, N. Y., August 6—Gustave Kuehner, formerly Buffalo city salesman for the wholesale branch of the Columbia Graphophone Co., has joined the staff of the Iroquois Sales Corporation in this city, in the same capacity. Mr. Kuehner, who is well known in the local trade, will be able to offer practical co-operation to Granby and Okeh dealers.

L. M. Cole, general sales manager of the Iroquois Sales Corp., will leave to-day for a trip that will last over a month, covering the entire territory. He has a number of excellent prospects to visit and upon his return will undoubtedly announce the consummation of several important Granby and Okeh agencies.

C. M. GOLDSTEIN'S NEW POST

C. M. Goldstein, formerly a member of the copyright department of the Columbia Graphophone Co., and well known in talking machine circles throughout the country, has joined the staff of the General Phonograph Corp. Mr. Goldstein is in charge of the company's copyright activities and his knowledge of every phase of this important work is being utilized to excellent advantage in his present post.
When Ted Lewis' Jazz Band begins to play "Where Is My Daddy Now Blues" and "Queen of Sheba" everybody begins to fox-trot. That's the sort of dance record it is. Keep a lot of them on your counter. A-3421.

**NEW HOME FOR ORMES, INC.**

Prominent Victor Wholesaler Secures New Quarters at 15 West Thirty-seventh Street, New York—Will Be Spicklynd Equipped

Ormes, Inc., Victor wholesaler, New York City, has secured a new location for the future conduct of its business, which will provide exceptionally fine facilities. For a number of years past Ormes, Inc., has been situated on 125th street. Mr. Price destroyed his former home during the past Winter the energy and resourcefulness of Clarence L. Price and his associates was shown in the securing, within twenty-four hours, of temporary quarters at 102 East 125th street, where Ormes, Inc., has been located up to the present time. Without the loss of a single business day Mr. Price continued his business as heretofore. In spite of the resulting handicaps accruing from the fire the business of Ormes, Inc., grew steadily.

In its new location at 15 West Thirty-seventh street, Ormes, Inc., has secured a large loft, where it will be possible to conduct the entire business on one floor, although it is planned to resort to outside storage during some periods of the year. Elaborate equipment will be installed, which will make these wholesale warerooms rank among the most attractive.

Possession of these new quarters will take place between the 1st and the 15th of September. In referring to his new business home Mr. Price stated to The World: "Our new home will not only provide increased facilities for our own business, but, still better, will allow us to give the maximum of service to every Ormes dealer."

**HOLD LAST ANNUAL OUTING**

New Haven Columbia Employees Have Outing at Roton Point—Local Branch Moved to Boston

New Haven, Conn., August 4—Employees of the local wholesale branch of the Columbia Graphophone Co. recently held their last annual outing at Roton Point, Norwalk, Conn. The local branch of the company, which has been in existence for nearly twenty years, has been consolidated with the national branch and the entire stock has been removed to the Boston establishment. "Good-by" addresses were the order of the day, but the usual water sports and games were enjoyed. H. L. Moore was manager of the local concern.

**SOME HELPFUL SUGGESTIONS**

Many helpful suggestions are given to the Victor retailer in a recent communication sent out by the Knickerbocker Talking Machine Co., Victor wholesaler, New York City, to its dealers. The various plans suggested therein show the many uses of the new advertising novelty put out by the Knickerbocker branch and the entire stock has been removed to the Boston establishment. "Good-by" addresses were the order of the day, but the usual water sports and games were enjoyed. H. L. Moore was manager of the local concern.

PORTROLA

**Look at it close**

**WRAP-AROUND CASE COVER**

- **Electric Light, See How to Play**

- **Records Carried Inside**

- **Waterproof Case Cover**

Dealers and Salesmen Wanted Everywhere. Write Us.

**PORTABLE PHONO CO., INC.**

1017 McGee Kansas City, MO.
Trade preparing for big business in New Orleans

L. Grunewald Music Co. and Dwyer Piano Co. open new Victor department—Sales campaigns being mapped out by various organizations—Passing of Caruso causes great regret

New Orleans, La., August 6. The death of Enrico Caruso, the world's greatest tenor, has held the stage in New Orleans Victor circles and probably will do so for many a day to come, and, due to the large Latin population here, there is added regret in the passing of the "golden-voiced" Italian.

Out of respect to the memory of the great artist, an expression of effort was made to crystallize upon his passing, but the demand for life Victor records has surpassed anything that New Orleans dealers have experienced in the way of record sales. Also, no doubt, will be in evidence for a long time; for Caruso, on his visit here, June, 1920, under the auspices of the artistic department of Phillip Werlem, Ltd., won the hearts of the people in this music loving city.

Farhan Werlem, president of the house of Werlem, stated in an interview recently that the Caruso concert was the biggest in the history of New Orleans and, speaking of Mr. Caruso's death, Mr. Werlem said: "Caruso was perfect, and it was not only his voice, but his cordiality and amiability that got into the hearts of his audience and made them love him."

Mr. Werlem made the return trip with Caruso to the East and stated he had never seen such manifestations of cordiality and sincere expressions of love and joy as Caruso had in meeting with his family again.

During the tour set for Caruso's interval on the South, the New Orleans Victor dealers made no sale of Victor merchandise for five minutes, out of respect to the distinguished Neapolitan.

Some shilling has been noticeable in the various Victor departments along the city, which brings about a happy talking machine family as a result, for all the changes have apparently resulted favorably to all concerned.

Gordon Powell, former manager of the Maison Blanche Victorian department, is now in charge of the Phillip Werlem retail department, having succeeded Ralph A. Young, who has become manager of the newly installed Victorian department at the L. Grunewald Music Co. Mr. Powell's successor at Maison Blanche is none other than J. D. Moore, former manager of the wholesale Victor department of the Talking Machine Co, as well as the local branch of capital. He has long been a friend to Victor and his efforts to bolster up the brand name have never been out of evidence, and will positively thrilled the admirers of America's greatest -in the music and song business.

Warbletone Record Renewer

Clears and polishes old records and makes them sound and look like new.

Grits and polish are furnished with each size of Warbletone Record Renewer. Cannot hurt a record and will positively beautify any record.

Price: 60 cents per bottle retail. Liberal discounts.

WARBLETONE RECORD CO.
225 Massasoit Avenue, Indianapolis, Indiana.

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JUDGE REVOKES APPOINTMENT

Revokes Receivability Proceedings Against Cirilo Phonograph Co.—Assets of Company Are Ample—Unjust Action Set Aside

TRUXTON, N. J., August 5—Judge Rehbul today revoked his appointment yesterday of S. E. Silver as receiver of the Cirilo Phonograph Co. of Newark, and dismissed the bankruptcy proceedings. Vice-Chancellor Griffin, on the application of a director of the company, had already named a receiver in equity to conserve the assets of the company. It was shown, on the application for the dismissal of the bankruptcy proceedings, that the company has book assets of $1,275,000, while its liabilities are only about $100,000.

CARUSO RECORD AT MEMORIAL

His Record of Handel's "Largo" Played at Memorial Services Held on August 7 by a Number of Personal Friends in New York

One of the first of several memorial services for Enrico Caruso, the noted tenor, following his death on August 2, was that held by a number of his personal friends, including several Metropolitan principals who happened to be in town, at the Campbell Funeral Church, New York, on Sunday, August 7. Various artists joined in offering a special program of music in connection with the service. One of the features was the playing on the Victor of Caruso's own record of Handel's "Largo," which is declared to be the best piece of recording the tenor ever did.

R. A. BOTHWELL TAKES CHARGE

Robert A. Bothwell has taken charge of the Victor department of Rudd & Rix, in Houston, N. Y., succeeding the late Edwin Roberts. Mr. Bothwell was formerly connected with a number of large Victor departments in Boston.

85c NEW CARDINAL RECORDS
NOW READY FOR DELIVERY

NEW CARDINAL RECORDS

ALL HITS

Stack of Barley—(Irish Jigs)............. Played by Flanagan Bros. (Accordion-Banjo)

The Gladstone—(Irish Waltz).......... Played by Flanagan Bros. (Accordion-Banjo)

Ain't We Got Fun?—Fox-trot

Larin's Roseland Orchestra

Marimba—Fox-trot


In a Boat for Two—Fox-trot

Larin's Roseland Orchestra

Cherry Blossoms—Oriental Fox-trot

Larin'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.
Talking Machine Dealer Gives Outside Concert

E. M. Dalley's Important Post

E. M. Dalley, traveling representative of the Remington Phonograph Corp., has been appointed assistant sales manager of the Olympic Disc Record Corp. Mr. Dalley began his new duties on the fifteenth of the month and will devote his attention to the appointment of representative distributors for these records.

Supply House Plans Exhibit

Evansville, Ind., August 9—The Families Cater Co., of this city, is planning to have displays at the Evansville Market, to be held in this city from August 29 to September 3. This concern, which supplies the music industry to a great extent, had a very interesting exhibit at the recent semi-annual Furniture Market, held in Chicago.

José Kerr with Emanuel Blount
Will Cover the Metropolitan District for Local Victor Wholesaler—Blount in Maine

José Kerr, well known in the Victor trade in the metropolitan district, having been, for some time with S. B. Dava-Co, and later with the Eeco Co., has become associated with the sales staff of Emanuel Blount, well-known Victor wholesaler, and will continue his efforts to the metropolitan territory.

Mr. Blount has been spending the Summer in Maine with his family, leaving New York on July 1. He will get back into business harness again on September 1. C. B. Riddle, Mr. Blount's able assistant, who looks after the trade outside of New York City, is now enjoying his vacation with his family in the Great Lakes region and is expected to return to his field of operations after Labor Day.

An Example of Quick Service

The Standard Talking Machine Co. was among the Victor jobbers who were quick to realize that the trade would require special service on Caruso records immediately after the death of the noted tenor and made preparations accordingly. On the day Caruso's death was announced the Standard Co. got out a special letter listing the Caruso records in stock and immediately available and, a few days later, issued to the dealers a special display card reading: "Caruso's voice will live forever in his Victor records—Let us play a few of them for you to-day."

José Kerr with Emanuel Blount

ARTISTIC BAMBERGER WINDOW

Brunswick Instruments Get a Splendid Display During Special Week's Drive

The talking machine department of L. Bamberger & Co., Newark, N. J., recently featured the Brunswick phonograph and records during an entire week. All through the department the Brunswick Week was emphasized and appropriate signs and displays were placed in the spacious and commodious exhibition rooms.

To support the sales efforts with the talking machine department one large front window was utilized to display several Brunswick models in a very attractive manner. It served to attract the attention of passers-by and helped materially in the closing of many sales of Brunswick instruments.

Special Mounting a Success

Proves One of the Desirable Features of the Silent Motor—Tested Before Adoption

One of the features of the motor produced by the Silent Motor Corp., 325 Dean street, Brooklyn, N. Y., and of particular importance, is the special mounting of the motor governor shaft. It is fitted with a ball-and-socket bearing, so that it automatically aligns itself for proper control of delivery of power from the springs to the turntable spindle. The improvement was accepted by the Silent Motor Corp., officials and their advisory engineer, Maximilian Weil, after a series of tests and was only adopted after its merit had been decisively proven. Charles A. O'Malley, president of the Silent Motor Corp., stated that several substantial contracts for motors had recently been placed with the company and that it has found that the newly adopted special mounting of the silent motor's governor shaft had contributed in no small measure to the decision of the purchasers.
Frank Crumit sings "Three O'Clock in the Morning," a novelty Waltz song with chimes effect, and "Moonlight," a love song. Both are bound to have a hypnotic effect on the pocketbooks of your customers. A-3431.

Columbia Graphophone Co.
NEW YORK

REOPENING OF FACTORIES HELPS SALES IN CINCINNATI

Business Outlook Improves—Opening of the Chubb-Steinberg Music Shop a Success—Morris Fante
Optimistic—Shillito Expansion—Educational Campaign In Mansfield—News of Month

CINCINNATI, O., August 8.—With the closing of July, a month about which little can be said by local talking machine men, other and substantial business comes. Several large manufacturing concerns which closed down some time ago at the peak of "hard times," reopen their shops and dealers, most of whom state that their large and substantial business comes from the working and middle classes, are highly optimistic.

Under the direction of J. L. Chubb and assistant, Ely Steinberg, the Chubb-Steinberg Music Shop, presenting a complete and unique line of Victor machines and records, opened its doors to the Cincinnati public, in the belief that the business district in the East Sixth street, last month.

The opening of the store, one of the most elaborate in the West last month, is canvassing Southern Ohio at present and has closed a number of accounts during the last week.

E. D. Follin, general manager of Victor line, is making a tour of the Western stores and is expected in Cincinnati this week.

George H. Link, of Upper Vine street, one of the oldest merchants in that part of the city, has recently let contracts for changes in his store. The contracts amount to approximately $4,000.

Several dance numbers composed by Justin Huber, director of an orchestra at Coney Island, a Summer resort of Cincinnati, are to be reproduced by the Victor Co.

Mr. Huber has contracted to take his orchestra to Canada, N. J., as soon as this Summer's engagement is completed to play six pieces. Several of the numbers will be his own compositions.

In addition to its regular second floor Victrola department, which is one of the most complete sales rooms for the Victrola in this section, the John Shillito Co. has installed on the main floor a thirty-foot Sel-rex counter. This arrangement, explains Mr. Donovan, manager of the department, is to take care of the drop-in trade, who will not take the trouble to get on the elevator and visit the regular room. He reports that the idea is surpassing all expectations. Business with this house for July was fair.

The B. M. Abbott Co., which has three stores in the city, celebrated the anniversary last week of its Walnut street branch. Souvenirs were given to all visitors. Mr. Abbott states he is satisfied with business, considering the fact that so many of the people are unemployed.

Word comes from Mansfield, O., that musical training in an advanced degree, through the use of the Victor talking machine, has been introduced and is proving to be successful in the public schools of this city. Higher principles of the harmonic art are being taught by music instructors, the instruments being supplemented by lectures on musical history, fundamentals of harmonics and appreciation of operettas scores. In the seven schools of the system there are thirty-seven machines, which were purchased by the pupils and members of the musical club, which is made up of 600 boys and girls, at a cost of between $5,000 and $6,000. In addition, each school has a complete record library and a system of exchange whereby a common benefit is provided.

At the head of the new method is Supervisor of Music R. 0. Chubb, whose success has been attracting notice throughout the musical world. Guided by test, the work of Mrs. Frances E. Clark, the regular teacher in each room gives the pupils regular training work, while Supervisor M. H. George has a hypnotic effect on the pocketbooks of your customers. A-3431.

P. L. DEUTSCH VISITS NEW YORK

P. L. Deutsch, assistant secretary of the Brunswick-Balke-Collender Co., and head of the phonograph division, was here recently to visit the New York branch, conferring with the officials at this office on matters pertaining to the Brunswick phonograph business in the East. Mr. Deutsch spent considerable time in New York and left for Chicago after accomplishing several matters of importance in connection with Fall business.

PROGRAM ‘STUNT’ INCREASES SALES

As the result of an intensive selling campaign, which included an ingenious "stunt," whereby every recipient of the July supplement of "Olympic" disc records would read that supplement through from cover to cover, the sales of Olympic records were made an advance of nearly 100 per cent in July over the previous month. Olympic records are continuing to grow strongly in popularity and many plans are being made for the Fall season which will augment their output materially.

TONE ARMS AND SOUND BOXES

Especially designed for portable phonographs. Special designs made to order. We also manufacture portable motors playing four-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
TELEPHONE STERLING 1220
BROOKLYN, N. Y.
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 maximum, and it will be inserted free. Replies will also be forwarded without cost. Additional space will be charged at 25c. per line. If bold face type is desired the cost of same will be 25c. per line. Rates for all other classes of advertising on application.

RECORD SALES

P. A. FITZGERALD, 533 Fourth Ave., New York City.

WANTED-Salesmen to sell Okephono and Morome phoneographs in Wisconsin and upper Michigan. Vehr & Lange Drug Co., Milwaukee, Wis.

POSITION WANTED IN NEW YORK BY EXPERIENCED RECORD AND INSTRUMENT SALESLADY. BEST REFERENCES. "B. G. " (932), care The Talking Machine World, 373 Fourth Ave., New York City.

WANTED-Man to take charge of Talking Machine Department in city of 45,000 inhabitants in Middle West. Will pay real money for a real man. Address "Box 996," care The Talking Machine World, 373 Fourth Ave., New York City, giving full particulars about yourself in first letter.

POSITION WANTED-A capable phonograph salesman, familiar with the Columbia line, is open for a road or manager's position. Can furnish references of proven ability in both. Address "Salesman," care The Talking Machine World, 373 Fourth Ave., New York City.

POSITION WANTED—Traveling or with Retail Stores—inside or outside position. Ten years' experience, wholesale and retail, handling Columbia, Edison, Victor, Brunswick, etc. At present most successful crew manager in Pathe organization. Thoroughly capable of holding any position, no matter how responsible. Only concern of highest financial standing and handling standard lines considered. State fully your proposition, commission and machines handled, etc. Prefer New York City, State or Eastern territory, but will consider anywhere in United States. Address "T.R.M.," care The Talking Machine World, 373 Fourth Ave., New York City.

POSITION WANTED—Thoroughly experienced with all formula and the grinding, rolling and mixing of all materials for records. Have had five years' experience as supervisor of record manufacturing. "Box 999," 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 well known Phonograph Cabinets. Address "Box 986," care The Talking Machine World, 373 Fourth Ave., New York City.

FOR SALE

Sound-proof rooms and surplus record cabinets. At lowest possible price of material. First-class condition. Deliver at once. P. O. Baltimore. 5 sound-proof rooms, sides and doors of 19. Glass measurements. 96 x34 x6 inches.

Surplus record cabinets, 7 bottom sections 4 ft. long by 6 ft. wide, 4 top sections 4 ft. long by 6 ft. wide.


STEEL NEEDLES

Fifteen million, Extra Loud Tone, Superior Quality, imported from Germany in original cases, one thousand needles each. Will sell lots of one million and over at 24c. per 1,000 needles.

Terms: 1/2, New York, net cash.

RICHARD EULER, 136 West 65th Street, New York City.

EXECUTIVE SALES MANAGER OPEN FOR PROPOSITION

Ten years' experience as sales manager for one of the largest musical retail establishments in this country. Is desirous of entering a field offering larger scope and opportunity, with demonstrated ability to organize and develop sales or general business along constructive and profitable lines. Prefer to affiliate with some company operating several shops, preferably Victor. Present salary $5,000 plus; further particulars upon application.

"Box 997," The Talking Machine World, 373 Fourth Ave., New York City.

FOR SALE


Write today for prices.


FLORIDA

Florida all year sales agency open. Definite opening for live business man to secure one of the most desirable nationally advertised machines in America. Must be able to invest from $2,000 up. Address F. O. Box 1421, Tampa, Fla.

BOOTS FOR SALE

Nine demonstrating booths, $5, to be sold in lot at a price that is an absolute bargain. Address "Box 998," care The Talking Machine World, 373 Fourth Ave., New York City.

POSITION WANTED—Requiring expert knowledge of all grades of phonographs, also knowledge of record selection and methods of display; also record filing cabinets. Write for prices and specifications.

VICTROLA MANUFACTURING CO., N. Y.

CABINETS

Samples below cost. Period and up-to-date phonographs, with all grade equipment; also record filing cabinets. Write for prices and specifications.

RAISING-MACHINE MFG. CO., New York City.

OPPORTUNITY

We have about 2,000 phonograph cabinets of prominent makes, which we wish to dispose of either in the WHITE or COMPLETE Splendid proposition for jobbers or exporters. Good opportunity for anyone desiring to enter the talking machine field without the burden of a mortgaged. Mount Kisco Woodworking Co., Mt. Kisco, N. Y.

MUSIC BUSINESS FOR SALE

A splendid opportunity to purchase a prosperous music business. Established 20 years. Exclusive agency and agency line of patents. Located in a county seat and prosperous farming community in Ohio. 25,000 people draw from this business territory; thoroughly entrenched. Inquire for terms. Pyle Talking Machine World, 373 Fourth Ave., New York City.

WANTED

Dealers and distributors in every state to sell the Soave-tone line of talking machines. The machine with a personality. The J. K. Mandle Co., Ephrata, Pa.

FOR SALE

COLUMBIA SPREADABLE SHOP.


Sacrifice Sale of 25,000 Standard Phonographs

WANTED—Buyer for non-RCA phonographs or similar equipment. Address "Box 996," care The Talking Machine World, 373 Fourth Ave., New York City.

CABINETS


CABINETS

Beautiful, exclusive designs, Mahogany, Walnut or Oak. Write for prices. Write today.

COLUMBIA WANTED

Write for information. Good opportunity for the right man.

Booths for Sale

Mr. F. R. Ramsey: Are you looking for a new location? A small store to a town of 5,000, buildings, entirely modern, wanted to erect two, no competing; small goods store, all overstock of goods. A good opportunity for the right man. If interested write Grass Market, Rome, Ontario, W. J. M. 156.

BUSINESS OPPORTUNITY

FOR SALE

A new, modern wholesale and retail music store in a city of 100,000 people. Ample room for expansion. Location very desirable. 


London, England, August 1—At a read the industrial parameter it seems to me that at no time since the policy days of 1919 has the outlook for the gramophone trade been brighter than at the present moment. It is certainly true in obverse ratio that the British gramophone industry is comparatively quiet just now. Trade is at its lowest ebb. Sales are few and far between, and speaking from the viewpoint of business, it is not surprising. Yet, never was a greater spirit of optimism apparent throughout every section of the industry, and with good cause. Let us examine the situation. Less than three months ago England was an armed camp. The forces by which law and order are maintained were mobilized in full strength and by their very presence overawed the strong revolutionary element in our midst. Very briefly, that was the situation in which we were placed. It is not to be wondered at that the export trade of this country dropped, approximately two-thirds. The figures for last June reached only £450,000,000, against £138,000,000 in June, 1920. By firmness, coupled with tolerance, however, the British Government has managed to bring about a settlement of the coal strike, which lasted from April 4 to July 2, and this alone has influenced the calling off of the threatened great engineering strike and induced a more reasonable feeling in many other labor sections where restlessness was apparent. By the terms of the arrangement in each case there is solid ground for the belief that British industries are assured of a period of comparative calm for some years, at any rate. This will influence the rapid development of trade plans long held in abeyance. Already a decidedly optimistic atmosphere has been engendered. Factories long held idle through lack of coal are gradually restarting and the returns of unemployment show a big decrease. Another aspect favorable to an early revival of trade is the prospect of a successful conclusion of the negotiations now proceeding between the British Government and the representatives of Sinn Fein. A peace satisfactory to the Irish people would go far to the restoration of normal trade in that country and, of course, between Ireland and Great Britain.

Nearer home we find that the piano workers have accepted a settlement of their troubles. A new agreement has been signed, the chief point of which provides for reductions in wages to enable manufacturers to meet competition. The figures for last June reached only £2,000,000, against £136,000,000 in June, 1920. By firmness, coupled with tolerance, however, the British Government has managed to bring about a settlement of the coal strike, which lasted from April 4 to July 2, and this alone influenced the calling off of the threatened great engineering strike and induced a more reasonable feeling in many other labor sections where restlessness was apparent. By the terms of the arrangement in each case there is solid ground for the belief that British industries are assured of a period of comparative calm for some years, at any rate. This will influence the rapid development of trade plans long held in abeyance. Already a decidedly optimistic atmosphere has been engendered. Factories long held idle through lack of coal are gradually restarting and the returns of unemployment show a big decrease. Another aspect favorable to an early revival of trade is the prospect of a successful conclusion of the negotiations now proceeding between the British Government and the representatives of Sinn Fein. A peace satisfactory to the Irish people would go far to the restoration of normal trade in that country and, of course, between Ireland and Great Britain.

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From the foregoing it will be appreciated that the very hopeful view of the gramophone trade in a brighter future is reasonably justified. It is my considered opinion that gramophone sales will improve gradually from now onward and that the coming season will certainly eclipse in both quality and quantity last season's trade. Safeguarding of Industries Bill

Much is expected of the Safeguarding of Industries bill, which, at the moment of writing, is the subject of close Parliamentary scrutiny in committee. Its anti-dumping clause should prove of special benefit in preventing foreign goods coming into this market at low rates by reason of depreciated exchange. One of our greatest handicaps is the value of the German mark. The subject of permanent revenue has been engrossing the attention of the Finance and Executive Committee. The problem is one which presses for speedy settlement. A list is given of the various contributions which to date total the respectable figure of £2,000,193. The Association of Gramophone and Musical Instrument Manufacturers and Wholesale Dealers has, at £737 15s., contributed by far the largest amount of any other of the trade associations. Even at that, I believe the figure is short in expectation.

In this month's Journal of the Federation of British Music Industries it is stated that "The subject of permanent revenue has been engrossing the attention of the Finance and Executive Committee. The problem is one which presses for speedy settlement." A list is given of the various contributions which to date total the respectable figure of £2,000,193. The Association of Gramophone and Musical Instrument Manufacturers and Wholesale Dealers has, at £737 15s., contributed by far the largest amount of any other of the trade associations. Even at that, I believe the figure is short in expectation.

Anyway, it is now stated that this Association has opened a guarantee list in respect of which members subscribe to the amount of £2,000 per annum for an agreed period of five years. The Federation's total revenue, in the main, has been (Continued on page 158)

‘His Master’s Voice’
— the trade-mark that is recognized throughout the world as the HALL-MARK OF QUALITY

This intensely human picture stands for all that is best in music—it is the "His Master's Voice" trade-mark, and it brings to you, no matter where you are, the very best music of every kind, sung and played by the world's greatest artists—the greatest singers, pianists, violinists, orchestras and bands—all enshrined in the unequaled "His Master's Voice" records.

Great Britain:

The Gramophone Company, Ltd.

HAYES - MIDDLESEX - ENGLAND
subscribed by manufacturers and wholesalers. It is to the large army of dealers that a special appeal is made, and as a start it is announced that the Gramophone Dealers' Association will contribute 2s. 6d. per member toward its membership fee of £250, and 5s. per member from 251 upward. Without additional revenue it is urged that the Association's rate of progress must be substantially retarded.

"His Master's Voice" New London Headquarters

The new, up-to-date business house in London, at least so far as applies to the gramophone trade, was opened by Sir Edward Elgar on July 20. The new building occupies a prominent position on Oxford Street, one of the chief centers of the West End. It is the new headquarters of the Gramophone Co., Ltd, and the British Phonograph Co., Ltd. In celebration of the event a luncheon was given to a representative gathering of eminent musicians and the press.

The building has been planned on a scientific basis so as adequately to provide for the many sections of such a vast and intricate organization as the "His Master's Voice." One of the many unique features is a school for shop assistants. For this purpose a model shop has been constructed, a replica in miniature of the real sales floor, where the assistants will receive instruction in every detail. It will be followed by the actual handling and selling of gramophones and records to the public. The "His Master's Voice" dealers will be sending their assistants to Oxford street, where entirely free tuition will be given them by experienced men in the handling of all kinds of customers, attractive window dressing, salesmanship, etc. In other words, the business students will receive a super-coaching that will equip them to grapple in a successful manner with all aspects of retail trade.

Really sound-proof audition rooms have been installed. The main sales floor is divided into two departments, one for records, the other for gramophones, and each is subdivided into separate sections and audition rooms. The building contains about a mile of floorspace. Throughout it is beautifully fitted, most artistically decorated, the cardinal colors being gold and ivory.

The most striking electrically illuminated sign yet seen in London, occupying some 1,500 square feet, will adorn the exterior of the building. The sign consists of a human figure, placing a record in position on a gramophone with revolving turntable and clever representation of music notes issuing from the sound chamber. The world-renowned "trade-mark" with "His Master's Voice" very much alive and the names of some of the principal H. M. V. artists, will form part of this arresting pictorial sign.

The occasion of the opening was marked by some interesting speeches, in which full credit was given to the wonderful development of the company and the entertaining and instructural value of the "His Master's Voice" instruments and records. Alfred Clarke, managing director, presided. Considerable interest and pleasure were caused by the presence of Francis Barrand, to whose brush is due the world-famed picture trade-mark of "His Master's Voice."

The Association Convention

The annual general meeting of the Association of Gramophone and Musical Instrument Manufacturers and Wholesale Merchants was held recently at the offices of the Federation of British Music Industries, W. Manson (Gramophone Co., Ltd.), president, in the chair. The accounts, presented by W. R. Beare, treasurer, showed a balance in hand of £185 10s. 2d.

The report of the secretary (C. E. Timms) recorded that: "Although no trade question of an epochal character has transpired during the third year of the Association's existence it has been a period of progress and of constant activity in the interests of members. Nine additional houses have been elected to membership during the year. General committee meetings have been held as frequently as necessary, and have been well attended by both London and provincial members. Among the more important matters claiming attention were: Import duty on musical instruments and parts, customs drawback on re-exports, imports from Germany, trade conditions in Germany, railway rates and conditions, fraudulent advertising of gramophones and other musical instruments."

The publication of regular monthly statistics of imports, exports and re-exports, initiated by this Association for the benefit of its members, has been adopted by other branches of the music trade, and the whole of this work is now co-ordinated under the auspices of the Federation of British Music Industries. This Association, however, continues to provide the official figures relative to the sections of special interest to its associates.

The fullest possible measure of support has been accorded to the Federation of British Music Industries, with which the Association is affiliated, and the work of this most desirable and necessary central trade organization has been contributed to and closely followed in the interests of members by the delegates appointed and who comprise: H. J. Cullum, M.B.E.; Herbert W. Hawkins; A. J. Mason, W. Manson, Frank E. Hough, Louis Sterling and the secretary.

The following officers were elected for the ensuing year: President, M. F. Cooksey (J. Thiboulle-Linny & Co.); vice-president, Louis Sterling (Columbia Graphophone Co., Ltd.); honorary treasurer, W. B. Beare (Beare & Son). The retiring members of the general committee comprised in the Gramophone Section: H. J. Cullum, J. E. Hough and E. C. Paskell, and in the Musical Instrument Section: Geoffrey Hawkes and A. G. Houghton. There being no other nominations, and these gentlemen being willing to serve again, they were unanimously re-elected. The Council of the Association for next year consists of:-

- Repertoire Approx. 5,000 Titles-Covering
- Superb Selection, Bands and Orchestras
- Lighting Shipments
- Packing by Experts
- Rock Quotations "Always"
- Correspondence Invited-Any Language

FROM OUR LONDON HEADQUARTERS—(Continued from page 157)

"PERFECT POINTS"

Gramophone Needle (Guaranteed made from High Carbon Steel)

IS MADE BY W. R. STEEL, of REDDITCH, Head Office and Works—QUEEN ST.

Scientifically pointed, Hardened and Tempered on the latest up-to-date machinery and plant by skilled craftsmen only.

The "PERFECT POINTS" Gramophone Needle is a genuine "high-grade product," and is a marked improvement on any imitation."
EDISON BELL

ARE THE GREATEST VALUE FOR MONEY PRODUCED IN GREAT BRITAIN

TEN INCH

DOUBLED SIDED

PLAY ON ALL GRAMOPHONES

Catalogue contains 4000 Titles by the Premier Artistes, Instrumentalists, Orchestras and Bands of the British Empire

Dealers Prepared to do Business are Invited to Communicate with

J. E. Hough, Ltd., 62 Glengall Road, London, S. E. 15, England

FROM OUR LONDON HEADQUARTERS.—(Continued from page 158)

The Jolly-Woggle Gramophone Sensation

A new race game which bids fair to create a serious rival to frill, more expensive games, "On the Turf" is creating quite a sensation among gramophonists and their friends. It has been christened "Jolly-Woggle." This race game is an ingenious device consisting of a metal disc with raised studs over which the "course" is placed. As it revolves on the burette the race starts from four loaded celluloid figures, whose caps and antics cause considerable amusement.

The inventor, T. McClelland, 2 City Road, London, E.C., informs me that the American rights of the Jolly-Woggle are for sale. It's a good proposition, judging by the sales reached on this side.

Chief of Boy Scouts Makes Winner Record

A great achievement has been made by the credit of the Winner Record Co. in securing a recording of General Sir Robert Baden Powell, founder and chief of the world-wide Boy Scout movement. A few appropriate remarks were first recorded by Sir Robert, who was followed by a pack of wolf cubs with howls and cries pertinent to the craft. When the boys had finished, their chief utilized the remainder of the record for continued explanations of the meaning of the boys' somewhat uncanny howls, and closed what proved to be a very fine scout song. The company plans to issue a series of these records, and the chief, I believe, are now ready. A world demand is anticipated and these Winner discs open up a big field of sales for all over the country.

Don't wait for business to get better—make it better with advertising.
Another object of this invention resides in the provision of a phonographic reproducer which carries in its casing a needle magazine for storing a quantity of reproducer needles. Such construction has been found impossible to completely resist certain lengthy musical compositions owing to the fact that records of sufficient size cannot be made with such a mechanism. Such compositions have therefore been revised and adapted to the needs of reproduction on talking machines, and for this reason the value of the record, especially to those forms of music, has been greatly depreciated. To overcome this objection, the present invention has been designed and contemplates a reproduction whereby the several sides of any record of novel construction mounted upon a mandrel in such a manner as to permit of the reproduction of each record in succession. whereby any musical composition may be played in its entirety.

The invention further contemplates the utilization and saving of space by providing means of construction to enable the mounting of the driving means, including a motor therein, and means for removing the mandrel from the casing. This construction permits the use of a motor of relatively large capacity. By this construction the mandrels may be employed as a label or holders for records while not being used. Due to the relatively great diameter and size of the mandrels, they also act as a flywheel for the motor.

Another object is the provision of a motor which may be used to operate any mandrel selected. To this end a motor housed in a suitable casing is arranged to be detachably secured within a cabinet.

A further object is to provide means for identifying the record mounted upon the mandrel, and to this end a suitable index is carried by the machine cabinet and has associated therewith an index finger extending from the sound box carrying lever so that the latter may be adjusted to a position to play any desired record of the series mounted upon the mandrel.

A still further object is the provision of an adjustable audible repeat device for the purpose of engaging a part of the machine after the return movement of the sound box and bearing therewith the index finger extending from the sound box carrying lever so that the latter may be adjusted to a position to play any desired record of the series mounted upon the mandrel.

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The invention further contemplates the utilization and saving of space by providing means of construction to enable the mounting of the driving means, including a motor therein, and means for removing the mandrel from the casing. This construction permits the use of a motor of relatively large capacity. By this construction the mandrels may be employed as a label or holders for records while not being used. Due to the relatively great diameter and size of the mandrels, they also act as a flywheel for the motor.

Another object is the provision of a motor which may be used to operate any mandrel selected. To this end a motor housed in a suitable casing is arranged to be detachably secured within a cabinet.

A further object is to provide means for identifying the record mounted upon the mandrel, and to this end a suitable index is carried by the machine cabinet and has associated therewith an index finger extending from the sound box carrying lever so that the latter may be adjusted to a position to play any desired record of the series mounted upon the mandrel.

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The accompanying drawing illustrates, diagrammatically, the general arrangement of the recording apparatus employed in carrying out the novel method of effecting a record of a selection with accomplishment.

Harry Dills, manager of the St. Paul Hotel, has been appointed by Kirby & Howe, Bruns-wick dealers of Greensburg, Ind., to represent them at that place.

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ADVANCE RECORDS FOR SEPTEMBER
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THE TALKING MACHINE WORLD

August 15, 1921

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THE TALKING MACHINE WORLD

ADOLPH HOFFMAN 1974

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