

The TALKING MACHINE WORLD

*For the
makers &
sellers of
talking
machines*

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



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 Highest Class Talking Machine
in the World"*

Sonora Phonograph Company, Inc.

George E. Brightson, *President*

NEW YORK CITY

FIFTH AVENUE AT 53rd STREET

279 BROADWAY

Canadian Distributors: I. Montague & Co., Toronto

The Talking Machine World

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CONTEST PROVES DECIDED SUCCESS

Columbia Dealer in Watertown Holds Musical Appreciation Contest for School Children—Rosa Posselle 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 Posselle, famous soprano of the Metropolitan Opera Co.; 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 Richter, and the third prize by Barbara Williams. The

Miss Margaret Clark
755 S. Sawyer Street
Watertown, N. Y.

My dear little Pradie:

Let us congratulate you on the very nice program rendered by you in the contest that we have been judging.

It shows thought and splendid musical talent and has been indeed very interesting, and is a fine example of the breadth of musical appreciation and education that can be obtained from the wonderful Columbia record library.

Your most sincerely,

Rosa Posselle

Letter from Rosa Posselle to Prize-winner Hardiman-Woolworth Co. also gave prizes to the 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 Posselle, chairman of the committee of judges, complimenting her upon the excellent program she had prepared.

Talking machine men should remember that the goods selling best now have been advertised.

VALUE OF LETTERS FROM A MERCHANDISING STANDPOINT

Some Important Suggestions About the Composition of Business Letters by Louis Balsam Which Should Interest Progressive Members of the Talking Machine Industry

The writer of successful sales letters must get 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 alarms that business men the world over can well afford to scrap.

"1. The bugbear 'that business is rotten' and, therefore, it is no use to spend any extra sales energy, 'which would be wasted anyhow.'

"2. The equally mistaken notion that goes to the opposite extreme in the misguided idea that 'wild,' unusual and overspectacular sales and advertising tactics are the only things 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,

"MOVIE" MUSIC IN A NEW FORM

Motion Picture Theatre Uses Magnavox in a New Way—Two Tone Arms Produce Unusual Effects That Prove Value of Device.

A theatre in southern California recently installed an efficient and clever method of supplying music to its patrons, this idea comprising a Magnavox telegraphone outfit with a second tone arm instead of a hand transmitter. Two turntables are used and the supply of records for the feature picture is laid out in advance of the performance. The records are then placed on the turntables and started, and when the scenes change appropriate music is played in accordance with the picture. This is accomplished by means of the two tone arms and the switch on the Magnavox control box, whereby either one of the records may be amplified through the apparatus at will.

In this way continuous music is heard with no breaks and in sentiment adapted to the picture as it passes through the plot. The reproducing horn is located in the extreme rear of the stage, the music passing directly through the cloth screen on its way to the audience. In this way the music is diffused and does not seem to come from any definite place. At the same time the volume is controlled by the regulator on the control box, thereby allowing the proper rendition of the various types of records in accordance with the action of the plot.

200 PER CENT TARIFF ON IMPORTS

Switzerland Places Prohibitive Duty on Talking Machines—Will Shut Out Imports

WASHINGTON, D. C., August 9.—According to advices received by the Department of Commerce, Switzerland has increased its import duty on talking machines 200 per cent. The duty on these machines is now almost prohibitive and it is expected that imports will be shut out while the tariff is in effect. Information concerning the new tariff can be obtained in the Bureau of Foreign and Domestic Commerce, where the full text is on file.

GRAPHOPHONE FACTORIES DIVIDEND

Directors of the Columbia Factories Corp. of Maryland, which is controlled by the Columbia Graphophone Mfg. Co., have declared the regular quarterly dividend of 2 per cent on the preferred stock, payable this month.

but one step in a vast merchandising process. "The miserable batch made by the average letter is infinitely more costly than a good letter could possibly be.

"One poor letter often undoes years of the finest type of 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 houses that are following them:

"1. The successful letter writer is one that is in love with his work. No letter can be really successful unless it is written by someone thoroughly in earnest.

"2. Successful letters are those written by people who put themselves in the other fellow's place. In other words, the average letter is a failure because it doesn't visualize its reader.

"3. Simplicity is essential to successful letters.

"4. The overdramatic 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 investigation made by Prof. Wellman, of Dartmouth College, the results of which were presented by him at the recent convention of the Associated Advertising Clubs. In the course of his talk Prof. Wellman said:

"There have been some very interesting experiences (in the use of color) in the catalog field. The color page has established its tentative 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 the number of illustrations per page decreased. In other words, the mail-order house discovered that one article, well designed and well illustrated, sold more merchandise than the former crowded page.

"In the direct-by-mail circular and follow-up field we find that even the addition of one color has increased the selling power from 10 per cent to figures too high for quotation purposes. Here again we find, however, that the addition of color usually implied better type arrangement and more thought in the preparation of the copy. 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.

"This field is practically wide open for direct attack with good copy."

OPENS NEW BRUNSWICK SHOP

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

LOWELL, MASS., August 6.—The Bungalow Shop, an exclusive Brunswick retail establishment, was formally opened on Saturday, July 23. The new store, which is located in Prince's Arcade, is owned by the Prince-Walter Co. Mr. Walter is one of the best-known members of the New England talking machine trade, having spent several years as wholesale manager of the Kraft-Bates & Spencer 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 attain pleasing success.

W. E. DEWELL IS NEW MANAGER

BURLINGTON, Ia., August 4.—W. E. Dewell is the new Pathé manager of the Churchill Drug Co., Pathé distributor of this city. He is a seasoned phonograph man, well known in the field, particularly in the Middle West. During the several weeks which he spent at the Pathé factory in June Mr. Dewell made a study of Pathé business methods and took a particular interest in Pathé 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 booths and showing them cabinets, getting out records for them and taking their orders for goods which cost fair sums of money. But that is not what we mean at all.

What is it you are really selling? Does that man or that woman who comes in and listens to your records 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 will 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 little bit what the record intrinsically 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 chiffonier. But bring machine and record together, and from the million springs music, glorious, splendid, laughing, solemn, majestic music. It is that, young gentleman and young lady, which you are selling. Music and all that the name 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, means to music, 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 had 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 raucous 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 arias, are good music.

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

But, 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 to 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 they will have very much trouble in trying to answer off-hand. The ordinary layman, desiring music and clean 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?

Satisfying a Heart-hunger

Yet, what were those other records, then, made for? Why are there these pages, by the score, of the best music put into the catalogs at all? Why are great sums of money spent in finding new voices, new talents in violin and

piano playing, new treasures of art-music, out of which to make records? The answer is simple. The record-makers know better than you, Mr. Salesman or Miss Saleswoman, that the people are hungering for good music. They know, better than you do, that great music, let it be as high-brow as it may, nevertheless alone can answer the heart-hunger of the people.

The Weak Link

Why is it, then, that so much ephemeral stuff, which is really not worth preservation, has to be recorded and is sold? Because the link between the maker and the ultimate consumer is defective. Because you, young lady or young gentleman, are not on to your job! Because selling talking machines and records is selling music and you cannot sell music rightly unless you know something about it!

The best possible way to learn something about music is to study your catalogs and make yourself familiar with the records of the best class.

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 office and at home, 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 those shelves is to commit a daily crime against one's employer and against every customer who comes in hungry for musical food.

Good Music and Good Machines

The statement is as true as applied to the talk-
(Continued on page 6)

PLACE YOUR ORDER NOW AT LESS THAN PRE-WAR PRICES

THE TALKING MACHINE'S HELPMATE



Our NYACCO loose-leaf ALBUM consists of a solid wood and metal back, staples secure each two in one pocket. Leaves are detachable and the pockets lie perfectly flat when the album is opened.

Our latest IMPROVED albums have been selling in such large quantities, enabling us to purchase material cheaper for a big output and, together with our improved machinery and facilities, give us the advantage to market our albums at such low prices.

We make sets to equip any style machine. Our special set, with complete set of shelves for No. 80 Victrola, as illustrated, consists of more albums than any other album set on the market to-day and gives the dealer the opportunity to sell more records.

Shipments can be made F. O. B. New York or Chicago, as you may desire, thereby saving you freight or expressage.

We guaranty our NYACCO albums as to quality, construction and expeditious deliveries.

Jobbers and Distributors throughout the United States and Canada

Write for Quotations. Samples submitted upon request

New York Album & Card Co., Inc.

NEW YORK
23-25 Lispenard Street

CHICAGO
415-417 S. Jefferson Street

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 designating the products of this Company only.
Warning: The use of the word Victrola upon or in the promotion or sale of any other Talking Machine or Phonograph products is misleading and illegal.
Important Notice: Victor Records and Victor Machines are scientifically co-ordinated and synchronized in the process of manufacture, and should be used together to secure a perfect reproduction.

Victor Wholesalers

- | | |
|--|---|
| Albany, N. Y. Gately-Haire Co., Inc. | Milwaukee, Wis. ... Badger Talking Machine Co. |
| Allents, Ga. Eyes Talking Machine Co. | Minneapolis, Minn. Beckwith, O'Neill Co. |
| Baltimore, Md. Cohn & Hughes | Mobile, Ala. Wm. H. Reynolds. |
| F. Uroop & Sons Co. | Newark, N. J. Collings & Co. |
| H. R. Eisenbrautl Sons, Inc. | New Haven, Conn. The Horton-Gallo-Creaser Co. |
| Birmingham, Ala. Talking Machine Co. | New Orleans, La. Philip Werlein, Ltd. |
| Boston, Mass. Oliver Ditson Co. | New York, N. Y. Blackman Talking Mach. Co. |
| The Eastern Talking Machine Co. | Emanuel Blout. |
| Brooklyn, N. Y. American Talking Mach. Co. | C. Russo & Son, Inc. |
| G. T. Williams Co., Inc. | Charles H. Ditson & Co. |
| Buffalo, N. Y. Curle N. Andrews | Kotzebuckey Talking Machine Co., Inc. |
| Buffalo Talking Machine Co., Inc. | Musical Instrument Sales Co. |
| Burlington, Vt. American Phonograph Co. | New York Talking Mach. Co. |
| Butte, Mont. Orion Bros. | Ormas, Inc. |
| Chicago, Ill. Lyon & Healy | Silva E. Fernald Co. |
| The Rudolph Wurdliter Co. | Omaha, Nebr. Ross P. Curdick Co. |
| Chicago Talking Machine Co. | Nickel Bros. Co. |
| Cincinnati, O. Ohio Talking Machine Co. | Peoria, Ill. Putnam Page Co., Inc. |
| The Rudolph Wurdliter Co. | Philadelphia, Pa. Louis Buchs Co., Inc. |
| Cleveland, O. The Cleveland Talking Machine Co. | C. J. Hepp & Son. |
| The Soljese Musical Co. | The George H. Gruetzel Co. |
| Columbus, O. The Perry B. Whitell Co. | Penna. Phonograph Co., Inc. |
| Dallas, Tex. Sanger Bros. | The Talking Machine Co. |
| Denver, Colo. The Knight-Campbell Music Co. | H. A. Weymann & Son, Inc. |
| Des Moines, Ia. Nickel Bros. Co. | Pittsburg, Pa. W. F. Frederick Piano Co. |
| Detroit, Mich. Grinnell Bros. | C. G. Harber Co., Ltd. |
| Elmhurst, N. Y. Elmden Arms Co. | Portland, Me. Cressy & Allen, Inc. |
| El Paso, Tex. W. G. Wals Co. | Portland, Ore. Sherman, Clay & Co. |
| Honolulu, T. H. Bergstrom Music Co., Ltd. | Richmond, Va. The Orley Co., Inc. |
| Houston, Tex. The Talking Machine Co. of Texas | Rochester, N. Y. E. J. Chapman. |
| Indianapolis, Ind. Stewart Talking Machine Co. | San Lake City, U. S. The John Elliott Clark Co. |
| Jacksonville, Fla. Florida Talking Machine Co. | San Francisco, Cal. Sherman, Clay & Co. |
| Kansas City, Mo. J. W. Jenkins Sons Music Co. | Seattle, Wash. Sherman, Clay & Co. |
| The Schneider Co. | Spokane, Wash. Sherman, Clay & Co. |
| Los Angeles, Cal. Sherman, Clay & Co. | St. Louis, Mo. Koerber-Brenner Music Co. |
| Memphis, Tenn. D. K. Hooock Piano Co. | St. Paul, Minn. W. J. Dyer & Bro. |
| | Syracuse, N. Y. W. D. Andrew Co. |
| | Toledo, O. The Toledo Talking Machine Co. |
| | Washington, D. C. Cohen & Hughes |
| | E. F. Uroop & Sons Co. |
| | Wogers & Fischer. |



Victrola IV, \$25
Oak



Victrola VIII, \$50
Oak



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



Victrola XVII, \$350
Mahogany or oak

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



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

MUSIC SHOULD BE DOMINANT FACTOR

(Continued from page 4)

ing machine as when centered on the record shelves. Each is the complement of the other. Both go together and neither is useful without the other. The man or woman who wants to sell successfully the best and most expensive machines simply must be mentally tied up to the idea of good music. For good music and good machines go together. The man or woman who has a taste for the best in music has, or will acquire, a taste for the best in machines. For the two ideas go together, the fine music and the fine instrument whereby the prisoned tones are released into golden sound.

Taking Music Seriously

That is why the good salesman or saleswoman in the talking machine business is he or she who takes music seriously, who makes music a part of his or her life. It is useless to expect that one shall be successful if one is not interested in one's goods. Salesmanship, no matter what some fools may say to the contrary, is not hypnotism or magic. It is the result of sincerity, enthusiasm and knowledge of what one has to sell. If that which one has to sell is worthy the

sincerity, knowledge and enthusiasm the salesman gives his work, then the selling will be successfully done.

That is why every salesman or saleswoman in the talking machine business ought to be a music "fan," an amateur interested in music, using music at home as regularly as food or clothing, and consequently a person ready, anxious and able to impart something of the same enthusiasm to every person who comes within his reach.

To sell talking machines and records is not to sell machinery, furniture, prices, terms or anything of the sort. It is to sell the means toward music in the home, to sell, in a word, the loveliest thing that can be sold—pure, enduring musical beauty.

Is it expecting too much to hope that the men and women who sell this should be lovers and consumers of music themselves?

Know your catalog, know your music, be able to suggest, to help, to guide your prospects. Remember that it is not the material medium but the soul of the music which they in reality want; and prepare yourself to treat them on this principle. Then you will be a real salesman, and will have mastered the real secret of success.

SIX FUNDAMENTALS OF DISPLAY

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

The window dressing 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 essentials 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 Mme. Schumann-Heink, the great contralto and Victor artist, who has announced at Manila that she had just canceled 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.

GEN. C. G. DAWES AS A COMPOSER

Director of the Budget Composer of Recent Kreisler Number Listed in Victor Record List

A great mystery is at last solved. Fritz Kreisler, the distinguished violinist, recently made a record which constituted a part of the July Victor list, entitled "Melody in A Major," which, it is now revealed, was written by Chas. G. Dawes, formerly a banker, later brigadier-general in the A. E. F., and now President Harding's Director of the Budget. When Kreisler heard this number, without knowing its composer, he at once fell in love with it. No one suspected that General Dawes was of a musical bent. He had rather attained a "Hell and Maria" reputation, gained in a Congressional

investigation. When the Director of the Budget was accused of grievous musical crimes he had to confess blushing that he had composed other pieces as well as the "Melody in A Major" for the purpose of beguiling his hours of ease, but this was the first number to win its way into public notice and appreciation, thanks to Godfather Kreisler. Others, doubtless, will follow in due course.

THE COMPOSITION PRODUCTS CO.

The Composition Products Co. has been incorporated with a capital stock of \$2,000,000 at Albany for the purpose of manufacturing phonograph products. Those interested are Samuel B. Howard, Robert K. Thistle and Harry C. Hand, all of New York.

Parrot Talk or Common Sense —



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.

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

New York

Boston Office, 20 Sudbury St.

Chicago Office, 21 E. Van Buren St.



Victrola IV, \$25
Oak



Victrola VI, \$35
Mahogany or oak



Victrola VIII, \$50
Oak



Victrola IX, \$75
Mahogany or oak



Victrola No. 90, \$125
Mahogany, oak or walnut



Victrola XI, \$150
Mahogany, oak or walnut



Victrola XIV, \$225
Mahogany, oak or walnut



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



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



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

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.

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Victor Talking Machine Co.

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



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NEW YORK, AUGUST 15, 1921

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 educating 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, is 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 usual 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 great 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 accessories 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 has 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 much more essential to-day than ever before, and the dealer who maintains a forceful selling presentation of his goods continually 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 either buoyant and successful or grouchy and a failure. To the dealer who wins out is the man who puts forth all his energies in presenting his goods to the consumer by means of an attractive, convincing publicity, which shows the absolute need of music in the home and how that music may be supplied satisfactorily by means of the talking machine and its corollary, the record.

GOOD WORK ACCOMPLISHED AT CONVENTION

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 Springs meeting proved an unquestionable success in every detail. To Charles K. Bennett, chairman of the Arrangements Committee, and to his able assistants, who worked so indefatigably, 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 a 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 convention report lying on their desks. It meant the holding up of presses for a day or two, but it was felt that the results were of sufficient importance to warrant it.

DEVELOPING INTEREST AMONG SALES FORCE

IT is generally believed among business men that salesmen 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 the retailer is sometimes sorely pressed in the matter of developing plans for

reviving the interest of his salesmen and stimulating business thereby.

It has been found practical 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 sporting 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 most 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 salesman 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 charged 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 de-ired articles 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 continuance 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 PEARSALL SERVICE

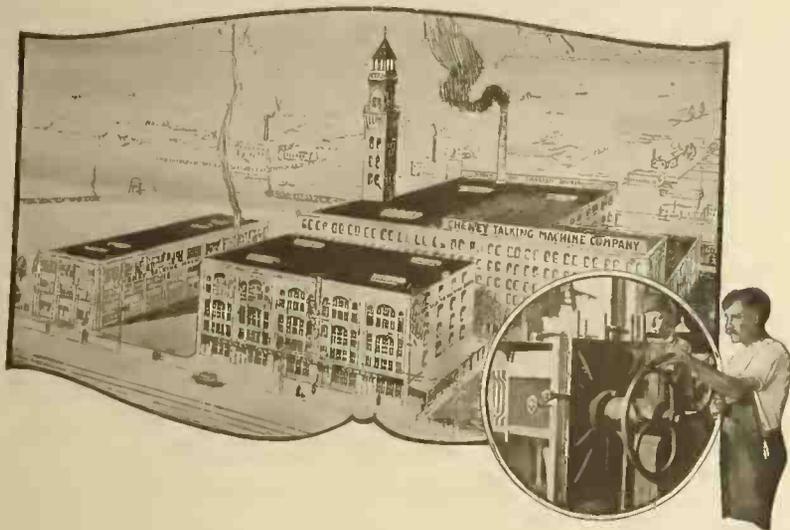
"Desire to Serve PLUS Ability."

10 EAST 39th ST.

NEW YORK CITY

SILAS E. PEARSALL COMPANY

DISTRIBUTORS



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

Keen 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 with the prestige of the most renowned musicians in back of it can and should 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 make of machine and the dealer who supplied it. Here is an advertise-

Dealers Will Find It Profitable to Tie Up More Closely With the Moving Picture Theatres in Their Localities

ment which would be read by everyone entering the theatre. Persons going to a theatre to be entertained naturally watch the screen and to read the announcements, and added force would be given this form of publicity by hearing the instrument play during the show.

The small-town merchant is especially favorably situated with relation to the above. In the small town there is only one or at most two theatres and a weekly newspaper. Practically everyone in the town and the farmers from the surrounding country go to a show at least once each week. In view of these facts, which is the

better method of advertising—the weekly newspaper with its sold type or a notice on the screen with the talking machine playing throughout the performance?

Advertising of this kind will not only help the dealer sell talking machines, but will also stimulate the demand for records. A list of new records means much less to the prospective buyer than hearing the record played. Of course, the theatre program will contain a list of the selections to be played and might even carry the advertisement of the dealer. Thus when the record is played the prospect can check it on the program and the advertisement of the dealer in a conspicuous place will suggest where the record may be obtained.

NEW PERIOD MODEL WINS FAVOR

The Hyatt Talking Machine Co., of Portland, Ore., is having a great demand for the new Brunswick period model, Stratford 310, Queen Anne style. This company, by the way, furnished Clara Kimball Young, the famous film star, with Brunswick model 122 during her recent visit to that city, and received a very interesting letter of thanks in which she stated that the Brunswick phonograph was a genuine delight and praised its fidelity in reproducing the music of the record.

INCORPORATED

The Hopkins Phonograph & Piano Co., Philadelphia, Pa., has been granted a charter of incorporation in that State, with \$50,000 capital.

Remember, the man of "no" is seldom let go.


Sherman, Clay & Co.
 Pacific Coast Distributors



Victor Victrolas
Victor Records
Victor Accessories

Main Wholesale Depot.
741 Mission Street, San Francisco

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



Be Prepared; Buy Now

"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*




COLUMBIA

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

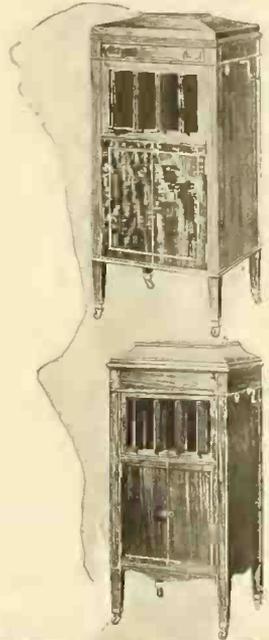
know that their percentage of profit remains exactly the same.

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



GRAFONOLA





A Service You Have Been Looking For

Here are four products, vital to the operation of every retail phonograph establishment. We can ship them to you on 24 hours' notice* at money saving prices.

Stringbutton Delivery Bags

An assortment of quality papers and a variety of beautiful two-color designs featuring all prominent makes of records to choose from. Ten and Twelve inch, Plain* or Printed.

Stock Record Envelopes*

Choice of 110-lb. Brown Kraft or 150-lb. all-sulphite Green, tough and durable. Plain, single or double faced. Printed with ruled inventory form if desired. The best made and most serviceable stock envelope on the market. Furnished in ten and twelve inch sizes.

Corrugated Pads*

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

Supplement Envelopes

Size 5 3/4 x 7 1/2. Made in white and colored papers, imprinted with your name and address. Choice of several attractive designs which can be changed every month. Read notice at right.

THE H-W SERVICE

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

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

Let us address your supplement envelopes each month—

In conjunction with our supplement envelopes, we offer you another service which relieves you of all the worry and bother of addressing the envelopes by hand. The cost is very reasonable. We bond ourselves certifying that your list of names will not be used for any other purpose.

Full Particulars Upon Request.



HALSTED WILLIAMS CORPORATION

815 - 819 MONROE STREET
BROOKLYN, N. Y.

Fill in the coupon—Mail it today—and let us tell you in detail about H-W Service.

HALSTED WILLIAMS CORPORATION,
815-819 Monroe Street, Brooklyn, N. Y.

Please furnish complete information regarding the H-W Service, without obligation on my part.

We carry Victor Columbia Edison Sonora Brunswick
Pathe.....and.....

Name.....

Address.....

City.....

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 to a greater appreciation of music, especially the music 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 co-operation. 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 passing 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, while 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

little or nothing about the credit records of those to whom they entrust their instruments. The result is that entirely too many people are making a 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 fine 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 nice statement just as a reminder. This is figured 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 electric 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)

*Publicity; Protection;
Better Merchandising;
Credits; Displays at
Fairs—Can Be Handled
Co-operatively*

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 use less space because of the expense.

In addition to the general advertising, individual dealers would continue their own publicity or not 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 know



There is a "short method" for the building up of a successful retail Victor business
"Victor Exclusively"

ORMES, Inc.

103 E. 125th St. Wholesale Exclusively NEW YORK

Widdicombs

PHONOGRAPH

The Aristocrat of Phonographs

Backed by a Well Financed and Long Established Organization

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

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

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

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

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

Their survey proved to be a revelation. They found that phonograph merchants and music lovers received their ideas with open arms. They were more

than ever convinced that there existed a great demand for a phonograph of artistic merit.

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

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

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

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

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

The Widdicombs Furniture Co., Grand Rapids, Mich.



The New-Day Phonograph

The picture illustrates the Widdicombs console phonograph of Adams period. Merchants know that today the trend is toward better and more artistic cabinets. This development can only be expected from master craftsmen of the cabinet maker's art. It is, therefore, natural that the Widdicombs Furniture Company, the furniture designers since 1865, should be the leaders of this new-day type of phonograph. Widdicombs models range in price from \$25.00 to \$250.00. Let us send you the Widdicombs catalog showing the complete line.

WIDDICOMBS FURNITURE COMPANY
Grand Rapids, Michigan

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

CO-OPERATION AMONG THE DEALERS
(Continued from page 15)

Another thing the electrical dealers did was to put a stop to the practice of giving prizes with purchases. Several members of the association were in favor of giving prizes—thought it would encourage buying—but the majority succeeded in showing that there is no end to the prize-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 washers and 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 individuals, but the old proverb tells us that "two heads are better than one." Each dealer has some idea that the others do not have. One may have a better method of approaching prospects, another a better method of display, another a better system of making collections, another a better system for obtaining prospects. Such ideas should be pooled in the interest of all.

When you, Mr. Dealer, pass your competitor's shop, do you take the opposite side of the street and walk with your head down or turned away from the other dealer's establishment? You should take about five minutes to step right in and say, "Hello, Bill! How're things going today? What's this new wrinkle you're trying out here?" In other words, each dealer should not only feel free to visit every other shop in his city, but he should do so. It would be well to have an agreement that every member of the association must visit the shop of at least one competitor each week. When he makes such a

visit the dealer should, of course, be perfectly frank in making criticisms or in asking for information. Pass along ideas one to another.

For Better Displays

Another thing that the electric specialty dealers 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 heretofore 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 that the individual dealer can get little interest in 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 booth 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.

With a separate display, talking machine dealers would have greater competition among themselves, but there would be no competition from other dealers and far more machines would be sold, thus benefiting each dealer, as he would very naturally get his share of the increased number of sales.

A Suggestive Constitution

An organization of talking machine dealers such as has been suggested would necessarily have to draw up a constitution. Each group of dealers coming together for the purpose of organizing would decide on its own constitution, but the following points might prove to be at least suggestive.

We, the undersigned individuals, firms and corporations, engaged in the retail talking machine 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

to promote a more universal appreciation of music as rendered by the talking machine or phonograph; to promote efficiency in the business of their distribution; to guarantee quality products, fair dealing and prompt service; and to render our customers greater service and protection.

This association shall, therefore, be governed and regulated by the following constitution:

1. The officers of this association shall consist of a chairman, a secretary, and a treasurer, elected annually by a majority vote of the members. These officers shall serve without remuneration.

(a) The duties of the chairman shall be to preside at all meetings, to appoint committees, to call special meetings, and to act in an advisory capacity in every possible way.

(b) The duties of the secretary shall be to keep an accurate record of the minutes of all meetings, to attend to the correspondence of the association, and to care for such other details as usually devolve upon this officer.

(c) The duties of the treasurer shall be to receive and disburse all moneys, and to give bills at the direction of the association, and to keep the association regularly informed of the state of the treasury.

2. An this association is formed for the benefit of all, the majority shall rule. Each individual, firm, or corporation becoming a member of this association agrees to abide faithfully by this majority rule at all times.

3. Each member of this association agrees to pay his pro rata share of the expense of conducting the affairs of the organization, and is responsible for his share of the cost of the publicity campaign which is to be provided by the organization for the general good.

4. No member shall so conduct his business as to allow it to be so conducted as to be detrimental to the ideals and objects of the association or its members.

5. Each member shall endeavor to promote harmony and cooperation among the members of the association and shall submit all complaints against other members to the association.

6. A majority of the members, constituting a quorum, shall have the power to arbitrate all difficulties between members or between the association and any member, and all shall abide by the verdict so rendered.

7. By a two-thirds vote of its members, this organization may expel any member for violation of this constitution or for any other offense.

8. Applications for membership shall be passed upon by a quorum at a regular meeting. The majority shall rule and the decision shall in no wise affect those who are already members.

(Continued on page 18)

**COLLINGS SIGN SERVICE
SELLS RECORDS**

Victor Records are coming from the factory in larger quantities.

Attractive window signs, featuring current records, will keep your stock moving.

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

The service consists of four new hand-painted signs monthly

2 signs 13" x 26"

and

2 signs 15" x 37"

Painted in colors by leading experts in sign creation.

The cost is but \$9.75 per month

COLLINGS & COMPANY

Victor Distributors for Northern New Jersey and Northeastern Pennsylvania

Clinton & Beaver Sts.

(Plum Building)

Newark, N. J.



IMPORTANT TO THE TALKING MACHINE TRADE

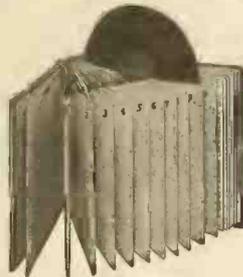


SELECTING THEIR FAVORITES

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

Record Albums

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



THE PERFECT PLAN

CO-OPERATION AMONG THE DEALERS

(Continued from page 17)

9. All assessments for the conflict and maintenance of this association shall be payable weekly in advance. Members shall be liable to expulsion 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 these only.

10. This constitution may be amended or altered only by a two-thirds majority vote of all members, and then only after a public reading of the proposed amendment or alteration at two regular meetings before the vote is taken.

Done in convention by a two-thirds majority of the association, this _____ day of _____, 1921. In witness whereof we have hereunto subscribed our names.

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.

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.

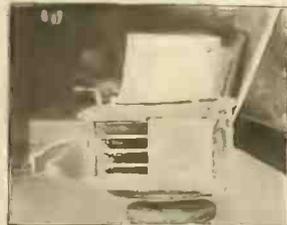
The Christianson Bros. Co. will celebrate its twenty-fifth anniversary this month. The business was established in 1897. H. C. Christianson is president and treasurer, and E. M. Christianson is secretary.

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



Its Music Can't Be Stopped

have been able to operate perfectly, even though the cases were somewhat damaged.

The accompanying photograph shows a Victrola VI which survived the recent Pueblo, Colo., flood, in a measure. The instrument was among a number in the basement of the Knight-Campbell Music Co. store in that city. It was under several feet of mud and water for over one hundred hours, but when brought out and dried off 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 Flowery 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 Newburgh 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. WIMPFHEIMER & 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 a little to what has been told. It is particularly true of a child who has seen a dozen soldiers marching. When she tells her story the first time she states she saw about eighteen or twenty soldiers, and 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 other 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 prospect is thoroughly familiar and understands exactly the most important points of your machine. This does not mean that the salesman should name these three or four 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 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 ac-

resources and responsibility, the creativeness and originality of its designer. He allows this to be thoroughly imbued in the mind of the customer and ends by leaving out small details and remarking about the general appearance of the machine.

The second important point is the tone quality which requires a demonstration. This should last only long enough to substantiate the statements he is making about the tone, regarding its naturalness, volume, clearness, avoidance of screeching, 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 point which has 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 delightful 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 as high a 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)

Repetition Is One of the Most Fundamental and Important Laws in Selling, Although It Is Seldom Applied

ording to personal opinion, but no doubt all will agree on the points themselves. Now, then, the work in hand is to impress these points on the prospect so that they are indelibly imprinted 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 wants to thoroughly impress. He dwells on the grace, ornamentation and design 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

"Read This Letter"

THE CELINA SPECIALTY CO.
CELINA, OHIO

Ashland, Ohio, July 6, 1921.

Gentlemen—I received the Model "R" cabinet and wish to say that it is the best piece of furniture I ever used in this business.

I have been in the business quite a few years, and can truthfully state that it is the nicest Phonograph I ever used. I am keeping it on the floor for a sample. I intend to use another of your Consolo Models, which are the next best to the "R".

Kindly give me this information at your convenience.

Yours very truly,

(Signed) F. B. JAMISON.

Little comment is necessary on this letter, which points out again the quality of our cabinets. The letter is remarkable only in that it is significant of the superiority of all Celina-built cabinets.

The Celina Specialty Co.

Celina, Ohio



Louis XV
Model "R"



Queen Anne Console

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

■ N O R F O L K - V I R G I N I A ■

.. Factory · Newport News..

REPETITION OF SELLING POINTS

(Continued from page 19)

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 machine instead of trying to keep the customer's mind intent upon the main points of the instrument. The correct procedure is to start over again on point 1 and take them up one by one, speaking upon the main points in general and wording the previous statements a little differently.

The four main features themselves should be talked of and no minor points or small details given as in the first talk. It will only require about one-half the time to give it the second time, and at its conclusion the prospect should again be given time to deliberate. It may be necessary to go through this procedure four or five times, but the idea is to keep impressing the main features of your machine upon your subject's mind and not give any time to ponder over small and irrelevant details, until the customer knows the main points about your product by heart and cannot entertain any thought towards any other make. It is then comparatively easy to close the sale.

In setting forth the above, the writer realizes that there can be no hard and set rule for selling talking machines. Circumstances alter cases and each customer must usually be treated and talked to a little differently than the next one. The one point to remember, however, and which absolutely holds true for all, is that you must repeat your arguments again and again, wording them differently, but driving them deeper and deeper each time, if you wish to have them impressed upon the customer and sell the machine.

EFFECTIVE EDUCATIONAL WORK

Miss Streeter, of Victor T. M. Co.'s Educational Department, Visits Southern Cities—Appears Before Important Organizations

During her recent tour of the South Miss Margaret M. Streeter, educational representative of the Victor Talking Machine Co., delivered lectures before many of the important clubs and organizations in that section. She spoke on the great civic and commercial value of good music. Among the cities visited by Miss Streeter were Mobile, Atlanta, Augusta, New Orleans and St. Augustine. Among the clubs before which she appeared were the Kiwanis, Rotary, mothers' clubs, parent-teacher associations, lodges, literary clubs and musical clubs.

As a result of her tour, many influential people in these cities are now constructively thinking and working for the advancement of music in their respective communities and, of course, have been well posted by Miss Streeter on the value of the Victrola and Victor records as a vital means to this end.

WILL INTRODUCE NEW MODELS

Serenado Mfg. Co. Will Produce New Line of Upright Models—Ready for Trade Shortly

CELANO RAPINS, LA., August 6.—The Serenado Mfg. Co., of this city, will announce very shortly a complete new line of upright machines. This company introduced its various models several years ago, and, after a careful study of the dealers' and public's requirements, designed a new line of instruments in accordance with the data at hand.

These new designs have been inspected by many of the Serenado dealers in the Middle West, who have visited the company's executive offices in the past month, and, without exception, they are enthusiastic regarding the distinctiveness and beauty of the cabinets. The Serenado Mfg. Co. expects to start shipping its new models about the middle of this month.

Economy is simply a study of the problems of income and expenditure.

50-50 ON TELEPHONE DIRECTORY

Peerless Phonograph Shop, Colorado Springs. Holds Four Out of Total of Eight Listings Under Heading "Phonographs" in Directory

The Peerless Phonograph Shop, Colorado Springs, Colo., a modern establishment that would do credit to a number of larger cities, attracts attention not alone from the fact that it has handsome quarters, but from the more



Exterior of Peerless Phono. Shop

important fact that of the eight listings under the head of "Phonographs" in the local telephone directory the Peerless Phonograph Shop holds four, or an even 50 per cent. First comes the "Brunswick-Columbia-Victor agency," then the Columbia and Victor names listed first, and finally the Peerless Phonograph Shop itself—a clever stunt.

THE MERCHANT'S OPPORTUNITY

The present attitude of the customer is the live merchant's opportunity. It gives him a chance to prove his right to the place he holds in the chain of distribution. It puts him on his mettle. It forces him to plan and to work. It keeps him moving.

Business is made—not born. It is a human achievement, the fruit of human intelligence backed by human endeavor. It is reared story by story like the buildings which house it.

When business builders cease striving business halts, wavers and declines. Conditions may help or hamper its advance, but the human element eventually makes or mars its steady progress.

HOW TO INCREASE RECORD SALES

Ruth C. Davis Gives Her Ideas, Thanks to Enterprise of John Elliott Clark Co.

Ye Terrier is the title of a very well-edited four-page monthly which the John Elliott Clark Co., Victor wholesaler, Salt Lake City, Utah, is issuing. It has many stimulating and educational articles which must have a strong and favorable influence. In the July number Ruth C. Davis, of the Glenn Bros.-Roberts Piano Co., Ogden, is announced as the winner of a prize offered for the best paper on "How Best to Increase Red Seal Sales," which is worthy of reproduction:

"First of all know your records and be able to intelligently pronounce both the name of the artist and the record. Be able to bring out the smallest details which might be of interest to the customer. Catch the customer's interest at the start, perhaps by dwelling on the artist who makes the record, or by calling to his attention a certain passage in the number which is particularly beautiful. In selling Red Seal records to a person who has not been in the habit of purchasing them I think it is best to start with something light, such as 'At Dawning,' by McCormack; 'Four-leaf Clover,' by Williams, and 'Mighty Lak a Rose,' by Farrar. When your customer learns the beauty of Red Seal records and understands the wonderful artists who make them it is easy then to lead up to the sale of the opera records and something in the symphonies. In the sale of opera records the salesperson cannot know too much about the different operas. I would recommend very strongly for all persons engaged in the selling of Victor records to study thoroughly the Victor book of the opera. The more you know about the opera the more intelligently you can sell Red Seal records. But, again I say, the important thing is to know your records."

FILE PETITION IN BANKRUPTCY

A petition in bankruptcy has been filed against Bessie R. Labin, doing business as the Lexington Grafonola Shop at 1723 Lexington avenue, New York, by J. F. Rottschild, on a claim of \$600. It is stated the liabilities are about \$3,500 and assets about \$2,500. Susan Brandeis has been appointed receiver.

Will B. Hill, who handles the Columbia line in Bowling Green, Ky., is enjoying a trip to Europe.

Four Vital Points

INTELLIGENCE, sincerity, skill, and an organization trained in analyzing problems from the Dealer's viewpoint are distinct "constituents" of the C. C. Mellor Company's conception of service for Victor Dealers. Can you think of any way in which such service would be beneficial to *your* business these days?

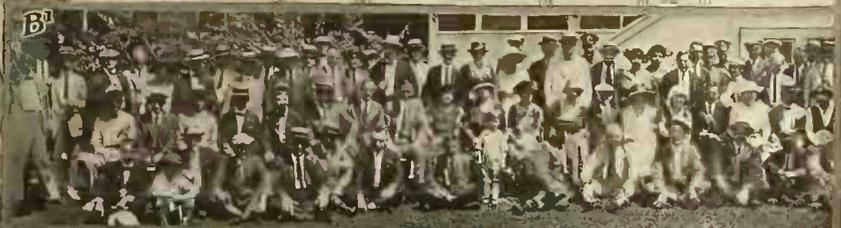
C. C. MELLOR COMPANY

Victor Wholesalers

1152 Penn Avenue
PITTSBURGH, PA.



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. 📷 📷 📷 📷





A1-2 Panoramic picture of the members of the National Association of Talking Machine Jobbers taken on hotel grounds at Colorado Springs.
 B1-2 Talking Machine Jobbers snapped in Kansas City while on their way to the convention.
 1. The New Officers—Ezra Burbin, president; A. A. Trosler, vice-president; Chas. R. Bennett, secretary, and Geo. A. Blair, treasurer.
 2. Jerome Harris and J. J. Davis snatching polo game—results in the shake were a quarter extra.
 3. Mr. and Mrs. F. E. W. Carlson and the youngest daughter.
 4. C. H. Miller, D. Z. Hollins and the Victor dog who met the jobbers in Pueblo.
 5. The Essay Fourcours—Parsons, Werbin, A. A. Trosler, Kenneth Reed and E. C. Raub.
 6. One of the crew that climbed Pike's Peak.
 7. C. S. Andrews, W. D. Anderson, V. W. Mucuy and J. H. Moore on Pike's Peak.
 8. Chas. Jacob, Mrs. Jacob and I. Son Calson at Pike's Peak.
 9. Tom Green in good company between two brothers and a cop.
 10. T. C. Wheeler and his family.
 11. Glen Cook Inn, 11,500 feet above sea level, near where the timberline was laid.
 12. E. C. Wheeler, Esau's Burbin and Geo. E. Mitchell on Pike's Peak.
 13. Louis Burbin in action.
 14. Miss Dailer, of Boston, throwing snowballs on Pike's Peak in July.
 15. At the plain hotel.
 16. Obvying the hotel's dog were here.
 17. Chief Mamfou at Camp of Winds.
 18. H. I. Freeman, A. A. Trosler, I. G. Campbell, H. A. Beach and party arriving at top of Pike's Peak.
 19. J. S. Macdonald takes his getting seriously.
 20. Kathie Freeman makes a nasty drive.
 21. Kansas City Guardline (Left to Right)—Sergeant J. H. Merrill, Harry B. Harker and W. F. Russell.
 22. H. E. Freeman, Mrs. Campbell, Mrs. Freeman and C. C. Campbell on observatory on Pike's Peak—as high as possible.
 23. The crew that brought the jobbers' special into Colorado Springs: Conductor J. P. Chandler in charge, with W. I. Chandler, Pullman conductor.
 24. The "Old Trio" looking on: T. T. Evans, F. W. Simon and Lester Burckhardt.



AEOLIAN 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-Vocalion. Vocalion records and Mel-O-Dee music rolls. The company recently increased the scope



B. D. Colen

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 a number of years. He has made a thorough study of the selling problems of the dealer, and his intimate familiarity with the wholesale division of the industry is reflected in the practical co-

operation this company is giving Vocalion dealers.

Associated with Mr. Colen is M. Mitchell Grubin, who is secretary of the company, and the following sales staff, all of whom are competent, experienced talking machine men: L. Graham, J. Brown and S. Present, formerly associated with the Emerson Phonograph Co.; J. M. Wale and D. C. Fowler, formerly connected with the Aeolian Co.

TWO PATHE DEALER-COMPOSERS

New Yorkers Display Their Ability in Field of Composition—Win Fame and Compliments

The ability to excel in more than one line of endeavor seems to be an attribute of the Pathe dealer. Two prominent metropolitan Pathe retailers have recently achieved prominence in the field of songwriting.

Arthur Kurtz, manager of the Gotham Shop, a Pathe store at 171 Broadway, New York, has written a new fox-trot called "Mirandy." Mr. Kurtz has the unusual faculty of being able to do more than one thing well. Another Pathe dealer, William Lewis, of the Symphony Music Shop, 135 Broadway, New York, is responsible for one of the most popular fox-trot hits of the day, "Open Arms." This new song was composed by Mr. Lewis in collaboration with Mr. Nankivel. Mr. Lewis' patrons will receive an unusual treat by being privileged to hear it played at his store by an orchestra under the direction of Mr. Nankivel. "Open Arms" is one of the new Pathe releases, being paired with "The Last Waltz" on record 20580.

VAN OLINDA JOINS THOMAS STORE

ALBANY, N. Y., August 1.—Edgar S. Van Olinda, well-known local musician, has become associated with the Thomas Music Store, Inc., 101 North Pearl street. The establishment handles pianos, Victrolas, sheet music and other musical instruments and supplies.

MICA DIAPHRAGMS

Absolutely Guaranteed Perfect

We get the best India Mica directly.

We supply the largest Phonograph Manufacturers.

Ask for our quotations and samples before placing your order.

American Mica Works
47 West St. New York

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.

In the center of the window, raised about a foot from the floor, on a red velvet or plush draped base, is set a slipping case of a floor model Victrola. Toward the street appears the side of 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." 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, 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.

WIDE-A-WAKE DEALERS

are increasing their profits through the sale
of De Luxe Needles

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

DE LUXE NEEDLES

DUO-TONE COMPANY, INCORPORATED

Sole Manufacturers of De Luxe Needles

ANSONIA, CONN.

DON'T FORGET THESE FACTS

Perfect Reproduction of Tone No Scratchy Surface Noise

PLAYS 100-200 RECORDS

Full Tone

Three for 30 cents (40 cents in Canada)

Medium Tone

Gennett

RECORDS

"The difference is in the tone"



Music

throbbing 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.

A FEW FROM THE NEW AUGUST LIST

- | | | | | | | | | | |
|-----|------------------------------------|----------|----------------|-----------|-----|------------------------|----------|-----------------------|-------------|
| 473 | ALL BY MYSELF | Clarinet | with Orchestra | Paul Bert | 473 | COBBLER | Clarinet | Nativity Piano Solo | Paula Hanks |
| 85 | ROSENSE | Viola | with Orchestra | Paul Bert | 474 | WILD CHERRY RAG | Clarinet | Society Piano Solo | Frank Hanks |
| 474 | AIN'T WE GOT FUN? | Whistle | with Orchestra | Paul Bert | 475 | ONE, TWO, THREE, FOUR, | Clarinet | with Hawaiian Guitars | Paula Hanks |
| 475 | JUST LIKE A RAINBOW | Clarinet | with Orchestra | Paul Bert | 85 | HONOLULU DAY | Clarinet | Hawaiian Guitars | Paula Hanks |
| 476 | POET AND PEASANT OVERTURE, Part I | Violin | with Orchestra | Paul Bert | 476 | SERENADE | Clarinet | with Piano | Paula Hanks |
| 477 | POET AND PEASANT OVERTURE, Part II | Violin | with Orchestra | Paul Bert | 85 | AVE MARIA | Clarinet | with Piano | Paula Hanks |

Gennett Records better all Phonographs, but are best when played on a Starr Phonograph

GENNETT RECORDS

Manufactured by

THE STARR PIANO COMPANY, Richmond, Indiana

NEW YORK CHICAGO LOS ANGELES BIRMINGHAM DETROIT CINCINNATI
 CLEVELAND INDIANAPOLIS BOSTON JACKSONVILLE LONDON CANADA



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. Beck-

hardt is technically trained for his duties and is a graduate of the College of the City of New York. The Granby Phonograph Corp. is noted for the strength of its personnel and 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 Sol Lazarus, enterprising New York talking machine retailer, has recently placed a contract with Van Veen & Co., Inc., for a 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 warehouses in New York City. The entire installation will be treated with Adam carved 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 Ostwald 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.

The Oldendorf Music House has also conducted for a long time past an establishment in Mt. Carmel, and this store will be continued under the management of Charles Oldendorf, one of the most successful music men in that section, having been in business over thirty years.

PROVIDES MUSIC FOR MARCHES

Columbia Dealer Takes Place of Bands in Emergency—Uses Grafonola and Magnavox

COLUMBUS, Wis., August 6.—During a recent elvite 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 marchers and floats, but the enthusiasm became so great



New Type of Band for Parades

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.



I. Beckhardt

hardt, one of the leading officials of the corporation, occupies this important post. Mr. Beckhardt became associated with the Granby institution in its very beginning. He was originally with this organization as an auditor, and now does all the purchasing of finished and raw material and in addition has charge of the financial end of the American Cabinet Mfg. Co., which is allied with the Granby Corp.

SOUTHERN DISTRIBUTORS

Pathé PHONOGRAPHS
and RECORDS



GRAY & DUDLEY CO.

Write Today for Agency Proposition

NASHVILLE

TENNESSEE





IROQUOIS SALES CORPORATION
BUFFALO, N. Y.

Wholesale Distributors



Okel Records

POPULARIZE DANCE RECORDS

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 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 Poinsett, 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 he 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 could be seen through, representing the water, stars and the 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 water was greatly accented 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, Misquamicut Golf Club of Watch Hill, R. I., and many of the other leading clubs in the East.

RECORD MAKERS HOLD OUTING

Members of Recording Staffs Visit City Island—Hold Interesting Athletic Games

Recognizing the truth of the old proverb, "All work and no play makes Jack a dull boy," about fifty members of the recording staffs of the leading record manufacturers arranged recently for an informal outing, which was held at City Island, N. Y. The first section of the party left New York at nine o'clock in the morning, after assembling at the Okel recording laboratories at 145 West Forty-fifth street.

Fred Hager was a prominent factor in the day's entertainment, being ably assisted by his brother Jimmy. Upon reaching City Island, breakfast was served at Tauber's Hotel, and a series of athletic games was then started. The Emerson baseball team defeated the Pathe roosters by a score of 21 to 5, and Del Staiger won the 500-yard dash. A delightful shore dinner was a fitting finale to a most enjoyable day's outing—we were going to say that it was a record day for record men.

GRUNEWALD HAS THE VICTOR LINE

Prominent New Orleans Merchant Augments Lines in Talking Machine Department

NEW ORLEANS, LA., August 1.—The L. Grunewald Co., Inc., the old-time progressive music house of this city, has recently completed arrangements to install the Victor talking machine line. This concern will handle all styles of Victrolas from the popular portable instruments up to the most expensive styles, as well as a complete line of foreign and domestic Victor records and accessories of all kinds. This gives the Grunewald department a complete Victor and a complete Columbia (which they already handle) line of machines and records.

The store equipment of the Grunewald Co enables quick service for the large number of visitors, not only through the services of the sound-proof rooms but also through the use of a novel counter—the Selrex—which enables the listener to hear the records through ear pieces which, being an inch or two from the ears, are absolutely sanitary.



Packed in rust and dust proof numbered cartons.

Exclusive selling rights open for a few Western and Southern Jobbers.

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

TERMS: To customers with satisfactory commercial rating, 2% discount for cash within 10 days, or 30 days net. TO OTHERS, 3% discount for cash in full with order, or 20% of total purchase with order, balance C. O. D. Kindly include Parcel-Post charges, if wanted that way.

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

EVERYBODY'S TALKING MACHINE CO.

Largest Distributors of Main Springs in America

38 North Eighth Street PHILADELPHIA, PA.

Exclusive Distributors for the General Phonograph Corporation



SELVIN'S DANCE ORCHESTRA

of the Moulin Rouge, Manhattan

MAKES

VOCALION RECORDS

Ask to hear these late Selvin Orchestra Recordings

Oh Me, Oh My!—Fox-trot	} No. 14209 - - \$.85
Ti-O-San—Fox-trot	
All By Myself—Fox-trot	} No. 14210 - - .85
Nimi (Nee-mee)—Fox-trot	
Moonlight—Fox-trot	} No. 14182 - - .85
Cherie—Fox-trot	
Daisy Days—Fox-trot	} No. 14180 - - .85
Paper Doll—Fox-trot	

LOOK FOR THE RED RECORD

THE AEOLIAN COMPANY

Makers of the Duo-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 3.—Evelyn McFarland McClusky, educational director of Sherman, Clay & Co., Victor distributors, who was recently transferred from the retail to the wholesale department is recognizing the study of musical appreciation in Portland and the whole State of Oregon.



E. McP. McClusky

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 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 course covered a wide and varied selection of music.

Among studies on her program were: "A Re-creation of Past Neglect and a Vision of Future Possibilities," "Broad Directed Cultural Listening in Childhood"; "The Place of Lullabies in Child Culture"; "Rhythm"; "Free Expression"; "Suggested Expression"; "Loosely Organized Games"; "Highly Organized Games"; "Dramatic"; "Poetic"; "Birds and Folk Songs"; "Instrumental Music"; "Descriptive"; "Fanciful Concepts" (classified under—calm, capricious, cheer, courage, evening, fabrics, 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 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 address various meetings. Among those most recently given are: "The Country's Need of Music Educationally Taught," at the Riviera school during the county 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 Musicians' Club of Portland;

Scottot Tonerarm and Superior Reproducer
 Illustrating STYLE 1 FINISH
 A combination of Spunmetal and Plated Parts
 Sample Prepaid, \$7.00 Nickel—\$9.00 Gold
 Quantity Prices on Application

Superior Specialist in Phonographs
BARNHART BROTHERS & SPINDLER
 1100 Broadway Street CHICAGO

"The Need of Listeners," given at the Oregon State Music Association luncheon; "Our Privilege as 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 run daily stories in connection with the work going on during the six weeks' period allotted to the contest. Mrs. McClusky expects valiant assistance from George Guppy, manager of the wholesale branch of Seattle. The recent contest held in Portland under the management of Mrs. McClusky 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 advisory staff of the National Bureau for the Advancement of Music of the Music Industries Chamber of Commerce, in 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 Pollock, secretary of the community center department of the public schools of the District of Columbia, who was secretary of the recent extraordinarily successful Music Week in Washington.

STEELE-RIKE PIANO CO. FORMED

NUMBERS, VA., Aug. 4. The Steele-Rike Piano Co. was formed here recently by Leon C. Steele and E. G. Rike. The new music house is an outgrowth of the Columbia Co., Inc., which was purchased by Mr. Steele in 1919. 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 Needle of The Century
 A Near Permanent Needle

A CACTUS NEEDLE THAT SELLS ITSELF

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

Needles can be pointed on sharpener enclosed in package, so that each needle will play an indefinite number of records.



ATTRACTIVE INDUCEMENTS MADE TO JOBBERS

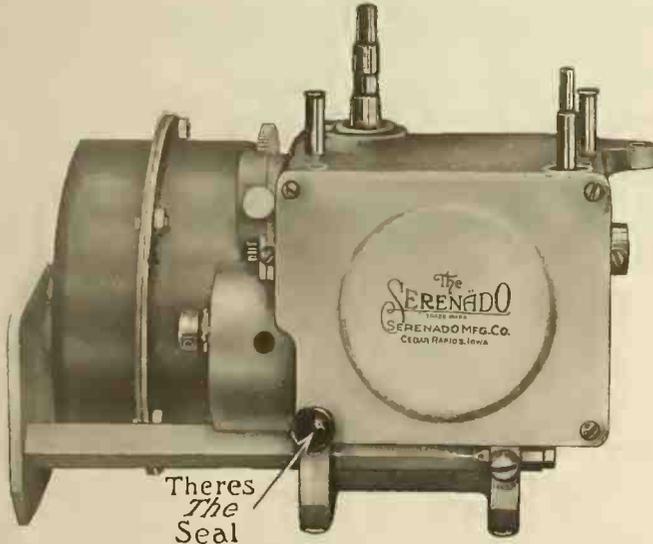
For Samples and Particulars Write to

THE PERMO COMPANY
 4215 TERRACE ST.,
 OAKLAND, CALIFORNIA

The
SERENADO
TRADE MARK
 SERENADO MFG. CO.

CEDAR RAPIDS, IOWA

A MOTOR WORTHY OF ITS GUARANTEE



There's
 The
 Seal

THE GOODNESS — SEALED IN THE TROUBLES — SEALED OUT

GUARANTEE:— The Serenado Motor with each of its parts 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, counselor, Reincke & Co., was prepared for a meeting of the Victor dealers, held under the auspices of the Scoville-Campbell Music Conference, entitled, "Are We Working or Waiting?" It is a massive, helpful article, worthy of close 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 unambiguous 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 time-honored and always effective fuel that we call "work."

I saw a sentence the other day which impressed me very strongly. It was this: "The reason most 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 some wonderful change in this mythical thing 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 essentially the 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 dared a great many of us and we are imagining difficulties in

"The Reason Most Men Do Not Accomplish More Is Because They Do Not Attempt More" Is Well Said

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 idea 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 quits 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 con-

cern 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 selling on should not buy—he was 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.

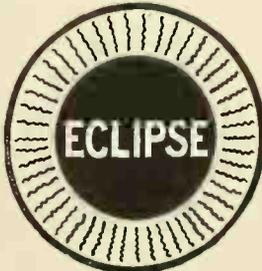
The best statistics available show that there are from three to five million wage earners out of work in this country, and the merchant points to this and says, "There you are—of course business is slow." Now, as a matter of fact, three to five million wage earners represent roughly one in eight or ten of all the wage earners of the country, so that at worst the purchasing power of the wage-earning body is decreased about 12½ and at best about 10 per cent.

In other words, there is from 88 to 90 per cent 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 per cent over supply than we have when supply is 10 or 15 or 20 per cent over demand. But the big point is in just that—our viewpoint—our 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 goods as he was about how or



DETERMINE



THE ECLIPSE MUSICAL CO.
Wholesale Only Cleveland, Ohio



Columbia Arterral Window Displays sell "Catalog Records"—all the good standard numbers from Children's Songs to Novelty Records, from favorite dances to old familiar melodies. Get one and watch it rejuvenate your catalog.

**Columbia Graphophone Co
NEW YORK**

SUCCESS THE RESULT OF ENDEAVOR
(Continued from page 31)

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

Today these 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 selling 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 prospective that he could keep regularly in touch with, either in person or by mail. With people coming in and calling for goods he has not very greatly concerned himself with the better education of his clerks and his sales force. In truth these methods that would sell more goods to the same customers he has not been wanting for new plans, and new ideas, because he has not needed them for selling purposes.

That need is here. The merchant who wants business to-day in sufficient volume 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 both in expected and unexpected 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 so far said is all a more or less general character—merely obvious matters of fact—let us turn for a moment to the authority of cold statistics and actual figures. And permit me to quote as my parting thought for you from an article by Roger W. Hobson, the eminent business statistician, an article published in the 100 Per Cent 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 and do business—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 \$123,998,120 as compared with \$125,536,797,900 for the same period of 1920. A decrease of 17 per cent, to be sure, but the point is this—over 104 billions, or 34 billions a month, were spent this year. Latest figures from our sales research department forecast 75 per cent of last year's business for the three Summer months this year.

"Some 30 billions 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

MINNEAPOLIS, MINN., August 6. An innovation in dealer service has been introduced by the Columbia Graphophone Co. in the form of a Model Shop, installed complete in the Columbia wholesale headquarters 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 Graphophone Shop is a full-sized store—in fact, larger than a great many departments which are established in this territory. It is beautifully decorated and lighted in conformity with the very latest and best ideas. Hearing rooms have been installed, and raised display platforms are provided for the display of Gramophones. Each platform is lighted by overhead reflectors, thereby setting the instruments off to the very best advantage. An ornamental cornice

is built around the display corners and arched 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



view of Columbia Model Shop

dealers, located throughout the United States and Canada, combined with the experience of the Columbia Graphophone Co. in merchandising Gramophones and records. Every part of the equipment of this shop has 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 best throughout the country. This has proved of great value.

MASTER WAX

BUSINESS BLANKS

Special Waxes for Recording and Black Diamond Business Blanks

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

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

The Wax and Novelty Company

67-69 Paris Street, Newark, N. J.

F. W. MATTHEWS, Prop.

Telephone Mulberry 1176

ADVERTISING AND THE VICTOR

Ralph L. Freeman Shows How Constructive Publicity Has Helped the Victor Records 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 an interview by Roland Cole (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 a large measure to the conservative policy of the company, its 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 the advertising appropriation for 1921 is far in excess of that for 1920, 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 peacetime production. In 1919 the company was able to obtain releases from Government contracts and by October of that year the Victor Co. had succeeded in bringing its 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.

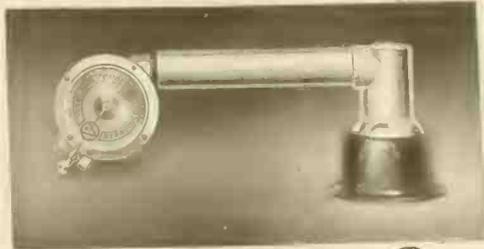
At the present time the Victor factory is working a full forty-eight-hour week. Although the number of employes has been reduced about 20 per cent during the last six months Mr. Freeman states that this has been due to the return of many skilled workmen, who left the company during the war period for other work. In this article Mr. Cole 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 inescapable.

One interesting paragraph contains the following comment by Mr. Freeman, which is indicative of Victor strength and prestige: "Conditions among our distributors and dealers are particularly gratifying. Stocks of cabinets and records are low. We have not had the problem of unusual credit demands to deal with. Our inventory on 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."

PATHÉ PHONOGRAPH MOVIE

Latest Sales Help for Dealers "Put Across" the Pathé 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 sitting 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 rooster comes on the screen, goes to the phonograph and jumps on it, flaps his wings and crows, and out of the crowd come flying letters forming the reading, "Play Pathé Records With Saphire Ball." The film is supplied to Pathé dealers by Wright & Wilhelm Co., Pathé distributor, at Tenth and Jackson streets, Omaha, Neb.



Scottford Tonearm and Superior Reproducer

Illustrating STYLE 2 FINISH
A combination of Japanese and Plated Parts
Sample Prepaid, \$7.75 Nickel—\$10.00 Gold
Quantity Prices on Application



Superior Reproducers of Phonographs
BARNHART BROTHERS & SPINDLER
Monroe and Third Streets CHICAGO

WILBUR TEMPLIN FORMAL OPENING

Great Send-off for New Store in Mishawaka—
Branch of Templin Store in Elkhart

MISHAWAKA, Ind., July 29.—The new Wilbur Templin music store, 117 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 Templin Music Co., of Elkhart, Ind., and is under the management of P. B. Lynch, who is assisted by E. D. Duke, salesman; Miss Beecher, pianist, and Mrs. Walter Jieffer, saleswoman. A number of employes 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 Dick Lucke, of Elkhart, xylophone; Miss Eileen Webster, soprano soloist; Miss Hildred Helme,

piano accompanist, and Miss Estlier Templin, violin soloist. Mrs. Margaret Corcoran presided at the piano.

The Templin 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 own goods is too high you will not do very well as a salesman. We can seldom make anyone else believe a thing unless we believe it ourselves.



PERIOD MODELS

Queen Anne and Louis XVI
A High Grade Phonograph and Library Table Combined

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

Immediate Delivery in Mahogany Burl Walnut Golden Oak



No. 3177 Patent applied for. To be used at \$250. Please discount to retailer.

38" long, 28" wide, 31" high. Finish'd all around Oak, Mahogany or Walnut

SEABURG MANUFACTURING COMPANY
JAMESTOWN, NEW YORK

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

SEES NO SIGN OF BUYERS' STRIKE

Sales Manager Lusk, of Serendo 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 Serendo Mfg. Co., Cedar Rapids, Ia. "Is that complaint warranted? Is there no way 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."

"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 work?"

"There are salesmen on the road, and salesmen in the stores, who have never known 'normal' conditions when merchandise must be sold, not just offered for sale, and those who are accommodating themselves to the more nearly normal conditions which exist now, instead of talking hard times, will be on the top of the heap when the shakedown is complete."

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 phonographic interest

D. R. DOCTOROW

Tel. Vanderbilt 5482

VANDERBILT AVENUE BUILDING
opp. Grand Central Terminal
51 E. 42nd STREET, NEW YORK CITY

I went fishing the other morning, at the proverbial early hour, in order to be there at good fishing time, and so as 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 got excited, began to cast fast and furiously, so that pretty soon his line was in a tree 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 thing he set out to do, and he caught fish."

"We have all of us heard about spitting on our bait, 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 string saliva does not flow and he cannot spit. So be sure to spit on the bait 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 on the bait 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 to sit and watch our cork, 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 Pones 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 eventuality. It is expected that the information and enthusiasm which Mr. Baker is accumulating will do much to boom 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.

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 Universal Pivot Base Tone Arm and Reproducer

Made in Several Lengths.

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

Established in 1914

Manufacturers of High Grade Tone Arms and Reproducers

W. J. McNAMARA, President

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 reording. 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 So. Wabash Ave., Chicago

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

New England Distributors:
Kraft, Bates & Spencer, Inc.,
1265 Boylston Street, Boston, Mass.

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

The Brunswick-Balke-Collender Co.,
Ja 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. McMenimen, managing director of the Pathé Frères Phonograph Co., Brooklyn, N. Y., for the past six years, resigned from the com-



H. N. McMenimen

pany's service a few weeks ago and opened offices as a consulting engineer at 2 Rector street, New York. Mr. McMenimen will maintain a modern and thoroughly up-to-date laboratory at his estate in Scotch Plains, N. J., which he has owned for the past three years. As a consulting engineer Mr. McMenimen will concentrate his activities on every phase of the talking machine industry, including recording, plating and

pressing; motor, tone arm and reproducer design; patent and model development and sales promotion and advertising plans.

Mr. McMenimen is one of the best-known members of the talking machine trade, having been associated with the industry for twenty-eight years. His first position was that of an experimenter with the National Gramophone Corp., which subsequently became the Victor Talking Machine Co. He later manufactured the Music Master horn, attaining phenomenal success in the production of this device. Mr. McMenimen was associated with Thos. A. Edison, Inc., for a number of years, and for six years was managing director of the Pathé Frères Phonograph Co.

During his twenty-eight years' experience in the talking machine field Mr. McMenimen 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. McMenimen paid considerable attention to the development of sales promotion and advertising plans, and his activities for the Pathé Frères 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 in view of 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, \$50; Melody, \$60; Baby Grand, \$200; Elite, \$265; Grand, \$325, and Invinicible, \$350.

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

Okéh Records

Pittsburgh, Pa., 434—4th Avenue

Cincinnati, Ohio, 137 West 4th Street



CRITONA RECORDS

FIFTY CENTS EACH RETAIL

ADJUSTING THE PRODUCT TO MEET THE
NEEDS OF AN INDUSTRY

THE PRODUCT

CRITONA 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.

CRITONA 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

CRITONA 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 CRITONA 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 salesmanship 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 expediting than to walk into even the busy 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 he 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 left 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

It Is a Fundamental of Good Salesmanship to Hold a Customer's Interest Until His Wants Receive Attention

be made to feel that he is receiving attention, even in due difficulties.

It is very rare, indeed, to find a customer demanding such constant attention that the salesman cannot find a second or two to receive properly the latest entrant into the store. As a

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 inject 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 barber-shop when he sees a half-dozen others waiting for attention. The talking machine dealer cannot be expected to yell "next" when he is finished with each customer, but he and his salesmen 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.

ORIGINAL BERT WILLIAMS DISPLAY

MARION, IND., AUGUST 5.—The Butler Music Co., Columbia dealer in this city, recently introduced a unique and original window display that won



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 elements in holding trade permanently, a poorly equipped sales force will do much to undermine trade. Needless errors, tricky methods, slow delivery, insolence, 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 PECKRAM MFG. CO., 239 South Street
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 Pathé shop in Middletown, Conn., is an up-to-date merchant. In a recent letter addressed to the Pathé Frères 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 Pathé 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, who, in turn, get to know his shop and his sales staff by name.

It is often wise to start advertising when the other fellow quits. The wise dealer, or manufacturer, knows why.



BABY GRAND
DESIGN
PHONOGRAPH
PATENTED
MODEL E

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

258 CANAL STREET

NEW YORK

Service



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 finer 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 YANKEE SALESMANSHIP GONE TO SEED?

A Straight-from-the-shoulder Analysis of the Importance of Salesmanship as a Business-promoting Factor by Wm. Maxwell, Vice-president, Thos. A. Edison, Inc., in Printers' Ink Monthly

During the past five years the sales sense of the nation has gone to sleep. Our national indifference toward our foreign trade, hostility toward efficient business methods manifested by numerous legislators, the reliance of portions of the public on half-baked schemes of buying and selling—all are symptoms of our decadence as salesmen.

During the next 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, as a people, 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, neither will labor get his wages nor capital its reward and we will slip back into some other 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 effectively 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 particular cross section of the American public, by organizing and operating what is virtually a traveling school of salesmanship. This year I expect to meet 5,000 of these salesmen.

[Reference is then made to the four-act comedy with a cast of professional actors, which was the principal feature of the recent Edison Caravan Convention, held in New York, Chicago, New Orleans and Vancouver, and which depicted more or less humorously some of the difficulties which attend the teachings and prin-

ciples of salesmanship. Through this play it was hoped to overcome, to some extent, the prejudices which so many salesmen entertain against any form of instruction, and it is this very prejudice which keeps so many of them from developing a general sales sense.—Ed.] The article then continues as follows:

Every manufacturer this year should try to make his sales convention a clearing house of real ideas, a place of new enthusiasms and broader vision—but, above all, a place where a better sales sense may be born in the individual salesman.

For unless we who are supposed to know salesmanship do our utmost to develop this sales sense among our own associates we cannot expect to see it grow without cultivation or effort.

The years of 1921-1941 are the biggest potential years in the history of the world—they aren't over yet. And during these years salesmanship will be the most important profession in the world. Without it initiative, invention and civilization will go to seed. With it will be brought about a closer understanding between the peoples of the world, a higher standard of living for every individual and a period in which the arts and sciences will develop and life itself be made more livable.

INSTALL NEW RECORD CARD SYSTEM

PORTLAND, ORE., AUGUST 2.—The new Vocalion period model 1627 has won a great deal of favor in the Meier & Frank talking machine department in this city. Manager D. C. Peyton has just installed a new card system for the stock of Victor, Columbia, Vocalion and Edison records handled. Buttons are being used to indicate surplus stock, and ordering is being done by card only, which insures greater accuracy and thoroughness. A flag system is being used to indicate the different stars which will enable the salesman at a glance to find the Caruso and other noted artists without referring to a catalog.

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

The Jewel Mute



FEATURES

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

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

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

PLAYS ALL RECORDS
No. 2 Round Tone Arm and Reproducer



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

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

NOM-Y-KA

THE JEWEL MUTE

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

Operates by means of a thumbcrew 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 in any way changing character of tone.

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

The Dealer Who Sells Sonora Phonographs Gets Sonora Service

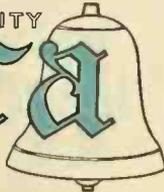
He gets the most whole-hearted co-operation of the entire Sonora organization. Every representative throughout the country should associate the Sonora name with "SONORA SERVICE."

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.

THE INSTRUMENT OF QUALITY
Sonora
CLEAR AS A BELL



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.

Gibson-Snow Co.,

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

Strevell-Paterson Hardware Co.,
Salt Lake City, Utah
Utah, western Wyoming and southern Idaho.

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

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

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

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

Greater City Phonograph Co., Inc.
311 Sixth Avenue, New York
All of New York City except that lying east of Broadway, Brooklyn; counties of Westchester, Putnam and Dutchess, south of Poughkeepsie and all Hudson River towns and 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'Neil" 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.

Columbia Graphophone Co.
NEW YORK

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 Kimball, Neb., are keeping their sales up to a satisfactory mark. Mrs. E. F. Klein is in charge of the talking machine department.

Under the management of F. A. Barker the A. Hospo Co. store, at Scottsbluff, Neb., is doing a flourishing business. This concern employs five outside salesmen and uses advertising of all descriptions consistently. Mr. Barger 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 Hospo store in Omaha.

Harry Thiele, 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. Thiele is H. L. Sims.

Aggressive sales methods employed by Beans & Lindeman, Victor dealers at Crawford, Neb., are bearing fruit abundantly. Manager Lindeman reports business as good.

E. 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 Sam 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 Hearst Mercantile Co., are enjoying a good run of business. Many employes 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 Hearst Mercantile Co.

Victor dealers who have not allowed business depression to discourage them or stop their sales

are W. B. Lowm & Sons, of Spearfish, S. D. W. E. Lowm, 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 are 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 prospect he does not wait 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 en route to Yellowstone Park swell the Summer business of O. F. 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 catching 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. Scarborough 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 H. E. Rothrock. Everything about the shop is modern, as are the methods of the proprietor. Mr. Rothrock, in his advertising, uses some unusual road signs, which draw a considerable amount of automobile tourist trade.

A recent report from G. 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 built by Dr. F. W. Huffman, proprietor of the Pioneer Pharmacy, Victor dealer at Wheatland, Wyo., for the talking machine department. Mrs. Huffman is in charge of the record stock.

Among the recently installed Victor dealers

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

The Greatest Value on the Market

IMMEDIATE DELIVERIES IN ANY QUANTITY



New Model "E"

Plays All Makes of Records Superior Tone Quality

Write for our Proposition

The General Phonograph Mfg. Co., Elyria, Ohio

is the Heidepriem Co., of Custer, S. D. Fred Heidepriem, 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.

ATTRACTIVE 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



Goldsmith's Cleverly Arranged Window 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.



Scottford Tonearm and Superior Reproducer

Illustrating STYLE 3 FINISH
All Parts Stated

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



Superior Reproducers Phonographs
BARNHART BROTHERS & SPINDO
Monroe and Throop Streets CHICAGO

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 lake 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 Lauson gramophones, and expects a brisk demand for these instruments during the Fall and Winter seasons.

E. F. CARSON IS GENERAL MANAGER

Assumes Important Post With Granby Phonograph Corp.—O. F. Jester Joins Sales Force

NEWARK, 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 car 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 Columbia Co., has resigned and accepted a position to represent the Granby phonograph in eastern Pennsylvania. His headquarters will be in Philadelphia.

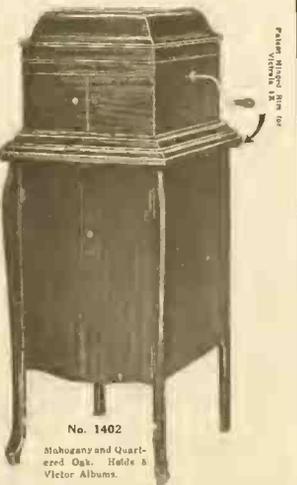
THE FIGURES TELL THE TALE

There are no such words as "Summer dullness" in the lexicon of Ormes, Inc., Victor wholesalers, New York City. Clarence L. 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.

—this Record Cabinet goes to the dealers for the next thirty days for \$13.50.

THERE'S easy and extra profit for talking machine dealers in handling Udell Record Cabinets. Write us and let us tell you what the other dealers are doing.



Write today for the Udell Blue Book and other information

The UDELLWORKS

Indianapolis, 1255 West 28th Street

Emerson Records

The complete September release including
Special Mid-Summer Timely Hits is
listed below:

September Emerson Releases

Emerson Wholesale Distributors

Alexander Drug Co.
Oklahoma City, Okla.

Carpenter Paper Co.
Omaha, Nebr.

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

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

Emerson Phonograph Co.
206 Fifth Ave.
New York City

Emerson Philadelphia Co.
Philadelphia, Pa.

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

Emerson Ohio Co.
Columbus, O.

Heasig-Ellis Drug Co.
Memphis, Tenn.

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

Marshall Wells Co.
Duluth, Minn.

Murmann Phonograph Co.
St. Louis, Mo.

Rountree Corporation
Richmond, Va.

Southern Drug Co.
Houston, Tex.

Southern Sonora Co.
Atlanta, Ga.

George W. Stolte Co.
Dallas, Tex.

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

Tri-State Sales Co.
Kansas City, Mo.

DANCE

10398	ALL BY MYSELF (Irving Berlin). Fox-trot	The Great Lakes Orchestra
	I'M MOODOY'S BAWDY (Davis-Smith-Ager). Fox-trot	Piedmont Dance Orchestra
10414	AIN'T WE DOT FUN? (Richard A. Wallins). Fox-trot	Joseph Knecht's Waldorf-Astoria Dance Orchestra
	MON HOMME (My Man) (Charles Klein). Fox-trot	Mae Fatty Vanderbilt Orchestra
10395	WON HOMME (My Man) (Charles Klein). Fox-trot	Biltmore Hotel Orchestra
	JUST A LITTLE LOVE (Moury-Osborn-Gaulier). Fox-trot	Green Brothers Novelty Band
10399	THE LAST WALTZ (Oscar Brown). Waltz	Biltmore Hotel Orchestra
	OPEN ARMS (Wm. J. Lewis). Fox-trot	Joseph Samuels' Music Masters
10400	MY CHERRY GLOSSOM (Ted Snyder). Fox-trot	Littie Club Orchestra
	WHERE? (Herold Robt). Fox-trot	Lantia's Roseland Orchestra
10412	BOLEN KISSES (Ted Snyder). Fox-trot, with vocal chorus by Arthur Fields	Littie Club Orchestra
	I'M MISSING YOU (Wm.-Hirsh-Wilson). Fox-trot	The Great Lakes Orchestra
10401	MIMI (Medley) (Conrad-Melton-Bloomer-Earl). Fox-trot	Merry Melody Men
	WALL ME (Fleaky-Adams). Fox-trot	Merry Melody Men
10411	SALLY, WOHT YOU COME BACK? (Medley, from "Elizabeth's Ballet") (Stamort-Felm). Fox-trot	Lantia's Roseland Orchestra
	LEARN TO SMILE (Medley, from "The O'Brien Girl") (Louis A. Hirsch). Fox-trot	Danilo Kravetz's Orchestra
10410	A BABY IN LOVE (From "The Last Waltz") (Goodman-Benjamin). Fox-trot	Biltmore Hotel Orchestra
	EVERY NIGHT (Biba-Natzy). Fox-trot	Biltmore Hotel Orchestra
10415	SWAHEE ROSE (George Gershwin). One-step	Van Ess Socially Four
	JUDY BECAUSE (Sleaves-Fresh). Fox-trot	Van Ess Socially Four
10402	IT MUST BE SOMEONE LIKE YOU (Frost-Bright-Barry). Fox-trot	Lantia's Roseland Orchestra
	LISTENING (Joe Solow). Fox-trot	Green Brothers Novelty Band



Emerson
Records and
Phonographs

SONG HITS

10387	ANNA IN INGHANA (D. and C. Gorman-Ross). Comedy Song, Orchestra Accom.	Eddie Conner
	OH! THEY'RE SUCH NICE PEOPLE (Brown-Welsh). Character Song, Orchestra Accom.	Billy Zuck
10403	MOLLY ON A TROLLEY (By Dolly, With You) (Jerome-Schweartz). Comedy Song, Orchestra Accom.	Capady Song
	WHO'LL BE THE NEXT ONE (If You Diver You?) (Johnny S. Biehn). Baritone Solo, Orchestra Accom.	Baritone Solo
10370	LOVE WILL FIND A WAY (Mills-Lyle-Silva-Diak). Belled, Piano Accom. by Eubie Blake	Silva-Diak
	ORIENTAL BLUEB (Mills-Lyle-Silva-Diak). Blues, Piano Accom. by Eubie Blake	Silva-Diak
10396	SUNNYBIDE SAL (Kendit-Dockman). Baritone Solo, Orchestra Accom.	Arthur Fields
	ONE KISS (Summ-H. Arsham-Wood). Tenor Solo, Orchestra Accom.	Irving Kaufman
10416	AIN'T YOU COMING OUT, MELINDA? (Sterling-Merna-Vin Titor). Novelty Song, Orchestra Accom.	Al Bernard
	DAISY DAYS (Biehn-Cook-Kenn). Baritone Solo, Orchestra Accom.	Arthur Fields
10417	YOU MADE ME FORGET HOW TO CRY (Abraham-Lewis-Veale). Tenor Solo, Orchestra Accom.	Virnes Dalhart
	I'M LOOKING FOR A BLUEBIRD (To Chase My Blues Away) (Merrill-Rich). "Blues" Novelty, Orchestra Accom.	Al Bernard
10405	I WANT MY MAMMY (Louis Brown). Tenor Solo, Orchestra Accom.	Virnes Dalhart
	DON'T BE CROSS WITH ME (Van Albro-Gillette). Tenor Solo, Orchestra Accom.	Harrison Clark
STANDARD, HAWAIIAN AND OPERATIC SELECTIONS		
10406	LA FLEUR QUE TU M'AVAIS JETEE (This Flower You Gave to Me) from "Carmen" (Georges Bizet). Tenor Solo in French, Orchestra Accom.	Mortino Strielli
	BALLATE DEMISEUR CHANTE ET PURE (All Hail! Thou Swellin' Pure and Lawd!) from "Faust" (Charles Gounod). Tenor Solo in French, Orchestra Accom.	Mortino Strielli
10408	MOLLY DRAMMOAN (C. Villiers Sharford). Tenor Solo, Orchestra Accom.	Much Deason
	THE FODDY DEW (William-Fox). Tenor Solo, Orchestra Accom.	Much Deason
10407	ANNIE LAUDIE (Edna Doherty). Male Quartet	Chilberton Male Quartet
	SALLY IN OUR ALLEY (Camp-Smith). Male Quartet	Chilberton Male Quartet
10399	WINTER THROATS AMONG THE DOGS (Roston-Denis). Tenor Solo, Violin, Piano and "Cello Accom.	Walter Vaughan
	WHEN YOU AND I WERE YOUNG, MAGGIE (Johnson-Butterfield). Tenor Solo, Violin, Piano and "Cello Accom.	Walter Vaughan
10410	KAMEHAMEHA MARCH. Hawaiian Duet.	Futura-Franzini
	UA LIKE HO A LIKE. Hawaiian Duet.	Futura-Franzini
10412	THE LAMP LIGHTERS (Medley). Medley of Irish Jigs	Samuel Banta
	LAND OF SWEET ERIN (Medley). Medley of Irish Jigs	Samuel Banta

Play EMERSON RECORDS on

THE Emerson Phonograph

WITH THE EMERSON MUSIC MASTER HORN

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 was head 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 employes 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. for eleven years. He has been taught the principles of business by his father, learning 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. places more responsibility on F. B. Patterson. The N. C. R. business is one of the largest businesses in 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 1918 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 Goltzbaeh, a prominent Western business man. Mme. Matzenauer was called to Europe through the serious sickness of her mother, and met on shipboard Mr. Goltzbaeh, whom she had known in the West. On the way ever he 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 Portchester, N. Y. Miss Mayer is one of the youngest women employed in this sort of work.

THE HOUSE-TO-HOUSE CANVASS

This Method of Developing Business Discussed Interestingly—County Fairs Also Come in for Consideration as Sales Promoters

Almost an entire page in a recent issue of Pathé News is devoted to the subject of developing business through the medium of house-to-house canvass. A number of specific instances are reported that prove the great advantages that are accruing through this energetic method of developing business. The article is illustrated by a number of photographs which depict the efforts of dealers situated in far, widely separated points.

Much space is also devoted to the subject of county fair exhibits. These annual fairs have been used for exhibit purposes by Pathé dealers with exceptional results in the past, and Pathé News recommends that this excellent form of publicity be used even to a greater extent in the future. This article is also illustrated with photographs from last season showing the excellent

displays made by a number of Pathé dealers. Excellent sales and demonstrating ideas are presented. An announcement has been made of a handsome pocket mirror souvenir for distribution at county fairs and warehouses which is for sale by all Pathé distributors and which is produced by the Pathé Frères Phonograph Co. Attention is also called to the ten-foot Pathé muslin banner for use at the exhibits.

LHEVINNE'S TRIUMPHANT TOUR

Joseph Lhevinne, Pathé artist, recently returned from a triumphal tour through Mexico. Thirteen concerts were given, totaling in actual money \$13,846.90. The populace bombarded Mr. Lhevinne with flowers, and in one city carried him from the hall to his hotel. Mr. Lhevinne and David Bispham, also a contributor to the Pathé repertoire, are conducting master classes at the American Conservatory in Chicago.

To get workers on the high gear give them a word of cheer.

**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

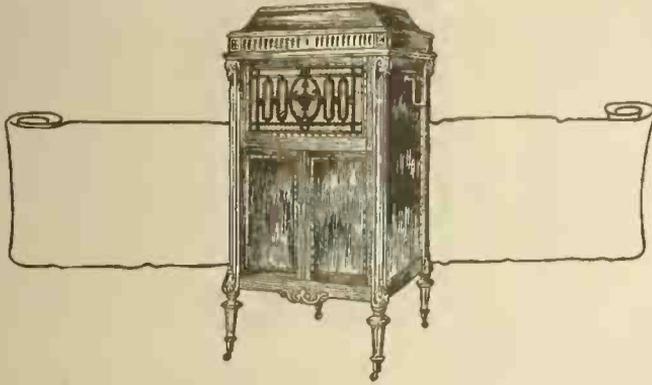
Get your share of these sales by writing today for our 1921 proposition.

HARPER & BROTHERS

Bubble Book Division

130 WEST 42nd STREET

NEW YORK



DALION Dealers enjoy many important Advantages

FO 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 instantaneous. Greatest improvement since advent of eddyless methods. Any chosen record fits forward at a touch. Its compartment stays in position to receive it when played, and no other record is available until proper replacement of the last Record slugs in order automatically.



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 Talking Machine Mfg. Co.
Milwaukee, Wisconsin, U. S. A.



Sell the dance records you have in stock by means of the Columbia Dance Record Aircraft 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

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 dries 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.

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, has 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

The Tanks

Bathing

Refreshments

"Ain't We Got Fun" by Gingoes

Strolling

Fishing

Games

Asphalt

Full protection guaranteed our guests by Fred & Jim.

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

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?

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 Wilfinger, 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.



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 Telemefafone Distributors

I. MONTAGNES & CO.
Toronto, Canada

J. W. SANDS 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 RESURRECTONE
—Invent and Inexpensive Adjustment



Patents Pending
Filed for Blast
CLEAR AND SMOOTH SOUND
Under a sample note. Subject to return if not satisfactory.
"Signed On Like a Flea"
Write for Quality Free
VICTOR PHONOGRAPH CO., 38 Fourth Ave., New York City
Makers of the "Air-Hitch" Tone Arm and Hobby Phonograph.

NEW CHASE-HACKLEY RETAIL HOME

Move to Ground Floor of Recently Constructed Occidental Hotel Building

MUSKOGON, 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 showrooms, 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 50,000 children having participated in the great chorus in the Ellipse alone. In one single day there were forty-four scheduled musical events.

Accompanying the program is a booklet of views of the various events during the Washington Music Week, a number of them showing President Harding taking an active part in the different exercises.

RECEIVER IN EQUITY APPOINTED

Judge Hand Places A. R. Menhard in Charge of the Masterphone Corp. in the Suit Brought by a Creditor of that Company

Judge Learned Hand on July 25 appointed Allen R. Menhard receiver in equity for the Masterphone Corp. of America in a suit brought by Harry L. Rashbaum, 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 Saphire and Actuelle steel needle 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 in 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 hanger for Actuelle 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 ap-



C. H. Murray

pointment 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 was impossible to reconsider his resignation, and for the present Mr. Chase has announced there will be no successor appointed.

The Thos. Goggan 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 Octave 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.

Depletion 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 \$25,000,000 since the first of the year, with exports of only \$6,000,000.

Strong Federal reserve bank position.

Unfilled orders of United States Steel down to 5,845,224 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.

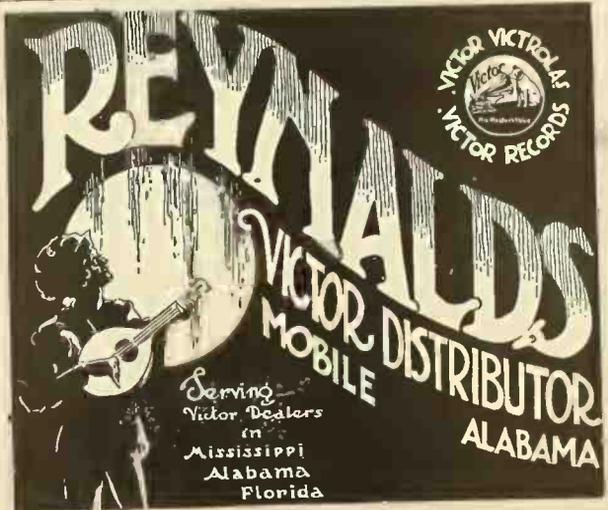
Signing of reparation agreement which will facilitate international trade.

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.

Determination 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, savings banks, etc., are 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.



REWARDS

VICTOR VICTROLAS VICTOR RECORDS

VICTOR MOBILE DISTRIBUTOR

Serving Victor Dealers in Mississippi Alabama Florida

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 in 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

OCEAN GROVE, N. J., August 1.—The Redeveloper Co., of New York City and Philadelphia, manufacturer 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

Vietor 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 Seventh street, Vietor dealer, is of such an artistic nature and has attracted so many persons that initia-



tion—the sincerest form of flattery—has appeared in many places. And now, as though to "out-Richardson Richardson," the branch store in the Ambassador Hotel is, if possible, more beautiful still. It is a jewel in a handsome 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 Bennie 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.

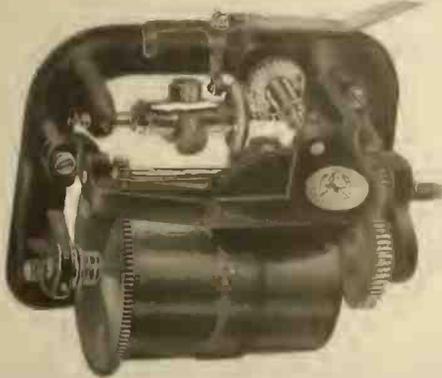
At the Twenty-third Regiment Armory in New York recently Miss Vaughn DeLeath, well-known contralto and exclusive Okeh artist, gave a comparison test which met with unusual success. Miss DeLeath sang several selections and immediately afterward Okeh records of the same selections were played for the audience. The comparison served to emphasize the fidelity that characterizes the Okeh reproductions of Miss DeLeath's voice and the 1,500 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 \$6,000,000.

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.

The SPHINX MOTOR

**MOTOR REFINEMENT**

*Better Designed
Better Built
Better in Operation*

SPHINX GRAMOPHONE MOTORS, Inc.

21 EAST 40th STREET, NEW YORK

OKeh Records

September Bulletin

- | | | | |
|--|--|---|---|
| <p>50101
12-in.
\$1.50</p> <p>50401
12-in.
\$1.50</p> <p>52101
12-in.
\$1.50</p> <p>72101
10 3/4-in.
\$1.25</p> <p>72201
10 3/4-in.
\$1.25</p> <p>4371
10-in.
85c.</p> <p>4375
10-in.
85c.</p> <p>4379
10-in.
85c.</p> <p>4380
10-in.
85c.</p> <p>52301
12-in.
\$1.50</p> <p>72301
10 3/4-in.
\$1.25</p> <p>4382
10-in.
85c.</p> <p>4368
10-in.
85c.</p> | <p>THE WEDDING OF FIGARO (Figaro's Hochzeit) (O saume langer nicht)—Mozart—Soprano (in German) with Orchestra, Frieda Hempel</p> <p>MIGNON (Knowest thou the land?)—Thomas—Soprano (in German) with Orchestra, Emmy Destinn</p> <p>PAGLIACCI (Prologue)—Leoncavallo—Bari-tone (in Italian) with Orchestra, Riccardo Stracciari</p> <p>FAUST-DIO POSSENTE (Even bravest heart)—Gounod—Baritone (in Italian) with Orchestra, Riccardo Stracciari</p> <p>L'ELISIR D'AMORE-QUANTE E BELLA! (How lovely!)—Donizetti—Tenor (in Italian) with Orchestra, Alessandro Bonci</p> <p>STRUT MISS LIZZIE—Baritone with Orchestra, Al. Bernard</p> <p>I AIN'T AFRAID OF NUTHIN DAT'S ALIVE—Baritone with Rega Orchestra, Ernest Hare</p> <p>ANNA IN INDIANA—Tenor with Orchestra, Billy Jones</p> <p>DOWN AT THE OLD SWIMMING HOLE—Tenor-Baritone Duet with Orchestra, Billy Jones-Ernest Hare</p> <p>MOLLY BRANNIGAN—Tenor with Orchestra, Liam O'Kennedy</p> <p>SOLDIERS OF ERIN—Tenor with Orchestra, Gerald Griffin</p> <p>CORNFIELD BLUES, Norfolk Jazz Quartette</p> <p>BIG FAT MAMMA, Norfolk Jazz Quartette</p> <p>CADENZA FROM CONCERTO IN D MAJOR—Paganini—Violin Solo with Piano Accompaniment, Jan Kubelik</p> <p>SERENADE—Drda—Violin Solo with Piano Accompaniment, Jan Kubelik</p> <p>HAWAIIAN HOTEL—Hawaiian Guitar Duet, Ferera-Franchini</p> <p>HONOLULU RAG—Hawaiian Guitar Duet, Ferera-Franchini</p> <p>ALL FOR YOU (Intro. "Without You")—Medley Fox-trot, Erdody's Hotel Pennsylvania Orchestra</p> <p>AIN'T WE GOT FUN—Fox-trot, Erdody's Hotel Pennsylvania Orchestra</p> | <p>4381
10-in.
85c.</p> <p>4369
10-in.
85c.</p> <p>4370
10-in.
85c.</p> <p>4372
10-in.
85c.</p> <p>4373
10-in.
85c.</p> <p>4374
10-in.
85c.</p> <p>4376
10-in.
85c.</p> <p>4377
10-in.
85c.</p> <p>4378
10-in.
85c.</p> <p>4383
10-in.
85c.</p> <p>4323
10-in.
85c.</p> | <p>AMERICAN GUARD—March, Conway's Band</p> <p>GRAND FANTASIA ON DIXIE (Op. 130)—Otto Langey, Conway's Band</p> <p>PAINTED DOLL—Fox-trot, Roy Miller, Melody King, and His Black and White Melody Boys</p> <p>I LOVE YOU, WONDER GIRL—Fox-trot, Natzy's Hotel Biltmore Orchestra</p> <p>PULLMAN PORTER BLUES—Fox-trot, Joseph Samuels' Jazz Band</p> <p>OH! BOY (I've Found the Baby for Me)—One-step, Joseph Samuels' Jazz Band</p> <p>THE LAST WALTZ (From the Operetta, "The Last Waltz")—Waltz, Natzy's Hotel Biltmore Orchestra</p> <p>THE CRITERION WALTZ—Waltz, Frank Stretz's Society Orchestra</p> <p>STOLEN KISSES—Fox-trot, Bennie Krueger's Orchestra</p> <p>JUST A LITTLE LOVE—Fox-trot, Green Brothers' Novelty Band</p> <p>YOKOHAMA LULLABY—Fox-trot, Joseph Samuels' Jazz Band</p> <p>LISTENING—Fox-trot, Green Brothers' Novelty Band</p> <p>SWEETHEART—Fox-trot, Bennie Krueger's Orchestra</p> <p>MY CHERRY BLOSSOM—Fox-trot, Erdody's Hotel Pennsylvania Orchestra</p> <p>IN A BOAT (For Two)—Fox-trot, Green Brothers' Novelty Band</p> <p>IN MY TIPPY CANOE (Intro. "Humka")—Medley Waltz, Green Brothers' Novelty Band</p> <p>NEAR ME—Fox-trot, Harry Raderman's Jazz Orchestra</p> <p>JUST BECAUSE—Fox-trot, Harry Raderman's Jazz Orchestra</p> <p>KILDARE FANCY—Irish Hornpipe, Tom Ennis (Irish Pipes)-John Muller (Piano)</p> <p>FRIEZE BREECHES—Irish Jig, Tom Ennis (Irish Pipes)-John Muller (Piano)</p> <p>GORDON'S REEL—Accordion Solo, Piano Accompaniment, Peter J. Conlon (Accordion)-Joseph J. Garry (Piano)</p> <p>PADDY O'RAFFERTY'S JIG—Accordion Solo, Piano Accompaniment, Peter J. Conlon (Accordion)-Joseph J. Garry (Piano)</p> |
|--|--|---|---|

GENERAL PHONOGRAPH CORPORATION

OTTO HEINEMAN, President

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

Factories: Newark, N. J. Elyria, Ohio Putnam, Conn. Springfield, Mass. Kitchener, Ont.
Branch Offices: Chicago, Ill. Toronto, Can.



ADVERTISING THAT PAYS

Obsolete Methods of Advertising Still Practiced by Numerous Dealers Give Poor Results

Many an advertising campaign has failed disastrously because the ad man overlooked presenting 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 advertising 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 in the local papers. By far the greater portion of the people in any community are music lovers and in order to arouse their interest in your establishment it is essential that the advertisement makes a strong appeal to this natural love of harmony. Merely placing the names of various instruments in your ad without supplementary data will not do this.

When the industry was still in its infancy advertising was also in a crude state. While other merchants were sticking to the antiquated methods, a few of the more progressive dealers saw an opportunity of boosting their businesses by centering their advertising around the appeal to the love of music. Their ads dealt with the pleasure of harmony in the home, the restfulness of it and the advantage of good music to children and adults alike. Their efforts were richly rewarded and many merchants have followed their example. But it is surprising how many dealers still use the old obsolete methods, which, at this time more than ever before, fail to give adequate results.

MUSIC CONDUCTIVE 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 record models were used, which were supplied by the Fischer Co., Pathé 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 considered the instruments replicas of the art periods they represented and emphasized the thought that no home was complete without the charm of music.

One can learn more from listening than from talking.

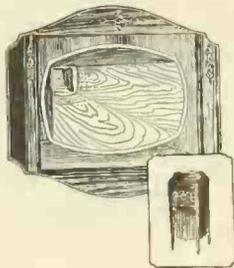
ROTTEN STONE

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

KEYSTONE MINERALS CO.
41 Union Square, New York City

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

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

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 dealer, was a recent visitor to the executive offices of the Columbia Graphophone 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 merchants, 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 impressed with the spirit of good will and co-operation manifested towards the American retailers by the British merchants.

LOUIS BUEHN BECOMES A DIRECTOR

By virtue of his election as president of the National Association of Talking Machine Jobbers, Louis Buehn, of the Louis Buehn Co., Inc., Philadelphia, Pa., becomes a member of the board of directors of the Music Industries Chamber of Commerce, succeeding L. C. Wiswell, of Lyon & Healy, the former president. Mr. Wiswell while president of the Jobbers' Association was an active and interested worker in the Chamber and came to New York from Chicago to attend several meetings of the directors.

Sig. Muratore, the great tenor with the Chicago Opera Co. and noted Pathé artist, is the author of a scenario in which his wife, Lena Cavalieri, 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.



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. BRIGHTSON, President

New York: 279 Broadway

Canadian Distributors: I. Montagnes & Co., Toronto

JONES PIANO CO. ADDS VICTROLAS

Ohio Firm Remodels Talking Machine Department—Coulter Jones Assumes Management

MAINSFIELD, 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 doors 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

SHREVEPORT, LA., August 6.—The Union Furniture Co., of this city, Columbia dealer, is now preparing for its Christmas Club plan. "Forewarned 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 homes thirty-three Grafonolas, comprising two table instruments and thirty-one cabinets. This enterprising Columbia dealer is doing a "hand-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 Christianson 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 artist, through his appointment as conductor of the St. Louis Symphony Orchestra.

CHILDREN'S PARTY BRINGS SALES

Brandeis 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 Brandeis 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

MARCHESTER, 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. Several concerts in which the Magivox was used have proved so successful that Mr. Graham is planning to continue them.

H. N. McMenimen

Consulting Engineer

Consultation by appointment on every phase 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:

Seotch Plains, N. J.

Tel. Fairwood 1428

Offices:

2 Rector Street, New York

Tel. Rector 1481

HEALTHY SMALL-TOWN BUSINESS

Columbia Dealer Builds Up Profitable Business in Town of 2,000—Installs Up-to-date Equipment, Which Has Helped the Business

The Morrall Furniture Co., of Bensford, 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 handling its growing Grafonola and record business. The department consists of beautifully



One of Morrall 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 50 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 purchasing public, and its portability, particularly when cased, has aided in its popularity.

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 velvet.

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's 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?

The FRED. GRETSCH MFG. CO.
Musical Instrument Makers Since 1883
60 BROADWAY - - - BROOKLYN, N. Y.



LATEST

ORDER NOW



SAPPHIRE

and

Actuelle Needle Cut

Size 10
85 cents

RECORDS

NOTE—Actuelle Records are all prefixed with 0.

STANDARD VOCALS

- | | | | | |
|--------|----------|---|--|--------------------------------|
| 20587 | Vixen | { | Lassie o' Mine (Bowles-Walt), | Charles Harrison, Tenor |
| 020587 | | | Sleep and the Roses (Bowles-Tate), | |
| | Vizor | { | | Charles Harrison, Tenor |
| 20588 | Vocable | { | Bring Back My Bonnie to Me (Old Scotch Melody)..... | Glady Rice, Soprano |
| 020588 | | | From the Land of the Sky Blue Water (Eberhart-Cadman)..... | Glady Rice, Soprano |
| 20604 | Bomespar | { | O Wert Thou in the Cauld Blast (Burns-Mendelssohn)..... | Florence Mulholland, Contralto |
| 020604 | Boxer | { | Loreley (Slicher)..... | Florence Mulholland, Contralto |
| 20605 | Bonanza | { | Of in the Stilly Night (Moore-Stevenson), | Alice Godillot, Soprano |
| 020605 | | | Boys | Long, Long Ago (Bayly).... |

SACRED

- | | | | | |
|--------|----------|---|--|---------------------------------------|
| 20586 | Vivify | { | Shall We Gather at the River? (Lowry), | Cathedral Male Quartet, Unaccompanied |
| 020586 | | | Abide With Me (Lyte-Monk), | |
| | Viviseet | { | | Cathedral Male Quartet, Unaccompanied |

STANDARD QUARTET

- | | | | | |
|--------|--------|---|------------------------------|-----------------------------|
| 20585 | Vivary | { | Soldier's Farewell (Kunkel), | Shannon Four, Unaccompanied |
| 020585 | | | Sweet Adeline (Armstrong), | |
| | Vivid | { | | Shannon Four, Unaccompanied |

INSTRUMENTAL

- | | | | | | |
|--------|-----------|---|---|--------------------------------|---------------------------------|
| 20589 | Vocalion | { | Si Mes Vers Avaient Des Ailes (If My Verse Had Wings) (Mouton), | Violin, Flute and Piano..... | Longo Trio |
| 020589 | | | En Mer (By the Sea) (Holmes), | | |
| | Vocalism | { | | Violin, Flute and Piano..... | Longo Trio |
| 20590 | Vocation | { | Beautiful Isle of Somewhere (Pounds-Fearis), | Jules Levy Jr.'s Brass Quartet | |
| 020590 | | | Rock of Ages (Toplady-Hastings), | | |
| | Vocative | { | | Jules Levy Jr.'s Brass Quartet | |
| 20591 | Vocietera | { | Funeral March of a Marionette (Gounod), | Bassoon Solo..... | Leopold Bucci |
| 020591 | | | The Elephant and the Fly (Kling), | | |
| | Voice | { | | Bassoon and Piccolo Duet, | Leopold Bucci-Nicholas Laucella |
| 20592 | Voicing | { | Valse Ma Jolie (Lewis), | Saxophone Solo, | Nathan Glantz |
| 020592 | | | Where the Lazy Mississippi Flows (French-Freyne), | | |
| | Voidable | { | | Violin Solo, with Piano.... | Rae E. Ball |

DANCE

- | | | | | | |
|--------|-----------|---|--|----------------------------|---------------------------------|
| 20593 | Voivode | { | The Sidewalk (Gay), | Fox-trot, | Nicholas Orlando's Orchestra |
| 020593 | | | Molly on a Trolley (Schwartz), | | |
| | Volador | { | | Fox-trot, | Nicholas Orlando's Orchestra |
| 20594 | Volant | { | My Sunny Tennessee (Kalmar-Ruby-Ruby), | Fox-trot | Merry Melody Men |
| 020594 | | | Sunnyside Sal (Kendis-Brockman), | | |
| | Volatile | { | | Fox-trot, | Merry Melody Men |
| 20595 | Volcanic | { | One Kiss (Burtnett-Arnheim), | Fox-trot, | Casino Dance Orchestra |
| 020595 | | | Jeanette of You (Freedman-Ingham-Johnson), | | |
| | Volomite | { | | Waltz | Casino Dance Orchestra |
| 20596 | Volley | { | Saturday (Mitchell-Brooks), | Fox-trot, | Bennie Kruger and His Orchestra |
| 020596 | | | Sally Won't You Come Back? Intro: "Bring Back My Blushing Rose," from "Ziegfeld Follies 1921" (Stamper-Friml), | | |
| | Volition | { | | Fox-trot, | Bennie Kruger and His Orchestra |
| 20597 | Volley | { | Why, Dear? (Cohen), | Fox-trot, Intro: "Idling," | Casino Dance Orchestra |
| 020597 | | | Ti-O-San (Traveller-Case), | | |
| | Volplane | { | | Fox-trot, | Casino Dance Orchestra |
| 20598 | Voltage | { | Ain't We Got Fun? (Whiting), | Fox-trot, | Joseph Samuels' Music Masters |
| 020598 | | | Where (Robe), | | |
| | Voliste | { | | Fox-trot, | Joseph Samuels' Music Masters |
| 20599 | Voluble | { | Learn to Smile (Harbach-Hirsch), | Fox-trot, | Piedmont Dance Orchestra |
| 020599 | | | Second-hand Rose, from "Ziegfeld Follies 1921" (Clarke-Hanley), | | |
| | Voluntary | { | | Fox-trot, | Piedmont Dance Orchestra |

POPULAR VOCAL

- | | | | | |
|--------|-----------|---|---|--|
| 20600 | Volunteer | { | I'll Forget You (Burns-Ball)..... | Billy Jones, Tenor |
| 020600 | | | Stand Up and Sing for Your Father (Burr-Perkins)..... | |
| | Volute | { | | Billy Jones, Tenor |
| 20601 | Volva | { | When? (Benham)..... | Lewis James, Tenor |
| 020601 | | | Swanee River Moon (Clarke), | |
| | Vomela | { | | Lewis James-Elliott Shaw, Tenor-baritone |
| 20602 | Vomer | { | If You Only Knew (Fleeson-Von Tilzer), | Ernest Hare, Baritone |
| 020602 | | | My Sunny Tennessee (Kalmar-Ruby-Ruby), | |
| | Vomica | { | | Ernest Hare, Baritone |
| 20603 | Voodoo | { | Melon Time in Dixieland (Ringle), | The Harmonizers' Male Quartet |
| 020603 | | | Oh, They're Such Nice People (Brown-Walsh), | |
| | Voracious | { | | Aileen Stanley, Comedienne |

Pathé Frères Phonograph Co.

20 Grand Avenue

Brooklyn, New York

Pathé DEALER Buyer

**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

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.



Pathé Frères Phonograph Co.
20 Grand Avenue
Brooklyn, New York

Pathe Distributors

- ARMSTRONG FURNITURE CO.
69 N. Main St., Memphis, Tenn.
- BRISTOL & BARBER
3 East 51th St., New York
- DULALO WHOLESALE HARDWARE CO.
217 Washington St., Buffalo, N. Y.
- BURNHAM, STOEHL & CO.
19 E. Leaned St., Detroit, Mich.
- CHURCHILL DRUG CO.
Burlington, Ia.
- COMMONWEALTH PHONOGRAPH CO.
1921 Eymour St., Springfield, Mass.
- THE FISCHER COMPANY
843 Chestnut Ave., Cleveland, O.
- THE FISCHER COMPANY
11-15 Vine St., Cincinnati, O.
- FULLER-MORRISON CO.
610 W. Randolph St., Chicago, Ill.
- JOHN A. FATCH COMPANY
25 Auburn Ave., Atlanta, Ga.
- GRAY & HUBBLY COMPANY
Nashville, Tenn.
- HALLET & DAVIS PIANO CO.
110 Boylston St., Boston, Mass.
- HARBOR-LONGMIRE PHONOGRAPH CO.
1001 Elm St., Dallas, Texas
- HARBOR-LONGMIRE PHONOGRAPH CO.
313 W. Main St., Oklahoma City, Okla.
- INTERSTATE PHONOGRAPH CO.
1626 Chestnut St., Philadelphia, Pa.
- INTERSTATE PHONOGRAPH CO.
1018 Vermont Ave., Chicago, Ill.
- FONES BROTHERS HARDWARE CO.
Little Rock, Ark.
- F. F. MAY HARDWARE CO.
469 G St., Washington, D. C.
- MUONEY, MUELLER & WARD CO.
191 S. Meridian St., Indianapolis, Ind.
- MORLEY MURPHY HARDWARE CO.
Green Bay, Wis.
- FATHE CITY SALES
19 Grand Ave., Brooklyn, N. Y.
- PITTSBURGH TALKING MACHINE CO.
503 Liberty Ave., Pittsburgh, Pa.
- RICHMOND PHONOGRAPH COMPANY
5 Governor St., Richmond, Va.
- ROCHESTER PHONOGRAPH CO., Inc.
41 Clinton Ave., North, Rochester, N. Y.
- SALT LAKE HARDWARE CO.
Salt Lake City, Utah
- M. SELLER & CO.
511th and Pine Sts., Portland, Ore.
- M. SELLER & CO.
Spokane, Washington
- E. SOMMER & CO.
Park Square, St. Paul, Minn.
- SUPERIOR MFG. & SUPPLY COMPANY
506 N. Third St., St. Louis, Mo.
- WM. VOLKER & CO.
Denver, Colorado
- WM. VOLKER & CO.
Houston, Texas
- WM. VOLKER & CO.
Main, 2nd and 3rd Sts., Kansas City, Mo.
- WEAVER PIANO CO.
York, Pa.
- WESTERN PHONOGRAPH CO.
820 S. Broadway, Los Angeles, Cal.
- WESTERN PHONOGRAPH CO.
203 Market St., San Francisco, Cal.
- WRIGHT & WILHELMY CO.
Tenth & Jackson Sts., Omaha, Neb.

Featuring the MUSICAL POSSIBILITIES of the TALKING MACHINE

[Rosson's Notes.—This is the tenth of a new series of articles by William Brand White, devoted to the various interesting opportunities which prevail in the domain of education for the retailer of talking machines. The subject is one of great interest and we commend these articles to the consideration of all who are devoting attention to the founding and development of the musical possibilities of the talking machine.]

LET A RECORD SAY IT FOR YOU!

When the slogan, "Say It With Flowers," was first born in the imagination of an ingenious florist there must have been resultant throes 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 learn, quite wonderful. Imitation, they say, is the sincerest form of flattery, and the florists will not begrudge us the opportunity we seize to apply their medicine to our own conditions.

To put the matter in a nutshell, why should not we adopt a little 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!"

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 home, 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 the 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 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 land 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 rude persons 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 always 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 fascinate 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 "goes 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 and forgotten like candy. "Give your girl a good

IT PAYS TO DEAL WITH KENNEDY-GREEN CO.

IT PAYS TO SELL

Okeh Records

Have you ever bothered to ask what has given Okeh Records their recognized success?

The great combination of Cooperative Distributor and the Record of Quality, the Okeh Record, that backs every Okeh Agency, is one of the features of Okeh's success.

If you aren't selling the quantity of records you should—let us show you how. We are one of the big Cooperative Distributors.

KENNEDY-GREEN COMPANY

1865 Prospect Avenue

CLEVELAND, OHIO

talking machine record," one may say to the young fellow we have in mind, in his thousands everywhere, and you will be giving her something which she will like, 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, after mine gets mixed up with the others." That is 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 in some 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 that 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 jogging. 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 remembered lover there is. The typical American husband likes to buy a little present for his

wife when he can think up something nice, but even he has his difficulties in choosing. Brave men will go in boldly and buy silk stockings and we have heard of men who were even braver, but in general the married male is scared stiff in front of the frivolity-silks counter. Well, here is a substitute. If the home has a talking machine then certainly wifely has her own choice in records. Ten to one she likes fine voices, violin solos and string quartets. Then, Mr. Merchant, why don't you get hold of Mr. Business Man Customer and show him how nice it would be to take home a couple of swell records every week for the little lady? Swell records, too; good stuff; not noisy dance music, but fine, classical work. That's the idea. Or, if one might say it to a serious-minded business man, "Attaboy."

Reasons Why Dealers Should Get Busy

One could go on forever along these lines, but the idea just now is simply to give merchants something to think about in the way of sales-making during these Summer days. After all, merchandising is all a matter of having some imagination and a faculty for finding out what the average man and woman think about. This notion of creating a national habit of giving records as gifts instead of sticking eternally to candy, flowers and, perhaps, one in a while a pair of silk stockings, is worth, we submit, the attention of the advertising men. Manufacturers and merchants alike will find something worth thinking about here.

facturers stating that they have sufficient orders on hand to keep their factories going for the remainder of the year. Foodstuffs are more plentiful and there is a spirit of confidence in the future that will undoubtedly be reflected in the industrial activities of the European countries. Mr. Pilgrim left Mrs. Pilgrim in Europe, as she plans to return home with Mr. and Mrs. Otto Heineman some time next month.

W. G. PILGRIM BACK FROM EUROPE

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

W. G. Pilgrim, treasurer of the General Phonograph Corp., New York, arrived home recently on the steamer "Orduna" after spending six weeks abroad. On this combined business and

C. BOGGS OVERCOME BY MEAT

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 Laurelton, of which his brother, John C. 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.



BLANDIN

WHEN eminent musical authorities declare the Blandin Phonograph to excel all others in faithful reproduction of those most difficult of all subjects—the human voice, violin or piano—'tis certainly worth your while to investigate the Blandin's superlative qualities.

A word from you will bring Blandin facts worth knowing.

Racine Phonograph Co., Inc.

RACINE, WISCONSIN.



The Larson-Jones Music Co., which recently opened very attractive quarters at 319 Sherman street, Coeur d'Alene, Idaho, is handling pianos, players, talking machines and other musical supplies.



W. G. Pilgrim

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 these 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 manu-

To The Victor Dealers of America!

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

Lewis C. Frank Corp., 1201 Dime Bank Bldg., Detroit

STEGER

*the finest reproducing
Phonograph in the World*

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

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

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

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

Desirable territory open. Write for the Steger proposition today.

Phonograph Division

STEGER & SONS

Piano Manufacturing Company
Steger Building, CHICAGO, ILL.
Factories: Steger, Illinois, where the "Lincoln" and "Dixie" Highways meet.

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



Model 506
\$209.00



Model 505
\$220.00



Model 502
\$145.00



Model 508
\$200.00



Model 503
\$165.00



Model 501
\$115.00



Model 509
\$235.00



Model 500
\$95.00



Model 510
\$290.00

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 has not yet announced his plans for



Frank K. Pennington

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 co-operation.

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 unflinching good cheer 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 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 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 \$1.25 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 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 late 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 many new accounts in the sales possibilities of Bubble Books.

BURGLARS ARE DISCRIMINATING

The sales department of the Emerson Phonograph Co., New York, received recently an interesting letter from John 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 twenty of the fastest selling Emerson hits.

A 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.

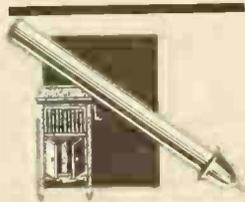
OPTIMISTIC OVER THE OUTLOOK

Colten & Hughes, the big Victor wholesaler of Washington, D. C., reports a very fair average of business, considering the unusually hot weather which has been with us for the past couple of months. F. S. Harris, the general manager of the company, who has just returned from a trip in the South, reports a decided betterment wherever he visited. Conditions are more settled and dealers feel more optimistic regarding Fall and Winter trade.

NEW DISTRIBUTING AGENCY

T. H. Tarren is in charge of a new distributing agency for the Remington phonographs which has been established at 907 H street N. E., Washington, D. C. Mr. Tarren has been making displays of the Remington at the Poli Theatre which has attracted a great deal of attention.

Do not disparage rivals, nor run down another man's goods. If you do not know what to say, say nothing.



AT LAST!
One Phonograph
Needle for all Tones

Light Medium and Soft Medium Manufacturing

Tonofone
The Needle With A Flexible Point

Has Solved The Big Problem

The point being flexible and softer than the records will neither tear nor batter them.

IT'S THE GREATEST INVENTION
OF THE PHONOGRAPH AGE

Each Tonofone Plays 20 to 50 Records
Any record—Any Phonograph, in
ORIGINAL TONE and VOLUME

The best needle value ever offered

4 for 10¢ - 12 for 25¢

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

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

Wholesale Distributors in all important commercial centers.

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

R. C. WADE CO.

110 South Wabash Avenue CHICAGO
Inventors and Sole Makers

Main-Springs



For any Phonograph Motor
Best Tempered Steel

1/8	inch x 10 feet for 87 small motors	Each \$1.50
1/8	" 12 " " Columbia, Victor, Victrola	1.50
1/8	" 10 " " Columbia	1.50
1/8	" 11 " " Columbia with books on end	1.50
1/8	" 11 " " Victor	1.50
1/8	" 11 " " Victor, none of old style	1.50
1/8	" 12 " " Brunswick and Pathé	1.50
1/8	" 12 " " Brunswick and Pathé	1.50
1/8	" 10 " " Best Silencers and Motors	1.50
1/8	" 11 " " Brunswick, Best and Standard	1.50
1/8	" 10 " " Brunswick, Best and Standard	1.50
1/8	cut size for Edison Disc Machines	1.50

SAFFIERS—GENUINE

Val's, very best, tool loose, genuine, each 15c, 100 lots \$14.50

Edison, very best, tool loose, each, or \$12.00 in 100 lots

TOPE-ARMS

Val's, very best in three-hole size, very loud and clear, \$5.00 each.

Top-arm with the best reproducer, Diamond, \$3.50 each.

PHONOGRAPH NEEDLES

We are jobbers in Brilliance Blue Needles, Magnets, Wax-Save, Zenofone, Ripcord, and the GUN EDGE Needles.

ORDER RIGHT FROM THIS AD

Send for price list of other repair parts and motors. Terms—Prices are F. O. B. St. Louis. Send enough to cover postage if mailed by parcel post, or we will ship by express.

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



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 their slugging 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 salesmen who, by the circumstance of building 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 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 the last few weeks in the attitude of the farmers. They are forgetting the idea that they are ruined if they do not sell their wheat at \$2 a bushel, 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 men 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 Photograph 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 Photograph Co. has been taken by William J. B. Haering, who has been employed in the record department of that company since last October.

C. E. 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

A Sign It Took Ten Years to Build

It took ten long years to bring Flexlume Oplex Electric Signs up to their present perfection—ten years of constant striving. The result is a sign which gives day and night service—raised, white glass letters on a dark background—greater reading distance, lower upkeep cost, more artistic designs, better illumination and signs which embody real advertising thought.

You need a Flexlume Oplex Sign. Let us send you a sketch showing one to meet your particular business.

FLEXLUME SIGN COMPANY
36 KAIL STREET BUFFALO, N. Y.

Flexlume—the electric sign made only by the Flexlume Sign Co.



Free!

TINTED PHOTOGRAYURE OF M-CORMACK

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

Send Postage ONLY

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

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 talking 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 plan to rebate the dealers in connection with the Sonora price reduction, effective the first of this month, according to O. C. Maurer, manager of the Sonora department of the Kiefer-Stewart Drug Co. Mr. Maurer said that talks with many of the dealers disclosed a feeling that the coming Fall will develop largely increased business.

Incorporated

Articles of incorporation have been filed with the Secretary of State by the Indianapolis Phonograph Rebuilding Co. The authorized capital stock is \$750 and the directors named are D. W. Ingle, Kathryn Lawlison and Hubert Hickam. Mr. Ingle said that additional information concerning the company could not be given until plans had been perfected, which, he said, would be about the middle of August.

Edison Salesmen Active

Salesmen for the Edison Shop have been devoting much of their time the last month to visiting Edison owners in the city, making inquiries as to the instruments being used and also making suggestions regarding desirable new records. W. O. Hopkins, manager of the Edison Shop, says the plan has resulted in increased record sales particularly and has developed an intimate relation with patrons of the shop, which he expects to result ultimately in a substantial gain in machine sales. The salesmen, in the course of their visits, obtain information as to possible Edison buyers among neighbors of those now owning an Edison.

Higher-priced Pathés in Demand

Steady sales in the higher-priced Pathé machines is the feature of the business of the Pathé Shop, according to Edgar Eskew, man-

ager. Several electric machines have been sold during the last few weeks, said Mr. Eskew, and, at the same time, the record business has kept up in encouraging volume, considering the extremely hot weather.

Developing Mailing Lists

Victor dealers in the smaller cities of the State are building up large mailing lists by giving a plaster parisi Victor dog to patrons who fill out a card, on which is written their own name and address and the names and addresses of possible buyers among their friends. The scheme is being promoted by the Stewart Talking Machine Co., wholesale distributors, with great success.

Stewart Co.'s Aid to Dealers

The Stewart Co. is also assisting its dealers in their merchandising efforts by offering them at cost a 9x18-inch folder, displaying the various Victor models and advertising "A Free Demonstration in Your Home With the Genuine Victrola." Names of the dealers ordering the folder are placed thereon so that they are immediately ready for mailing. On the folder is a coupon that the prospective buyer can fill out and mail if he wishes a Victrola 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 Victrola and a selected list of records in your home without obligating you in the least." The folder then names prices and terms. Most of the dealers are taking advantage of the plan, which saves them a considerable amount of money on the cost of printing.

W. E. Killgore, new Victor field representative, has been transferred from the Indiana territory to southern Ohio.

Misses Streeter and Hobson Speak

At a three-day meeting recently in Lafayette, Ind., of all the county superintendents in Indiana Miss Margaret Streeter, of the educational department of the Victor Talking Machine Co., and Miss Caroline Hobson, of the Stewart

educational department, lectured on the Victrola in school work and the Victor educational records. Dates were arranged for the county institute work this Fall. Dealers are being assisted in making 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.

Cautioning an White River is one of the pastimes at Broad Ripple, one of the amusement parks of the city. The Circle shop has placed a large canvas sign along the bank of the river and has made it plain to all who read that the place to buy the smaller talking machines is at the Circle Talking Machine Shop.

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 Victrolas. 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 spurt 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.

VICTOR RETAILERS

**SOMETHING NEW
IN AN ADVERTISING
RECORD BRUSH**



**WRITE US FOR INFORMATION AND FREE SAMPLE
WE CAN SHOW YOU AN EXCELLENT PLAN
HOW TO BRING CUSTOMERS INTO YOUR STORE**

**Yours for Service,
ABRAM DAVEGA, Vice President**



DEVELOPING THE RECORD BUSINESS

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

OMAHA, Neb., Aug. 5.—The Wright & Wilhelmy Co., progressive Pathe distributor, has presented to 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 Pathe instrument you not only sell a phonograph, but you sell your customer a license to do business with you; for the talking machine isn't worth two whines' without records." The entire letter emphasizes strongly the opportunities in developing a large record business. The Wright & Wilhelmy Co. is co-operating with its dealers through the mailing of the monthly record lists from its offices, thus relieving the dealer of all details. The only cost to the dealer is the 1-cent postage for each envelope—the cost of the letters, envelopes, printing, etc., being absorbed by the Wright & Wilhelmy Co.

The "President Harding March," which was released last month by the Victor Talking Machine Co., and which was played by the United States Marine Band, has been in tremendous demand throughout the United States. Prof. M. Azzolina is the composer.

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 Pathe 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 co-operation with the dealer in special demonstrations for sales promotion. It is planned to carry in stock 40,000 Pathe 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.—Westervelt Terhune, 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-nine 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-plate 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.

WACO MUSIC CO. OPENS

WACO, TEX., July 30.—A new music establishment, to be known as the Waco 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 William, Conn., has opened a branch music store in the Lee & Buckley Building. Samuel Feldman has assumed the management of the establishment.

Ward's Khaki Moving Covers



Covers "D" Covers with

No. 3 Straps

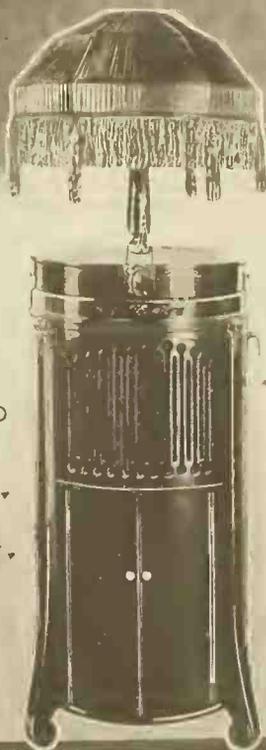
THE C. E. WARD CO.

(Well-Known Lodge Restless House)
101 William Street New London, Ohio
Also Manufacturers of Rubberized Covers
and Quilt Covers for the Wagon

Distributors

- ORISTO & BARDER, INC.
3 E. 14th St., New York City
- YARR & LANGRISH CO. CO.
207-215 E. Wacker St., Milwaukee, Wis.
- COHEN & HUGHES, INC.
Washington, D. C.
- DECKWITH O'NEILL CO.
Minneapolis, Minn.
- STREVELL-PATERSON HARDWARE CO.
881 Laska City, Utah
- O & MARSHALL CO., INC.
Oscar Mayer Bldg., Cincinnati, O.
Culver Bldg., Chicago, Ill.
- THE REED CO.
237 Fifth Avenue, Pittsburgh, Pa.
- C. E. VAN HOUTEN & ZOOK
145 S. Dearborn St., Chicago, Ill.
- BONDURA DISTRIBUTING CO. OF TEXAS
Dallas, Texas
- KNIGHT-CAMPBELL MUSIC CO.
1608 Washington St., Ottawa, Can.
- CHAS. H. FAYES
311 Lehigh Bldg., Los Angeles, Cal.
- W. O. & D. N. ANDREWS
Duluth, Minn.
- SACHS & CO.
423 So. Wash. Ave., Chicago
- SHERMAN, CLAY & CO.
741 Milwau St., San Francisco, Cal.
- JOHN A. FULTON CO.
35 Auburn Ave., Atlanta, Georgia
- 1500 South Boulevard, Charlotte, N. C.
- 150 Washington St., Jacksonville, Fla.
- ORTON BROTHERS MUSIC HOUSE
Dallas, Texas
- CRAY & ODOLLET CO., Nashville, Tenn.
- ASSOCIATED FURNITURE MFRS.
St. Louis, Mo.
- W. J. OYER & BRO., St. Paul, Minn.
- AMERICAN PHONOGRAPH CO.
Burlington, Vt.
- JOSEPH BARNETT & CO., Cedar Rapids, Ia.

The Modernola



DISTINGUISHED
for
TONE
BEAUTY
&
UTILITY

The
Phonograph
That
Appeals

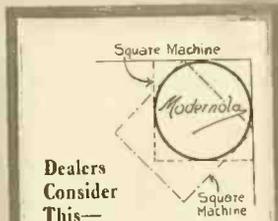
**The Phonograph That
Sells Easily!**

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.



Dealers
Consider
This—

The shape of the Modernola allows a big saving in space as shown clearly in the above diagram. Add to this the extension of the doors of the filing cabinet when opened and it is apparent that the Modernola has a special appeal where people must consider the floor space to be occupied.

Easy access too for sweeping and cleaning which is worth considering.

Good looking, substantially built and absolutely trustworthy, the Modernola commends itself.

Our Special Offer

You will certainly be interested in this and we will be glad to tell you about it. Just address Department D.

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

"These times are apt 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 horror. And all without just reason, for the fundamentals of business are perfectly sound. It's merely a case of backing 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 with a mighty efficacious prescription at its end warranted to "cure" this malady. Further, the article reads: "Nowadays a man must really put salesmanship to work. The merchandise has stopped selling itself, that's all. We must scratch deep for the day's rations where a little while ago it was being thrown at us, on the surface, out of a pan.

"But some of the trouble can be traced to the

sales department head himself or to frightened heads of firms who are demoralizing themselves without quite appreciating the fact. In a concern employing thirty local salesmen—all tried and true, ambitious, energetic, resourceful—business took a slump. Sales dropped off 60 per cent. The temporary lull was one of those conditions that every firm must face sooner or later. The lines on the chart cannot always head upward. Few businesses claim a peak load year after year. And in the present case it was not so serious as it might have been, for the firm was an established one, with prestige that generations could not destroy. When business brightened it would get its full share.

"The head of the house was an alarmist. Ordinarily hospitable of countenance and cheerful of manner, he suddenly took on a funeral aspect. He never smiled. He moped about the office. And finally he began to institute cuts. An of-

Why Break Records? Just File Them!

That is all you have the wonderful Record thing you
from which is a feature of

The Marvelous MAGNOLA



Watching the Music Come Out

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

MAGNOLA TALKING MACHINE COMPANY

General Office: 711 MILWAUKEE AVENUE, CHICAGO
Eastern Wholesale Branch: 1336 CANDLER BLDG., ATLANTA, GA.

fic boy was allowed to go. A stenographer was discharged. There was a warning posted in the matter of waste of office supplies. Somebody was appointed to see that all the light were turned off when not in actual use. In less than two weeks gloom fell heavily upon the air. It was oppressive, ominous, threatening. You could actually sense it the moment you entered the building. Next came thrice-a-week meetings of the salesmen. They were gloom-gatherings from the word go. . . . The boss strings out a long tale of woe at every meeting. . . . To hear him talk you'd believe that the old house was skidding straight for bankruptcy. Next came "threatened reduction in salaries."

"The sales manager in this case was built of the right stuff. He saw what was happening. Even the best men on his pay roll were crumbling. The poison was working. It threatened complete disruption of the staff. He held an immediate conference with the head of the concern. "If you continue this whipped-and-beaten idea," said the sales manager, "I'll resign. It isn't fair to any one of us and it's quite unnecessary. I can't get results out of my men when you lecture them three times a week and remind them of how little they are doing."

"Then he began a constructive program. He held the weekly meetings, but he never once spoke of hard times or of business depression. On the contrary, he concentrated upon the prestige of the house, the prosperity that inevitably follows depression, the possibilities there are even in a hard market. It was necessary for him to build a sort of new foundation of confidence, not only in the house, but in conditions and themselves. More encouraging results were quick to follow. One concern, to summarize what followed, heretofore famous for sales charts, office records and visualized competition among salesmen, abandoned these schemes. Salesmen were no longer reminded that they were slipping. Instead they received encouragement and were made to feel an atmosphere of optimism. Sunshine was introduced into the office and the men naturally worked harder. One order a day made a 'hero' of any salesman. Gradually they learned to slide over the rough spots with minimum difficulty. Any salesman who brought in even a 'frying-pan' size order was congratulated by the sales manager. Under this system this concern managed to keep its business somewhere near normal, despite conditions, and put the 'blues' which is the most damaging thrust at morale, to rout!"

Noiseless Strong Successful

THE SILENT

PHONOGRAPH MOTOR

Over 300,000 In Actual Use

Satisfactory Service Proved by the Test of Time

8 Special Features of the SILENT Motor 8

1. Governor shaft mounted with a universal ball-and-socket bearing, insuring automatic self-alignment and flexibility. An exclusive SILENT Motor feature.
2. Turntable spindle mounted with adjustable bearing, by means of which rigidity of spindle is insured. An exclusive SILENT Motor feature.
3. Absolutely silent worm-wind.
4. Playing capacity guaranteed in excess of rating. An exclusive SILENT Motor feature.
5. Noiseless in operation.
6. All moving parts balanced.
7. Absolute precision in manufacture.
8. Exhaustive inspection and tests.

Send for a Sample Motor—Quotations on Request

The Silent Motor Corporation

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

321-323-325 Dean Street

Brooklyn, N. Y.

THE TALKING MACHINE WORLD SERVICE

Robert Gordon's Page

A DEPARTMENT DEVOTED TO PROMOTING RETAIL SALES



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 conclusions 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 everyone 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 scientific selling—selling that tells your prospect in an entirely convincing manner the true advantages of a given product—that tells the prospect these advantages whether the approach be made through advertising, through window display, through store reception, through letters, over the phone or by a call at the prospect's home.

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 extol merits and never at any time cheapen 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 and in appearance. 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 detail. 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 obviously 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 mistake 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 correct to use the prefix "Ms." in the case of a woman, whether she is married or unmarried.

AN interesting story was recently 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 country newspapers, circulars and his show window that he would present a suitable gift to every boy who would come into his store and register his name, address, age and birthday.

The gift selected for the occasion was a pocket knife, which appeared deeply to the hearts of the boys. For miles about there was not a lad who missed registering. With this basic list 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 birthday, and, as these days came around, he sent birthday greeting cards to the boys and letters of congratulation 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, Nebraska, 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:

"Social self-preservation, i. e., desire to present as neat and comely an appearance as others about you."

"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 buy.)"

"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.)"

"Initiation."

"Curiosity."

"Hunting. (This is the fundamental basis of bargain sales. At all times the salesperson should play the role of a '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.)"

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 maxim 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 slackened their sales effort in anticipation of a 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 so shining, a little in front of the next.
They copied all they could follow, but they couldn't copy my mind,
And I left 'em sweating 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 Novelty 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 Morehouse-Meritts Co., Columbus, O., has opened a large musical department under the management of L. B. 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.

E. C. Mittanlsky has opened a Victrola department at his store, 212 South First street, Cedar Rapids, Ia.

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 35c. per M.

Distributors of the Arto Records and Arto Music Rolls.

(Write for Dealers' prices) (Cash with orders)

FULTON TALKING MACHINE CO.

253-255 Third Ave., New York City

Between 20th and 21st Streets

DECEIVES 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 might be secured are put down by F. A. Hossack, of the Burroughs Adding Machine Co., as the two chief factors in the depressed state of trade.

"Most of us have been so spoiled by the high waves of prosperity in the last two or three years," he states, "that we have forgotten how we used to work to get orders in the years that we considered normal. We have no right to complain that the public won't buy if we make too real effort to sell and at the same time discourage the public with talk of hard times.

"Of course, the boom times have passed, and whether they were really good or bad years depends on the net result of business after all the 'boom' has dried up. But, looking back over a period of ten or twenty years, and comparing the buying power of the average citizen to-day with the money he had in his pocket or in the bank at any time during that period, who will say that the opportunity to do business to-day is less than it was five or ten years ago?"

"Some people are out of work, but even among these there are good business prospects. The fact is that most of the people in this country have more money and property to-day than they ever had before, and there are enough of them who want to spend it to make good business for all of us, if we will make it attractive for them to buy what they need."

EDISON'S PHOTO IN SUIT

Favorite Picture of Mrs. Edison Is Issue in Copyright Action

Of the many thousands of photographs of Thomas A. Edison, one taken early in 1906 remains the favorite of Mrs. Edison. Because of her preference it has acquired a value far beyond its intrinsic worth. Last week it figured in a suit instituted in the Federal Court by Birch-Field & Co., Inc., to restrain the B. C. Forbes Publishing Co. and Bertie C. Forbes, of Englewood, N. J., from continuing to use the photograph in alleged violation of a copyright and the payment of \$1 was asked from the defendants for every copy sold by them or found in their possession.

The plaintiff stated that it obtained sole rights to the photograph from Joseph Byron, of this city. In addition to the penalties already mentioned, it asked the court to order the destruction of all copies of the picture and of all plates of it in the possession of the defendants.

EXHIBIT AT FURNITURE SHOW

The Michigan Phonograph Co., maker of the Lazon line of phonographs, made a very impressive display of its four new upright models and two console styles at the Grand Rapids Furniture Show.

P. M. BROWN LOCATES IN MEXICO

Becomes Manager of Columbia Department for Cia. Parker, of Mexico City

P. M. Brown, assistant manager of the export department of the Columbia Graphophone Co., New York, and connected with this company for the past twelve years, is now associated with Cia. Parker, of Mexico City, as manager of this concern's Columbia department. Mr. Brown was 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 co-operation with Rafael Cabanas, who is general manager of Cia. Parker, and who was formerly connected with the Columbia organization for many years.

TRANSFERRED TO NEW YORK

H. J. O'Connor, formerly a member of the sales staff of the Chicago branch of the Emerson Phonograph Co., has been transferred to the sales division at the executive offices in New York. For several weeks Mr. O'Connor has been working with the R. R. Curry Co., Detroit, Mich., recently appointed Emerson jobber, giving this jobber's sales staff the benefit of his extensive Emerson experience.

What More Can You Ask

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



Watching the Music Come Out

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

MAGNOLA TALKING MACHINE COMPANY

OTTO SCHULZ, President

General Office: 711 MILWAUKEE AVENUE, CHICAGO

Southwest Wholesale Branch: 1330 CANDLER BLDG., ATLANTA, GA.

TRADE NEWS IN BROOKLYN AND LONG ISLAND

Conditions in This Territory Are Most Encouraging—Intensive Selling Efforts Producing Results—Ackerly's Latest Stunt—Warerooms 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 in exchange for a large size Victrola. Rather than take the upright piano and refinish it and repair it 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 service, with the result that many desirable sales were closed from this unique bit of advertising.

Jobber's Warerooms 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 Reliance-Biss Co. that he installed one in a prominent position

VICTROLAS

Adopting a Goal

THE advent of the Fall Season obligates every Victor dealer to devise ways and means of securing his full quota of sales.

A prepared plan arranged now will do much to avoid hurried or inefficient efforts in caring for the Fall sales that are assured Victor products.

To this end we offer our services.

VICTOR RECORDS

G. T. WILLIAMS' CO. Inc.

217 DUFFIELD ST. ~ BROOKLYN, NY.

in the center of the large reception room, where it can be readily seen by all visitors.

Attractive Edison Shop

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 phonograph and Edison Re-creations. Mr. Brugman attributes the success of his exclusive Edison store to the slogan which is prominently displayed in his warerooms: "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 Buchin 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 the 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 extensive selling campaign which netted it the above results. A. R. Wolf, owner of this establishment, stated that the largest percentage of this increase 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 Gemett 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 Bannann & Co.'s phonograph department, at 1449 Broadway, takes advantage of every opportunity to capitalize on the visit 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 artistic 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 reports that sales of Ted Lewis' records showed a decided increase, well warranting the special sales effort.

NOW IS THE TIME

PREPARE FOR YOUR FALL NEEDS IN VICTOR MERCHANDISE NOW.

DEALERS CANNOT AFFORD TO WAIT TOO LONG IN PLACING THEIR FALL ORDERS.

RIGHT NOW IS THE TIME.

THE LONGER YOU WAIT THE LESS CHANCE YOU WILL HAVE OF GETTING YOUR STOCK IN FIRST-CLASS SHAPE.

WE TRUST THE DEALERS WE SERVE WILL BE GUIDED ACCORDINGLY AND TAKE THIS MATTER UP AT ONCE WITH US.



AMERICAN TALKING MACHINE CO.

VICTOR WHOLESALERS

BROOKLYN NY

TALKING MACHINE DEALERS

We can save you money on re-pressed time payment machines.

We deliver or you don't pay.

Our yearly "Plate Service" guarantees protection.

Write or telephone us—Payson 5240-5474.

ASTER DETECTIVE SERVICE

108 West 45th St., New York City

Knight-Campbell Co. Holds Convention

Over Fifty 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 wholesaler, took advantage of the presence at the convention in Colorado Springs of a number of prominent Victor Co. officials, as well as prominent jobbers from other sections of the country, to hold a general convention 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. Frye, sales manager of the company, with C. G. Campbell giving general supervision to the affair. The dealers were welcomed on the afternoon of Thursday, July 14, by R. A. Bryant, manager of the wholesale Victor department of the company, who explained the object of the meeting.

Horace W. Wilson, advertising counselor of the Knight-Campbell Co., spoke first at Thursday's session. He dwelt on "Fighting for Business" and said in part:

Done Now, Says Wilcox

"When business is bad, as it has been lately, and as it may be for a little period to come, it is time to advertise. Everybody should be increasing advertising appropriations right now. Of course, you have definite ways of doing that. Tell the people how they can buy this or that musical instrument and have it in their homes. Because people haven't the money they did have they have to make plans for buying, so you have to tell them how.

"The majority of women in our insane asylums are from farmers' homes. Why? Because many live nothing but a hindbrain existence. So you have a tremendous appeal there. In Colorado I know there are now good crops coming up—beautiful crops. That alone should mean a lessening of the strain. 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 soothing music, which is so restful. Picture that to them. Then you have the appeal of the amusement feature 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 pres-

tige. And so there are all these things to which to appeal.

"Most important of all is the appeal to the children, for there is nothing that will do more for the retail business than this. I would suggest that you retailers 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 could be given free ice cream sodas."

D. N. Andrews, of Thos. Chasak Co., who next spoke on "Outdoor Advertising," was followed by J. M. Spain, manager of the talking machine department of the American Furniture Co., of Denver, whose address was on "Organizing a Sales Campaign." He said in part:

Spain's Retail Analysis

"The time has passed when we can employ a few order takers, pay little regard to our store equipment, run an ad once in a while in our local paper and get the money for as much Victor merchandise as we could secure. Almost every merchant in every line of business is increasing his advertising appropriation and is in some manner making a much stronger bid for business than he did during the last few years, and if we are to go forward increasing our sales we must take into consideration the new order of things, realize that our sales forces must consist of salesmen and salesladies and not the ordinary order takers) that our store equipment must be such as to create the right atmosphere and environment; and that we must go out after business and not wait for it to come in.

"In organizing our sales campaigns I think we should make a liberal estimate of the volume of business we believe we can get by putting on a good, live, aggressive sales campaign—set a mark to shoot at, budget out our expenses on a basis of doing this much business, allowing a liberal per cent for advertising and a reasonable per cent for real sales people, and then get busy and do more business than we had estimated we would do.

"Sounds easy, doesn't it? But how can we do it? To begin with, I believe it is very essential that we see to it that everyone connected with our business fully appreciates what real need there is in every home for music, how much comfort, pleasure and entertainment a Victrola

and records afford every member of a family—how completely a Victrola and Victor records can satisfy every musical longing and how impossible it is to figure in dollars the intrinsic value of the cheering and refining influence created in the home, not for a day, but for a lifetime, when the Victrola enters. If our sales people are not enthusiastic about the actual need for a Victrola in every home, then they cannot and will not meet with the degree of success that they should, and I believe should be replaced by others who do.

"As a part of 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 month. 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 campaign. When the sales force has been rounded out, then start out 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-by-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.

Be Sure to Canvass

"I believe that in a sales campaign provision should be made for house-to-house canvassing. When I say house-to-house canvassing I do not mean the usual method of going from house to house unannounced, for I believe that if the dealer will arrange to get a correct list of the names and addresses of the heads of families in his city and will send a letter in advance of the salesman, far better results will be obtained. In most cases a list of this kind can be secured from some public utility in your city, arranged in the numerical order on the different streets.

"Where such lists can be secured and the letter can be mailed out in advance of the salesman he will be able to call on many more people per day than he otherwise would. Two important features of this plan of canvassing are, first, to secure the names and addresses arranged so that the salesmen will not have to make long jumps and, as a result, cut down the number of calls

SECOY AUTOMATIC STOP THE RECOGNIZED STANDARD

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.

Never in the history of the phonograph business has the truth of this adage been demonstrated so conclusively as in the recent demand for the Secoy automatic stop.

A mechanical device of any kind is no better than its actual performance in the hands of a customer. 300,000 Secoy automatic stops are in service at the present time. Dealers are demanding a reliable automatic stop, and in a great many cases they are specifying the Secoy stop, as it is a clinching sales argument.

Write Us Today for Further Particulars

THE SECOY COMPANY, PIQUA, OHIO

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

he can make 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 Victrola. Second, being sent two or three days ahead of the salesman, it gives a man and his wife an opportunity to talk over the question of buying a Victrola and results in the salesman having a much larger percentage of satisfactory interviews. 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. Summing up, I believe that in the organization of our sales campaigns we should give proper consideration to sales forces, to store equipment, to advertising, including show windows, to service, and while I have not gone into any detail on this most important part of the sales cam-

paign, 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."

Paul Whiteman was then called on for a few remarks, in the course of which he related the experience of himself and the Whiteman Orchestras 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.

"We endeavor to get various ideas from the different parts of the country, assimilate them and then pass them along to you retailers. We have sent you a great many letters in the past and will continue doing so. We try to keep out of our written messages to you anything that is of all of a nature that would not be of some benefit."

"After all, the sales end of your business can

briefly be summed up into three parts—advertising, circularization and canvassing. And I emphasize this statement, that unless you are doing all three you cannot cope with present business conditions."

"Now, in addition to the Victor Co.'s advertising we have obtained an advertising counselor, H. W. Wilcox, and any dealer who desires his services can have them at no expense."

"Circularization is a very necessary part of your work. It means a great deal to be in contact with the public in a more personal way than is possible through newspapers."

"Circularization can be applied to the talking

machine business in perhaps a more effective manner than to any other business. The experience of many successful business houses is that letters sent out in the latter manner are well worth the additional expense. Any dealers desiring complete details covering an effective circularization campaign can obtain necessary information upon request."

\$75,000 and Circularizing

"Also, circularization is valuable in stimulating record business. I had the pleasure of calling upon a firm in Los Angeles whose record business was \$75,000 per annum as compared with \$60,000 in instruments. Their whole success was due to clever and comprehensive circularization methods. They send letters to customers constantly, whether active or not active. These are not multigraphed, but written on the typewriter and signed with pen and ink, and a two-cent stamp is used for mailing."

"Now, in addition to circularization, there comes the all-important subject of canvassing.



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

That is something that alert business houses are doing to-day all over the country. The houses that have an outside department find that the majority of their business is coming from that source, which proves its value. We are prepared to enter into the matter of mapping out a canvassing campaign and can upon short notice supply outside men

"In conclusion I wish to emphasize that Victor dealers have at their command a greater source of information and a more abundant supply of dealer helps than is offered to any class or group of men in any business. No Victor

supply outside men

(Continued on page 71)

Frye's Pertinent Comment

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 accrues 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 viewpoints, and again the contact with your wholesaler, these are objects obviously beneficial to attain, and will fully materialize at this our first convention of dealers."

Need of 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 wholesaler and the dealer 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



HENRY BURR



ALBERT CAMPBELL



JONIK MEYERS

EIGHT FAMOUS VICTOR ARTISTS

In Concert and Entertainment
Personal Appearance of
Eight Popular Victor Favorites on One Program

A live attraction for live dealers and jobbers
Bookings now for season 1921-1922
Sample program and particulars upon request

P. W. SIMON, Manager
1458 Broadway New York City



FRANK CROXTON



MONROE SILVER



BILLY MURRAY



FRED VAN EPS



FRANK BANTA

Ensembles including
Campbell & Burr - Sterling Trio - Peerless Quartet

Push the Fibre Needle It Builds Your Business



One Reason

why talking machine records are selling so well at a time when many other articles of merchandise are going through a period of depression is because—

HALL FIBRE NEEDLES have made sound reproduction an unceasing pleasure to the ear and have caused talking machine owners to take pride in building up comprehensive record libraries.

HALL FIBRE NEEDLES stand for all that is permanent and satisfying in sound reproduction.

HALL MANUFACTURING CO.

33-35 W. Kinzie St., Chicago, Ill.



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.

Eight Victor Artists to Visit Coast

P. W. Simon, representing the Eight Famous Victor Artists, has just been in San Francisco making preliminary arrangements for a series of star concerts which will be held next 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 Rönick 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. Siddiam, 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 for the California Columbia dealers. Community advertising has proved a good success in the past and it will no doubt do much to revive interest in talking machine merchandise this Fall.

Horace M. Hull, manager for the Aeolian 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. Barnham machine. This style seems to be the most popular of the period models. Mr. Abrams has given the exclusive selling rights of Okoh records to a number of new dealers in northern California recently and good sales are reported.

New Sonora Agency

The Sonora agency has been placed in the Wesley Webster music store on Fillmore street, San Francisco. H. C. Hanson, on Powell street, and the City of Paris, also carry Sonora machines now.

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 Escaltes in Marin County.

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

F. P. 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 Bergstrom Music Co., Honolulu, has joined the San Francisco sales force of the Wiley B. Allen Co.

H. A. Beach, vice-president of the Unit Construction Co., of 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 auction by mail. Will gladly send you a list of numbers on hand. *Make your bid.*

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

**PHONOGRAPH CASES
Reinforced 3-ply Veneer**

The Standard Case for Talking Machines and Records
Let us figure on your requirements

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



SHERMAN, CLAY & CO.'S ARTISTIC VICTOR DEPARTMENT

SAN FRANCISCO, CAL., August 5. The Victor department of Sherman, Clay & Co., of this city, is one of the show places of the Pacific Coast talking machine trade, and it is fitted up in a way that has won the enthusiastic commenda-

There are fourteen demonstration rooms in this Victor department, which occupies the entire third floor of the Sherman-Clay building, and the accompanying illustration will give some idea of the attractiveness of this department. It



View of Sherman, Clay & Co.'s Victor Department

tion of music lovers and trade visitors. Every detail of the furnishings and equipment is in accord with Victor prestige and renown, and the facilities afforded patrons of this department are unsurpassed in the industry.

is finished in light gray in a modern adaptation of the eighteenth century French period, and a courteous welcome is extended to all visitors of the department, even though they may be only slight seeing.

B. SHERMAN FOWLER IN PITTSFIELD

PITTSFIELD, Mass., August 1. B. Sherman Fowler, the composer and musician, whose song "Do Dreams Come True" has been meeting with marked success and which has been recorded for the Columbia by Barbara Mautel, is

a visitor in this town, making his headquarters at the Mapewood Hotel here. Mr. Fowler, who has with him his wife and mother, visited the talking machine house of John P. Middleton, a Columbia dealer, and heard with great pleasure the song which he has helped to make famous. Mr. Fowler has studied in Europe.

SONORA REPLACES CHOIR

How H. D. Stentz Delighted the Worshipers 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, that city. He established a precedent in using a baby grand Sonora phonograph as a substitute for the regular choir. The minister announced the singer or 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 sets an example which dealers might simulate throughout the country. There are thousands of small churches with poor choirs and wheezy organs that might be replaced by a good talking machine and a selection of records made that would be far preferable to the numbers usually sung.

FILES PETITION IN BANKRUPTCY

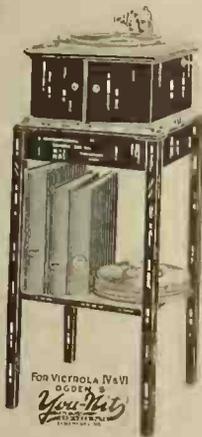
Lyrphone Co. of America Brings Action Against Newton-Elting, Inc., for Indebtedness

TRENTON, N. J., August 5.—The Lyrphone 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 photograph 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. I. Porter, Lima, O. He is well qualified to fill his new post and is preparing interesting sales plans for the coming Fall.

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—Enameled 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	Retails \$5.00 or \$6.00
Mahogany Finish	Net \$3.85	Retails \$6.00 or \$7.00
Solid Mahogany	Net \$4.25	Retails \$7.00 or \$8.00
Utility Detachable Top	Net .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

7 Sectional Models Fit Any Size Stock and Help You Grow



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.

**The
Golden-
Voiced
Tenor**



Enrico Caruso

**The
Golden
Opportunity**

*Read—
Then
Act!*

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
Record Racks
are all wood



No paper or
compo-board
used in their
construction

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 side line 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.

VANVEEN & COMPANY INC.

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

• HEARING ROOMS • RECORD RACKS • COUNTERS •

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

SALES OFFICE
1711 CHESTNUT STREET
PHILADELPHIA

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 music 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 when they are in town, while the portable instrument will be found in the children's play-room, where they listen to nursery songs and other suitable records. At vacation time, how-

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 S. S. Van Fossen, head of the Van Fossen-Suitley Piano Co., Sonora distributor in the Canton district. "The past ten days have brought a horde 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 the buying public generally is beginning to have more confidence, and with the improvement in the industrial situation they are beginning to let go of their money. Personally, I predict a good Fall and Winter trade, and there is every indication that the coming Fall season will be a profitable one for the music dealer. We have forgotten the working class temporarily here and are devoting our efforts entirely to the better residence districts, and so far we have been very fortunate in landing some excellent business."

Stock of the store of the Canton Phonograph Co., Market avenue South, not disposed of at the special sale held last week was removed to the George Wille Co. store at the close of

business Saturday. This store was discontinued August 1, leaving the Wille Co. with only the North Market street store.

It is understood that a move is on foot to divert retail business from Market street and develop the Cleveland avenue North business district. One retail music house, it is said, will soon move into Cleveland avenue, and others are expected to follow shortly. Three new business blocks are now in process of construction in this street.

It is announced that Miss Helen Ramsdell, Government instructor in retail selling, will return to Canton in September and in collaboration with the city board of education and retail merchants will conduct classes in retail selling. Retail music stores have been asked to enroll beginner clerks to be schooled in salesmanship. At the conclusion of the course diplomas will be given all those who are successful in the examinations.

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.

ASSOCIATED No. 70

UNIVERSAL TONE ARM



Patented at No. 70
Tone Arm for Play-
ing 4-10-10-15-20
Records

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

Associated Phonograph Supply Co.
Dept. 71 Cincinnati, Ohio



No. 33767/10 Parlor Plant,
45" High 18 inches
with soil \$3.00; without
soil \$2.50; natural pine
sawd, crystalline.

MY SEASONABLE
CATALOGUE No. 35,
containing illustrations
of Artificial Flowers,
Ferns, Plants, Vases,
Gardens, Hanging
Baskets, etc., will be
MAILED FREE
FOR THE ASKING.

	Inches	Palm	With	Without
	High	Leaves	Soil	Soil
33767/4	24	4	\$1.10	\$0.90
33767/8	30	6	1.25	.75
33767/7	42	7	2.50	2.00
33767/10	48	10	3.00	2.50

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

PITTSBURGH TRADE AVERS BUSINESS TIDE HAS TURNED

Some Impressive Figures That Tell a Tale—Interesting Views of Leading Members of Talking Machine Trade Regarding Business Conditions and the Outlook—News of the Month

PITTSBURGH, PA., August 8.—Indications of the enormous possibilities that the wage-earners have in the way of spending a portion of their earnings are reflected in the statement issued by the Pittsburgh Chamber of Commerce relative to the wealth of Pittsburgh and Allegheny County.

For the year 1920 the daily payroll of the workers in the various industrial establishments of Allegheny County amounted to \$1,519,124, for a total of 243,333 employees, whose daily production was valued at \$9,217,556. This was at the rate of an average daily pay per individual of \$6.24, an increase from \$5.08 for the year previous.

The banner year in Pittsburgh's industrial history was 1920. The total wealth of the county as of December 31, 1920, was \$3,321,688,683.02. The per capita wealth in the county was \$2,710.67, an increase of 5 per cent over the previous year. At the same time the per capita savings increased 14.6 per cent, or from \$236.57 in 1919 to \$271.09 in 1920.

No community in the country has a better record for thrift. The savings deposits in the banks and trust companies totaled \$322,194,662.26 and the demand deposits were \$622,772,251.98. The value of the manufactured output in Allegheny County last year reached the unprecedented figure of \$2,580,915,800, an increase of a quarter of a billion over the war period of 1918.

The foregoing figures are a source of keen satisfaction to the rank and file of the talking machine merchants of the Steel City and vicinity, who see in the stupendous statistical array a sign that there is bound to be marked activity this coming Fall and Winter in the large industrial enterprises that have justly made Pittsburgh famous and have made possible the slogan that "Pittsburgh Promotes Progress."

The Tide Has Surely Turned

While the past month has been one of unsatisfactory business conditions, as far as the talking machine fraternity is concerned, there is an open expression on all sides that the "worst is over" and that the "turn in the road" has been reached and that from now on there will be a slow but steady increase in business. Steel mills that have been operating at less than 25 per cent of production have had a most deterrent effect on the large payroll. Now, or in other words, since August 1, there has been a slight change for the better. Orders are starting to come to the mills with more regularity and there is a marked feeling of confidence among the steel men. When the mills are operating at capacity, not an uncommon thing here, there are all kinds of prosperity—it means large payrolls and employment for thousands of men and the assurance that of the millions of dollars distributed every two weeks a goodly percentage will go to the merchants, and in this class the talking machine dealers also share as part recipients of these earnings—transmuted to spendings—that are used to make glad the hearthstone in the shape of music from a talking machine and records.

It must be remembered that the mill towns and industrial communities are important factors when it comes to music, especially music

as furnished through the medium of the talking machine or phonograph. This is forcibly emphasized by the sales of machines and records that are made by the various dealers in these localities.

What Leading Talking Machine Men Say

S. H. Nichols, manager of the Pittsburgh offices of the Columbia Graphophone Co., who just returned from a business trip to West Virginia, in a brief talk with The World representative, expressed himself as satisfied that there would undoubtedly be a marked revival in business during the coming Fall. He stated that there was every indication of this and that with busy mills and factories there was bound to be an upward trend in all lines of trade, and in this the talking machine dealers would participate.

Thomas T. Evans, manager of the wholesale Victrola department of the C. C. Mellor Co., said: "We are preparing for what I believe will be a very brisk Fall season. The field, as I view it, is encouraging and this, coupled with the revival in industry that is now on, leads me to the conclusion that there will be a real good season ahead for the live and energetic Victor dealer who will strive to take advantage of all opportunities that arise for the promotion of his business."

George H. Rewbridge, manager of the wholesale Victor department of the W. F. Frederick Piano Co., is another one of the optimists in the talking machine ranks here. He is anticipating very satisfactory business this Fall and says that the dealer who keeps in close touch with his jobber is bound to benefit thereby.

H. Milton Miller, manager of the Sonora Phonograph Co., of Pittsburgh, Sonora distributor, said: "We are satisfied that there will be a busy season ahead for the Sonora dealers, judging from the reports that our road men are making. We are co-operating very closely with our dealers and I feel confident that sales of Sonora phonographs this Fall will be very large. While the past month has been off, to a certain extent, I feel that better times are ahead."

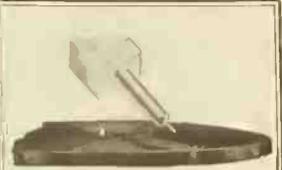
Mapping Out Brunswick Plans

J. A. Scanlan, Jr., manager of the Pittsburgh division of the Brunswick-Balke-Collender Co., returned from a business trip to Cleveland, Chicago and Atlantic City. Mr. Scanlan is busy mapping out plans for an active Fall campaign for the promotion of the Brunswick phonographs and Brunswick records. He is of the opinion that business can be secured by the Brunswick retailer if he will start out after it and keep at it. Two new Brunswick dealers have been added to the list under the supervision of Mr. Scanlan. They are: F. A. North & Co., Altoona, Greensburg and Johnstown, and Harley Howard, of Cameron, W. Va.

Edison Tone Test in Pittsburgh Zone

A. A. Buehn, treasurer of the Buehn Phonograph Co., Edison distributor, stated that plans were being mapped out for the holding of a series of tone tests in the Pittsburgh zone this Fall and Winter. Tone tests, he said, as conducted by the Edison dealers have proven most satisfactory and have resulted in increasing sales of phonographs and records in this territory.

(Continued on page 79)



Price Reduced

ON



Semi-Permanent

NEEDLES

The price of Sonora Semi-Permanent Needles has been reduced to 10 cents for a package of 5 needles. This has been done in accordance with the policy of the Sonora Phonograph Company that the dealers and the public may participate in the recently lowered costs of production.

Carry Complete Stocks

Loud—Medium—Soft

Price 10 cts. for package of 5

CAUTION: Beware of similarly constructed needles of inferior quality.

Sonora Phonograph Company, Inc.

GEORGE E. BRIGHTSON
President

New York, 279 Broadway

Canadian Distributors:
I. Montagnes & Co., Toronto

New Jewel Automatic Stop

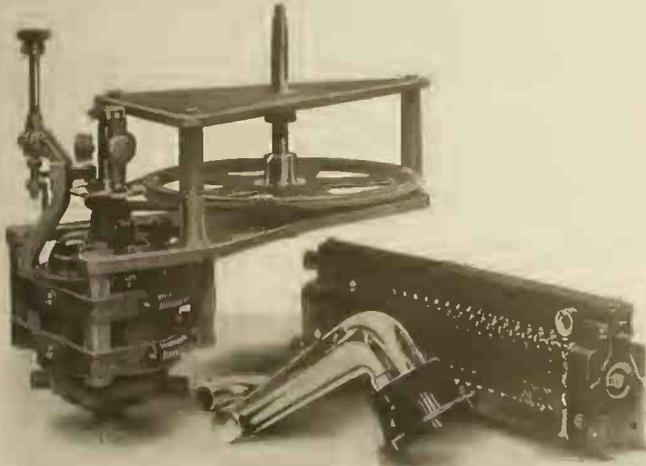
Simplest and most effective automatic stop made. Watch-like in its accuracy, yet of the most substantial construction. No parts to get out of order. Can be installed in a moment on any make of phonograph. Set correctly and it always works. Can be set in a second.



154 West Whiting Street
Chicago

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

MAVERS BUSINESS TIDE HAS TURNED
(Continued from page 77)

due to the tone-test campaign. Mr. Bucha, while optimistic concerning the outlook for business, did not venture to set any given date for a resumption of prosperity, but said that he believed there would be a gradual resumption that would prove most beneficial to the Edison dealers.

E. J. Condon, one of the Bucha Phonograph Co.'s traveling salesmen, who is spending the Summer at Portland, Ore., resigned his post. He intends, it is understood, to locate on the Pacific Coast. J. K. Nichol, of the Bucha Co.'s road staff, is spending his vacation at Ashbury Park, N. J.

A Model Talking Machine Shop

W. F. McLaughlin, the well-known Victor dealer of Carnegie, Pa., has one of the model talking machine shops in western Pennsylvania. Twelve demonstration and exhibition booths are arranged in an attractive manner in the McLaughlin shop, six on each side. Customers are notified by mail and some by telephone of the coming of the new Victor records each month and the first few days of the month are very busy ones. This department is most efficiently supervised by Mrs. McLaughlin.

Places Automobile in Service

The Rosebaum Co. has placed in service a large automobile delivery car for the sole purpose of quick delivery of talking machines and records to customers. C. R. Parsons is manager of the talking machine department.

Aeolian-Vocalion Treat for Public

Daily concerts for the benefit of the crowds who throng the Jenkins Arcade are being given by the management of the Vocalion Shop. An Aeolian-Vocalion is placed in operation with a Vocalion record and this, in turn, is transmitted to the Magnavox. All of the latest records are played and quite a treat is given to the throngs who pass through the Arcade, especially during the noon hour. The Magnavox is placed immediately above the entrance to the Vocalion Shop and gives perfect satisfaction as a reproducer.

Trader Goes With the Pollock Co.

H. J. Trader, one of the well-known staff of road men of the Bucha Phonograph Co., has resigned to accept the post of manager of the S. Ren Pollock Co., Inc., of Indiana, Pa. The company handles the Victor and Edison lines and Mr. Trader has the best wishes of a host of friends in his new post. He will be succeeded at the Bucha Co. by Thomas Dillon, who is well known in talking machine circles.

W. F. Frederick on Pacific Trip

W. F. Frederick, the well-known head of the W. F. Frederick Piano Co., is spending the month of August on a trip to Pacific Coast points, a trip cruise to Alaska and a homeward journey via the Canadian Rockies.

Hold Annual Outing

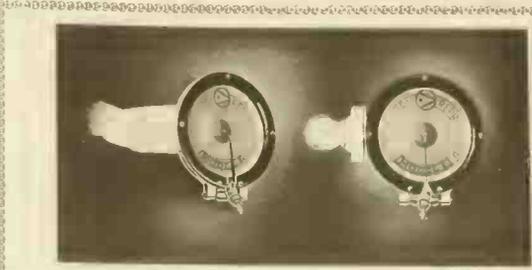
The Lechner & Schoenberger Co., Victor, Edison and Columbia Gramophone dealers, held their annual outing at the Peef farm, near Pittsburgh, on Saturday, July 9. The firm closed its place of business the entire day. Over one hundred persons attended the outing. Jacob Schoenberger, president of the company, is spending the month of August with Mrs. Schoenberger in Canada on a vacation outing.

C. L. Hamilton, secretary-treasurer of the S. Hamilton Co., Victor dealers, returned from an automobile trip to the East.

Miss Margaret Stuart, one of the pleasing members of the sales staff of the S. Hamilton Co., returned from a vacation trip to a camp near Union City, Pa.

Dealers Inspect New Menzer Shop

Following the usual monthly demonstration of Victor records at the Fort Pitt Hotel, under the auspices of the Standard Talking Machine Co., the Victor dealers present, some sixteen in all, were invited by M. Menzer, of Menzer's Victor Shop, 1312 Fifth avenue, to inspect the new music shop. The location is one door west of the former Menzer Shop and the interior is very attractively fitted up. The Unico system of hoots has been installed. Mr. Menzer was



Scotford Model I Reproducer on Victor and Columbia

Plays Only Hits and Disc Records, but Plays Them on Their Best
Scotford Model I Reproducer on Victor—Same as Previous to Dealer
\$3.85 Nickel—\$4.75 Gold—Retail \$6.00 and \$7.50
Scotford Model I Reproducer with 1-Columbia Connection—Prestige
to Dealer, Nickel \$4.25 Gold \$5.50—Retail \$6.75 and \$8.75
Quantity Prices on Application



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

highly complimented by his associates in the Victor line on his handsome place of business.

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 the past week had been most encouraging as to the ultimate recovery of the brilliant singer. Fred J. Drake, manager of the retail Victor department of the C. C. Mellor Co., arranged for a display of a photograph of Caruso with a fitting inscription, telling of his demise, in the Mellor show windows.

Ben Brown Appointed Manager

Ben L. Brown has been appointed manager of the Pittsburgh branch of the Sterling Roll & Record Co., with headquarters at 434 Fourth avenue. Mr. Brown is well known in talking machine circles, having been connected with the Columbia Co.'s offices in Indianapolis, Cincinnati and Louisville.

In the end, the man who sells quality and service probably has a lower selling expense than the man who sells only the price idea. His customers become his best advertisers and salesmen.

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 warehouse equipment. Among recent installations was that of the new Victor store of Cool & Shaller, on 181st street, near Broadway, New York. These warehouses 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. Kahanovsky, 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 Unico installation, also in ivory, of six rooms and a complete record department has been made.

MAKING AN EXTENDED TRIP

Louis Unger, of the sales staff of the Brilliantone Steel Needle Co., is making an extended trip in the interest of Brilliantone needles which has carried him as far as the Pacific Coast. Mr. Unger is taking up with the trade in the large number of cities which he has visited the matter of Fall requirements for Brilliantone needles and is optimistic over the prospects of a good Fall business.

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.

BUFFALO TALKING MACHINE CO.
BUFFALO, N. Y.

CLEVELAND CONTINUES TO BE AN ACTIVE TRADE CENTER

Columbia Forces Engage Miss Mower for Exploitation Purposes—Talking Machine Dealers in Northern Ohio Have Outing—Dealers Placing Fall Orders—New Stores Opened During Month

CLEVELAND, O., August 5.—Among the unique ideas looking to the development of talking machine business to come to light here in the last few weeks, that of 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 Millicent Mower, vaudeville artist on the Keith Circuit, will use a Columbia instrument during her thirty-five weeks' engagement, starting the latter part of August. Miss Mower, who uses a Grafonola in her act, was gratified to learn that through either Columbia branches or Columbia dealers an instrument would be available as soon as she reaches any city on her tour. During her stay here Miss Mower was given the use of a Columbia at her hotel, and one was to be sent from the Cleveland branch

to her vacation home. Mr. Cooley and Mr. Hughes have already started the machinery moving to supply Miss Mower with machines during her engagement for 1921-1922.

Mr. Hughes, who was lately appointed by Branch Manager J. L. Du Breuil as service department manager, is known to hundreds of professional musicians in and near Cleveland. For several years he has been professional manager for Leo Heist 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 Cinchinnati, where dealers will receive service from the Cleveland headquarters. The new territory is being visited by Branch Manager J. L. Du Breuil and Karl Karg, of the



Cleveland office. Among plans of the branch for developing business for dealers is a series of block dancing parties, which dealers will supervise, using, of course, the Columbia instruments.

Picnic of Northern Ohio Dealers' Association

The picnic of the Northern Ohio Dealers' Association of Northern Ohio, including Victor dealers in and out of Cleveland, occupied the attention of the members for practically a full week—getting prepared for it and recovering from it. The event was held at the Cleveland Yacht Club, where an elaborate program of sporting events, not all of which could be crowded into the short day, was run off. An automobile parade took close to 200 members to the landing. The wholesalers defeated the retailers at baseball, and won two silver cups. The Davies-Swindler tennis team defeated the Sharle-Dove pair, as did Roberts-Todd over Smith-Sowerbeck. Winners in races, both land and water, included Don Lightner, Leonore Kessler, Charlotte Simpson, Will Breckling, Jack Flanagan, Willie Reidy, Norman Baumbaugh, Doris Lyons, Helen Hueter. Comedy was supplied by Miss Grazella Pulver and Louis Meier by winning dressing robes in a prize waltz contest. F. C. Erdman, Victor special representative, sang. The event was managed by Dan E. Baumbaugh, May Co.; Ed B. Lyons, Eclipse Musical Co.; and Miss Pulver, and a good time was had by all.

Record Exchange Succeeding

More than 100,000 records have been listed by dealers in Ohio with the record exchange of the Talking Machine Dealers' Association of Northern Ohio, according to President Grant Smith, Euclid Music Co., the originator of the plan. The big feature of the exchange, explains Mr. Smith, is that it affords the dealer who has records that will not move fast enough in his locality to exchange them for those that will, while his records may be just the ones wanted by another dealer who has a big call for them. This feature is causing many new members to be added to the organization's roster, and during the last month a score or more have joined, according to Mr. Smith.

Rural Dealers Placing Fall Orders

Ed B. Lyons, sales manager, the Eclipse Musical Co., recently back from a tour of the Cleveland territory, advises that many dealers, particularly those in the smaller towns, or who cater especially to rural folks, are anticipating their fall and holiday business now by placing orders for machines as well as records. It is believed that the good crop prospects, and the consequently better income for the growers, will make for added outlet for musical instruments, and the dealers want to be sure they will not run short, they tell Mr. Lyons.

In developing the farmer trade the smaller city dealer is not alone. The Euclid Music Co. is covering the rural territory in Cuyahoga County. A. W. Witter, sales manager, with an expert staff, is using several trucks, with machines of different kinds as cargo, and in few instances are these machines returned to the office once they go out, demonstrations generally convincing the rural folk that they want music in the home.

New Victor Department in Mansfield, O.

Among the newest Victor establishments to be opened in the district is that of the W. E. Jones Piano Co., at Mansfield, O., a firm established more than twenty years. The opening event was conservative, for this is a conservative

"Be Sure Your Walnut is ALL Walnut."



"FOR DISTINCTIVE AND BEAUTIFUL EFFECTS"

AMERICAN
WALNUT

"The Cabinet-wood Superlative"

"FOR AN INFINITE VARIETY OF FINISHES AND VENEERS"

The liveliest 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, 616 South Michigan Boulevard Chicago, Illinois

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. Deacon, traveling representative, and Miss Grazella Pulver, 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.

After Foreign Language Trade

For the development of the Granby phonograph and Okel record trade in the Cleveland district, the Kennedy-Schultz 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 Keueudy-Schultz 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 Heter Jewelry Co., 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 man's records. 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. Bennett, 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 Meszaros 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 M. O. Giles and A. Thallmeyer, of the General Phonograph Corp., who were in Cleveland to confer with David Green, of the Kennedy-Green Co., Okel 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. Friedl, who drove from New York City, were guests of Mr. Green during their stay here.



QUEEN ANNE MODEL
No. 300

Retail Price, \$150.00

Genuine Mahogany, hand-rubbed, piano finish. All metal parts gold plated.

Insert showing round, white ivory born and 5 record filing boxes



SHERATON MODEL
No. 250

Retail Price, \$135.00

Genuine Mahogany, hand-rubbed, piano finish. All metal parts gold plated.



HEIGHT, 51 1/2"
WIDTH, 24"
DEPTH, 25"

Five Wonders of the Age

- 1st. Unusually low retail selling price!
- 2nd. Big profits to the dealer!
- 3rd. Perfect cabinet work and finish!
- 4th. Exclusive design of latest type!
- 5th. Perfect tone and volume unsurpassed!

SEVEN UPRIGHT MODELS IN ALL FINISHES
BACK TO PRICES BEFORE THE WAR.

We also sell cabinets only. Write us for price on large and small quantity.

Write us today for Baaklet and Discaunt to Dealers. We have got something gaad far yau.

PLAYER-TONE TALKING MACHINE CO.

967 LIBERTY AVENUE, PITTSBURGH, PA.

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 notwithstanding the temporary business depression. Referring to general conditions, F. 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 3/4-inch stock and five-ply 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 salable proposition that will give them tangible profits during the coming Fall and throughout 1922. We are convinced that the console model occupies a premier position in the talking machine field to-day, and we welcome any suggestions from our dealers that will enable us to give them maximum service and co-operation."

INSTALLS NEW BOOTHS

The Geo. 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.

OPENS NEW VICTOR DEPARTMENT

J. W. Rowlands Co. Opens Attractive Victor Warerooms—Souvenirs Distributed to Visitors

LEISA, 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. Five Union booths, service counters and racks of unit construction are included in the equipment.

The formal opening was held in the evening and as souvenirs Penn Victor dogs and flowers were distributed. The members of the firm and their salespeople were the guests of Messrs. Kelluge and Leybourn of the Toledo Talking Machine Co., Victor wholesalers, at a dinner given at the Argonne Hotel the evening preceding the formal opening.

SHELREX COUNTERS IN NEW YORK

L. M. Willis Introduces Selrex Equipment to Local Trade—Dealers Interested in Product

L. M. Willis, of the Berkwith-O'Neill Co., Minneapolis, Minn., arrived in New York a few weeks ago in the interest of the Selrex counter, which is manufactured by this well-known Victor wholesaler. Mr. Willis has established headquarters at the Hotel Commodore, where he has installed one of these 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 Selrex counter.

Mr. Willis states that many of the local dealers have evinced keen interest in the installation of the Selrex counter, as they appreciate the fact that the use of this counter stimulates the sale of records and enhances the efficiency of the sales force. Mr. Willis has already installed Selrex counters in several local establishments and arrangements will be completed very shortly whereby Selrex will become part of the equipment used by numerous dealers in this territory.

ILSLEY'S GRAPHITE PHONO SPRING LUBRICANT

Ilsey's Lubricant makes the Motor parts good. It prevents the motor from becoming dry up, or becoming sticky or noisy. It is the original brand lubricant. Put up in 1, 5, 10, 25 and 50-pound cans for dealers.

This lubricant is also put up in 1-ounce cans to retail at 15 cents each under the trade name of

EUREKA NOISELESS TALKING MACHINE LUBRICANT

Write for special proposition to jobbers.

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

TRIBUTE TO ENRICO CARUSO

Simon's Music Store of Uniontown One of the First Talking Machine Establishments to Pay Tribute to the Passing of the Great Tenor

UNIONTOWN, 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 Uniontown Daily News Standard was being made up, prior to going to press. E. F. Gebbard, 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 Uniontown 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. Gebbard handled this publicity:

ENRICO CARUSO
1873-1921

In loving memory of the world's greatest voice, and with grateful appreciation that through a man-made device the golden notes will live forever.

SIMON'S MUSIC STORE

BELL HOOD Semi-Permanent Needle

THE NEEDLE WITH TONE QUALITY

THE BELL HOOD

PAT. MAY 4, 1920

SEMI-PERMANENT NEEDLE

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



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

IMPROVES YOUR PHONOGRAPH 100 PER CENT

"The Bell Does It"

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

SEMI-PERMANENT POINT—Loud—Medium—Soft

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

THE BELL HOOD NEEDLE CO.

183 CHURCH STREET

NEW HAVEN, CONN.

The Trade in BOSTON and NEW ENGLAND

JOHN HAWLSON, Manager
324 WASHINGTON ST., BOSTON, MASS.

BOSTON, Mass., August 5.—July was not a bad month in the talking machine trade, that is so far as New England, and more specifically Boston, are concerned. As for weather, it was a torrid month, with much rain and electrical storms. With so many persons away on vacation one would scarcely expect much business, yet there are few places that were not able to record an improvement over June and in some cases the increased business was considerable. All this has instilled a new hope in the representatives of the trade, which augurs well for the immediate future. As for August, the trade is divided as to possible results; some look for a good business, while others see it only as a mid-Summer period, which spells dullness.

Difficult to Put Over the Organization Idea
Arthur C. Erisman, with all his laudable intentions to create a Columbia organization among the dealers here, has finally had to give up the idea. It was not so much because of any lack of apparent interest in the plan, but because the prospective members were not willing to see the project from the community point of view. In short, the spirit of self-interest, personal gain, was too much apparent to warrant Mr. Erisman proceeding further. With too many persons it was a question of how much they themselves were to get out of the organization idea rather than what the business as a whole was to gain, and as the promoter of the plan Mr. Erisman was expected to do all sorts of impossible things that sought the betterment of some one individual or concern. This was altogether foreign to the trade organization idea and repellent to Mr. Erisman's laudable purpose. From the time of the inception of his plan until it was found to be impracticable Mr. Erisman devoted considerable of his time to creating an interest among Columbia dealers, but to little purpose, and Mr. Erisman therefore has washed his hands of any further fathering of the idea.

Developing the Sales Territory

R. O. Ainslie, of the Hallet & Davis Co., has a special mission these days, for he is engaged in the laudable undertaking of instructing a group of canvassers in the special duties of get-

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 Victorrolas 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.



ting prospects and selling goods, always with the Pathé line in mind. While Mr. Ainslie keeps general oversight over the progress the men are making toward becoming qualified salesmen much of the immediate work falls on the shoulders of R. H. Arnault, an experienced Pathé man, who is engaged in the organization of the various groups. As soon as one group is qualified to work under a leader it is sent out into the field and the first one started out has been working in the Greater Boston territory with marked success. In a few weeks there should be a number of these crews in the New

England field and by the early Fall the Pathé business ought to show a marked increase throughout the six States. According to the present system it is planned to train about a dozen crew leaders each month.

Stephen A. Colahan, who is devoting all his time to the wholesale end of the Pathé, spent several days in Connecticut lately visiting among the dealers. Mr. Ainslie, too, was away on a trip, having motored over to New York, and in the week that he was absent he visited Springfield and Worcester in this State, and Waterbury and Naugatuck in Connecticut. Both he and Mr. Colahan found conditions such as to warrant the belief that things will soon be appreciably on the mend. Mr. Ainslie at this printing is enjoying a cruise with the Boston Yacht Club, sniffing the stimulating and briny air.

Many New Brunswick Dealers

Kraft, Bates & Spencer, Inc., wholesale distributors of the Brunswick, have signed up with several good concerns throughout New England, all of them houses that should do well with this line of merchandise. The concerns to handle the Brunswick include the Oriole Music Shop in Holyoke, which is operated by H. Putschel; the Elite Music Co., at 183 Essex street, Salem, and the Song Shop, at 440 Main street, Woburn, which is conducted by Miss A. M. Usher.

This Brunswick house, of which Harry Spencer is the head, is now the sole distributor for New England, with the exception of Connecticut, for the well-known Jones-Motrola, and there have been a great many inquiries for this line. Mr. Spencer lately took an automobile trip with Edward Strauss, of New York, through a portion of Vermont and the Lake Champlain district visiting the Brunswick dealers en route.

Reports Improvement Over Previous Month

Manager Fred E. Mann, of the Columbia Co., is well satisfied over the showing his department made for July, which showed an improvement over June, the same as each month this year has shown an increase in business over the preceding month. "We're not selling; they are buying," is the apt way Mr. Mann expresses it

(Continued on page 84)

EASTERN SERVICE

"NEW ENGLAND SERVICE FOR NEW ENGLAND DEALERS"



HIS MASTER'S VOICE

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

It is generally expected that there will be good business this fall. To what degree is largely determined by what efforts are expended to secure it. It is not too early to plan your fall campaign. We will be glad to help in every way we can.

THE TRADE IN BOSTON AND NEW ENGLAND—(Continued from page 83)

Trips which Mr. Mann has lately taken, one in particular through Connecticut, in company with Salesman Fred C. Collins, of Hartford, convinced him that business is on the upward grade and in a pronounced manner, too.

Mr. Mann says the merchandising plans started by the company some time ago have proved immensely successful. It was not an easy thing to interest the dealers in the idea at first, for there were those quite apathetic in giving it recognition and others extremely indifferent, but the live wires who saw its possibilities from the outset and put the principles into practice have had no cause to regret their attitude and it is they, of course, who have reaped the biggest results. Some of the others who were slow at first to take to the company's new sales plan have now got into the procession and with distinct benefit to themselves and the company.

Ralph L. Freeman a Visitor

Ralph L. Freeman, director of distribution of the Victor Co., motored to Boston toward the end of July, having with him his wife and children. Mr. Freeman, because of the demands of business, was unable to go on to Nova Scotia, as he has formerly done, but his family proceeded further East, going from Boston to Yarmouth, N. S., by boat and then motoring over the splendid Provincial roads. During his stay in this city Mr. Freeman was the house guest of Charles H. Farnsworth, of the Eastern Talking Machine Co., at his Summer home at Marblehead, on the North Shore.

Herbert Shoemaker Returns

Herbert Shoemaker, having returned from his honeymoon, spent pleasantly in New Hampshire, has plunged into the work at his desk at the Eastern Co. and he is looking forward to rapidly improving business from now on. Mr. Shoemaker hopes to be able to again try his luck in sculling at the Labor Day regatta on the Charles River, and if he enters it will be in the intermediate class, for which, because of his success last year in the junior class, he is now eligible.

Harvey Warerooms Near Completion

It's been looking a bit chaotic in the ware-rooms of the C. C. Harvey Co. these past few weeks, but the changes are now so far progressed as to warrant the statement that in a short time everything will be ship-shape with the talking machine department, carrying the Brunswick, Victor and Edison lines, splendidly installed on the ground floor instead of on the second floor, where this department has been for a number of years. An unusually commodious window, with the entrance from the street on the left side in-



RECORDS

A BIG PROPOSITION FOR FIRST CLASS DEALERS

Complete International Repertoire as well as Latest American Hits

IMMEDIATE DELIVERY, Popular Irish Numbers

<p style="margin: 0;">Od The Foggy Dew (New Version) Od Who Fears to Speak of Easter Week 20043 When Irish Eyes Are Smiling 20048 The Felons for Our Land</p>	<p style="margin: 0;">Sung by JOHN McCORMACK (Recorded in Europe by the Odeon Co.) (List at \$1.00)</p>
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AM-330017—A Nation Once Again AM-33018—Dear Little Shamrock

BAYSTATE MUSIC CORPORATION

221 COLUMBUS AVENUE, BOSTON Distributors Phone, B.B. 6297

stead of the right, will give ample facilities for those unusual window displays which for several years have featured an oncoming season, such as Halloween, Thanksgiving and Christmas. Francis White, manager of the talking machine department of the Harvey store, has delayed his vacation until after he gets things all settled.

Steinert Conditions Improving

Kenneth E. Reed says that conditions are improving. He sees it daily in the Victor output of the M. Steinert Co., which has had a very creditable July business. Mr. Reed isn't going away this Summer beyond taking week-end trips spent with friends at various resorts on Cape Cod. Besides, as he is fond of golfing, he finds time nearly every day to get out on the links in his home town of Canton.

Secures Magnavox Representation

Arthur C. Erisman, head of the Grafonola Co. of New England, which has been handling for some time the Magnavox, has now become the representative of this remarkable device for all of New England. In a circular which Manager

Erisman is sending out mention is made of a number of local places that have been equipped with this sound amplifier, these including several of the Boston newspapers, the Park Department of the city of Lowell, and the School Departments of the cities of Danvers and Beverly, Mechanics Building in this city, several hotels, a college and private homes. As Mr. Erisman's establishment in Tremont street is directly opposite Boston Common he has an unusually fine opportunity for demonstrating the value of the Magnavox across a wide expanse of space.

Sojourning in Vermont

Up in Brookfield, Vt., one may find E. M. Wheatley, head of the Acolian-Vocalion ware-rooms, for there he is located to escape for three weeks the oppressive heat of Summer. Mr. Wheatley has been at this place for several seasons. While he is away the affairs of his establishment are being managed by A. B. Barg, of the wholesale department. J. J. Hart, of the sales force, has just got back from his vacation. Charles T. Foote, also of the sales force,



TWO POINTS OF CONTACT
BOSTON NEW YORK

FOR DITSON SERVICE

Double service that is founded on successful experience in handling the problems of the retailer and proves of genuine assistance.

BOSTON
Oliver Ditson Co.

NEW YORK
Chas. H. Ditson & Co.

**VICTOR
EXCLUSIVELY**

THE TRADE IN BOSTON AND NEW ENGLAND—(Continued from page 84)

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 Sonoras. 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. Mr. 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



STEINERT SERVICE

Here are some of the salient features in Steinert Service:
Educational and Personal Service Bureau.
Practical Store Ideas Department.
Promotion of Educational Work in Schools.
Unsurpassed Record Stock.
Efficient Back Order System.
Excellent Shipping Facilities.
Years of Experience in Victor Merchandising.

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

AT YOUR COMMAND ANYWHERE IN NEW ENGLAND



M. STEINERT & SONS

Victor Wholesalers
35 Arch Street BOSTON

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. (Continued on page 86)

KRAFT-BATES AND SPENCER INC.
NEW ENGLAND DISTRIBUTORS

Brunswick
PHONOGRAPHS AND RECORDS

The Brunswick is 100% Brunswick

Just as the Brunswick Method of Reproduction is exclusively Brunswick so too—every Brunswick Phonograph is made complete by Brunswick.

The Brunswick-Balke-Collender Company is the only phonograph manufacturer in the United States, and probably in the whole world, actually making a phonograph in its entirety.

In the Brunswick factories—in the Brunswick record plants, no choice is placed upon outsiders, in any stage of manufacture.

Brunswick is operating its own timber lands, cutting its own veneer logs, slicing its own veneer, making its own panels, and even manufacturing its own veneered shocks for shipping phonographs.

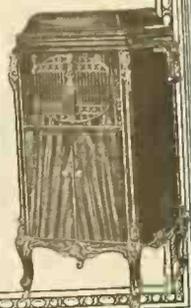
It is only natural that this 100% policy of thoroughness should result in winning the confidence of the Brunswick dealer, and that his enthusiasm should beget a like sentiment in the minds of his customers.

Without doubt it is this going after results on a large scale from the very beginning, regardless of cost, which has built up Brunswick prestige so quickly and upon such sure foundations.

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

NEW ENGLAND DISTRIBUTORS
Albums Record Brushes Khaki Covers

Steel Needles



THE TRADE IN BOSTON AND NEW ENGLAND—(Continued from page 85)

The "Record" Is Broken



in sale of "Long Quality" cabinets and "Peerless" Albums in New England.
See both advertisements illustrated in this issue.

Send your orders for their lines to

L. W. HOUGH

Factory Representative
20 Sudbury Street Boston, Mass.

Berry, 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 prize-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 merry-go-round and the auto racing, the whole making quite a scene of activity.

Suffers Also Loss by Fire

George Lincoln Parker, Edison distributor in the Colonial Building, suffered a little from fire on the night of a big electrical storm during the early part of July. The current entered the apartments, but fortunately what fire was started was early discovered before much damaged resulted.

Where They Are Sojourning

Herman N. Baker, treasurer of the A. M. Home Music Co., has returned from a week's vacation at Rockport, and later may find time to go to Sunapee, N. H., where his father has an estate. W. S. Stackhouse, of this concern, is at Cumberland, Md., where he has gone for

several Summers. Albert E. Shipman is at Bayville, Me., where also is W. B. Milton.

Calver In Charge at Holyoke

S. F. Calver, of the F. C. Henderson Co.'s staff, is now in Holyoke, where he is in charge of the Henderson store in that city. Amos Russell, of the Henderson Baylston street store, has been a patient at the Melrose Hospital, where he lately underwent an operation.

Miss Barr Scores in New Hampshire

Miss Grace Barr, of the educational department of the Steuert house, has been meeting with marked success in the New Hampshire territory, where she has proved of great assistance to Victor dealers. Others in the New England States will be taken care of in a similar manner and it is of interest that dealers everywhere are eager to get Miss Barr's intelligent services.

Starts Fall Selling Campaign

L. W. Hough, of this city, New England representative of the George A. Long Cabinet Co. and Peerless Album Records, has already inaugurated his Fall selling campaign. Mr. Hough states: "During the past few months careful, conservative buyers have allowed their merchandise stocks to become diminished to the lowest possible point, some to a condition where it ceases to be 'good merchandising.'" Mr. Hough predicts a busy Fall season and believes that now is the time to plan for it, not only through the outlining of a sales campaign, but also by bringing stocks up to a point necessary to satisfy the Fall demands.

PRINCE-WALTER CO. IN LOWELL

Handsome Talking Machine Establishment
Opened In Which the Brunswick Is Featured
—Other Stores Contemplated

LOWELL, MASS., August 1. The Prince-Walter Co., Brunswick distributor, opened a handsome talking machine establishment at a few days ago and a goodly portion of the city turned out to inspect what is one of the most novel shops in this city. The trade is especially interested in Fred H. Walter, for he was for several years the wholesale representative of the Brunswick at the Boston house of Kraft, Bates & Spencer, Inc., where he made many friends. The new store is located at 108 Merrimack street and on the opening night the occasion was made memorable by the presence of Carl Fenton's Orchestra, which records for the Brunswick. In-

LANSING KHAKI COVERS

The Pioneer Moving Cover



High
Grade

Government
Khaki

Dealer's Prices NOW:

\$6.00

medium
size

43"x20"x23 1/2"

\$6.50

large size

49"x23"x24 1/2"

\$7.35

extra large

52"x22 1/2"x23 1/2"

Fitzall Leather or No. 3x Strap
\$2.50

Piano Moving Covers \$18.00

SLIP AND RUBBER COVERS
FOR PHONOGRAPHS AND PIANOS

Lansing
SALES CO.

Eliot and Warrenton Sts.
BOSTON, 11, MASS.

side the store two unique bungalows have been erected and these enclose the Brunswick booths in attractive finish. Between them are ample record racks. Mr. Walter has in mind opening up two other stores, one at Ayer, this State, and the other at Nashua, N. H., but he will see that his Lowell establishment is well under way before he gets busy on these other propositions.

WHEN HE GETS WISDOM

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.

"Nameplates With a Personality"

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

E. V. YEUELL CO., Malden, Mass.

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

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. You can equip those machines to play all the best records. You can even improve the tone of those machines. Our catalog tells how. Your postcard brings it. Attractive prices. Write today.

Perfecting 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

Factory Representative

Boston, Mass.

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

HANDSOME NEW STORE OPENED

Hundreds Visit Establishment of Kaplan Bros. on Opening Night—Many Floral Pieces and Messages of Congratulation Received

New BRIMMER, MASS., August 9.—The recent formal opening of a new talking machine establishment at 1182 and 1184 Acusnetin 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 record demonstration purposes. The predominant color of the woodwork consists of two pastel shades of gray. A complete stock of records and best-known lines of talking machines offers a large selection for customers. Pianos, player-pianos and sewing machines also form part of the stock.

Hundreds of people visited the establishment on the opening night and a brisk trade was enjoyed. Many out-of-town visitors were present and many of those who were unable to attend sent messages of congratulation 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. Shoemaker, of the Eastern Talking Machine Co., and H. 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 Anent His Plans

Boston, MASS., August 6.—The National Co. of this city, which is well known as the manufacturer of the popular "Ragtime Rastus" and other talking machine toys, is now placing on the market a shimmying 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' shimmying 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

HORTON-GALLO-CREAMER CO

NEW HAVEN



CONNECTICUT

VICTOR SERVICE SPECIALISTS

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.

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 a lively record should sell 'Shimandy.' 'Shimandy' is the newest addition to our line and we will continue to manufacture 'Ragtime Rastus' 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 forefront of the store is given prominently, and while the idea is not wholly new it is well worth reproducing for the benefit of dealers who may not have considered this subject:

"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 defer buying or do without. This holds

true with Victor records just as it applies to sundry merchandise.

"It is a significant fact that the Mathusiek & Son retail Victor stores in Jersey City, New Brunswick and Plainfield are making alterations and improvements in their equipment, moving the record racks to the front of the store, at the door, Why? Because they realize the advertising value of a large record stock and the convenience it affords their customers. Their record business is making it slow resultant improvement.

"They are banded to the public to buy and casler for themselves to sell. It is just a question of a few steps off the street and a few minutes of the customer's time. Furthermore, thousands of people passing will see the record stock and that will suggest new records for their Victrola. This we would consider a combination of advertising and service."

CONTINUES TO GROW IN FAVOR

WARREN, MASS., August 1.—The U-Sav-Your cleanser and dressing, manufactured by the U-Sav-Your Mfg. Co., this city, is growing continuously in popularity, reports B. D. Perkins, manager of that company. At the convention at Colorado Springs a number of distributors were present who carry the U-Sav-Your line. Optimistic predictions were made by them for the coming months regarding the sale of this dressing.

PHONOGRAPH RECORD LABELS

That will meet the requirements of the manufacturer of Records. Our experience along this line assures you of the best of results, quality as well as artistic in design. We make record labels for some of the largest record manufacturers.

If we are not making any of the following Specialties for you we would be pleased to quote you as our experience enables us to give you the desired results.

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



KEYSTONE PRINTED-SPECIALTIES COMPANY
321-327 Pear Street
SCRANTON, PA.



A New Fox-Trot - Melody "ONE KISS"

Will fill your heart with bliss

"You can't do wrong
with any 'Teist' song"

BUSINESS CONTINUES RATHER SLOW IN THE NORTHWEST

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

ST. PAUL, and MINNEAPOLIS, MINN., August 4.—Business conditions in the territory tributary to Minneapolis and St. Paul still 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 crops of pessimism are croaking most distantly, but if grain prices reach a good figure there will be considerable prosperity in this section of the Northwest.

The Victrola situation is quite what might be expected during the Summer months, according to the Beckwith-O'Neill Co. There is no reason for worry and there is no reason to suspect that the Fall will fail to produce results. F. M. Hoyt, the general traveler for the company, spent his Summer in the Southwest and particularly at Alvarado, Tex., and declares, upon oath, that Texas is a more desirable Summer resort than the lake district of Minnesota. But it is quite well known that Alvarado has other attractions for Mr. Hoyt than fishing.

R. H. Johnston, vice-president of W. J. Dyer & Bros, who also are distributing the Victor machines and records, states, for the benefit of the trade, that there is a constant call for Victor records and that the volume virtually is up to normal. The demand for high-priced machines is slow.

Fairly satisfactory reports are received from the Stone Piano Co., distributors of the Vocalion. A. E. Houson, assistant manager, states that the general situation looks very good. The Vocalion "Red" records are making much headway in the Northwest and although some people are inclined to be dubious over the immediate future of business the Stone Co. is not disheartened.

Reports from G. Sommers & Co., distributors of Patric machines and records, indicate a hopeful state of affairs. Sam Levinson, manager of the department, has been away from his desk more or less, but there is considerable work going on in his department.

MARKET NEW PORTABLE MODEL

Sample of New Charnaphone Machine Received at New York Headquarters—Completing Plans to Finance Dealers—An Important Move

The Charnaphone Co., New York, manufacturer of the Charnaphone line of phonographs, received early this month at the New York executive offices of the company a sample of a new portable machine manufactured at the factory in Pulaski, N. Y. The factory is now turning this new model out in quantity lots and Charnaphone dealers who received circulars announcing the release of the new machine are now receiving their initial orders.

The Charnaphone portable is one of the lightest machines of that type manufactured, weighing only fifteen pounds. It is of compact size and has a mahogany finished cabinet, equipped with Heilmann double-spring motor and Universal tone arm, with a cabinet which will carry two twelve-inch records.

Early this month the Charnaphone Co. also

Fester & Waldo Co. have placed at Nicollet and Grant streets the finest illuminated billboard in the Northwest, liar none. The board advertises Victor Victrolas and Knabe Ampicos in a lurid manner. Several people have 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 Lowy, 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 every month up to July, 1921, surpassed the corresponding months of 1920. Any one will concede that he has made some record. The distribution of Edison machines and records on a wholesale basis is pronounced to be eminently satisfactory by Laurence H. Lucker, Northwestern distributor.

announced the completion of its plans to finance Charnaphone dealers. Under this arrangement it will be possible for dealers to make their sales on a deferred payment plan, the Charnaphone Co. financing releases.

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 commercializing of these inventions, says the statement, is so considerable that special efforts are being made to speed legislation in Congress.

FREE OFFER



This attractive metal and glass counter case given free with 3 cartons at \$3.30, total \$9.90.

MAGNEDO

THE OLDEST AND FASTEST SELLING
TEN-PLAY NEEDLE

Seven years of constant advertising has developed an ever-growing demand from all over the country for MAGNEDOS solely because of merit.

Magnedos offer substantial profit to Jobber and Dealer.

Retails at 10c. a box

Dealer's price \$3.30 carton of 60 boxes

MANUFACTURED BY SUPERTONE NEEDLE WORKS 18 WEST 20th STREET NEW YORK



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.



**Columbia Graphophone Co.
NEW YORK**

TALKING MACHINE EXPORTS DECLINE

Exports Including Records for the Twelve Months Ending June Amounted to \$6,037,371—In 1920 the Figures Were \$7,617,155

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 compiled), which has just been issued, the following figures on talking machines and records are presented:

The dutiable imports of talking machines and parts during June, 1921, amounted in value to \$37,636 as compared with \$86,934 worth which were imported during the same month of 1920. The twelve months' total ending June, 1921, showed importations valued at \$771,156 as compared with \$808,592 worth of talking machines and parts 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 showed that we exported 67,897 talking machines, valued at \$3,071,757, as against 79,225 talking machines, valued at \$3,653,595 in 1920, and 49,717 talking machines, valued at \$1,544,870, in 1919.

The total exports of records and supplies for June, 1921, were valued at \$148,480, as compared with \$388,694 in June, 1920. For the twelve months ending June, 1921, records and accessories were exported valued at \$2,965,614; in 1920, \$3,963,560, 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 to a great extent 'blue' numbers of the type that are in current favor, we will also release many 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 by this concern.

Sam Lind, of the Lind-Marks Co., Detroit, Mich., was a recent visitor at Vocalion headquarters in old New York. The Lind-Marks Co. is the Vocalion distributor in that territory.

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 embracing 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. This leaves 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 merchants. On the other hand there are hun-

drreds, if not thousands, of important dealers handling talking machines who have not yet been brought into association work.

The size of the assessment which the National Association of Talking Machine Jobbers has agreed to is gratifying, particularly in view of the fact that this is the first year that such an assessment has been made. However, the Talking Machine Jobbers have been operating in close co-operation with the Chamber during the past year and evidently are familiar with the need and value of the activities now being conducted. This is particularly true of the tax fight in which several prominent jobbers have been particularly active. J. N. Blackman is a member of the Chamber's legal committee, George E. Mickel, as chairman of the Jobbers' legislative committee, has been in constant touch with the Chamber. French Nestor, the national councillor of the Jobbers in the Chamber of Commerce of the United States, worked with the Chamber in the tax fight at the recent annual convention at Atlantic City.

ENJOYING A DESERVED VACATION

C. T. Westmoreland, superintendent of the Granby phonograph factory, left on July 29 for a well-deserved vacation. Mr. Westmoreland will spend most of his time at the home of his daughter in a small town in Tennessee, and a few days with his father in western Virginia. He will return to his responsibilities about the time this issue of The World appears.

The KENT MASTER ADAPTER

plays ALL RECORDS at their best on the EDISON DISC PHONOGRAPH



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

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



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

whose phonograph accessories "win their way by their price"

Factory Representative:

LOUIS A. SCHWARZ, INC.

1265 Broadway
New York City

M. RAPPOPORT INCORPORATES

Well-known Long Island Dealer Becomes President of the Woodhaven Music Shop, Inc.—Opens New Exclusive Victrola Shop in Bronx

The Rappoport Music Store at Woodhaven, Long Island, N. Y., owned by M. Rappoport, which handles the Victor line exclusively, has been incorporated under the name of the Woodhaven Music Shop, Inc., with Morris Rappoport as president. The business will be conducted along the same efficient lines as formerly, under the management of David Feiner.

Early this month Mr. Rappoport opened a large exclusive Victrola shop close to the junction of Westchester and Prospect avenues. The new store has been fitted up in an elaborate manner and is located where it should draw an excellent volume of business.

IOWA VICTOR DEALERS' CONVENTION

To Be Held September 19-20 in Des Moines—Nebraska Dealers' Convention to Follow

DES MOINES, IA., August 3. Notice has recently been sent out to the members of the Iowa Victor Dealers' Association by H. B. Sixsmith, secretary of that body, announcing as the dates for the annual convention September 19 and 20. The two-day convention will, as usual, be held in the city of Des Moines, and the wholesale Victor building of Mickel Bros. will be used as headquarters for the business sessions.

The Nebraska Victor Dealers' Association has scheduled its convention for the two days immediately following the Iowa convention, namely, September 21 and 22. The Nebraska meeting will be held in Omaha as usual, with the Mickel Bros. quarters serving as the meeting place.

For both conventions a program of interesting speakers has been arranged, and from the outlook both conventions will be well attended by the Victor dealer belonging to the respective associations of these two mid-Western States.

NEW SON FOR ANDREW H. DODIN

Andrew H. Dodin, well-known New York repair 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 youngster arrived on July 13 and has been christened Andrew Thomas Dodin. He already displays an embryonic interest in mechanics.

Confucius says, "Be not sorry that men do not know you, but be sorry that you are ignorant of men."

WARNING

Wall Kane Needles Are Being Imitated

WALL KANE NEEDLES

are the standard, trade-marked needles of the phonograph industry. They are guaranteed to play ten records without injuring the grooves, the last record playing as clear as the first.

Beware of Imitations

*Inquire for our new
jobbing proposition*

The Greater New York Novelty Co.

3922 14th Avenue

Brooklyn, N. Y.

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 appeared in the editorial section of the *New York World* on July 31. The inventor of the phonograph had a long chat with Edward Marshall, the well-known writer, in which he defended the much-discussed list of questions which he recently has been requiring applicants for executive jobs to answer, and what he intends them to accomplish.

He puts the startling question, "Are we

Americans losing 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 mentally."

The article throughout is full of vigor and abounds with many original viewpoints. Boiled 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 reproduce it full in this paper—it is worth looking up.

SOMETHING ENTIRELY NEW IN TONE ARMS

THE FLETCHER "STRAIGHT"



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

Yes, It is universal and equipped with the Regular Fletcher Reproducer, giving the same natural tone quality as heretofore.
Made in two lengths, 8 1/2" and 9 1/2" SEND FOR PRICES AND TERMS

FLETCHER-WICKS COMPANY

6 EAST LAKE ST.

CHICAGO



HOW DO YOU FIGURE OUT?

When the train pulls in and you grab your grip,
And the brakeman's there with his freighted whip,
And you call on your man and try to be gay,
And all you get is "Working dinner today!"
Then you're a **PEDDLER!**
By gad, you're a peddler!

When you get into town and call on your man,
"Can't you see me, Bill?" "Why, sure, I can!"
You sure up his stock; make a rough count,
And Bill presently says: "Send the usual amount!"
Then you're an **ORDER TAKER!**
By gad, you're an order taker!

When you travel along and everything's fine,
And you don't get up until half past nine;
When you see each concern and talk conditions,
And write it all home with many additions,
Then you're a **TRAVELING MAN!**
By gad, you're a traveling man.

When you call on the trade and they talk "Hard Times,"
"Lower prices" and decided declines,
But you talk and you smile—make the world look bright,
And send in your orders every blamed night,
Then you're a **SALESMAN!**
By gad, you're a salesman—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 gameiness. 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 sweet 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 rummin' fool. He don't know when he's beat. If any of them choices commences to stop in the stretch, this bird 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 it ain't ever safe not to have a bet on."

Oftentimes it happened that when the numbers went up the number of the horse that didn't know when he was beaten was at the top. The "choices" 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's 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 issue 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., Milland, Mich., Toledo, O., and Fostoria, 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 1407 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 Hoboken, N. J., is now handling Victor talking machines exclusively.



Kimball Console Model R

KIMBALL PHONOGRAPHS

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 worth-while merchandising proposition.



Kimball Style J Mahogany Walnut

Write for Agency Terms

W. W. KIMBALL CO.

Established 1897

Kimball Bldg., 306 S. Wabash Ave.

CHICAGO



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

LONG Console Cabinets Win Phenomenal Success

The five "Consoles" introduced a few months ago by the Geo. A. Long Cabinet Co. have proven successful beyond all expectations. They have evidently filled a long-felt want, for Victor dealers everywhere are selling them readily and quickly.

These five "Consoles" are intended for use with the popular Victrola VI, producing a combination outfit that looks like a \$250 Console model, but which can be retailed at a very moderate price, easily within reach of all prospective purchasers.

The "Console" is the recognized leader of the present-day talking machine market, and progressive Victor dealers are "cashing in" on the phenomenal success of the Long Console cabinets.

Write us today for catalog and prices

The Geo. A. Long
Cabinet Company
HANOVER, PA.



Sheraton



Colonial



Louis XV



Chippendale



Hepplewhite

The Trade in PHILADELPHIA and LOCALITY

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 is sort of sectional. The coal mining section of the State seems to be very much better than the agricultural districts. The Philadelphia Show Case Co. is one of the local firms to find this condition. Manager I. 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 Vocalion 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 Portland. On the return trip Mr. Barnhill plans to spend some time at both the Glacier National

Park and Yellowstone Park, and also stop at Denver. Mr. Barnhill expects to be gone for about five 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 cover 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. Fuliri, sales manager of the record department of the Sonora, was here the past week. F. 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 TRADE IN PHILADELPHIA AND LOCALITY—(Continued from page 93)

the customers of the company have been able to meet all their obligations. Two of the firm's salesmen, E. E. Hippie and L. P. Brown, are at present away on vacation, the former spending the time at his cottage at Ventnor, N. J., and the latter at his cottage at Island Heights.

Joins the Granby Force

Oden Jester, a former Columbia salesman, has resigned to accept a position as road man to cover eastern Pennsylvania for the Granby Corp.

Look for Good Sales From Now On

A. J. 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 receipt and putting on sale of the new Kulekic, Bueri and Emmy Destun records. A. J. Heath has just returned from spending a two weeks' vacation at Atlantic City. A new salesman, John Neldine, has been added to the sales force. Heath & Co. have been doing considerable business in their foreign record department and have also sold quite a number of the new style Granby, which they handle. C. A. Mallet, Mr. Heath's partner, will leave on Saturday of this week on a two weeks' vacation.

Will Return in September

Louis Buchin, of the Louis Buchin Co., Inc., will not be home until September 1. After the Colorado Springs convention of the National Association of Talking Machine Jobbers, of which he was elected president, Mr. Buchin, with his family, started on an extended trip to the Coast, in which they intend to stop at all the leading resorts.

F. B. Reineck, of the Buchin firm, has just returned from his vacation, which he spent playing golf with the rest of the high-brows at Galen Hall, Wernersville, Pa. He brought back with him several trophies. The Buchin firm reports that its business has been fairly good. The bulk of the business, however, is being found out of town. Local demand is rather slow.

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 salesman of the Cheney Co., has resigned to accept a position with a coal corporation. With his family he is spending the Summer at his cottage at Atlantic City and is commuting daily.

Adds Many New Accounts

The Interstate Phonograph Co. has done a satisfactory business all through July. It has added a number of new accounts in its long list, principally in the South. O. J. Flood, the local sales manager for Mr. Bekhardt, has just returned from a two weeks' vacation spent at Wildwood, with his family and also his son, S. G. Flood, who is one of the Pathé road men.

An Active Emerson Campaign

The Emerson Philadelphia Co. has had quite a satisfactory July. A. T. Emerson and W. J. Stevens spent the better part of July in Philadelphia assisting Harry Fox in the marketing of the Emerson machine, and as a result this concern now has a very substantial representation in this territory. Mr. Fox states that he was recently in New York going over the conditions at the Emerson Co. headquarters, making plans for the Fall business and considering the various methods that are to be employed for the marketing of the Emerson product this Fall. Mr. Fox said that the Emerson officials all feel that the indications point to a very good Fall business.

One of the things that the Emerson Philadelphia Co. recently did was to place several of the best styles of the Emerson machines on a truck, which was accompanied in a touring car by Messrs. Fox, Emerson and Stevens. The trio made a tour of every section within the territory of the Philadelphia Co. Upon their return Mr. Fox expects to tackle the Pittsburgh territory in a similar way.

An incident of a competitive sale that the Emerson Co. recently had has elated Mr. Fox.

Four school teachers, to whom had been entrusted funds collected by the school children for the purchasing of a talking machine, one of party was a music teacher, called on Mr. Fox and heard the Emerson. They had visited the warehouses of practically all the leading stores and ultimately decided to purchase the Emerson as possessing the tone quality which they so much desired in a reproducing machine.

Weymann Reports Progress

Harry W. Weymann, of H. A. Weymann & Son, reports that their talking machine business in July was quite satisfactory and that orders are coming along as well as could possibly be expected at this season of the year. Mr. Weymann says: "We have booked up 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."

"Our record stock of back orders is in most excellent shape, placing us in a position to take

very good care of all our dealers' requirements. We have secured the exclusive wholesale agency for the Motrola for eastern Pennsylvania, southern New Jersey and Delaware. This machine attachment has hitherto been sold for \$30, but the Weymanns' retail price will be \$19.50. It can be operated on both alternating and direct current." The Weymanns are considerably enlarging their wholesale Victor record department on the second floor front of their building. The alterations are about completed.

Vacations at Blake & Burkart's

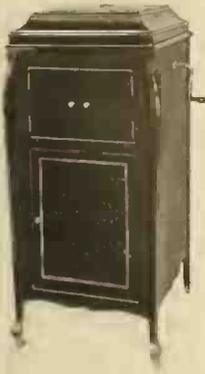
Herbert E. Blake, of the firm of Blake & Burkart, is at present spending his vacation at Sodas Point, N. Y., with his family. The business of the firm has been fair during the month. R. J. Rich, of the sales force, has just returned from a two weeks' vacation, which he spent at May's Landing, N. J., with his family.

Some Columbia Happenings

At the offices of the Columbia Co. business is reported as fair, with considerable improvement during the end of the month. Manager Conlin

Jobbers' Profits and Salesmen's Commission Now Go to the Dealer

This Company have decided to sell their entire output of the Franklin Phonograph direct to dealers, reducing the cost considerably by ordering direct from our factory.



The style illustrated shows our Revolving door model. By merely touching the knob the record cabinet revolves, showing eight specially constructed Albums.

The Cabinet is constructed of five-ply genuine figured Mahogany, all metal parts gold plated, plush turn table.

The Franklin line of phonographs is supreme in tone, cabinet work, case architecture and structural design. Franklin Phonographs occupy a distinctive position among high quality phonographs.

Order a sample of this model. You will find it the best seller you ever had.

Our prices are reduced. Our terms most liberal.

FRANKLIN PHONOGRAPH COMPANY

INCORPORATED

1711-13-15-17 North Tenth Street
Philadelphia

THE TRADE IN PHILADELPHIA AND LOCALITY—(Continued from page 94)

DECALCOMANIA
 Name Plates for Talking
 Machines, Pianos, etc.
 High Class Workmanship
 Write us for further information
National Decalcomania Co.
 220-230 N. 60th St., Philadelphia, Pa.

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 Cummin 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 Saturday 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 important 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 third of a page in length, which came to the Columbia Co. unsought.

During the month the Columbia Co. opened a new dealer in Ventnor, N. J., on Ventnor avenue, and it will be an exclusive Columbia shop. They also stocked the Thomas Music Shop in Scranton, Pa.

There was a special day at the Note-the-Note Club, the girls' club of the Columbia Co., at Mantua, N. J., about fourteen miles from Philadelphia, on Saturday last. This club has been affording much pleasure to the girls of the Columbia Co., who spend their vacations there, as well as their week-ends.

Thomas J. Cunningham, of the talking machine department of Strawbridge & Clothier, has just returned from a pleasant vacation spent at the seashore.

Entertain Gimbel Forces

Manager Wuerlic, of the talking machine department of Gimbel Bros., who has a bungalow at a South Jersey lake, fourteen miles from the

city, will entertain all the Gimbel talking machine family on Saturday, August 6.

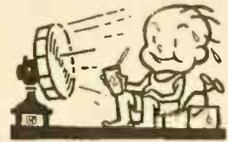
SENDING CUSTOMERS STATEMENTS

The Advisability of Sending Monthly Statements to Customers Such as Are Sent by Manufacturers to Their Dealers Discussed

There has been considerable argument pro and con during the last ten years regarding the advisability of sending monthly customers' statements such as are used by manufacturers and merchants in their dealings with each other. Between business concerns there is no question regarding the fitness of statements, but between a business concern 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 discussing this subject, a noted authority on modern 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 buying power of the store, permits of taking more discount 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 advertising 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 rectify their accounts.
12. Statements permit store to guard against too large a credit to any customer.

Caruso's death has increased the sale of his records in Philadelphia territory.



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

**OKeh
 Records**

**AND YOU
 WILL GET IT**

**SONORA
 COMPANY OF
 PHILADELPHIA**

1214 Arch St., Philadelphia

WHO MAKES FOREIGN TRADE?

Individuals, Not Nations, Are the Great Factors in the Development of Our Foreign Business. Declares Dudley Bartlett, Export Authority

"Now is the time to go after foreign trade," declares Dudley Bartlett, chief of the Foreign Trade Bureau of the Philadelphia Commercial Museum.

"When it is stated that a certain nation is on the verge of bankruptcy, and when such a statement is supported by statistics," says this authority in an article in Forbes Magazine (N. Y.), "the natural inclination is to assume that business with such a nation is out of the question. But business is not done with a government. It is transacted between individuals.

"Everywhere in the world to-day there are some individuals who have been thrifty, or far-sighted or lucky—call it what you will. In the midst of general depression, depreciated currency, burdensome taxes, labor riots, inefficient

(Continued on page 96)

Greater Sales



Greater Prestige

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

THE TRADE IN PHILADELPHIA AND LOCALITY—(Continued from page 95)

government and near 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 sane process essentially in foreign and domestic trade. A manufacturer in Des Moines, says, has something which is wanted very urgently in Switzerland. Presumably the need has existed for some time. Men cognizant of that need have put their minds to work on the problem of supplying it. They make a proposition to the manufacturer which he 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 of 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 speedily realize that the resumption of trade—foreign or domestic—after a break is an individual problem. Governmental 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.

SOME PERTINENT CONCLUSIONS

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 to 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 bugaboo 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-sorted and packaged stock is laid in instead of the old heterogeneous collection of shelf loungers and sticklers. 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 his-

WE BUY AND SELL RECORDS WE BUY AND SELL

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

Also Latest Monthly Issues at attractive prices.

Keen Talking Machine Supply Co.

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

tory. Why does it have to be a chain store that makes these improvements? Why cannot more independent retailers use the same methods to hold their own?"

ENTERS TALKING MACHINE BUSINESS

NEWTON, CONN., August 2.—Max Hanover, a New York business man, recently associated himself with Abraham Curland, of the Talking Machine Shop, of this city, for the purpose of enlarging the business. The officers of the concern are: Max Hanover, president; Abraham Curland, vice-president and treasurer; A. W. Curland, secretary, and Alexander H. Manes, auditor. A complete line of talking machines and records is carried.

SELLS EXPENSIVE MODELS

A. Williard, manager of the warehouses of Mathushek & Son, Plainfield, N. J., has been receiving congratulations on the sale of a number of expensive feature models during the past few weeks. One notable sale was a Queen Anne, electric, Victrola—a cash sale.

The Robertson Music Store, 1306 G street, Washington, D. C., has taken the agency for the Brunswick phonographs and records.

PLAY BALL!

Is the cry in every city, town and village all over the land today

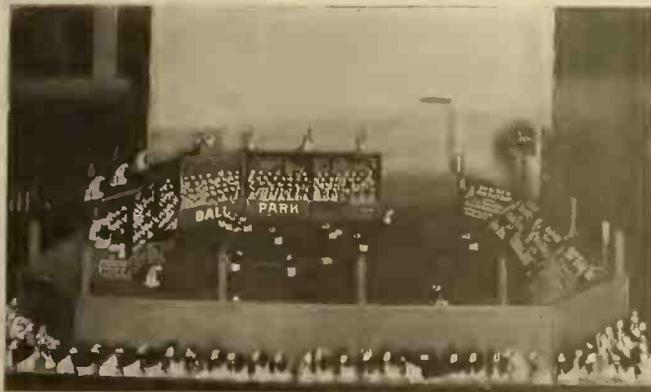
The baseball season affords every Victor dealer an opportunity to make an exceptional volume display and with the use of the Penn-Victor dogs representing the outstanding teams attract great crowds to his window.

We Will Specially Decorate 25 Penn-Victor Dogs

of your order and send your name in the pedestal of no extra cost, on an order of 500 Penn-Victor dogs. We also supply at cost electric signs for circular or newspaper advertising. If required, crediting name when returned.

Trading dogs will be decorated in blue uniforms and socks in red knitted cap and one will be decorated to represent the Empire.

The dealer can then arrange a baseball diamond in his window and use a goodly number of the regularly painted dogs as spectators.



Window Display of the Krane-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.



(Half Size)

In your home town games, the National League games, and especially at the time of the world series, the scores may be recorded on the scoreboards as the returns come in by holding, thereby holding the crowd in front of your window during the entire game. This has been done heretofore with great success.

Mr. Victor dealer, don't miss this chance to utilize yourself and the Victor Talking Machines and Victor Records.

Order from your Victor distributor or from us, and we will charge through your preferred distributor if so required.

IMICO INDIA RUBY MICA DIAPHRAGMS

INTERNATIONAL MICA COMPANY

PHILADELPHIA, PA.
YOKOHAMA, JAPAN

WALTER S. GRAY
SAN FRANCISCO, CAL.

ARTHUR A. BRAND & CO.
CINCINNATI, OHIO

INTERNATIONAL MICA CO.
CHICAGO, ILL.

V. T. SCHULTZ
CLEVELAND, O.

RATSOLO BATES CO.
LANCASTER, PA.

PROVIDENCE PHONO. CO.
PROVIDENCE, R. I.

Write for "IMICO" representation in your territory—domestic or foreign. Special facilities for Export Business.

"IMICO" and "SERVICE" are SYNONYMOUS

THE AID OF HOOVER SOUGHT IN FIGHT ON EXCISE TAXES

Representatives of Music Industries Chamber of Commerce and Other Trade Organizations Call Attention of Secretary of Commerce to Bad Effects of Such Taxation

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. Found, general counsel of the Chamber.

The support and advice of Mr. Hoover in the elimination of the discriminatory excise taxes were requested on the grounds 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 af-

ected 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 excess profits and higher individual income taxes should be eliminated; that the war-time excise 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 Clothiers, Cocoa and Chocolate Manufacturers' Association.

Cushman stated that dealer 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 record gives 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 manners, 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 Phonograph, 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, of Thomas A. Edison, Inc., Orange, N. J.

Mr. 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 WAREHOUSES ADMIRER

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 warehouses 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 warehouses, and the satisfactory result of their combined efforts is self-apparent.

CRITONA RECORDS AT FIFTY CENTS

Criterion Records, Inc., Announces New Selling Plan—Library Is Now Complete

Criterion 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 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.



Size: 12 1/4 x 11 1/4 x 6
Weight 16 lbs.

"Take Your Cirola Music With You"

CIROLA HAS PROVED ITS WORTH—Dealers everywhere are stocking 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 PARAMOUNT," which is working well with the CIROLA, likewise the CIROLA NEEDLES AND COVERS.

Write for Proposition.

CIROLA DISTRIBUTING CO., Inc.

Distributors of

CIROLA PHONOGRAPH

PROMPT DELIVERIES



204 Colonial Trust Bldg.
Phone Spruce 6337
PHILADELPHIA, PA.
U. S. A.

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 first believer in the temper presentation of merchandise. The various counter display cases which it has distributed in 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 simplest 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 requested 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 such service as they may require. Mr. Seiffert states that work on



NYOIL
FOR YOUR PHONOGRAPH

Made in Our Watch Oil DEPARTMENT

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

The Best Oil For Any Talking Machine

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

Colorless, Odorless and Stainless.

Housekeepers say they would not be without Nyoil because it is best for phonographs and sewing machines—for polishing furniture and woodwork and is odorless and will not stain. It is free from acid and will not gum up the most delicate record. Sportsmen find it best for guns because it prevents rust.

NYOIL is put up in 1-oz., 2 1/2-oz. and 8-oz. Bottles and in Quart and Gallon Cans.

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

The Value of Prestige



THE prestige of an institution is one of its strongest assets. It is guarded preciously by old institutions and sought by new ones.

The talking machine dealer who sells Victor merchandise sells goods with prestige. Therefore Victor products build prestige for his institution.

That is why Victor dealers are the reputable dealers of their respective communities.

CURTIS N. ANDREWS

Victor Wholesaler

BUFFALO, NEW YORK

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

LOREN, O., August 5.—A Sonora phonograph was sold recently in 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-Bonil Co., of this city, of which V. W. Bonil 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 spokesman 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 real phonograph weather," said the proprietor of a talking machine shop on upper Broadway to a paragraph writer on 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 Winter time 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 Pascagoula, Miss., 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 Vocalion Jobber—Canadians to Locate in Los Angeles—Brunswick Manager a Visitor—Sonora Prices Interest—New Stores—Columbia Expansion

LOS ANGELES, CAL., August 6—The month of July just past proved an excellent one as compared with the corresponding period of a year ago. Sales of machines in many departments were exceptionally good, while the improved stocks of records enabled salespeople in those departments to supply customers' requirements and then sell additional numbers. Vacations are, of course, the order of the day, but so arranged that departments are not left short-handed, and those in charge have been able to take care of the brisk business. Throughout July and August practically all departments have closed and are closing on Saturdays at 1 p. m.

New Distributor for Vocalion

The Western Jobbing & Training Co has secured the jobbing rights of Vocalion phonographs and Vocalion records in southern California. E. R. Darvill, who was with the Acolian Co. for some time, has been appointed manager of the new Vocalion department. Mr. Darvill anticipates a large increase in sales of records particularly, due to the fact that the new Vocalion policy allows dealers to handle Vocalion records with or without Vocalion phonographs, thus enabling some who are specializing on other makes of phonographs to add Vocalion 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 Victor Talking Machine Co., which important position he so ably directed for a number of 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

R. L. Tamplin, 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 Tamplin will open a chain of Columbia Gramofola stores in California in the near future.

Brunswick Sales Manager Visits Los Angeles

A. J. Kendrick, general sales manager of the phonograph division of the Brunswick-Balke-Coller Co., visited Los Angeles early last month and was well pleased with conditions in the Southland. Mr. Kendrick was entertained at an informal luncheon by Rudy Wiclioff, the famous saxophone player and leader of the well-known jazz orchestra, the Californians.

Sonora Phonograph Reductions

The reduction 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 attract 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, Edison dealer in Hollywood, has sold out his business to the Hollywood Music Co. Mr. Yates, who is agent for the Motrola, will devote his efforts to wholesale business.

Colyear's Good Victor Sales

W. W. Burdsall, manager of the Victrola department of Colyear's Furniture Co., is well pleased with the business in his new department. Mr. Burdsall was formerly in the talking machine department of Byron Mauzy, San Francisco, and previous to that was assistant manager of the Victrola department of Stroag Bros., Albuquerque.

Miss May Peters, who superintends the record department in Colyear's, is well known in Chicago, where she was a member of the Victrola department of Lvov & Healy.

New Glendale Music Store

The Kenny Music Shop is the name of the new music store in Glendale. Mr. Kenny has



Introducing "Shimandy"

the Modern Dancer for Your Phonograph

START SHIMANDY SHIMMY-ING IN YOUR WINDOW AND YOU'LL WAKE UP THE WHOLE BLOCK

Great Window Display. A Business getter and a help to sell records

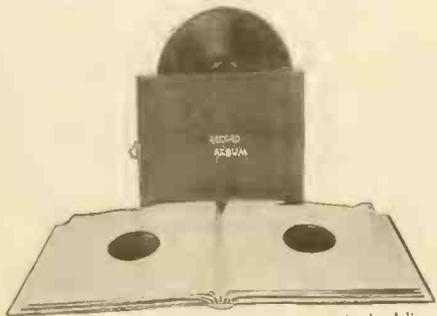
This wonderful Shimmy Dancer is a reproduction of the Queen of the Black Shimmying Torte of Winklo and is made of a phonograph she performs the new dance steps in a scandalous manner—Shimandy does 63 different steps.

Shimandy has a classy silk dress, a feathered hat and weighs for \$2.50. We also make Ragtime Mautia, \$1.50; Hoping Dorkie, \$1.75; Combination Natus and Jesters, \$2.50.

Wholesale and Export Discount in less than 3 doz. lots of one kind or assorted, is 33 1/3%, to 3 doz. lots or more, of one kind or assorted, the discount is 40%.

National Company
Cambridge Sta. 39, Boston, Mass.

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.

been connected with the wholesale department of the Columbia Co. for a number of years, his last position being with the Onalua Columbia sales force. The Kenny Music Shop will handle the Columbia line exclusively.

Columbia Shows Increase in Sales

William F. Stidham, manager of the Los Angeles branch of the Columbia Co., reports an increase in sales for the month of July 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 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 elk's head, which took two men to carry, formed the central figure in the window.

SEND "TALKERS" TO THE FAR EAST

Two Trenton Shops Make Distant Deliveries, One to Tokio and the Other to India

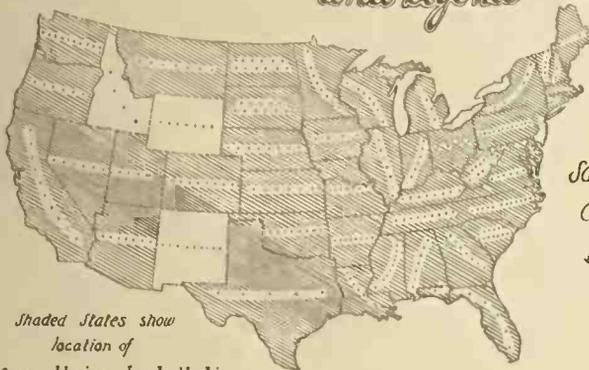
TRENTON, N. J., August 5—The G. A. Barlow's Son Co., of this city, recently shipped a Cheney phonograph to Tokio, Japan. The instrument was purchased by a Japanese who is a student at Princeton University, and whose parents are wealthy. The machine was shipped to faraway Japan with a number of the latest records, including jazz selections. The young student also purchased a Victrola for his room at the university.

Elmer Fouratt, of the Fouratt Music Shop, sold a Victrola to the Board of Foreign Missions and it was sent to India, where it will be placed in the home of a missionary.

World Wide

*Ocean to Ocean
and beyond*

Canada
Australia
Panama
Peru
Chile
Hawaii



England
Nova Scotia
Porto Rico
San Domingo
Argentine
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.

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NEW YORK
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Corner 41st St.

Rayburn Clark Smith, President
58th Street and Grays Avenue
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CHICAGO
30 N. Michigan
Boulevard

Unico Service

A New Unico Installation Every Working Day, 1921

Shown Below Six Recent 1921 Unico Installations



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Forbes & Wallace, Springfield, Mass.



Pearla Music Shop, Peoria, Ill.



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.



New York Band Instrument Co.

*Demonstrating Rooms
Record Racks, Counters
Decorative Treatments
Complete Interiors*



Pineus & Murphy, Alexandria, La.



Edgar Music Shoppe, Tulsa, Okla.

Prompt Action is necessary to protect your Fall business

Write, wire or phone our nearest office TODAY

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30 N. Michigan
Boulevard



EUROPE'S BIGGEST DANCE HIT

MY MAN (MON HOMME)

AMERICA'S BIGGEST DANCE HIT

Sung by MISS FANNY BRICE in

ZIEGFELD FOLLIES of 1-9-21

"ASK TO HEAR IT" *"You can't go wrong with any 'Feist' song"* A "Tune" You Can't Forget

CONSIDERABLE ACTIVITY EVIDENT IN ST. LOUIS TRADE

Talking Machine Sales Have Supported Music Business Generally for Some Months—Giving the Public What It Wants—Ditzell Announces New Terms—Some Recent Trade Developments

St. Louis, Mo., August 13.—The talking machine business is suffering for the time of music mer- chandising 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 hushness of the piano business. That is what dealers who have both lines have been expecting of the talk- ing 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 undertook to make them supply enough pros- perity for the total establishment. They were not equal to that and they sagged. That is, they did less than was expected of them, but what was expected of them was more than could rea- sonably be expected. When the books of the Summer's business are balanced, however, it will be found that the talking machines have ac- quitted themselves well and have done a good deal toward keeping up the average in the other branch of the business.

Give the Public What It Wants

Miss G. Golda Gray, head of the service de- partment 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's many 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 de- veloping it you can increase your sales.

"So will you make this resolve and try faith- fully to carry it out during the month of August? Resolve that every customer whom you serve will hear at least one selection of good music before going away. It may be necessary to play it while you are wrapping records or 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 it will appeal to noted 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 pronounced rhythm. For the quiet, reflective customer, the doctor, the lawyer, the teacher and the house- keeper, she recommends quiet tonal 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 im- aginative customer who likes to picture the scene described.

Announces New Terms on Machines

Manager J. F. Ditzell, of the Famous & Barr Co., has announced the following new terms on talking machines: On purchases of \$25, \$55 down and \$4 a month; \$35 to \$50, \$5 down and \$5 a month; \$55 to \$75, \$6 down and \$5 a month; \$80 to \$100, \$7 down and \$6 a month; \$110 to \$125, \$8 down and \$7 a month; \$135 to \$160, \$10 down and \$8 a month; \$165 to \$200, \$10 down and \$10 a month; \$210 to \$250, \$15 down and \$12 a month; \$260 to \$310, \$20 down and \$15 a month; \$315 to \$350, \$25 down and \$15 a month; \$360 to \$400, \$30 down and \$18 a month. Records on contract are not to exceed the initial payment. It is understood that the terms of the other dealers are substantially the same.

Take on the Kimball Line

The Union House Furnishing Co., which had its formal opening August 1 at 1124-32 Olive street, will handle Kimball talking machines and Okch records. The contract was secured by C. R. Salmon, sales manager of the Arctophone 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 west- ern Kentucky, transferred to St. Louis; H. H. Sheldon, who has been doing local work, takes that territory; J. N. Dick temporarily goes to northern Illinois; J. E. Hornberger, formerly with the Cheney Co., with headquarters at Kan- sas 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 Ful- ton 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.

Off on Their Vacations

H. R. Koerber, of the Koerber-Brenner Co., left with his family July 27 for a month's pleas- ure trip to Honolulu. E. C. Rault, secretary of the same firm, is spending his vacation in Can- ada, following a trip to the Pacific Coast. Mr.

THE CABINET and ACCESSORIES COMPANY

145 East 34th St.

Otto Goldsmith, President

New York City

We are
Sole Metropolitan Distributors of
The CIROLA



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Get All Your Accessories From One Source

We carry in stock everything in the
phonograph line. Get on our mailing
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Made from start to finish in U. S. A.



Extra Loud—Loud—Medium

Made at the

W. H. Bagshaw Co. Factory
Lowell, Mass

INSURE PERFECT REPRODUCTION

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.

Emphasizes Educational Possibilities

J. W. Strain, Victor dealer of Carrollton, Ill., is alive to the educational possibilities of his territory. During the Summer school of the teachers of his county Mr. Strain arranged for a Victrola demonstration, which was given by Miss Atry, of the Koerber-Brenner Co. Mr. Strain 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 Victrola truck with which to make 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 first half of August 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, New York City.

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 weeks' visit with relatives in southern Illinois. Chief Service-man Ernest Selueddig is enjoying his vacation on an automobile tour, on which he is accompanied by his brother, wife and mother. Dealer Service Supervisor R. N. Johnson is passing his vacation at his old home in Nebraska.

A Change in Harrisburg, Ill.

The business of the Hetherington Music Co., in Harrisburg, Ill., has been taken over by Messrs. Gunter and Wilson, who are now conducting it under the name of Gunter & Wilson Music Co. They called recently at the St. Louis office and are planning quite an aggressive Columbia selling campaign in their section.

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 Harliwar 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 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' institutes 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.

Meinell Secures Sonora Agency

The Meinell Music Co., 4035 West Florissant avenue, has taken on the Sonora line for the North Side of St. Louis. Mr. Meinell, 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 getting 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 expressing 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. D. Smith Drug Co. reports that the sales of Sonora Portables have been three times greater than last year.

Some Personals

Miss J. Kramer, secretary of the Arthropone 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.

The Culp Bros. Piano Co., of Fort Smith, Ark., with branch stores in Hartshorn, Okla., and Russellville, Ark., has taken on the Edison line through the Silverstone Music Co.

PRODUCTS CARUSO ENVELOPE

Lewis C. Frank Corp. Makes Timely Announcement—New Envelope Has Human Interest Appeal—Will Stimulate Record Sales

DETROIT, Mich., 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 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. On the reverse side there is printed, as a sales promotion plan, a list of Victor records selected by Caruso himself as his favorites. There is also an intimate story of his career, which adds a touch of human interest that cannot fail to

Edward Grogrove, of the Famous & Barr Co. talking machine department, has returned from an enjoyable vacation at the Famous & Barr Co. farm on the Merluac River and officiated as star pitcher of the baseball team.

Mrs. Frieda Bollman, of the Famous & Barr talking machine department, has returned from a vacation trip to Atlantic City and Asbury Park.

Department stores will close all day Saturdays during the Summer are advanced by the change of the Victor records' opening day from Saturday to Friday.

Miss Laura Pikel, in charge of the Field-Lippman record department, has returned from an automobile vacation trip to Kansas City.

R. R. Connor, assistant retail manager of the Silverstone Music Co., has returned from a vacation trip to the East.

G. H. Downey, formerly with the Musical Instrument Sales Co., is now connected with the Silverstone Music Co.

J. F. Ditzell, manager of the Famous & Barr music salon, is a member of a committee of the National Music Merchants' Association to take steps to organize a national talking machine association.

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 Spratt 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 army of visitors were presented with carnations as souvenirs, and a five-piece orchestra was in attendance all day. Among the trade visitors who attended the opening were Warren L. Kellogg, Charles H. Womeldorf, William B. Gannon and Arthur S. Leyburn, of the Toledo Talking Machine Co. Victor wholesaler.

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

- Od 20051 { Ain't We Got Fun? (R. A. Whiting). Fox-trot,
10-in. 85c. { Joseph Samuels' Jazz Band
- Od 20052 { Poor Me (O. Finney-B. Adams). Fox-trot,
10-in. 85c. { American Odeon Orchestra
- Od 20053 { The Last Waltz (From the Operetta "The Last
10-in. 85c. { Waltz" (Oscar Straus). Waltz,
American Odeon Orchestra
- Od 20054 { A Baby in Love (From the Operetta "The Last
10-in. 85c. { Waltz" (Alfred Godman). Fox-trot,
Green Brothers' Novelty Band
- Od 20055 { My Cherry Blossom (Ted Snyder). Fox-trot,
10-in. 85c. { Green Brothers' Novelty Band
- Od 20056 { Every Girlie Wants to Be a Sally (From "Snap-
shots of 1921") (Malvin M. Franklin). Fox-
trot. Julius Lenzberg's Harmonists
- Od 20057 { Stolen Kisses (Ted Snyder). Fox-trot
10-in. 85c. { Lanin's Roseland Orchestra
- Od 20058 { Ti-O-San (Lou Traveller-L. Clair Case). Fox-
trot American Odeon Orchestra
- Od 20059 { Ilo (A Voice From Mummy Land) (Johnny S.
10-in. 85c. { Black). Fox-trot. American Odeon Orchestra
- Od 20060 { Waltzing Is Spreading From Land to Land
10-in. 85c. { (From "Phoebe of Quality Street") (Walter
Kollo). Waltz. Lanin's Roseland Orchestra
- Od 20061 { Toddle (Bliese-Westphal-Stelger). Fox-trot.
10-in. 85c. { Julius Lenzberg's Harmonists
- Od 20062 { Would You? (A. B. Sterling-G. McConnell).
10-in. 85c. { Fox-trot. Jos. Knecht's W.-A. Dance Orchestra

VOCAL

- Od 20054 { Anna In Indiana (B. and E. Gorman-H. Rose).
10-in. 85c. { Tenor, with Orchestra Harry Rose
- Od 20055 { Oh Me! Oh My! (From "Two Little Girls in
10-in. 85c. { Blue") (A. Francis-V. Youmans). Tenor,
with Orchestra. Lewis James
- Od 20057 { Bring Back My Blushing Rose (From "Ziegfeld
10-in. 85c. { Follies 1921") (Gene Buck-Rudolf Friml).
Tenor with Orchestra. Lewis James
- Od 20058 { My Daddy (Norworth-Swanstrom-Morgan).
10-in. 85c. { Tenor, with Orchestra. Billy Jones

VOCAL—(Continued)

- Od 20059 { All By Myself (Irving Berlin). Tenor, with
10-in. 85c. { Orchestra Billy Jones
- Od 20063 { Little Girl, Don't Say Good-bye (A. Miller-A.
10-in. 85c. { Roberts). Tenor, with Orchestra. . . Lewis James

ARTISTIC SERIES

(Red Label)

by well-known celebrities

JOHN McCORMACK, Tenor

Recorded by the Odeon Co. in Europe

- Am 33021 { I'll Sing Thee Songs of Araby (Clay)
10 3/4-in. \$1.00
- Am 33035 { The Ould Plaid Shawl (Haynes)
10 3/4-in. \$1.00

MARIA IVOGÜN

The admirable Coloratura Soprano

- Am 44026 { Vilanelle (E. dell' Aequa) (Sung in French)
12-in. \$1.50
- Am 44027 { Il Barbiere di Siviglia (Rossini) Cavatina di Rosina
12-in. \$1.50 { La parte (Frag ich mein beklommnes Herz)

FRIEDA HEMPEL and HERM. JADLOWKER

- Am 45010 { La figlia del regimento (Donizetti) Duetto: "Tonio-
12-in. \$1.75 { Maria" (Duetto Tonio and Maria: Nicht zweifeln
darf ich laenger)

EMMY DESTINN

- Am 34007 { Lohengrin (Wagner) (Elsa's Sang an die Luete)
10 3/4-in. \$1.25

CLAIRE DUX

- Am 44015 { Der Freischuetz, Preghiera (Leise, Leise)
12-in. \$1.50

BARBARA KEMP

- Am 44031 { L'Africana (Meyerbeer) "Di qui si vede il mar"
12-in. \$1.50 { (Von hier seh-ich das Meer)

Ask for Our Catalogues of Foreign Language Records
and
FAMOUS-ARTISTS Selections

Ours is a big proposition for high-class distributors

Write for particulars

We are now appointing Jobbers

American Odeon Corporation

100 WEST 21ST STREET
NEW YORK



HAPPENINGS IN THE DOMINION OF CANADA

MUSIC PLAYING A PROMINENT PART IN TORONTO LIFE

Greater Appreciation of Music Results in Good Business—Record Artists Attract Attention—R. S. Williams & Sons Outing—Recent Trade Changes of General Interest

TORONTO, Ont., August 11.—E. R. Parkhurst, who conducts the "Music-in-the-Home" page of the Globe, a daily paper of this city, in a recent article, headed "How to Make Canada a Great Musical Nation," said: "Every Canadian home should set apart an hour each day to music. Parents can read interesting musical events, stories of operas and other articles of musical intelligence to their children as they develop musical understanding. The advancement of music is certain to create a universal desire for it. Libraries where music is presented will also be a great help to parents in conducting the music hour in the home, especially when the children are studying music themselves. The music pages of the newspapers will also be one of the big factors in making the music hour a fixed institution in the home. The children of future generations will talk of opera and concerts of the highest order as they now do about movies and baseball. They may even form opera companies in their own communities and have local concert halls. The

musical advancement of the last few years is pointing in this direction. Canadian parents should find time for more music in the home, as this is the only true medium through which we can ever hope to advance the cause of music in Canada."

The Musical Merchandise Sales Co. recently called attention to the fact that Vessella's Band, playing at Scarborough Beach Park, is listed in the Brunswick record catalog with a number of very fine selections.

Edward Johnson, "His Master's Voice" tenor, while on a recent visit to his old home town at Guelph, was the guest of the Rotary Club of that city and was presented with a certificate of honorary membership.

Kenneth Ross has resigned the sales management of the Musical Merchandise Sales Co. and will represent, in Alberta and British Columbia, the Melagan talking machines and Sun records, with headquarters in Calgary.

The headquarters of Burdick A. Trestrail, one of the partners of the Musical Merchandise Sales

Co. and a prominent Rotarian, to Margaret Gibson, formerly of the retail talking machine department of the R. S. Williams & Sons Co., Ltd., was solemnized at the Bloor Street Baptist Church recently in the presence of a large number of Rotarians. Mr. and Mrs. Trestrail spent their honeymoon in New York and Atlantic City.

The R. S. Williams & Sons Co., Ltd., Edison jobbers in this city, recently enjoyed their thirtieth annual outing at Queenston Heights Park. This was one of the most successful outings ever held by the company. H. G. Staunton, vice-president and general manager of this company, attended the convention of the Rotary Clubs of the World in Edinburgh. Before returning he will enjoy a visit to many of the interesting historic spots in Europe. He will tour the French battlefields.

The Ottawa branch of the R. S. Williams & Sons Co., Ltd., gave indications of pronounced prosperity recently by a display of many bags of gold in its show windows. The exhibit, which was not carefully guarded, was arranged to invite interest in the Thomas A. Edison contest, details of which have been widely disseminated. Edison phonographs were featured, along with the piles of money-bags.

NEW BASIS FOR FIGURING IMPORT VALUES IN CANADA

Government Adds Premium of Exchange to Actual Value of Imported Products—Victrola 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 imports into Canada 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 50 per cent depreciation of the proclaimed value of the currency 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 as worth 11.91 cents, though actually worth a great deal less.

Brown's Talking Machine Shop is supplying a Victrola No. 6 model and a Magnavox for use at the open air meetings of the Kiwanis Glee Club, which recently introduced community singing to large Montreal audiences, who hold forth once a week at Fletcher's Field.

During the appearance in Montreal of Sousa the march king, a large volume of advertising appeared in all the local dailies featuring the Victor records of this famous artist. The personal appearance of the great bandmaster stimulated sales to a considerable degree.

Layton Bros., Edison, Columbia and Brunswick dealers, recently held their third annual jollification at Otterburn Park, with an attendance of seventy-five employees and their wives and children. A program of sports was carried out and prizes were contributed to the winners. The outing was voted one of the most successful ever held by the company.

New firms registering in Montreal during the past month include: Premier Phono, Paris Co., and Phonograph Apollon, Ltd.

Portable and small machines are being extensively advertised for Summer camps and homes. The ads are linked up with real live window representations of camp life.

The Taylor Music Co., of Halifax, N. S., has been particularly successful in placing a large number of Victrola school outfits, together with

a library of educational records, with the schools in its territory. The company anticipates more sales 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 Bionjette will have complete charge of these two departments.

NEW FIELDS FOR TALKING MACHINES IN WINNIPEG, MAN.

Tea Rooms, Drug Stores, Etc. Find That the Music Attracts Customers—Musical Festival for Regina—Strong Demand Reported for Various Makes of Records

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 Muston 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. Montagnac & 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 crop 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 Mac E. Skilling, of the educational department of the Columbia Graphophone Co., attended the recent convention of Federated

(Continued on page 106)

TALKING MACHINE SUPPLIES AND REPAIR PARTS

The superiority of RENÉ MADE SPRINGS and PARTS is not accidental but is the result of years of painstaking devotion to the highest standards of machine shop craft.

NONE BETTER IN QUALITY NONE LOWER IN PRICE

THE RENÉ MANUFACTURING CO.

Montvale, New Jersey



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.

Columbia Graphophone Co.
NEW YORK

HAPPENINGS IN CANADIAN TRADE

(Continued from page 105)

Women's Institutes, 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 no artist of the first rank, Vernon Archibald, the well-known Edmonton baritone, gave an interesting recital in St. Stephen's Church recently.

Plans to launch a "Music Week" in Winnipeg in November or December are in the air inspired by the success of New York's "Music Week" certain Winnipeg music lovers believe that the whole community would benefit if Winnipeg had a week in which the searchlight of public interest were turned strongly on matters musical. A committee will be formed soon to canvass the Board of Trade, Citizens' League, musical organizations, clubs devoted to community 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 has started their Summer rental campaign. The company rents talking machines to any reliable person for a small monthly fee and a guarantee 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

Tuzoo, O., August 9.—Arthur Pete, manager of the Victor department of the Lion Store, Toledo, O., has just returned with his family from 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 Fink, of the Albert Fink Music Store, Canton, O., who spent several weeks at Atlantic City. While East, Mr. Fink visited the Victor factory at Camden and thoroughly enjoyed his inspection of the mammoth plant.

GIVES VICTROLA TO CAMP

Dr. William D. Olmstead, of Trenton, N. J., has presented a \$275 Victrola to the Kiddies' 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. Olmstead also contributed two score records.

Your Problem Is Ours

Good Profits (to you)
+ Good Service (to your customers)

Answer: TONAR RECORD BRUSHES

(Trade Mark)



Have we solved the above problem correctly?

Write to-day for prices and sample and see for yourself

Made in mahogany, oak and ebony colored finishes

PARKS & PARKS, Inc.

TROY, N. Y.

New York Office, C. E. Peabody & Co., 186 Greenwich St.

Southern Representatives: I. W. Becker & Co., 226 1/2 Peachtree St., Atlanta, Ga.

ANNOUNCES THE SONORA PIANO

Sonora Phonograph Co. Adds Pianos and Player-Pianos to Its Line—Will Be Merchandised Through Jobbers and Dealers

The Sonora Phonograph Co., New York, has announced the addition to its line 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 George E. Brighton, president of the company, stated that it is the intention of the Sonora Phonograph Co. to merchandise its pianos and players both through jobbers and dealers direct, depending upon the conditions in the various territories. For the time being the Sonora line of pianos and players will consist of uprights only, although in the near future it is expected that grand pianos and grand player-pianos will be added to the line.

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 \$700 and \$800. 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 warerooms will form 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 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

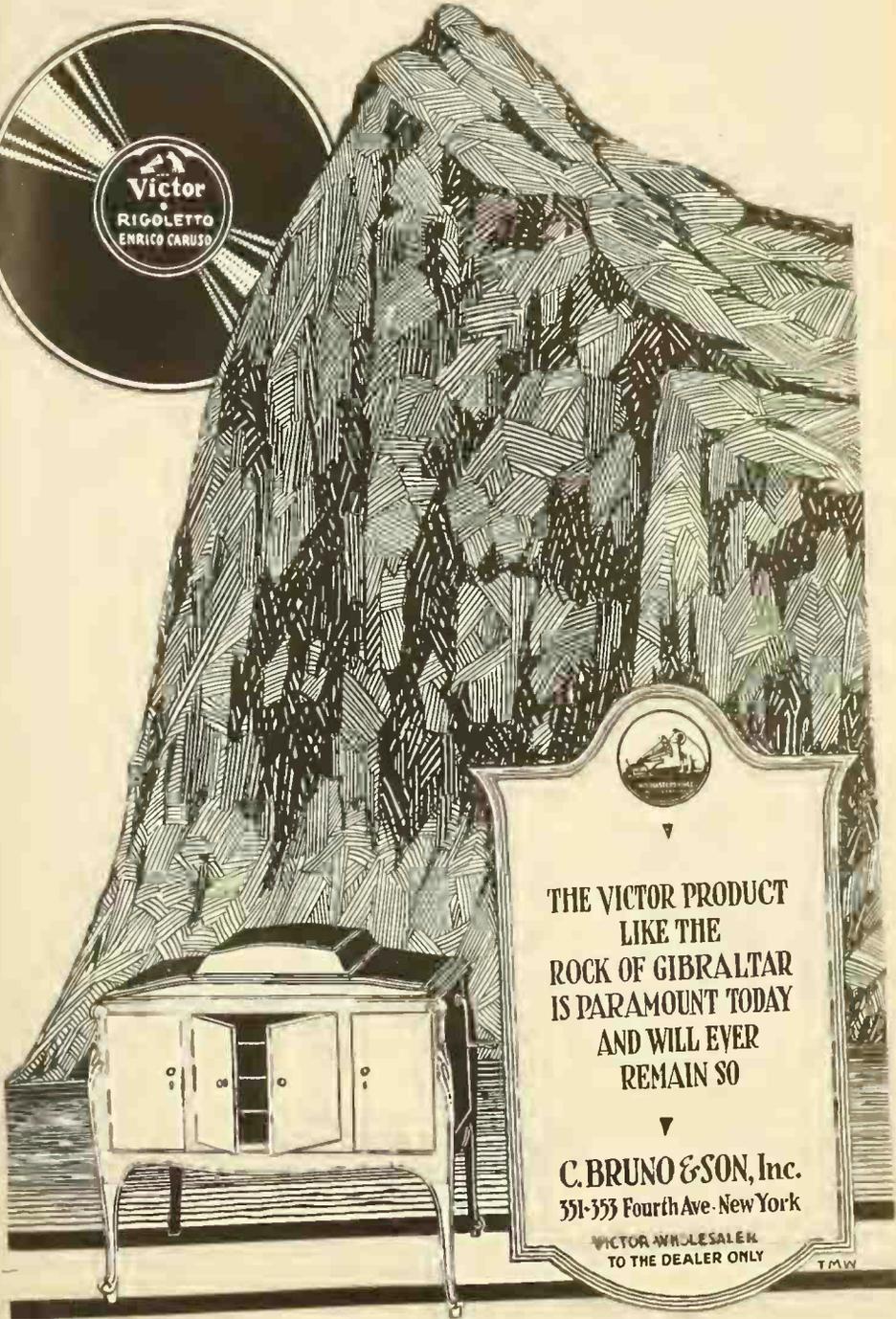
Diamond needles for Edison

Sapphire needles for Edison

Sapphire needles for Pathe

In stock ready for delivery

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



THE VICTOR PRODUCT
 LIKE THE
 ROCK OF GIBRALTAR
 IS PARAMOUNT TODAY
 AND WILL EVER
 REMAIN SO

C. BRUNO & SON, Inc.
 351-353 Fourth Ave. New York

VICTOR WHOLESALE
 TO THE DEALER ONLY

T.M.W.

DEVELOPING MUSICAL APPRECIATION IN KANSAS CITY

Educational Work Expected to Have Real Influence on Trade—The Jenkins Co. Policy—Schmelzer Co. Staff 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 gramophone 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 communities in which his advertisements have gone. The daily papers in which he has bought space have gone into hundreds of towns in which Jenkins Sons' Music Co. has no stores, and to this extent Mr. Jenkins has earned the thanks of the general public in 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 campaigns of music education. She will give concerts and talks in clubs, churches, societies and gatherings of all sorts, and increase the intelligent interest in the music for all these ends. Dates have been arranged for her in conjunction with thirteen teachers' institutes in Kansas, and the fitting of these will be her first work. The Jenkins organization and the local dealers will co-operate with her in her work, and be prepared to meet the demand for 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 group of teachers in each county visited and a downer on their part to have a Victrola and Victor records in their schools.

Many Constructive Conferences

A. A. Trostler, manager of the Victor department of the Schmelzer Co., is building up his reputation for being an opportunity if there is any around. The Schmelzer Co. believes in schools and conferences, and keeps one going most of the time for its Victor dealers. This time the school was for the large concerted with the wholesale department itself, and it was conducted with the jobbers' convention in July. Mr. Trostler gathered his force before the jobbers

came 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 convention were reviewed, those especially applicable to the Schmelzer campaign were stressed, and the boys sent out to put them into effect in the field. The Schmelzer Co. had the distinction of heading the list of jobbers in the number of representatives at the convention, and with the systematic method of utilizing the points brought out it is pretty safe to say that there will be no organization to profit more by its attendance.

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 financial plan of backing up dealers with credit is working out even better than was hoped. A number of new agencies have been established during the month. Reports from Tulsa are to the effect that business is good even in the face of the oil situation there. V. K. Henry, who has been salesman in the southern Missouri and southern Kansas territory, has been transferred to the Cleveland, O., agency and made sales manager. Thos. H. Condon, of the Kansas City office, has been sent out 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 in advertising or salesmanship.

James W. Burk, vice-president of the Roraugh Dry Goods Co., large Columbia dealer of Wichita, Kan., was in Kansas City recently in conference with the branch manager, E. A. McMurtry. Mr. Burk is anticipating a substantial Columbia business this year and is optimistic over the general conditions in the section of Kansas where Wichita is located.

Miss Minna Meier, at the head of the record department of the local store of J. W. Jenkins Sons' Music Co., has an appreciation of the value of hitting a sales campaign to a local event which is commanding popular attention. The outstanding musical feature of the amusement world in this city during July has been the Brown Saxophone Sextet performances at one of the parks. Thousands of people have heard them, and their performances have popularized

saxophone music. Upon this fact Miss Meier built her advertisement of saxophone records, some of them by the sextet itself, but some by dozen others by other aggregations. The result of the advertising was the only real rush for records during the heated term.

New Quarters for J. Ed. Black Co.

The J. Ed. Black Music Co., exclusive 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 Columbia shop in that section of the country and will be located in the very heart of the business district. He will occupy two floors of a three-floor building. Those in the music trade who know Mr. Black 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 Victrola has been received and distributed by the wholesale Victor department of the Schmelzer Co. It has been enthusiastically received by the dealers.

E. B. Yonss, of the Edison Co., has been called to California by the serious illness of his wife.

Displaying Period Models

The Columbia dealers in Kansas City are making considerable display of the period model Grafonolas. These models are meeting with considerable favor in this city and several of the local dealers expect to put over a great many sales of these models in the Fall. The Grafonola Shop has a special window display of the period model instruments that is exceptionally attractive.

E. A. McMurtry, branch manager of the Columbia Graphophone Co., is a member of the local Co-operative Club. So when the Columbia Saxophone Sextet, an organization of six saxophone players making records for Columbia, came into town recently he made arrangements to have them present a program at the Co-operative Club meeting. The local Columbia dealers were guests of Mr. McMurtry at this luncheon. The club members and dealers enjoyed the program very much and were very hearty in their expression of appreciation.

Optimistic Over the Outlook

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, stopping on his return in Pittsburgh and Chicago, spending a day with S. H. Nichols, manager of the Pittsburgh branch, and J. W. McKenna, manager of the Chicago branch. Mr. McMurtry is quite optimistic about the revival of business conditions this Fall throughout the Central West. He reached New York just in time to congratulate Gen. W. Hopkins on his new appointment as vice-president of the Columbia Co.

Prize Winners in Edison Sales Contest

Encouraged 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 winners was proposed by M. M. Blackman, 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 3,000 population are in one class, those in towns over 3,000 and up to 7,000 in a second class, those in towns over 7,000 and up to 15,000 in another, 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 Orange 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

A.F. Co.

Beauty Sells

You've often admired the beautiful details in finish that makers of the finest automobiles are careful to observe. They realize that APPEARANCE plays an important part in selling.

So it is with Talking Machines. The total impression should be one of SERVICE PLUS BEAUTY.

American Felt Company

TRADE MARK



100 Summer St.
114 East 13th St.
325 S. Market St.

BOSTON
NEW YORK
CHICAGO

American Felt
Company
Turntable Felt

helps to achieve the general effect of refinement. Its smooth, lustrous surface harmonizes magically with the high polish of fine wood and bright metal.

Incidentally it is long-wearing, long-lasting—its appearance lasts.

A LAUGHING FOX-TROT TUNE

VAMPING ROSE

**FULL OF FUN —
A LAUGH IN EVERY LINE**

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

**You can HEAR IT
and BUY IT-HERE!**

York, Washington City and Chicago; breakfast with Mr. Nixon, president, and John Lee Mahin, of the Federal Advertising Agency, the men who write the Edison advertising, and a visit to the Edison recording laboratories in New York, where they will hear re-creations made by Edison artists, and where the prize winners will record their own voices and receive a record as a souvenir. They will then meet Mr. Maxwell in his office in Orange and be introduced to Mr. Edison; visit Mr. Edison's library and make a tour of the Edison plant; take in the big league baseball game; be presented to President Harding at Washington (if possible) and return through the Alleghenies.

F. K. Babson, the Edison manager for the territory centering in Chicago, Milwaukee, Detroit and Kansas City, in backing up the contest, has arranged to secure credit for the dealers so that they will not be embarrassed in their selling campaign. In the bulletin from the main office he is quoted as believing that the farmers of the territory will take advantage of the instalment offer, and that he is informed that most of the farmers have money coming in every month of the year, and that to take notes from them payable at crop time is a decidedly out-of-date practice. His formula for successful selling just now is: "C plus C plus C"—C for contest; C for the confidence which comes to the dealer when he gets into the contest, and C for the credit which is necessary to back up the dealer when he makes the sales.

An Unique Window Attraction

The Paul Talking Machine Co., exclusive Columbia dealer, of this city, has a very unique window attraction. It is a loose-leaf book, consisting of six pages about twelve inches by eight inches, and is electrically operated. On each side of each leaf is an illustrated advertisement of a late Columbia record, and these advertisements are turned from cover to cover continually. 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 Announcement 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 read as follows:

"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, for without the good will of the trade no company 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 highly appreciated by the Sonora representatives.

SCHOFIELD WITH OHIO STORE

SANBURY, 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 concern, which is new in the Victor field, is to be congratulated 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 & Parris.

DEvised 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 summons card which traffic policemen give to speeding motorists, etc. In it he "summoned" the people to whom it was given to his store to take advantage 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 advertising value on account of its humorous connection, 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 909 MacDonald avenue. The complete line of Columbia Grafonolas, 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 attention, 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

SETTLED

In Our New Business Home

**GREATLY *INCREASED* WAREHOUSING SPACE
IMPROVED RECEIVING & SHIPPING FACILITIES**



What It Means For You ~



**LARGER STOCKS ON WHICH TO DRAW
and THE ASSURANCE OF MOST
PROMPT AND EFFICIENT SERVICE**

NEW YORK
Talking Machine Co.
521 West 57th Street

CHICAGO
Talking Machine Co.
12 N. Michigan Avenue

VICTOR WHOLESALERS EXCLUSIVELY

Mid-West Point of View

WESTERN DIVISION OF THE WORLD, CHICAGO, ILL., AUG. 10, 1921

JULY has been fairly busy around these parts and the first part of August is displaying a great deal more in the way of excitement of every kind. We have the Pageant of Progress going strong as these words are written, with every indication that the crowd of visitors from all parts of the mid-West will continue to pour into

The Clouds Are Lifting

Chicago until the last day of the festivities, which will be the day before the publication of the present number of *The Talking Machine World*. The talking machine industry, we may observe in passing, is pretty well represented among the exhibitors, as our news columns show. But what to us mid-Westerners is really most important at this moment is the indubitable fact that the terrible cloud of depression is slowly but surely lifting from men's minds. Men of the business world are beginning to sit up and clear the cobwebs from their brains. We see that the world has not come to an end, and, in fact, is not going to come to an end just yet. During the past few weeks, for example, we have had in Chicago the annual meetings of quite a number of national trade and commercial associations. Naturally, at all these meetings the question uppermost has been the state of business. And what do they all find when they look at facts? Well, for one thing, despite all the head-shakings, they find that our city of Chicago, which has the reputation of always showing signs of industrial distress earlier than any other great city of the country, reports at the end of July only about 40 per cent of unemployment. We have not yet had to organize bread-lines and every day the prospect of extraordinary distress during the coming Winter diminishes in intensity. The world, of course, is in distress, but if we know that much we ought to spend the rest of our energy in working hard to overcome the troubles, not in crying about them and in wondering how long it will be before we are all in the same condition as is Soviet Russia. What we need, in other words, is more work and less talk. Which statement applies precisely and specifically to the talking machine business. Let the doubters note carefully the facts disclosed in Ralph Freeman's talk out at Colorado Springs on the Victor business for 1921. That will give them something to think about. It is well worth reading afresh now that we are entering a Fall and Winter season that will bring results for those who work earnestly and persistently to achieve.

SPEAKING of our Pageant of Progress reminds us that the various papers of our fair village, both morning and night, have had a lot to say, in the course of their descriptions of the festivities, about the Magnavox.

Magnavox: The Great Voice

When the Mayor opened the show his voice was carried to the furthest ends of the Municipal Pier by means of Magnavox. When the prize song of the Pageant was first sung (you can get it on a Columbia record, don't forget), the composer, from an aeroplane, magnavocalized his throat and lungs by means of Magnavox and conveyed his tones five thousand feet down to the crowds on the pier. Some of our more enterprising talking machine dealers have been using Magnavox for daily outdoor demonstrations of the latest records for the benefit of the crowds passing in front of their doors along the streets. Magnavox is simple and easily attached to any talking machine. We have had a number of demonstrations of the possibilities of an adequate voice-magnifying apparatus in Chicago during the last year or so, in fact, ever since the Republican convention of June, 1920, and we are finding new uses for it daily.

THE Eastern shore of Lake Michigan is this year simply studded with camps for boy scouts, for boys taking military training, and for just boys. Some friends of the writer have been taking a trip along the Michigan side of the Lake to see what the kids are up to, and find them all having one device of a good time. One of the best things they do is drill. The setting-up exercises and the mild military drill are very useful and are making the kids strong and healthy.

Boy Scouts and "Portables"

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 unison can be done much better to music. So the portable talking machine comes in very useful. This being the case, 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 Wintertime 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 doings 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

Now! A Western Laboratory!

consoled patience among ourselves, knowing that if we waited the Eastern monopoly in that respect would some day 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 most decidedly that the Brunswick 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, in 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 Brunswick 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.

Welcome Home, Mr. Hall!

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 to the East. It has been more and more difficult to obtain through ordinary import sources the needed qualities, and Mr. Hall, who 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.

From our **CHICAGO HEADQUARTERS**
 REPUBLIC BLDG., 209 SOUTH STATE ST TELEPHONE WABASH 5242

EDWARD VAN MARLINGEN

WILLIAM BRAID WHITE

EUGENE F. CAREY

ARTHUR E. NEALY

A. SNYDER

CHICAGO, ILL., August 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, in spite of everything. The records, in turn, seem to have a stimulating effect upon the movement of talking machines.

Both manufacturers and dealers here 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 here 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 lines of merchandise, and that lesson is that it is cheaper in the long run to buy a high-grade product. Therefore, the people are demanding this quality of goods. All manufacturers seem now to be aware of this and are meeting the demand by offering machines to-day which would have commanded a price two or three times as great when buying was at its height.

In our opening paragraph of this section of

The Talking Machine World last month we said that in spite of prevailing business conditions optimism ruled the day throughout the trade, and that the dealer who is getting up and shouting that "Business is rotten" is merely inviting the live dealers into his territory. This was more nearly true during June and the first weeks of July than it was during the latter two weeks of July and the beginning of August, and the reason for this change was that the howling parties began to get down off their perches and look around them. They are now busy stimulating "old mother hen," who knows that no matter how hard and dry the earth is it is up to her to scratch a little deeper and she will find the worms in the same place.

Illinois Phonograph Co. Formed

A new company, known as the Illinois Phonograph Co., has just been organized and preparations are now well under way for the introduction of its line of talking machines, which consists of ten models, ranging from the portable to the console type. The general manager of this concern is B. D. Blood, who has been well known to the trade for so many years. Although Mr. Blood has gained a reputation for himself mainly as an inventor of tone arms, stops, reproducers, etc., he is, nevertheless, a man of no mean ability in the manufacture of cabinets.

The instruments turned out by this company are known as the Illinois cabinets and they embody many new characteristics and features. They will all contain the new Blood tone arm, which will be an exclusive feature and will not be seen on any other make of talking machines. The new arm is said to involve prin-

ciples never used before in the talking machine industry, though long recognized in telephone construction. The Illinois Phonograph Co. exhibited at the Pageant of Progress on the Municipal Pier and was located in section B, booth 49. This company is already well under way in its manufacture of Blood tone arms, reproducers and automatic stops of new design, which it expects to offer to the trade under a comparatively short time.

Get the Business

There is plenty of business to be had all over the country, if the dealer will only go out and get it. Every jobber, wholesaler and manufacturer knows that, and is therefore exceedingly busy thinking of ways and means for the furtherance of dealer's business. The main idea involved in all of these big schemes is the "Go out and get it" feature.

One of Chicago's largest jobbers, Lyon & Healy, are working along these lines, and are doing everything in their power to bring out helps to lighten the task of the dealers. One of the ideas they are announcing to the trade this month is a small record-carrying case. This case is made to carry twenty-five records, and when canvassers call upon a prospect they will be in a position to demonstrate the best hits of the season, should said prospect already have a talking machine. Other places where these carrying cases will fit very handily are among the campers, motorists, picnickers, etc.

(Continued on page 115)

Sterling No. 41 BALL-BEARING TONE ARM

Another Forward Step in Phonograph Engineering and Design
 Another STERLING Refinement of Phonograph Construction

The STERLING No. 41 Ball-Bearing Tone Arm swivels accurately on a double row of ball bearings practically eliminating friction, thus making it possible for the Sterling Reproducer to bring out the most delicate tones of the record. The same attention to finish and construction is given to this new Sterling device as is given to other members of the Sterling family of phonograph accessories.



Write for our new prices on Sterling Tone Arms and Attachments

Bulletin No. 9 sent upon request.

STERLING DEVICES CO.

Manufacturers of the No. 11 Sterling Non-Infringing Tone Arm, the Sterling No. 31 Tone Arm with Non-Set Automatic Stop, and the Sterling Reproducer fitted with Victor, Edison or Columbia attachments.

534 Lake Shore Drive

Chicago, Ill.



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

FROM OUR CHICAGO HEADQUARTERS— (Continued from page 113)

few days that he began to wonder why all the dotted lines were coming his way. Upon inquiry he discovered that a certain young lady by the name of Jane had arrived at the home of our old friend Billy Nolan, and the bunch down at the big store had been anticipating a couple of boxes, one of cigars and one of candy, from Philadelphia, where Billy now works for Louis Buehn, Victor jobber.

A couple of years ago Mr. Nolan was connected with the educational branch of Lyon & Healy's Victrola department, and so was Mrs. Nolan, then Miss Louise Sutton.

Worker's Reward

Happy indeed are the automobilists who make use of the main highway which traverses Lake County, Indiana. Their happiness is due to a new concrete road covering a stretch of twenty or more miles, which heretofore was considered the worst mud-hole north of the Mason and Dixon line. This road is now the main thoroughfare between Chicago and points east, which the automobilist traverses on his way across Lake County. To-day he is a very happy man, but until recently, when he attempted to go over this road, his machine would sink in the mud and disappear.

The new road is to be known as the Anthony J. Burns Road in honor of Anthony J. Burns, president of the Burns-Pollack Bleet. Mfg. Co., of Indiana Harbor. For years the old road had been an eyesore to the residents, but it seemed that no one in that section had pep enough to begin a campaign for a good concrete pavement. The road runs along the side of the Pennsylvania Railroad, and in order to put over the big idea of paving it was necessary for someone to effect a liaison between the railroad officials and the county fathers. But it seemed that everybody wanted to let "Georgie" do it, and meanwhile the road was getting worse and worse. At last this state of affairs got the "poet" of Mr. Burns, who set about to get the new road or "bust" and after seven months of good hard work, plus salesmanship and a lot of argument, the contracts were let and the road finished.

Busy Mr. Caplan

Harry Caplan, sales manager of the Granby Corp., of Norfolk, Va., while in Chicago recently, busied himself for several days assisting in the supervision of unloading the first carload of goods consigned to the Consolidated Talking Machine Co. of Chicago. The Consolidated Co. was recently appointed Chicago distributor for the Granby Corp.

Kendrick on Coast Conditions

General Sales Manager A. J. Kendrick, of the Brunswick-Balke-Collender Co., has just returned from a several weeks' visit to the Pacific Coast country, where he had been looking over the trade. He reports that the business situation in that territory is practically identical with Chicago's except in certain localities, where the business is kept active by the tourist trade. Thus, Southern California, in and about the seaport towns, is a little better off than Chicago, as the tourists from all parts of the country are compelled to refurbish their Summer homes each season, because they invariably sell out all of their house furnishings immediately after the close of the vacation season. This fact in itself is keeping Southern California music dealers pretty active.

Declares Second Dividend

The World Phonograph Co., bankrupt, has declared a 2 per cent dividend, this following a former dividend of 5 per cent, and still another is expected at an early date. This company was adjudicated a bankrupt about a year ago.

Builds Another Shop

The Krause Furniture Co., of Cicero, Ill., has just completed a building with a fifty-foot frontage, 150 foot depth and three stories high, at 5717 West Twenty-second street. The first floor of the new establishment will be given over to a Victor retail salesroom. The new shop is said to be the largest of its kind in any suburb around Chicago. In all there will be twelve sound-proof booths, each of which offers ample

room for dancing purposes for those who care to select popular dance music and wish to try it out on the spot.

The record bins are located in the center of the floor and these in turn are surrounded by an island counter. One of the features of the new building is a large twenty-five-foot electric sign on the roof. This can be seen from all the nearby towns. The president of this concern is M. Krause, who also conducts another furniture salesroom in Cicero.

Magnavox Helps Pageant

The new official song of the Pageant of Progress, "Hail Chicago," was formally dedicated at the Municipal Pier on Saturday when the great hydroplane, Santa Maria, equipped with a Magnavox and carrying as passenger Bob Allyn, the composer, flew over the city. When the plane

was some five thousand feet up Bob Allyn's voice was heard warbling the lines of "Hail Chicago" through 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 numerous announcements to visitors.

Anna Shaw Faulkner to Lecture

Anna Shaw Faulkner (Mrs. Oberndorfer), who

(Continued on page 116)

The Oro-Tone

QUALITY FIRST

Just Say

"Send Samples On Approval"

For the Edison

No. I-E ORO-TONE

For Playing All Records on the Edison
Reproducing Films With Special Oro-Tone Gramophone

Attached in a playing second. Needle retains perfect center in playing either hill and dale or lateral cut records. **TONE QUALITY**—Full, rich and glowing, with great carrying power and absence of metallic shrillness and surface noises.

Retail Price, Nickel Plated, \$7.50. Highest Grade Gold Plated, \$10.00.



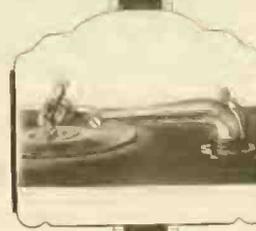
For the Victor

No. LS-V ORO-TONE

For Playing All Records on the Victor
Reproducing Films With Special Oro-Tone Gramophone

Attached in one second. Needle retains perfect center in playing either lateral or hill and dale cut records. **TONE QUALITY**—Deep, rich and mellow, with great volume, eliminating thin metallic tones, surface or needle noises on the records.

Retail Price, Nickel Plated, \$6.50. Highest Grade Gold Plated, \$9.50.



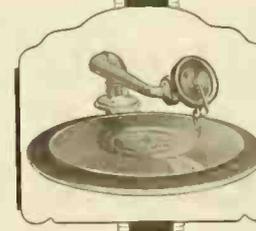
For the Columbia

No. I-C ORO-TONE

For Playing All Records on the Columbia
Reproducing Films With Special Oro-Tone Gramophone

Attached in one second. Needle retains perfect center in playing either hill and dale or lateral cut records. **TONE QUALITY**—Rich and musical with splendid volume and definition. Surface or needle noises practically eliminated.

Retail Price, Nickel Plated, \$6.50. Highest Grade Gold Plated, \$9.50.



SEND FOR

Copy of the "Oro Tone" Illustrating the Complete Oro-Tone Line

The Oro-Tone Co.

QUALITY FIRST

1000 to 1010 GEORGE STREET
CHICAGO, ILL.

FROM OUR CHICAGO HEADQUARTERS

(Continued from page 115)

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 Cheney talking machine department of the Marshall Field & Co. store here. The announcement of the lectures has already attracted much attention, and the lectures themselves will undoubtedly draw large audiences.

Here Comes the Bride!

Out on the Gold Coast, the habitat 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 N. Kimball, president of the W. W. Kimball Co., will take into himself a bride, Miss Dorothy Mackley Parly, 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 Victrola Amazes Evanston Throng

During this year's annual "County Fair," held in Evanston, on nearest 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 one of the university societies came to Paul Seeger, the company's manager,

**Giant Victrola Used at Evanston Fair**

asking him for a new idea of some sort to be used in connection with the musical program, which is a feature of the fair. All the events take place in Patten Gymnasium of North Western University, which contains a magnificent Kimball pipe-organ. Mr. Seeger got his thinking working and evolved a brilliant idea. A giant case was made in reproduction of a regular Victor machine, and inside it was put a

Victor Autophone, 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 "Tosca," together with some orchestral and lull numbers, easily filling the great spaces of the Patten Gymnasium and satisfying the audience. A group of young ladies also took part in the affair 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 society 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 21-23 inclusive.

The photograph plainly shows the huge size of the Victrola as compared with the rousols of the great Kimball organ.

A Columbia Visitor

R. H. Porter, field sales manager of the Columbia Graphophone 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., was a visitor to Chicago recently and while here attended the Columbia picnic at Glenwood Park.

J. A. McMurtry, manager of Columbia's Kansas City branch, was a recent visitor to Chicago. He was on his way home from a visit to New York headquarters.

Oro-Tone Activities

The Oro-Tone Co. has just brought out a new catalog, which is one of the most complete of its kind ever issued by a supply house. It covers four arms, sound boxes and also the new safety point needles, specially adapted for the Oro-Tone sound boxes, which this company is now putting out. This catalog contains many pages more than the old one, and among its new items are two new reproducing styles, 01 and 02. They are also featuring their new model 03, which has been greatly enlarged in size and makes a far better soundbox than the old one. They have recently brought out a new arm, known as 3D. This, with the 03 sound box, makes a high-grade but inexpensive equipment. It is made with a set-screw arrangement that permits length adjustment, but the need for height adjustment is cleverly done away with. The Oro-Tone Co. has also brought out a new Victor attachment with a concert size reproducer for playing the Edison records on Victor machines.

Safety Point Needle

With the idea that the manufacturer of sound boxes in the best position to know what kind of a needle should be used for his particular kind of box the Oro-Tone Co. has brought out some new styles of needles which are now being

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

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 116)



Snapshot of Successful Outing of the Columbia Graphophone Co. and Its Dealers, Held on July 20, at Glenwood Park



Superior Universal Reproducer on the Edison

The Ideal All-Record Reproducer for the Edison Disc Phonograph

Superior Reproducer with 21-E Connection for Edison—Sample Prepared to Dealer, \$4.75 Nickel—\$6.75 Gold
Retail Prices, \$7.50 Nickel—\$10.00 Gold
Quantity Prices on Application



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

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 Pathé phonographs and the steel needles are 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 luncheon 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. Myony, no. They were no good when it came to baseball, but when it came to dancing—and looks—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, Keilly, 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 aggre-

(Continued on Page 119)

A NEW FLETCHER PRODUCT

Fletcher
REG. TRADE MARK



Dealers, Send for Prices and Terms

FLETCHER-WICKES CO.

6 EAST LAKE STREET, CHICAGO, ILL.



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 fin-
ish and genuine
carvings.

Our line is most com-
plete, ranging from port-
ables 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."

DEALERS, ATTENTION!

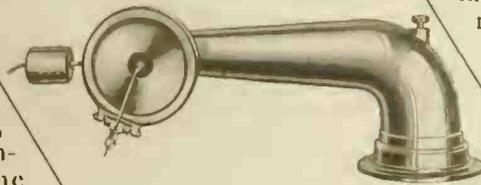
You are looking for a Standardized Line
of Phonographs. You want a Distinctive
Machine, not only in respect to the
cabinet, but one with a tone arm that
is used on no other instrument, be-
cause you cannot establish a per-
manent business on nondescript
merchandise.

The Illinois Phonographs are
strictly a standardized line,
with a Tone Arm that is
the last word in Sound
Reproducing Equip-
ment, it being the
very latest Blood
product, the super-
iority of which
has always been
recognized.

This arm is
exclusively
used on
the Ill.
Phono-
graph.

IT HAS NO
EQUAL.

BLOOD TONE ARM



Send for Our Descriptive
Literature on This Tone Arm



**ILLINOIS
PHONOGRAPH CO.**
400 W. Erie St., Chicago, Ill.

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 117)

gation on the other side. Highlights in the performance of the girls were: Marie Collier, in the baseball game; Mildred Stark and Marie Rejbon, in the fifty-yard dash; Marie Baer, in—but we could go on endlessly, there were so many there and they were all so good! So we'll have to bring the story to a close with a mention of the inspiring, but incidentally unscheduled, race between John McKenna and Field Manager Robert W. Porter, who had an argument over another race and decided to settle it by running a race themselves. This was a tie. The various committees were as follows:

Committee of Arrangements—John McKenna, chairman; G. MacNichol, J. M. Cooper, D. W. Donohue, Carter Cordner, N. B. Smith, G. H. Pfaff.

Traffic Committee—D. W. Donohue, chairman; Walter Schultz, L. T. Wells, A. E. Reinink.

Program Committee—G. MacNichol, chairman; N. B. Smith, Frank Solar, C. F. Woolley, H. J. Wilcks, R. F. Koening, H. Friedman, M. G. Peters, E. N. Wexberg, Wm. Lyons.

Music Committee—J. Kapp, chairman; S. R. Lemberg, Z. Ganis, H. L. Hanson, I. Kupferberg, Marie Baer, Ed. Michaels.

Reception Committee—L. M. Sherlock, chairman; Ed. Blimke, R. F. Koening, J. Klinsenberg, R. M. Reilly, Arthur Fram, S. A. Burrell, G. A. Pentrose, Louis Solar.

Issues Four-page Folder

Drying Systems, Inc., manufacturer of drying equipment in this city, has received many requests for the four-page folder which it re-



Drying Systems' Novel Cover Illustration

cently issued under the designation of Bulletin No. 10. This folder contains considerable information of practical value, and the accompanying illustration used on the cover will give some idea of its effectiveness.

Business Embarrassment

An involuntary petition in bankruptcy has been filed against the Great Eastern Mfg. Co. of this city, and the petitioners are: Krasberg Engineering & Mfg. Co., Wisconsin Chair Co. and New York Recording Laboratories. The head of the Great Eastern Co. is Nat Kavin, one of the oldest members of the industry in the Chicago trade who, by the way, was one of the first of Chicago's many talking machine manufacturers.

Columbia Dealer's Success

One of the recent visitors to the Chicago office of the Columbia Co. was W. H. Rolland, who conducts a retail establishment in Bloomington, Ill. Mr. Rolland is one of the liveliest dealers in the trade, and his motto is "Business is what you make it." He is one of those live ones who do not believe in the fetish of "hard times." He, in fact, is of the opinion that the trade is not going through hard times at the present, but is just getting rid of the easy times. He believes that the only thing for the dealer to do is to go out and get the business, and that it is there waiting for him. He and

Repair Parts

For All and Every Motor
That Was Ever Manufactured

We can supply any part. The largest and most complete assortment of repair parts—in the United States—on hand for old, obsolete and present-day motors. If your order cannot be filled from stock, we will make it up special.

Special prices on main springs, governor springs, micas, repair parts, motors, tone arms, steel needles, etc., in quantity lots.

Expert repairing on all makes of **phonographs and motos.**

SUCCESSION

Heads of Exiles, Michigan Co.
Herald Music Machine Co.
Newman Talking Machine Co.
Victrol Records Co.
Aurora Co.

TRADE MARK
"CONSOLA"
ECLAIR BRONNE
PARIS

227-228 W. WASHINGTON ST., CHICAGO, ILL.
Branch: 2957 Gratiot Ave., Detroit, Mich.

his manager, Fred T. Ashton, according to reports coming to the Chicago branch of the Columbia Co., are making everyone sit up and take notice down in the Bloomingtion section of Illinois, where four auto trucks are going all the time, conveying machines to all parts of the territory and covering every prospect they hear of.

Uses Truck to Advantage

C. B. Cordner, manager of the Symphony Music Co., 1020 Wilson avenue, was so thoroughly sold on the Columbia "Sell-by-Truck" sales plan, as presented to him by S. R. Lemberg, Columbia Northside representative, that, regardless of the fact that he is located in the heart of Chicago, he is operating one of the finest trucks in the Columbia service.

This is a complete Grafonola store on wheels. A stock of several hundred records, several different type Grafonolas and a complete line of

accessories, such as Grafonola oil, Grafonola polish, needles, Siam Soos, etc., is carried in this store's truck. Mr. Lemberg carefully

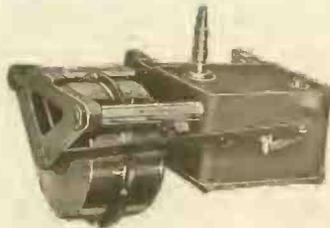


Symphony Music Co.'s Truck

trained two University of Chicago students in the selling of Grafonolas and records. They

(Continued on page 120)

Price Reductions on Enclosed Motors



We have recently made sharp reductions in the prices of enclosed, self-lubricated motors—due to decreased costs in labor and material and a larger output.

This will put the Enclosed Motor within the reach of those manufacturers whose desire has been to use this motor, but whose lines have not been high enough in price to do so.

The same quality and high degree of inspection will be maintained.

REMEMBER

You don't have to tune this motor. It comes to you silent and smooth running. It reaches your customers in the same condition.

Ask about various models and prices.

United Manufacturing and Distributing Company
536 Lake Shore Drive CHICAGO

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 119)

are at present working the State of Michigan, specializing on Summer resorts as where the boys are both musically inclined and furnish wonderful entertainment with the smaller instruments they sell. They plan on working the States of Michigan, Indiana, Illinois and Wisconsin by the end of September. The two boys and the Grafonola store on wheels are a great medium for increasing Grafonola 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 uprights 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 Ambassador Co. on the opening day of the Pageant, when they helped to introduce the official song of Chicago, "Ma, Chicago!" by means of one of their instruments equipped with a Magnavox and placed aboard the monster hydroplane "Saints Maria." When everything was in readiness the "Saints Maria" ascended to a height of about two miles, the talking machine was started, and by means of the Magnavox the song was wireless to the listeners below. The feat 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.

Melody Portable Phonograph

Equipped With
Double Spring Motor
Blood Tone Arm and Reproducer
Removable Tone Arm and Winding Key
Durably Constructed. Mahogany Waterproof Finish. Brass Trimmings. Carries 10 Records. Wonderful Tone—equal to that of a \$200 machine. Plays all records—soft, medium or loud as desired. Portable—Weights only 18 pounds.

PROMPT DELIVERY
Here's a Winner for You!

Write for Sample and Terms Today.

MELODY NATIONAL SALES CO. - - - - - 190 N. State Street, Chicago, Ill.



Take It With You Anywhere!
Have Music Where You Want It!
In Your Home—In the Summer Out—At the House Party—Camping—Boating or Covering.

Partials

Size 611415

Weights 18 Pounds

The Windsor Phonograph.



IN

Period Designs
like highest grade
Furniture

Produced by

The Windsor Furniture Company
Chicago, U. S. A.

ambassador Co. on the opening day of the Pageant, when they helped to introduce the official song of Chicago, "Ma, Chicago!" by means of one of their instruments equipped with a Magnavox and placed aboard the monster hydroplane "Saints Maria." When everything was in readiness the "Saints Maria" ascended to a height of about two miles, the talking machine was started, and by means of the Magnavox the song was wireless to the listeners below. The feat 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.

"How to Start the Game Wrong" is the title

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 on 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 Styles 2 and 3 have been reduced to \$115 and \$145, respectively, and that the manufacture of Style No. 1 has been discontinued. Purchase Record-Lite Stock

The firm of Cole & Dunas made the announce



Arno B. Reincke L. L. Spencer G. P. Ellis D. A. Creed

of the accompanying illustration. We understand that Jim Dym, of the Reincke-Ellis Co., Inc., is responsible for snapping 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 four talking machine experts represented in these photographs were bunkered at the Millathin 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 confessions of the "Black Sox," but we learn from good authority that they ranged anywhere from 120 to 160 for the right-to-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 introduced 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 an upright furnished 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 console. These new models are very artistic and

must this week that it has purchased from the Interstate Music Co., of Milwaukee, that

"The Music Without the Blur!"

This kind of talking machine manufacture is attained more easily than by any other in the construction of the

MARVELOUS MAGNOLA "Built by Tone Specialists"

"Magnola's Tone Deflector eliminates the scratch"



Watching the Music Come Out

We want to show you how to make money with MAGNOLA, and how MAGNOLA is the best buy on the Talking Machine Market to-day. Send us your name and let us send you some real Talking Tips.

MAGNOLA TALKING MACHINE COMPANY
OTTO SCHULZ, President
Eugene Ober Gustave Wehmann, Cashier
111 MILWAUKEE AVENUE 150 Candler Block
CHICAGO ATLANTA, GA.

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 120)

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 2936 Milwaukee avenue, liquidated its business by means of an auction.

Clever Repair Outfit

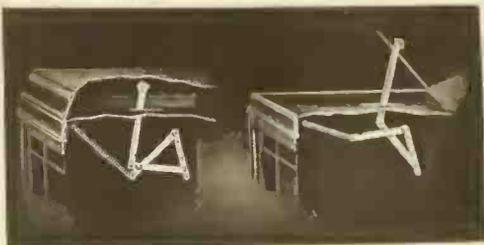
The firm of Cole & Dumas has just put on the market a very clever little outfit for dealers. This outfit consists of a package containing an assortment a dealer may need for small repair jobs on motors, tone arms, etc. The assortment consists of springs, diaphragms, stylus bars, etc., and comes neatly packed in a large carton, the sales price of which is \$30.

Pageant of Progress Novelties

Many novel ideas have been made up of at the Municipal Pier during the Pageant of Progress. Perhaps the most novel was that put over successfully by the Ambassador Phonograph Co. by means of a four-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 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 luscious near-beer ebbling 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 did 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,



The Superior Lid Support

As touch of one Finger-Lifter closes the Lid, which stays in any point desired. Does not wear the Lid.

Sample Prepaid, \$0.75 Nickel—\$1.25 Gold
Quantity Prices on Application



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

surmounted by wreaths and black crepe, and in the foreground, in many instances, the entire Victor library of Caruso's works. In Chicago, as elsewhere, many public memorial services were held when people from all walks of life gathered in honor 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 place of business, and residences as well, were draped in black crepe for Caruso. "The Glory of America and Italy," as he was known.

Installs Another Machine

The R. C. Wade Co. has just installed another automatic machine for the manufacture of its well-known Tonofoone 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 send a few interesting moments figuring out how many of the Tonofoone type will be turned out in the course of a year, on the 300-working-day basis. After

this is figured out one may remember that these retail at four for a dime, or twelve for a quarter, and that will show what the Tonofoone dealers are going to turn over in twelve months. But even at that one would probably be entirely wrong, 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 general sales manager, in going over the trade situation and lining up for the Emerson Fall campaign. After all plans were laid four new Emerson travelers received their samples and instructions, and were sent out on their respective trips to carry out these plans. The new men are: W. N. Mutzbar, who will look after Northern Wisconsin; F. P. Howard, who is traveling Southern Wisconsin and Northern Illinois; R. V. Emmert, handling the Chicago territory, and R. J. Chirebill, who will take care of Emerson dealers in Central Illinois.

Sales Manager Morrison will spend about a month in going over the Western territory before he returns to Eastern headquarters.

F. A. Dempsey, assistant to Manager Clement, is spending his vacation at Greenlake, Wis., on a fishing trip. He writes back to the boys in the Loop that the mosquitoes are biting splendidly well this season.

Foreign Record Activists

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 of Detroit in a very systematic manner and were successful in opening quite a number of exclusive Okch accounts for foreign records. Among the new accounts was the main store, on Garrett avenue, of the Cunningham Drug Co. This company took on the Okch 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 8559 Grand River avenue. Mr. Fern says that this very pretty little shop, owned by G. D. Elliott, will feature Okch records exclusively. In addition to his regular sales help Mr. Elliott has put on six girls to canvass the city.

Another 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

(Continued on page 122)

VARNISH DRYROOMS

with the EJECTOR SYSTEM

Something New
Write for EJECTOR Bulletin
Just off the Press

MAKE EVERY DAY
A PERFECT DRYING DAY

DRYING SYSTEMS, Inc. 11-17 So. Desplaines St. Chicago
USERS OF OUR DRYERS PROTECTED BY GROSSVENOR PROCESS PATENT 1,865, 77

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 121)

moved their talking machine department from the fourth floor of their building to the first floor. The department has been greatly enlarged and is now located near the main entrance. They have also installed a number of demonstration booths, something they never had before. This company represents the Waldenath, Sonora and Columbia lines, as well as the Columbia records. One of the features of the way this furniture store handles talking machines is that no matter where our guests, throughout the entire building, he is sure to find a talking machine in operation. This stunt was put into effect by Manager Gusswiler and has proven its worth many times over. The plan of jutting talking machines where they can be seen in all departments by people making purchases therein is an exceedingly good one, according to Mr. Gusswiler, and has been the means of increasing their business manifold.

New Electric Signs

The Crystal Palace of Music, at 245 West North avenue, has just had installed one of its most beautiful outdoor electric signs ever seen in Chicago. The Crystal Palace is an account of the Chicago Talking Machine Co. and is one of the most up-to-date and beautiful music stores in Chicago. The formal opening of this store was announced in the news columns of the July issue of The Talking Machine World.

Returns From Vacation

L. C. Wiswell, wholesale and retail manager of Lyon & Healy's Victor department, has just returned from a vacation trip through Yellowstone Park. Mr. Wiswell was reacquainted on this trip by his children, Elizabeth, Ruth, Leslie, Jr., and James. Besides the trip through the Yellowstone the party attended the Victor convention, held at Columbia Springs, and also took in Deuter, Omaha and Salt Lake City. In speaking about the trade conditions in that section of the country Mr. Wiswell said that they were similar in those of Chicago, but the dealers were more optimistic. In commenting upon the

death of Caruso, Mr. Wiswell said: "Caruso's death evoked a remarkable demand for his library of records. There are in the Caruso Library about seventy-five records, and our own retail department as well as retail stores all over the country report that in many instances their customers have purchased the entire Caruso set. Caruso's death shows the importance of the talking machine," continued Mr. Wiswell, "in that it brings forward the fact that we can record the voices of great artists and musicians for posterity, and causes this fact to sink into the consciousness of millions of prespective owners of talking machines."

Receives New Models

This month heralded the reception in Chicago of two new Victor models, the No. 50 Portable and the No. 300 Console. Their arrival caused quite a commotion in their department of Lyon & Healy and the sales people in that department are being kept mighty busy demonstrating them to the trade. The new No. 300 Console received particular attention and it is anticipated that this model alone will go a great way toward stimulating business.

Good-bye, Marie!

Miss Marie Young, of the record department of the O. W. Richardson Co., recently went on her vacation. She will not return. She wrote that she has met the "Man of Men," and that her record-selling days are no more. Date not mentioned yet.

Sterling Headquarters Jammed

A few months ago the Sterling Devices Co. sent out to its trade hundreds of invitations inviting its patrons et al. to make use of the Sterling offices as headquarters during the Pageant. These offices, by the way, are located in the Lake Shore Building on the lake front, immediately across the road from the Municipal Pier. Of course, no one in Chicago, not even the Sterling people, anticipated the great crowds which have come to the Pageant, but the invitation, nevertheless, was sent out, and it cer-

tainly brought results. Members of the trade took advantage of the offer to such an extent that the elevator man of the building nearly worked himself to death hauling visitors up to the Sterling headquarters. The officers and employees of the company put in an exceptionally busy two weeks in entertaining visiting members of the trade, and many of these latter, who, by the way, were nearly all out-of-town manufacturers, rewarded the Sterling Co. with substantial orders after looking over Sterling products. On the pier proper the Sterling exhibit was looked after by W. H. Wade, of the Wade Talking Machine Co.

Visiting the West and South

Sales Manager W. E. Burr, of the Cheney Co., is making an extensive trip throughout Missouri, Texas, Kansas, Oklahoma and other important territory. He writes that general opinion indicates a profitable Fall season for dealers who are all hustling to make this one of the biggest talking machine years in spite of the general business slump that prevailed throughout the country from the first of the year. Mr. Burr feels that such optimism among the dealers is bound to make business good, regardless of what men in other lines say.

Brunswick Window Display Service

A merchandising brief, prepared for subscribers to the Brunswick window display service, has been issued by the advertising department of the Brunswick-Balks-Collender Co. This brief, which will be given hereafter with each month's window display, consists of window trim suggestions, prospect letter and "Brunswicklegians." The ideas outlined in this brief are noteworthy for their practical value and they can be used to splendid advantage by Brunswick dealers in connection with the monthly display.

The Western division of The World has received a picture post-card from Brussels, bearing the well-known signature of Otto Schulz, who has been touring Belgium with his family.

ORO-TONE FEATURES

Extension A telescopes into large elbow B, giving a length adjustment from 7 $\frac{3}{4}$ to 9 $\frac{1}{2}$ inches. Adjustment screw C engages an indexed channel in extension A, assuring perfect alignment. Slightly releasing locking thumbscrew E permits height adjustment of large elbow in base ring D. Releasing locking screw E entirely permits tone arm to be removed from base ring D for packing separately before shipping, if desired.

MODEL L S
COMPOUND POWER ACTION
The highest grade and most scientific reproduction offered the trade.

ASK FOR ILLUSTRATED AND DESCRIPTIVE CATALOGUE

The Oro-Tone Co.
1000 to 1010 GEORGE ST.
CHICAGO, ILLINOIS

ASK FOR ILLUSTRATED AND DESCRIPTIVE CATALOGUE

Illustrating Angle Throw Buck Engagement. Permits reproduction in clear tone arm when thumb screw released, of whether it is in position for playing 1100 and Dale or lateral-cut records.

Capitol!

A Combination Phonograph and Lamp

*Every Woman's
Choice*



As a Phonograph



As a Lamp

Manufactured and distributed by

Burns Pollock Elec. Mfg. Co.

Indiana Harbor, Indiana

*Located within Chicago's great
Manufacturing District*

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 123)

CHICAGO'S PAGEANT OF PROGRESS FEATURES MUSIC

Several Prominent Music Houses Represented by Notable Exhibits—Columbia Co. Records Official Pageant Song and Presents First Record to Mayor Thompson—Magnavox Used

CHICAGO, Ill., August 10.—Twenty-eight years have gone since the World's Fair was opened and ever since then Chicago has held the record for putting over big shows. Now, Chicago has done it again. On July 30, of this year, Mayor Thompson opened the Pageant of Progress at the great Municipal Park. The World's Fair was considered

Everything under the sun is on exhibit, but we are concerned with such as relate to the talking machine industry. We shall endeavor here, in a brief way, to tell how the talking machine industry showed up in with the Pageant of Progress.

As one enters the pier the first thing one encounters is the booth maintained by the Columbia



Mayor Thompson Receiving Columbia Record of "Hail, Chicago!"

Mayor Thompson, seated left in front standing, Raymond Hitt, Jack Kapp and S. B. Leasing, all of Columbia Graphophone Co., the of the Mayor's Aids, Arthur F. Neely, of The World, and M. E. Scovringhouse

a big thing, but the Pageant of Progress makes even a better showing. Of course, the Pageant does not cover the acreage of the old World's Fair, but, from a standpoint of the number of visitors and exhibits, it is way ahead of the Fair. The success of this Pageant has been so great that plans are now well under way to run the show annually

lumber recording plant. The song was recorded and the records were brought back to Chicago in time for the opening of the Pageant. A facsimile of Mayor Thompson's signature is impressed on each record. During the Pageant these records, together with the first publication of this song, were on sale in the Columbia booth. The Co-

lumbia exhibit was supervised by R. M. Keilly, assisted by S. R. Lenzberg, M. G. Peters, L. M. Sherlock, J. Kapp and L. Schok. There were a great many visitors at the booth.

High-Class Cutter

Sharpens the Fibre Needle without removing it from the Tonearm.

THE LIDSEEN Fibre Needle Cutter

CONVENIENT

FAST SELLER



GOOD PROFITS

MECHANICALLY RIGHT

Jobs—Line up on this live one and get ready for the season.

LIDSEEN

£32 840 So. Central Ave., CHICAGO

lumber exhibit was supervised by R. M. Keilly, assisted by S. R. Lenzberg, M. G. Peters, L. M. Sherlock, J. Kapp and L. Schok. There were a great many visitors at the booth.

The Camper's Companion

Across the aisle from the Columbia exhibit we found the "Camper's Companion," a little portable instrument manufactured and distributed by the World's Products Association. This machine is designed very cleverly and weighs only twenty-one pounds. The carryall case is strongly built with reinforced corners and covered with heavy black Keratol. Its main feature is a combination multiple horn and amplifier. The amplifier is built in pyramidal shape and constructed with an "X" partition running its entire length, which divides it into four longitudinal sections. This exhibit was in charge of Vice-president H. E. Woods.

The School Room

A little way further along the pier we came across an exhibit showing the modern classroom. The desks were placed around in the usual manner and with the teacher's table in front. All the kids around the pier were clamoring to get in and get a seat. It is the first time we saw kids anxious to go to school, but we guess the reason was because the teacher was an exceedingly pretty young lady, who asked the kids questions. Every time they gave a right answer teacher handed out a nice little souvenir. By her side was a Victor classroom model machine, on which she was playing Victor educational records, and every kid who could name the piece being played received a pretty souvenir. The exhibit was put on by a manufacturer of modern school equipment.

Double-deck Bridge

On one end of the pier the engineering firm that built Chicago's wonderful Michigan avenue double-deck bridge had an exhibit and in this exhibit they demonstrated the working features of this bridge by means of a replica that was scaled one-quarter of an inch to the foot. The fascinating thing about this little bridge demonstration was that it showed the value of the talking machine from a commercial standpoint. The little bridge was operated by electricity just like the Michigan avenue bridge, and as the two leaves went up in the air little indicator lights would brighten up at various points to attract attention to each particular part. As these lights glowed a talking machine, placed

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 "DELICATE" with the LEVER.

No adjustments necessary when changing from lateral to vertical cut records. Stop prevents swinging to the right.

Needle scratch almost entirely removed.

Turning back of Reproducer permits of easy access to needle socket and saves records from unnecessary scratches.

Weight is the lightest that can produce perfect results, thus saving the record, and permitting a freedom and sweetness of tone considered impossible.

Strength CRYSTERS on all records.

Sturdy airtight construction and absence of movable joints insure perfect reproduction and great volume.

Precised ball-bearings insure perfect turn, direct, and freedom of movement both vertically and horizontally.

Is the ONLY attachment that plays vertical cut records in the stronger "EDISON" position with the Reproducer turned BACK DOWN to the record, giving it a distinct return.

Unbreakable NEMO-YKA stopbeams do not heat, crack, split or warp, and are the greatest development to phonographic sound reproduction in years.

Send for descriptive circular which contains "HINTS REGARDING THE CARE OF A PHONOGRAPH."

If your dealer does not handle, write us. Price the same. Liberal discount to Dealers.

GUARANTEED IN EVERY WAY.

MONEY BACK IF NOT SATISFIED.

Retail Price

Net Price \$ 7.50

G.P. Co. \$10.00

We handle highest grade Jewel Tone

Needles.



154 Whiting Street,

CHICAGO, ILL.

FROM OUR CHICAGO HEADQUARTERS

(Continued from page 124)

at the side of the bridge, began to speak and delivered a lecture on the engineering features indicated by the various lights.

Readers 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 market and in use there are now about 4,000,000 talking machines. We also hear that until all of these machines are discarded by their owners and the ones now on the market are sold the talking machine business will go along at a snail's pace. Happily, however, the men who do this kind of talking represent but a few members of the industry.

Now, while rambling around the exhibits at the pier, we came across one exhibit which caused us to wiggle our ears and wonder. What caught our eye was a little, insignificant sign set up in the Ford motor car exhibit. The little sign was placed on the windshield of a sedan fiver and bore the following words: "This car is No. 5,000,000 and was finished at 7:45 a. m. May 21." It might be well to state here that at Henry's plant at Detroit they are turning out one car every sixteen seconds, or at the rate of about 4,000 per day, so, figuring from the time "Lizzie" No. 5,000,000 was born until the time you read this, you will see that Henry has added quite a number of fives to his family, and there is no sign of a let-up. The cars Ford has put out, added to the hunch 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 purpose. 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 perched on rafters, 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 there 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 traveled out of the amplifiers of the many Magnavoxes, not only in the announcements as they came along, but running on in the chorus of "Hail, Chicago!" as well.

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.

Claxtonola Exhibit

The Bernard Mfg. Co., of Iowa City, Ia., manufacturers of the Claxtonola, exhibited its line of instruments, together with the Claxtonola records. Its advertisement, "Golden Throat" talking machine, drew quite a crowd to this booth, from which were given out sales leaflets and souvenirs.

(Continued on page 126)



**THE KAMP-O-PHONE
ALL YEAR 'ROUND**

Always First Seller—Read the Reasons

The popularity of the Kamp-o-phone is built, first of all, upon its splendid tone quality. To this quality we have added fine appearance, portability and the advantage of low price. No dealer could ask for better talking points for securing the Fall and Winter trade of the big popular-price market—the millions of homes where rooms are small and often crowded—or the homes of the well-to-do, where a nursery costly cabinet machine. The alert dealer will say, "Buy the Kamp-o-phone for Winter to save room, save time and money—next Summer you will be already equipped for your outings." Sell Kamp-o-phones all year round.

DESCRIPTION

Carries like a suitcase. Weighs 20 pounds. Mahogany case. Guaranteed three-record motor. Many other features. Retail for \$35—at a generous profit to you. Write us. Use Kamp-o-phones to extend your business.



KAMP-O-PHONE
THE JOY OF THE SOUND

Merchandise Distributors Co., 221 W. Randolph St., Chicago, Ill.



FROM OUR CHICAGO HEADQUARTERS—(Continued from page 125)

The Exhibit of O. W. Richardson Co.
The next exhibit we ran across was that of the O. W. Richardson Co., furniture dealers. This concern, although primarily a furniture house, mostly exhibited talking machines, including the entire line of handies, namely, Wild Eleonib, Columbia and Sonora. The exhibit was in charge of A. Gossweiler. When we called, Mr. Gossweiler was busily engaged with his assistants in demonstrating these instruments to visitors. Needless to say, he received quite a number of nice little orders.

Wade Co.'s Display
Among the other exhibits was that of the Wade Talking Machine Co., which displayed talking machines and accessories, as well as the Strother Diminutive, a little player-piano which, by the way, made a tremendous hit.

New Electrical Instrument
A new electrical instrument, known as the Electra-Voice, was shown by the Electra-Voice Co., of this city. This company was recently incorporated for \$50,000. The incorporators and

officers are: M. Banks Crager, president, vice-president and secretary, A. A. Howard, and B. B. Cover, inventor and general manager. This instrument comes built like a Console cabinet and can either be played as an ordinary talking machine or, by wires and transmitters, the music, etc., can be switched to any part of a building.

Chicago Electric Sign Co.'s Display
Another concern that showed some mighty 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 flooded with an even light and not spotted immediately over the light. This exhibit was in charge of Harvey B. Hauck, 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 on-lookers. Besides their full line of pianos, the Steger people showed a model of every type of talking machine they manufacture.

Illinois Talking Machines Shows
Another of the interesting exhibits was that of the Illinois Phonograph Co. The exhibit was in charge of H. B. Blood, general manager. The full line of Illinois talking machines, about fifteen models, ranging from the Capitonephone to the Console type, was on exhibit. Quite a number of out-of-town dealers who were visiting the pier 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 Myatery Man
The man of mystery was also greatly sought after by the crowd. He was representing the R. C. Wade Co., manufacturer of Tonofone needles, his job being to circulate through the crowds and pin a little ticket on some unsuspecting person. The person who got this ticket and brought it to the booth where Tonofone was an exhibit received as a reward a half dozen packages of Tonofones.

There may have been other exhibits representing the talking machine industry that we missed, but if such is the case shall 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 Pathé Frères Phonograph Co., Brooklyn, N. Y., sailed for Europe on the "Aquitania" 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 13.—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, Col., flood. Dan Pagenta, manager of the wholesale credit department of the company, is in Pueblo, where he will co-operate 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. H. Curry, 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 any rate, our jobbers have, or should have, a marked degree of ability to sell what may be had, since we 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 Prepares 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 188 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.

CABINETS

WITH OR WITHOUT EQUIPMENT



These High Grade Cabinets, made in Mahogany, Walnut and Oak, built up to the standard for which our product is noted.

For Descriptive Matter, Address

FUEHR & STEMMER PIANO CO.
2701 So. Wells St., Chicago

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 26, 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



Otto 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, Ltd., relative to various important deals of the business connection between this concern and the

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.

General Phonograph Corp. Being thoroughly conversant with business conditions abroad, Mr. Heineman will undoubtedly find this trip invaluable in many respects.

RECENT VAN VEEN INSTALLATIONS

Establishments in New York and Massachusetts Which Have Had Equipment Installed

Arthur L. Van Veen, president of Van Veen & Co., Inc., New York City, manufacturers of Van Veen equipment for talking machine warehouses, reports considerable activity manifested on the part of the dealers for talking machine warehouse equipment. This desire for increased or new equipment is particularly noticeable in and about New York City. Among recent installations reported by Van Veen & Co., Inc., is that of the Fennell Furniture Co., situated at Third avenue, in Bronx Borough. This company has had recently installed an entire new Van Veen equipment, which is attractive to a very high degree. Another complete installation, including an interior decorative treatment, has been made in the warehouses of Pagani & Bro., on Bleeker street, New York. This enterprising dealer has now what is considered one of the show places among talking machine warehouses on the lower West Side.

T. C. Flag, a druggist of Whitesville, 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 warehouses.

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 DEALER WHO DOESN'T—

- I. Make it his first concern to meet his customers' real desire—
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 have 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.



The Warren-Style B.

DOES—

- I. Deprive himself of profit and his trade of satisfaction
By merely following where he should lead;
- II. Lacks foresight and proves himself a slack business man
By failing to anticipate increasing discrimination
- III. Deserve the slack business of which so many complain.
To Hear a Manophone Effects a Sale

Manophones are made in all styles. The new period cases (Console style) are revelations in artistry. As to prices—this Company has manufactured world-famous musical instruments for over seventy years and will not sacrifice quality. Nevertheless, its dealers can more than meet competition while making the usual profit.

We prove this in our Business Building Plan for Dealers. Write for it today.

The Manophone

The Music Master of Phonographs

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.

GLEANINGS from the WORLD of MUSIC

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 element 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 dance, 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 him 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. The

latter will feel gratified to know that they are to be the means of assisting in a successful campaign which relieves a local dealer of surplus goods.

Of course, it has only been in recent months that talking machine record dealers have been acquainted with what it means to have a surplus stock of popular numbers and to some this has opened up a new problem. However, if the record titles are the copyrighted works published by a leading publishing house there need be no great amount of worry as to their salability, for arrangements, as outlined above, will quickly move the dead stock and also be the means of adding to the activity of the store, which, of course, can cash in on the campaign in other directions. Briefly put, dealers will find it most profitable to get in touch with publishers when they have sales problems to solve

LOUIS BERNSTEIN NOW PRESIDENT

At the recent annual election of the Music Publishers' Protective Association Louis Bernstein was elected president; Saul Bornstein, vice-president; Joe Keil, 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 A 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 Borkan, J. C. Rosenthal and E. C. Mills, of the above organizations, recently left for Washington, D. C., to confer with the Committee on Patents and encourage it of the inequity 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 affords no protection to a copyright owner.

It is understood that the bill is sponsored by motion 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 Rathous, 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, "Mello 'Cello"



Charley Straight and Roy Barge have Written an Unusually Attractive Fox Trot Ballad

IT MUST BE SOMEONE LIKE YOU

Starting Splendidly!

CHICAGO **McKINLEY MUSIC CO.**, NEW YORK

IRVING BERLIN, INC., TO MOVE

Irving Berlin, Inc., has leased practically the entire third floor of Churchill's, Forty-ninth street and Broadway. The quarters are undergoing alterations and it is expected that the removal will be made to the new location late in August. It will be one of the best-equipped offices and studios in the music publishing field. The present offices of the Berlin organization have been crowded and in recent months the company has found it necessary to take additional space for some of its departments.

"FANCIES" PROVES PROMISING

"Fancies," a new fox-trot by Flea Jan Brown and Herbert Spencer, writers of the famous "Underneath the Stars," bids fair to rival their former success. At least, the reception the number has been receiving would so indicate.

M. Wainmark & Sons, the publishers, are putting their entire sales and publicity forces behind the number and one of the most thorough campaigns covering every publicity channel has been inaugurated.

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 145 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 writes exclusively for B. D. Nive & Co., Inc., is the composer of a new song entitled "Moon River." It is a waltz 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!!! ALL RECORD AND ROLL COMPANIES

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

SKIDMORE MUSIC CO., Inc., Publishers

Gaiety Theatre Building, 1547 Broadway, New York

SHAPIRO, BERNSTEIN & CO., Inc., Selling Agents

Corner Broadway and 47th Street, New York



The Quickest and Biggest Hit of the Year

CHERIE

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. If the activities of an energetic Indian orchestra equipped with some or all of these instruments did not produce something akin to present-day jazz, the writer is guilty of an error in judgment.

Undoubtedly, early man sang and danced before he produced instrumental music. As the most important element of the song and dance is rhythm, and as in singing and dancing a desire for some sound to clearly indicate the rhythm seems to be universal, primitive vocalists and percussionists 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 musical 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

for 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 hollowed 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 Huasaca, 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.

ENJOY CONTINUED POPULARITY

"Home Again Blues," the big success of the Irving Berlin, Inc., catalog, has surprised the sales force of that organization by the great spurt in the demand for the number during the past six weeks. This is unusual, inasmuch as "Home Again Blues" is by no means new. Another number that has been quite a surprise to the Berlin organization is "Oh, My Sweet Hortense!," which in some sections of the country is very popular.

MORE ROOM FOR TRIANGLE CO.

The Triangle Music Publishing Co., 145 West Forty-fifth street, New York City, has acquired additional floor space adjacent to its present location. Alterations are now under way fitting the new quarters for occupancy.

TO ACT AS SELLING AGENTS

The Skidmore Music Publishing Co., Inc., which some time ago released the novelty rub

song, "I Ain't Nobody's Darling," has made Shapiro, Bernstein & Co. Inc., the selling agents for the number. The song is being sung by a large number of college glee clubs and it apparently is to have some unusual popularity.

BEING FEATURED IN VAUDEVILLE

The new Goodman & Rose fox-trot, "Who'll Be the Next One (To Cry Over You?)," written by Johnny Black, composer of "Dardanela," is distributed by the Edward B. Marks Music Co., which has been appointed selling agent. The number is being strongly featured in vaudeville.

A NEW MECHANICAL CONTRACT

The Music Publishers' Protective Association of New York is preparing a new simplified form of standard contract which it is hoped to put into universal use between mechanical recording companies and the publishers, replacing the various special contracts now issued by mechanical interests.

THE COUNTRY'S QUICKEST "BLUES" HIT
Everywhere is heard the

Ta De Da De Dum

DANGEROUS BLUES

Publishers, J. W. JENKINS SONS' MUSIC CO., Kansas City, Mo.
Also publishers of "12th Street Rag," "Sweet Love," "Colleen O' Mine"

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. Treanor, 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 money awards. Now there is a choice offered of medals, banners, 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 repro-

ductions of the medals, banners 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 1921,” is called “Every Girlie 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 novelties.

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 “Oue 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 prepare special orchestrations for particular organizations and, in addition, many of these orchestra leaders rearrange these, or the originals, to 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 “phngs” often injure the exploitation of songs

Extraordinary!

“Kitten on the Keys”

Big Feature on Brunswick Record No. 2024
NOW READY FOR PIANO SOLD

We are the exclusive publishers of “Kitten on the Keys”



JACK MILLS, Inc. Music Publishers
152-154 W. 45th Street New York City

TWO NEW WITMARK WORLD BEATERS

JABBERWOCKY FANCIES

THE FOX TROT ECCENTRIC
by KENDIS and BROCKMAN
WRITERS OF “I’M FOREVER BLOWING BUBBLES” “COLOR GATE” AND “BROWN, EASTWOOD AND WESLYN”

THE FOX TROT BEAUTIFUL
LYRIC BY FLETA JAN BROWN
MUSIC BY HERBERT SPENCER
WRITERS OF “UNDERNEATH THE STARS”

M. WITMARK & SONS - NEW YORK

A RECORD TO BE PROUD OF

MECHANICAL RELEASES OF THE BIG HITS

CROONING WYOMING

Aeolian
Ampico
Bennett & White
Berliner
Brunswick
Clark Orchestra
Columbia
Columbia Roll
Comorized
Edison
Emerson
Federal
Filmusic

Grey Gull
International
Kimball
Link
Melodee
Melodisc
Mills
National Music Roll
National Piano
Okeh
Otto Higel
Pathé Frères

Phonolamp
Pianostyle
Q R S
Republic
Rivoli
Rose Valley
Standard
Starr (Gennett)
U. S. Music Co.
Victor
Vocalstyle
Wurlitzer

Aeolian
Ampico
Arto
Bennett & White
Berliner
Brunswick
Clark Orchestra
Columbia
Columbia Roll
Comorized
Edison
Emerson
Filmusic

Grey Gull
International
Kimball
Link
Melodee
Mills
National Music Roll
National Piano
Odeon
Okeh
Otto Higel
Pathé Frères
Phonolamp

Pianostyle
Q R S
Republic
Rose Valley
Standard
Starr (Gennett)
U. S. Music Co.
Victor
Vocalstyle
Welte & Sons
Wurlitzer

37

37

M. WITMARK & SONS, Publishers

New York City

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, realized 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.



Enrico Caruso

The prominent position occupied by Caruso was strongly emphasized in the elaborate obituary articles which appeared in the newspapers throughout the country, the majority of them giving several pages to the story of Caruso's career and paying tribute to the great singer's ability, emphasizing particularly the fact that the singer's voice has been perpetuated through the medium of the many superb talking machine records which he made.

As Arthur Brisbane said editorially in his column in the Hearst papers:

"It is our loss, but their gain. And the loss is less because Caruso has left his genius and his voice to sing for us. Sentiment and sound written in wax and in steel to last forever. His voice will be heard a thousand years after all our voices shall have been silenced forever. That is close to immortality."

Dealers in Victor records were quick to pay homage to the memory of the great artist who had contributed so much toward placing the talking machine record on a high plane. A number of talking machine houses carried special memorial announcements in the daily newspapers, and a great percentage of them arranged memorial window displays with large pictures of Caruso appropriately draped with crepe as a centerpiece in most cases.

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 continued 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, pub-

lished 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

(Continued on page 134)



ALL NEW YORK IS DANCING AND SINGING

BRAZIL

SPANISH FOX-TROT SONG

REED MUSIC CO. 1639 BROADWAY, *New York City*

Edison Record No. 50794

Pathe Record No. 22485

CARUSO'S VOICE FOR POSTERITY

(Continued from page 133)

of the best of the many articles appearing in the New York newspapers read as follows:

"The voice of Caruso in all his greatest roles is preserved intact for the ages as long as singers wish to study his marvelous technique and to compare his tonal 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 of his time.

"The voice of the great Mario was stilled with his death, 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 phonographic records may be added to the several millions already in existence without any deterioration in the metal discs that first took the impression of 'the golden voice.' For twenty years Caruso had been making records in this country and in Europe, and his total income from this source alone since 1906 is estimated by experts at about \$1,500,000. 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 162 records of Caruso's already are 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 and thirty have not yet been released. These were made at the recording laboratories of the company in Camden, N. J., in June and September, 1920.

Caruso's Heirs to Get Royalties

"The contract under which Caruso was making records was made in 1911 and was to have run until 1935. Under its terms Caruso was to have a guarantee of a certain amount of royalties each year—it never went under the guarantee and some years nearly doubled it—and his heirs were to receive the same royalties on the records after his death and just as long as Caruso records were made. This royalty was 10 per cent of the catalog or selling price of each record.

"Caruso's first records for this country were made in 1902, the year before he joined the Metropolitan Opera Co. They were taken by the Gramophone Co. in London, which at that time had a working agreement with the Victor Co. C. G. Child, director of the recording laboratories of the Victor Co., met Caruso that year in Europe, but it was not until 1903 that an arrangement was made for him to make records in this country for Victor dealers.

"For these first years he worked on a cash basis for each record—how much has not been disclosed—but Mr. Child said to the writer that when he reported this arrangement to his company some of the officials told him that it would ruin the company. This arrangement was continued for about two years and then a new contract 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 contract. 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 loath to talk of the records because he was trying to exploit the calamity of his beloved friend. This feeling of delicacy has been so widely expressed among the officials of the company that there has been discussion of withholding a record listed for October sale.

Records Are Imperishable

"The requests have been many that we should make some statement as to the records of Caruso's voice, their possible life and selections yet unlisted," said Mr. Child in his formal statement. "We had thought to evade replies to inquiries of this nature, as we did not wish any one to think we were commercializing Caruso's death, 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 landed on from generation to generation without loss or deterioration. 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 these indefinitely for all time.

"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—'Domine 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 last June and again in November after his 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 time before issuing. In one of our last 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, marking them as he would like to have them appear."

"The June record—'Messe Solenne—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 '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 from Caruso was Salvatore Rosa, a canzonetta, written originally for the violin and piano. Caruso himself wrote the words of 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 few years.

"Caruso was enthusiastic about his records and worked at them with infinite care. He prepared his work in advance and then spent hours going over the records, and his ear and judgment were so marvelously fine that he would pick a flaw where the experts could discern nothing but perfection. Sometimes he would insist on making a record over again, and this making of records was harder work than in the opera because there was none of the magnetic influence of the audience.

"When an artist makes a mistake on the stage," Caruso was reported as saying, "he can make a gesture of displeasure or glance angrily at the conductor, but not for this machine. It records only the human voice, and all must be perfect."

"Pressed for some opinion as to what he believed was Caruso's greatest record, Mr. Child reluctantly expressed the opinion that the best was Handel's 'Largo.' That was the greatest ever made, and will be a singing lesson for generations to come," said Mr. Child.

"Speaking of the great affection felt for Caruso by all his associates, and particularly young singers, to whom he was especially kind, Mr. Child related a story told him by Geraldine Farrar. Mme. Farrar had never heard Caruso sing before her first performance with him at Monte Carlo, and she was so enthralled by Caruso's notes that she remained transfixed when it was time for her to move to the center of the stage. Caruso whispered to her the first few words of her lines and added 'Go ahead, now; you're all right.' He knew all his operas.

"Does It Play All Records?"

Certainly **MAGNOLA** does; and without any extra attachments, too. This is only one feature, albeit a most important one, in the thoroughly up-to-date equipment of the **MARVELOUS MAGNOLA**.

MAGNOLA "Bait by Tone Specialists"



Watching De Music Come Out

May we send you our handsome illustrated catalog check full of information concerning the wonderful construction system of Magnola and the beautiful, its musical results, its artistic appearance and its moderate price?

Send your name and let us tell you more!

MAGNOLA TALKING MACHINE COMPANY

OTTO SCHULZ, President

General Office: 111 MILWAUKEE AVENUE, CHICAGO
 Branches: Whitehall Grand 1320 CANAL ST. BLDG., ATLANTA, GA.

The
**United States
 Government**
 Urges Business Men to Action

"Get Busy"

is the substance of the word sent out to Nation's Bankers and Merchants.

Get Busy!

That's the Story

If we do we'll have a good Fall Trade. The contemplated tariff changes will make Musical Instruments higher—another reason to

Get Busy!

You Will **Be Busy** If You Sell
 Such Lines As

Duss Band Harmonicas
 Lester & Monarch Accordeons

S. S. Stewart
 UKULELES
 MANOOLINS
 BANJO UKULELES
 BANJO MANOOLINS
 TENOR BANJOS
 GUITARS

Abbott SAXOPHONES
 BAND INSTRUMENTS

TRUMPETS, BUGLES
 S. S. STEWART ORGANS and

DURRO
 VIOLINS
 BOWS
 STRINGS

(The String That Breaks Reads the World)

Write For Our Up-to-the-Minute
 Prices



Buegeleisen & Jacobson
 5-7-9 Union Square
 New York

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

SEES BETTER TIMES AT HAND

Tom Griffith, of the Udell Works, Gives Reasons Why Optimism Should Prevail

Tom Griffith, of the Udell Works, Indianapolis, Ind., is a man well known to the members of the music industry. His familiarity with the facts and conditions in the music industry of the country are at all times valuable, as the Udell sphere of activities spreads not only over talking machine record cabinets, music roll exhibits, talking machine cases, etc., but into the furniture field proper. In a recent interview published in the official organ of the Indianapolis Chamber of Commerce Mr. Griffith said:

"That the business machinery of the country is rapidly becoming energized was demonstrated without a doubt by the buying at the Grand Rapids and Chicago markets last month. These two were truly stabilizing markets. Dealers and manufacturers agreed that liquidation was over. Furniture prices have reached rock bottom. In many cases goods were sold to dealers at below actual production costs. Retailers cannot expect lower prices.

"On the other hand, it is equally true that conditions point to a rapidly quickening demand which will soon overtake the demoralized production of furniture in this country and soon lead to a condition where it will be hard to get goods. There isn't a factory in the country with a surplus on hand. You may find here and there some factories with talking machine cabinets or special lines of one kind or another, where they have stock on hand, but as a general condition the manufacturers have been unwilling to work very far ahead of their actual orders.

"Retail dealers at the shows report a good six months' business. There was hardly one who did not say that his business up until July was far ahead of what he actually thought it would be. They have been buying from him all month, however, and they must speak their purchases for Fall and Winter trade. Many of the dealers went into the market and bought in large quantities. Some of these said that they could foresee a shortage in two or three months. Others bought for only thirty to sixty days' needs."

BOOKLETS AS SOUVENIRS

CLEVELAND, O., July 11.—The Harter School Supply Co., progressive Columbia dealer in this city, distributed useful pocket booklets at the recent convention of the National Education Association, held at Cedar Point. These booklets were printed on verifiable paper and the cover carried an embossed design that aided considerably to its individuality.

BRUNSWICK NEW YORK ACTIVITIES

Many New Brunswick Accounts Opened in Metropolitan Territory—Dealers Report Satisfactory Summer Business

E. A. Strauss, photograph sales manager of the New York office of the Brunswick-Balke-Collender Co., states that the sales of Brunswick records and machines during July were very satisfactory throughout the East. A special campaign has been inaugurated in Long Island with the result that six new Brunswick dealers have been established in this territory.

The New York office of the Brunswick Co. has donated a suitable prize to be awarded to the July winning the 100-year dash at the Talking Machine Men, Inc., picnic, to be held on Wednesday, August 17. Mr. Strauss states that since the ladies are largely responsible for the success of the photograph dealer he decided to fittingly recognize their supremacy.

Chas. A. Ahelowitz, metropolitan representative of the Brunswick Co., has had a very successful Summer. He has been very busy making preparations to close up as many details of his work as possible, so that he will be able to get away and take a well-earned vacation.

A new account recently established by Mr. Ahelowitz in New York City is the West Farms Music Shop, at 190th street and Mohegan avenue. A complete line of Brunswick phonographs and records will be carried and, with the new modern equipment installed, this dealer promises to become one of the representative Brunswick accounts in New York.

Several new desirable Brunswick dealers have recently been established, among the latest being Jas. H. Bryant, 864 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 his community.

Another active Brunswick dealer recently opened is the Brunswick Shop, at Purichester, N. Y. This is the outgrowth of a small business started by Mr. Huel, the proprietor, about three years ago. At that time he purchased a small shipment of Brunswick phonographs which he sold from a demonstrating room fitted up in his own private residence. In less than a few years this business grew to such proportions that Mr. Huel recently purchased a very fine building on the main street of the 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. Huel's success with the Brunswick line and the New York branch is being congratulated on the establishment of such a progressive dealer.

"BLACK DIAMOND" GRAPHITE Spring Lubricant

The Lubricant Supreme



Guaranteed not to dry up or become sticky or rancid; retains its smooth, oily texture to the end of its useful life. Prepared in just the right consistency for colloidal tubes; sizes 1, 5, 10, 25, 50 lb. cans.

Manufactured only by
HARTZELL CRUCIBLE CO.
North Side, Pittsburgh, Pa.
Manufacturers' Representatives
LOUIS A. SCHWARTZ, INC.
1505 Broadway, New York City
21 East Van Buren St., Chicago, Ill.
815 Forsyth Bldg., Atlanta, Ga.
FOR SALE BY ALL LEADING JOBBERS

MUSIC FIRM HUGHES 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 energetic methods of merchandising.

Pianos, players and talking 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 Trilnick, 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. Trilnick, while in York, Pa., assisted in establishing a new chapter of the Kiwanis, of which he is a member.

The Maury 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 Phono Parts Corp.

145 West Forty-fifth Street

New York City

NEW POSTS FOR WILLIAM MAXWELL AND A. H. CURRY

William Maxwell Becomes Director of Thos. A. Edison, Inc., With 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 to the directorate of that company, with the title of first vice-president. At the same time Mr. Maxwell, in a



William Maxwell

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 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 lengthy 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



A. H. Curry

efforts centered largely on the phonograph division, of which he became the managing director. Since that time he has won a position of such prominence in the phonograph field as to make a recounting of his activities unnecessary. His election to the directorate of Thos. A. Edison, Inc., and to the office of first vice-president is another step forward in his steadily successful career.

The people who are hollering about poor business cancelled their advertising contracts ninety days ago.



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.

Phone: 2293
9055 | Stuyvesant

New York City



Model B

Retail Price
\$22.50

One Size
One Price
Plays All Records



The Robinson PHONOGRAPH

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
2702-12 South Alameda Street
LOS ANGELES, CALIF.

Please ship at once one sample Phonograph, Model B, in _____ finish, for experimental purposes, for which we enclose \$15.00. It is understood that if we are not fully satisfied with this Phonograph, after five days' test, it may be returned at your expense and money refunded.

Signed _____

Ship by _____

Every Dealer Knows that literally hundreds of buyers exist in every neighborhood for a small, high grade, reliable 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 even a small effort by the dealer. Every Robinson sold—sells another.

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:

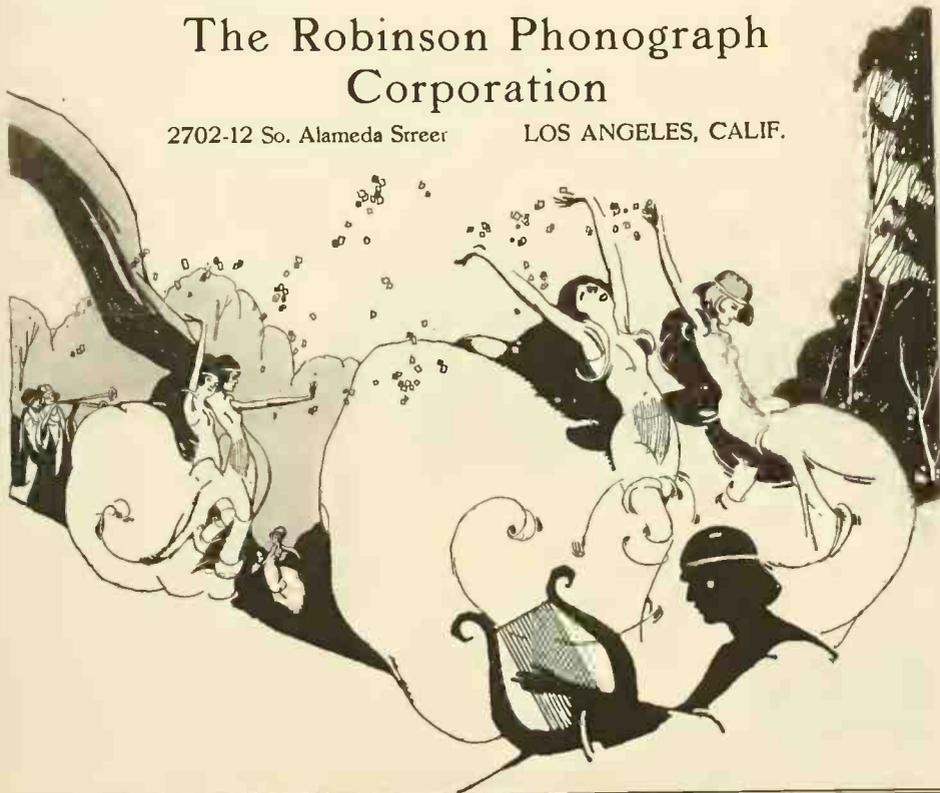
Dark Mahogany, Red Mahogany, Walnut Finish Mahogany, Golden Oak, and Fumed Oak. Model B, the popular size, measures 18 x 20½, height 11½, inches.

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.



EVERYBODY LOVES—

Peggy O'Neil

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

An adorable Song about a charming girl.

You can HEAR IT and BUY IT HERE!



BUFFALO DEALERS MAKE SALES IN COUNTRY DISTRICTS

City Business Is Dull—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.—Vindictive season, an unusual spell of extremely warm weather and the general business depression have 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 indications generally are that the fall will see business conditions considerably improved. Collections 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 prospects and end in numerous sales.

With Enrico Caruso, the golden-voiced, who had countless friends and admirers in Buffalo, dead, dealers are expressing 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 Zonta, was married here a short time ago to Nina Morzani, 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 V. W. Abady and O. L. Neal, of the Buffalo Talking Machine Co., and Curtis W. Andrews and Mrs. Andrews. They report they had a splendid time.

H. J. Hermausdorfer, superintendent of the Brunswick branch here, reports an extra large business in the Brunswick line. "We are selling our shipments of them faster than they arrive," he said. "They are meeting with a big popular demand." Mr. Hermausdorfer also reports a very nice record business during the last month. Among the popular numbers are "Unfil" and "Dream" by Theo Karle; "Ain't We Got Fun?" and "Mello Cello" "Peggy O'Neil" is another favorite

Photographs have been received in the Buffalo offices of the attractive widow of Grafonola Week at Markson Bros., Syracuse, N. Y. These five Columbia dealers reported the week very much a success.

D. A. Little and Charles E. Dickinson, Jr., have opened the Colonial Music Shops, Inc., at Auburn, N. Y. This is one of the most beautiful exclusive Grafonola shops in the State.

Her many friends are extending their congratulations to Mrs. Alvera Stinson, of the Columbia record department, who recently became Mrs. Emil Nieb. She will continue her activities with the Columbia Co.

Merchandise Manager Horn, of the Columbia Pittsburgh branch, was a recent visitor at the Buffalo branch. Other visitors included Robert Mann, of Warsaw; Mr. Martin, of Fredonia; Mr. Goldstein, of Niagara Falls, and Mr. Sells, of Jamestown.

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. Business discussions and business troubles were barred, 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 "Slowdancys" 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. Siegesmund was chairman of the outing committee and was highly complimented on the success of the program.

POETICAL TRIBUTE TO WERRENRATH

An admirer of Reinold Werrenrath, the genial harpist, 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 Hottentot hymn which reads:

Reinold's name and Reinold's fame are known in every town;
Everywhere over there, in countries of renown,
In England and in France, and back again in U. S. A.

No wonder they can't get enough—they listen night and day,
Around the big, brass contray, when they want a holiday,
"Let's hustle out the big machine," you'll hear the people say,

"Hoganee, that lay ray shay a time; get a record, let 'er play!"

Wesley's known for lovely tone and many other glories,
Everyone sets some fun from his records, songs or stories,
Round the stage or fire-side open-mouthed they'd sit,
Recalling old familiar songs in which he's made a hit.

English tunes or Irish croons, when they want a holiday,
"Nancy's Answer," "Diana," "Home-ick," "Pussy-Wuzzey,"
"Honey Dever,"

Richard Kipling's been his special the does others quite as well,

All sorts of songs and ballads seem to fall beneath his spell,
There's been "Klaka Lad" and "Tommy Lad," "The
Buckets," "Sunlit Through"—

He can sing "your own selection" for the great wide world
and you!

SOSS

INVISIBLE HINGES



Soss Invisible Hinges

preserve beauty. The fine cabinet work which is required in many instances to preserve the disguise of talking machine cabinets requires that hinges be as inconspicuous as possible. Soss Hinges are invisible.

Write for Catalogue

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



REPAIRS

TALKING MACHINE TROUBLES AND HOW TO REMEDY THEM

Conducted by Andrew H. Dodin

ANENT FOOLS FOR REPAIR WORK

Baltimore, Md., July 25, 1921.

A. H. Dodin, cure The Talking Machine World—Will you please inform me through The Talking Machine World if there is a tool made to tighten the ring in the upper part of the Edison reproducer as used on the D. D. machines? Also is there a special screwdriver made for the large screw on this reproducer, as same sets in such out-of-the-way place? What are the best pliers to use to take a broken spring from motor answer?

Answer: A tool for tightening the clamp ring for holding the diaphragm in place in the Edison disc sound box is very easily made by cutting 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 fine 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 diamond point setting. Tool can be made about three to four inches wide, according to the idea of the user.

As to 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 retemper 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 jaws



On the VICTOR

On the COLUMBIA

SUPERIOR UNIVERSAL REPRODUCER

Can Mellowen, More Musical Tone on All Makes of Records

Makes the Owner of an Old Machine a "Live" Record Buyer

SAMPLES ON APPROVAL

Superior Reproducer with 21-V.E. Victor Elbow—Sample Prepaid to Dealer, Nickel \$4.15—Gold \$5.35
Retail \$6.10 and \$4.50

Superior Reproducer with 21-C.C. Columbia Connection—Sample Prepaid to Dealer, Nickel \$6.48—Gold \$5.95
Retail \$7.00 and \$4.50

Superior Reproducer with 21-P. Connection for O.S. Pathé—Sample Prepaid to Dealer, Nickel \$4.48—Gold \$5.95
Retail \$7.00 and \$4.50

Quantity Prices on Application



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

two steel points are used; these points are pushed into the coils 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 putting 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 dissolved and Ralph Ballinger has assumed charge. Mr. McNeill will remain with the firm as a member of the sales staff. A full line of pianos and talking machines is carried.

NEW VENEER PLANT IN OPERATION

Olympia Veneer Co.'s Plant Practically Completed—Operations Started July 5

OLYMPIA, WASH., August 5.—The new Olympia Veneer Co.'s plant in this city is rapidly nearing completion, according to Edward Westman, secretary-treasurer of the enterprise. The machinery has been installed and operations were started a few days ago. Birch, mahogany, walnut, maple and spruce will be used extensively. These are the woods used principally in the manufacture of piano and talking machine cabinets. The giant lathe which the firm has installed has a knife with a 100-inch capacity and the huge tractor dryer consists of six sections, each thirteen feet long. It is expected that this concern will supply a large part of the fine veneer required by manufacturers in the Pacific Northwest.

BLACK SWAN RECORDS

BLACK SWAN RECORDS

FEATURE

DOWN HOME BLUES

BLACK SWAN RECORDS

and Oh Daddy, No. 2010 Sung by Ethel Waters

→ THE BIGGEST HIT SINCE "CRAZY BLUES" ←

MORE GOOD BLACK SWAN RECORDS

<p>No. 2009 MACUSHLA MORNING } song by Harry A. Delmore</p>	<p>No. 2012 WITH THE COMING OF TOMORROW } song by Miss Revella E. Hughes AH! WONDROUS MORN</p>	<p>No. 2013 WHO KNOWS SINCE YOU WENT AWAY } song by J. Arthur Gaiges</p>
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<p>2011 I LIKE YOU "Because You Have Such Lovin' Ways" by Eddie Gray 10 in. 85c 85c 2007 WHY DID YOU MAKE A PLAYTHING OF ME? by Eddie Gray 10 in. 85c 85c 2007 I'M WILD ABOUT MOONSHINE..... by Creamer & Layton 10 in. 85c 85c 2007 IT'S GETTIN' SO YOU CAN'T TRUST NOBODY... by Creamer & Layton 10 in. 85c 85c 2004 BRIGHT EYES..... Black Swan Dance Orchestra 10 in. 85c 85c 2004 MY MAMMY..... Sing by Juan Harrison 10 in. 85c 85c 2002 FOR ALL ETERNITY..... by C. Carroll Clark 10 in. 85c 85c 2002 DEAR LITTLE BOY OF MINE..... by C. Carroll Clark 10 in. 85c 85c</p>	<p>2001 AT DAWNING..... by Revella E. Hughes 10 in. 85c 85c 2001 THANK GOD FOR A GARDEN..... by Revella E. Hughes 10 in. 85c 85c 2005 STRUT, MISS LIZZIE..... by Lulo Whidby 10 in. 85c 85c 2005 PHONE AGAIN BLUES..... by Lulo Whidby 10 in. 85c 85c 2003 BLIND MAN'S BLUES..... by Katie Crispin 10 in. 85c 85c 2005 PLAY 'EM FOR MAMMA, SING 'EM FOR ME..... by Katie Crispin 10 in. 85c 85c 2005 BY THE WATERS OF MINNETONKA..... by C. Carroll Clark 10 in. 85c 85c 2005 NOBODY KNOWS DE THOULE I'VE SEEN..... by C. Carroll Clark 10 in. 85c 85c</p>	<p>2001 AT DAWNING..... by Revella E. Hughes 10 in. 85c 85c 2001 THANK GOD FOR A GARDEN..... by Revella E. Hughes 10 in. 85c 85c 2005 STRUT, MISS LIZZIE..... by Lulo Whidby 10 in. 85c 85c 2005 PHONE AGAIN BLUES..... by Lulo Whidby 10 in. 85c 85c 2003 BLIND MAN'S BLUES..... by Katie Crispin 10 in. 85c 85c 2005 PLAY 'EM FOR MAMMA, SING 'EM FOR ME..... by Katie Crispin 10 in. 85c 85c 2005 BY THE WATERS OF MINNETONKA..... by C. Carroll Clark 10 in. 85c 85c 2005 NOBODY KNOWS DE THOULE I'VE SEEN..... by C. Carroll Clark 10 in. 85c 85c</p>
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Dealers Wanted Everywhere. Wire or Write. Prompt Delivery Assured.

PACE PHONOGRAPH CORPORATION

257 W. 138th STREET NEW YORK, N. Y.

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 optimists 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 section experienced the warmest weather in its history. It started in 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 machines and records. A number of dealers told the writer this week that their best days for business are when it is either cold or it rains and we have had two days of rain since the first of the month.

Awake to Trade Possibilities

J. G. Meqirt, 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 advice which comes from Mr. Meqirt'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 stereotyped 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 whole-

sale 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, Col., 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 salesmanship and he declares that the dealer who applies salesmanship methods to his business will be the one to prosper in the year to come.

Caruso'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 of Michigan, 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., Aeolian-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 anticipations," he remarked. "We have not been going after business very hard because so many dealers have assured us that they will take

on the line just as soon as they have reduced their present talking machine stocks. In the face of conditions, however, we have added on dealers all over our territory and the best part of it is that in nearly every instance we have had some recorders. Not only am I optimistic, but I sincerely believe we will have a bumper Fall business, and so will everybody in the talking machine business who has the right lines."

Some Good Vocalion Publicity

The John H. Kunsky chain of moving picture theatres in this city, in connection with the Ted Snyder Music Pub. Co., has been giving the Vocalion records some splendid publicity. The Snyder people have the rights to a song, "Little Girl," written by two Detroiters, and which, by the way, has been recorded for the Vocalion by the Henry This Detroit Ritz Orchestra, the sale of which has already exceeded 5,000 locally. At the Kunsky theatres they have been having a soloist sing this number and while the singing was going on the attention of the audience would be attracted to a shadow box, the outside of which contained an enlarged reproduction of a Vocalion record, which was kept revolving. The song not only has made a hit, but the Vocalion has been getting some excellent free advertising. The matter of exploitation was worked out between the local manager of the Snyder publishing firm and Sam Lind, of the Lind & Marks Co.

To Receive Stock From Chicago

Michigan dealers in Brunswicks will hereafter get all of their phonograph and record shipments from the warehouse in Chicago, as the local warehouse has been abandoned. However, a sales office will be continued at the company's headquarters on Jefferson avenue, which will still be in charge of P. J. Gordon, who is at present on a two weeks' vacation in the East.

Alterations Near Completion

Alterations on the new Brunswick shop will be completed some time during the present month and when completed General Manager Quinn expects to introduce to Detroiters one

JEWETT

**Immediate Sales and a Permanent, Profitable Business
This Is What the Jewett Means to You as a Dealer**

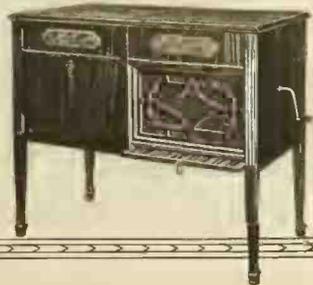
"**H**OW can I make sales TODAY?" is perhaps the thought uppermost in your mind this minute. Jewett dealers are making sales—plenty of them—because they have a line that is the most remarkable and outstanding value on the market today.

The Jewett combines an unusually rich and lifelike tone with a beautiful cabinet—the work of master craftsmen. And the price is fully one-third less than that of similar quality phonographs. That is 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 Prage-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. We have 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 MICHIGAN



F. L. JEWETT
President



H. M. JEWETT
Vice-President



F. L. JEWETT
Treasurer

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 for business at 1420 Farmer street, handling the Brooks phonograph, which is made in Michigan.

Dealers to Discuss Music Week

The Detroit Talking Machine Dealers' Association will probably open its Fall season with a meeting some time in September, at which time plans will be discussed for rendering co-operation to the committee appointed to plan Music Week, which starts October 16 in Michigan. Not only Detroit, but twelve other of the largest cities in Michigan, have 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

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 Quarters 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 in-

terest being manifested in the Jewett line. The phonograph division of Jewett, Bigelow & Brooks, conducted as the Jewett Phonograph Co., has moved to larger and better quarters on the ninth floor of the Penobscot Building, this city.

Joe Rogers, salesman for the J. L. Hudson Music Shop's Victrola department, has returned from an extended motor and fishing trip through Pennsylvania and West Virginia.

HAD INTERESTING EXPERIENCES

E. C. Howard, Grauby 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.

WATCH 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 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 analyze 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 Victorolas 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 Victorolas 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 co-operation 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.

PIVOT SUSPENSION NOW USED

William Phillips, president of the William Phillips Phonograph Parts 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. 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-bearings wearing down and rattling. Mr. Phillips states that it will also be possible to sell the arm with the pivot suspension at a lower price.

It's More Profitable For the Dealer to Sell Victor Products

Their great superiority not only gives you every advantage in making sales—but with Victorolas 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

Write for list of records selected by our committee as the best sellers for the coming month. To allow us to furnish this will not oblige you in the least—and you'll find it of definite value in making up your order.

—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 Victorola and Record order you place.

Grinnell Bros

Wholesale Distributors
of Victorolas and Records

First and State Streets, Detroit



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 throughout June and July by a protracted spell of abnormally high temperatures, talking machine business has been good. With the torrid season temporarily relieved greater activity has become 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 the Fall year in respect to sales. Prospects for the Fall and holiday season appear bright and the outlook is one of the most encouraging features of the immediate situation.

The sale of records continued to hold the center of the stage among Milwaukee dealers in the last month, as far as two or three months before that time. The demand has been relatively enormous and while the supply has been 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 best 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 the good orders now in order that they will have the goods on their floor 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., Victor jobber, 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 great deal of confidence is held by the dealer trade.

Branswick Trade Expands

Branswick record trade has been of exceptional proportions all of the past month, the dance numbers which are being featured 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 Branswick dance record to the skies and this undoubtedly will have a sustaining influence upon future business. Thos. F. Kidd, manager of the local branch of the Branswick-Halke-Collender Co., says business has been very satisfactory, in view of some of the acknowledged influences acting adversely upon general business, and he looks to see business grow better steadily from this time forward.

Seriousness of Campaign

The strong campaign being made nationally by the Columbia Co. has been presented with particular vigor in Milwaukee and Wisconsin by Robert H. Walley, resident representative of the Chicago branch. Grafophons 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' needs of the popular numbers, so heavy is the sale. Lots of advertising of the better class has done wonders to give the Columbia products the high rank they now hold in the estimation of the people of Milwaukee and vicinity and the publicity has the sound backing of a good piece of merchandise, as one dealer expresses it.

Col. Barrett Honored

Col. E. J. Barrett, secretary and treasurer of the United Phonographs Corp., Sheboygan, Wis., manufacturing the Puritan, was elected State Commander of the American Legion in Wisconsin at the recent convention at Eau Claire. Col. Barrett is a veteran of the Spanish-American, as well as of the world war, and served for a time in the Philippine Islands with the medical

corps. He has not been a practicing physician for many years, having been associated with the Dennett industries at Sheboygan, Port Washington and Graston, 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 remodelled 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 a descriptive slogan for the New 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 Yahr & Lange Drug 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 outpouring of stocks of instruments of a more or less unadmirable character through the "dumping" of surplusage by the manufacturers. A large number of machines thus came 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 once more.

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 also 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 merchandise standpoint.

Bradford Featuring Aeolian Products

The J. B. Bradford Piano Co. is now the exclusive representative of the Aeolian Co. in this territory. Although the franchise was taken over April 15, 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

Badger Talking Machine Co.

Exclusive Victor Distributors for Wisconsin and Upper Michigan

135—2nd Street Milwaukee, Wis.

G. F. RUEZ
Pres. and Treas.
H. A. GOLDSMITH
Secretary
S. W. GOLDSMITH
Vice-Pres. and General Mgr.

high-water marks for Vocalion business, both in instruments and records, and is now undertaking an even more intensive campaign in behalf of the Aeolian line.

Has Retail Brunswick Agency

Chas. J. Orth, Inc., has recently taken on the Brunswick in a retail way and is stressing Brunswick records. "You are the first person to play your Brunswick record; it comes in a sealed envelope," says Orth advertisements. "There is absolutely no chance of it being scratched by a previous playing. This is another feature of Orth service."

Edmund Gram Has the Brunswick Line

Another new Brunswick dealer is Edmund Gram, Inc., which also handles the Cheezy line. Some good business has been transacted since the Gram house took over the new line a month ago. Otto R. Stehm, secretary and business manager of the concern, has recently come into prominence by being selected chairman of the building committee of Juneteau Lodge, No. 21, K. of P., of which he is a past chancellor commander. A new \$150,000 lodge hall will be built.

A. J. Taubie, of Sturgeon Bay, Wis., talking machine dealer and retail jeweler, was married recently to Miss Hazel Crane, at Bowling Green, O.

E. G. BROWN HOME FROM ELKS' TOUR

Well-known Music Merchant Visits Various Trade Establishments on Trip to Coast

E. G. Brown, well-known music dealer of Bayonne, N. J., and secretary of The Talking Machine Men, Inc., accompanied by Mrs. Brown, returned August 2 from a trip to California, traveling with the New York Lodge of Elks in a special train to attend the Elks' annual reunion at Los Angeles. While in that city Mr. and Mrs. Brown were entertained by J. W. Boothe, of Barker Bros.

At Mammoth Hot Springs, in Yellowstone Park, they met Richard W. Lawrence, former president of Kohler & Campbell, Inc.

Mr. and Mrs. Brown visited many members of the trade in the various cities where the Elks made stops and were very much interested in the progressive business establishments in many of the smaller cities.

Opposition is essential to success. We measure the value of things by their resisting power, and particularly is this true of men.

PORTLAND BUSINESS IS INCREASING

Talking Machine Houses Report Progress During Month—Ship Victrola to South Africa—Powers Co. Department Is Remodeled—Other Notable Indications of Activity

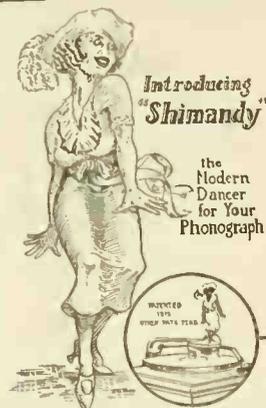
PORTLAND, ORE., August 6.—While the retail sales of phonographs and records for the past month have not been phenomenal, when compared with other years, they have been very satisfactory. The jobbers of the various talking machines also say that the demand for the month showed a gratifying increase.

Sherman, Clay & Co. have the distinction of selling the first Victrola to be sent into Rhodesia, South Africa. A machine was purchased by M. J. Goodwin, of this city, to be sent to 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 Gramola F 2 as first prize in a subscription contest, which the Portland Times is sponsoring. A great many young people are out after this fine prize and competition is keen. The Gramola 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. B. Maxwell, manager of the department, is featuring a novel contest to advertise the opening of their new rooms. A Brunswick No. 117 has been placed in the window and at an appointed time the seal will be broken and the machine wound up by three distinguished judges and to the person giving the closest estimate of the number of seconds it runs 100 records of the latest hits are to be given away as prizes.

When asked how her record sales were, Miss Emma Reynolds, of the Hyatt Talking Machine Co., said, "Fine; why, last Saturday remitted us of a rush day before Christmas. All of our booths were full all day and no one went away empty-handed." Mr. Hyatt has just returned from a motor trip throughout the Northwest, which took him as far north as Vancouver, B. C. He attended the Pacific Coast Ad Club convention, held at Tacoma, and visited the Rainier National Park and other points during his outing.



START SHIMANDY SHIMMYING IN YOUR WINDOW AND YOU'LL WAKE UP THE WHOLE BLOCK

Great Window Display. A Business getter and a help to sell records.

This wonderful Shimmy Dancer is a reproduction of the Queen of the Bushy Slowmover, Fable of Wakylu and to the music of a phonograph she performs the new dance steps in a scandalous manner—*Shimandy does 87 different steps.*

Shimandy has a classy silk dress, a feathered hat and retails for \$2.50. We also make Machine Boxes, 31-39; Bowling Dockets, 11-25; Combination Ranges and Boxes, \$2.00.

Wholesale and Export Discounts in lots from 3 doz. lots of one kind or assorted, is 23 1/2%. In 3 doz. lots or more, of one kind or assorted, the discount is 40%.

National Company
Cambridge Sta. 39, Boston, Mass.

D. C. Peyton, manager of the talking machine department of the Meier & Frank Co. is an ardent golfer and during July spent his vacation on the links. During his absence L. Walker was in charge.

BRODBECK ENLARGING DEPARTMENT

E. Brodbeck & Sons, music dealers of Mount Vernon, N. Y., are devoting more space to their talking machine department and are installing a number of additional booths. They have been dealing in talking machines for the past twenty years and carry the Sonora and Columbia lines, also the Hardman pianos and player-pianos.

VISITED GRANBY DEALERS

Harry Coplan, of the Granby Phonograph Corp., has returned to Norfolk after a month's trip throughout the country visiting Granby dealers. He was very enthusiastic over the outcome. After forty-eight hours amidst the comforts of his home Mr. Coplan again left for a trip through the South.

NEW YORK FIRM INCORPORATES

The Cosmopolitan Record Corp., talking machine dealer of New York, has been granted a charter of incorporation under the laws of that State, with a capital of \$25,000. The incorporators are T. Maxfield, C. Fechner and J. L. 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.

BRUNS MADERITE
Due Man Delivery Cover

A. BRUNS & SONS
50 RALPH AVE.
BROOKLYN
N. Y.

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 safe—easy and less costly.

BRUNS MADERITE Covers are an absolute necessity to all dealers in Talking Machines. They are made of sturdy Brown Duck or Kwik-Fleece Lined—Padded heavily and stitched both ways.

BRUNS MADERITE Covers protect the machine from wet or cold, dust, bruises, scratches, finger marks, etc. They insure delivery of machine in as good condition as when taken from the Show-room. Careful Delivery methods make for satisfied customers. The high quality of material and workmanship in **BRUNS** Covers assure long wear.

Prices and descriptive circular on request—made to fit Talking Machines of all sizes and makes—direct or through your jobber.

Plano Moving Covers, Slip and Rubberized Dust Covers for Phonographs and Pianos.

A. BRUNS & SONS
Manufacturers of Everything Made of Canvas

AKRON DEALERS PLEASUED OVER THE BUSINESS OUTLOOK

Buying Increasing. Collections Improve and Factories Are Giving More Employment in This Section of Ohio—Dealers Are Working Earnestly and Participating in Activities for Trade Betterment

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.

Miller Gets Promotion

J. W. Miller, for nineteen years with the A. B. Smith Piano Co. in various capacities, has been advanced to the position of advertising manager, to succeed F. W. Van Soyce, who has

held that position with the company for the past five years. Mr. Van Soyce has become associated with the sales force of the music department of the M. O'Neil Co., a large department store here. Mr. Miller said business with the A. B. Smith Co. has shown wonderful improvement since August 1, and if the present volume continues this month will be the best of the entire Summer season. "The improvement in the rubber industry already has been reflected in the music business," he said.

May Reorganize Music Dealers' Association

Talk was current here this week to the effect that a movement is afoot to reorganize the Akron Music Dealers' Association, which had such a prominent place in local retail merchandising circles for many years. S. S. Van Fossen, of the A. B. Smith Piano Co., when he severed his connection 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 phases of the retail music game," said a dealer here this week. "It tends to acquaint 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 Ramsdell, government instructor, will come to Akron in September and, with the assistance of merchants and the city Board of Education, will organize classes in retail selling, taking those inexperienced clerks from the stores of the city and schooling them in a several weeks' course in selling. Practical demonstrations will be held from time to time and at the conclusion of the course diplomas will be granted those who have been successful. Miss Ramsdell held similar courses in Canton, O., last Winter and will return to that city again next month.

Akron is to have a place where those who own talking machines may go and exchange records 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 nothing to be gained by suspending activities the first day of the week, especially since they have just experienced a very quiet Summer season.

Alterations Near Completion

Alterations to the Howard street store of the George S. Dales Co. are rapidly nearing completion 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 Kratz Piano Co., one of the oldest music firms in the city, has decided not to start erection of its new building on a site already acquired in South Main street until conditions return to near normal and building costs recede, 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 home for more than twenty years. The company plans to erect, some time in the future, a modern brick building, which will house a most modern music shop, handling lines of pianos, talking machines, records and musical merchandise.

WISE 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. As the headline 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 denying persistent rumors of his own death, the fire at the Pathé plant, as reported recently in the metropolitan dailies, was "grossly exaggerated." The fire actually occurred in two wooden shacks which the Pathé Frères Phonograph 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 cabinet holds ten 12" records, equipped with Heine-man double spring motor and universal tone arm.



MOST ATTRACTIVE
COMPACT
DURABLE
Phonograph on the Market

Write at once for particulars

Sales Financed for Charnaphone Dealers

Under our new Deferred Payment Plan for dealers, no additional capital is needed to do 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 Charnaphone Co. finances all your leases.

This plan, combined with the Charnaphone prices, makes Charnaphone the biggest and most profitable proposition ever put on the market.

CHARMAPHONE COMPANY

39 West 32nd St., N. Y. City

Factory: Pulaski, N. Y.

FRANK BACON AND THE VOCALION

Star of "Lightnin'" Makes First Vocalion Record—Bears Two Interesting Scenes From the Play and Will Be Released in October

The big Vocalion record news this month is due to the effect that Frank Bacon, the star of "Lightnin'," 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 "Lightnin'," one side being Mr. Bacon's version of the Reno divorce court scene and on the other side his "Bee Story."



By F. C. Hines

Frank Bacon

The record, which will be known as 14224, will be released with the Vocalion list for October.

Mr. Bacon in "Lightnin'" has won a country-wide reputation, even though the show has never left New York. The production has, however, enjoyed the longest continuous run in the history of Broadway productions, and Mr. Bacon's clever work in the piece has won the plaudits of many thousands of out-of-town people. It is expected, therefore, that his record of the two scenes from the play will prove distinctly popular and help fill the apparent demand for talking records by men of note.

In his later records Mr. Bacon will not confine himself to bits from "Lightnin'" but will record considerable other material of interest with which he is thoroughly familiar. This will be welcome news to a host of Mr. Bacon's admirers.

TO HONOR THOS. A. EDISON

People of His Native Town Want to Erect a Memorial of Some Serviceable Character

NORWALK, O., August 8.—A movement has been started for the establishment of a national memorial in honor of Thos. A. Edison at Milan, the birthplace of the famous inventor. While definite plans have not been adopted, citizens of Milan appear determined to erect some sort of an institution in the village that will be worthy of Edison's name. Mayor Ralph Baer has appointed a memorial committee, consisting of five prominent citizens, to make a report regarding the nature of the memorial. At the present time the people have in mind either a museum to house replicas of Edison's inventions or the establishment of a university for electrical instruction.

NEW AUTOMATIC PHONOGRAPH

HANOVER, PA., August 8.—The Decca-Disc Phonograph Co., which was recently incorporated under the laws of the State of Delaware, with a capital of \$500,000, has been formally organized with Paul D. Bodwell, of this city, as president and general manager of the company; Otto Kunkel, of Hagerstown, vice-president; George L. Cragger, of Hanover, secretary, and Chas. L. Foreman, of Chambersburg, treasurer. These four men, with J. E. Stout, a local inventor and designer of the phonograph, constitute the board of directors.

The Decca-Disc phonograph is an automatic instrument, which plays ten records in rotation or in any order desired by pressing a button. The company has started active manufacturing in this city and the mechanical features of the instrument have attracted general interest.

MR. LYMAN'S SON KILLED BY FALL

WASHINGTON, D. C., August 10.—Emerson Lyman, one-year-old son of William R. Lyman, manager of E. F. Drogg & Sons Co., died last night as the result of injuries sustained when he fell from the window of the Lyman home on the fourth floor of the Brunswick apartments. Mr. Lyman was in New York at the time of the accident.

The National Records Exchange Corp., New York City, was recently granted a charter of incorporation in Albany, with a capital of \$50,000.

A TIMELY APPEAL TO VICTROLA OWNERS

A Lifelike Bust of Caruso

VICTOR DEALERS! The demand for this Caruso bust is most timely. Now is the time to have them in stock to sell to your many record customers.



Copyright 1921

Send in Your Order Today

DISTRIBUTORS—Write for Our Special Distributor's Proposition and Prices
LIVE AGENTS WANTED EVERYWHERE

Manufactured exclusively by

JUTH TOY MFG. CORP., 404 Oakland Street, Brooklyn, N. Y.

Small Size 4 1/2 in. high
Ivory finish
Price \$16.00
per hundred

Packed one in a box

Large Size 16 in. high
Bronze finish
Price \$36.00
per dozen

Packed one in a box

CRYSTAL EDGE MICA DIAPHRAGMS

The Standard of Quality

PHONOGRAPH APPLIANCE CO.
171 Wooster St., New York

TALKING MACHINE MEN MEET

Transact Much Business of Importance at Monthly Meeting, Held on August 11

The monthly meeting of the Talking Machine Men, Inc., was held on August 11 at Keen's Chop House, 72 West Thirty-sixth street, the meeting proper being preceded by a lunch. 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 receive final decision at the September meeting of the association.

As special guests of the occasion several members of the professional staff of Waterson, Berlin & Snyder, the music publishing house, were present. They demonstrated a number of songs which are to be included in the company's customary Fall exploitation campaign.

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 figure of this celebrated artist. This company has been specializing on the manufacture of Caruso busts in two sizes, sixteen inches and four and one-half inches, and Victor dealers throughout the country have placed large orders for these figures.

PARTNERSHIP IS DISSOLVED

PHILADELPHIA, PA., August 10.—Announcement has been made of this date that the partnership existing between Jacob H. Keen and Robert Stein, who conducted business under the firm name of Keen Talking Machine Supply Co., is dissolved. It is also announced that all debts due to the said partnership are to be paid and those due from the same discharged at 49 North Tenth street, this city, by the said Robert Stein, who will continue the business under the name of the Keen Talking Machine Supply Co.

NEW MANAGER IN PORTLAND, ORE.

P. J. Heinz has been appointed manager of the talking machine department of the Powers Furniture Co., Portland, Ore., succeeding W. B. Maxwell, who resigned to take charge of the Grafonola department of the Remick Song Shop.

LATE INCORPORATIONS

A charter of incorporation has been granted to the Electro Self-Winding Phonograph Co. under the laws of the State of Delaware, with a capital of \$100,000.

The King-o-Tone Phonograph Co. was recently granted a charter under the laws of the State of Delaware, with a capital of \$50,000.

Application was made to the authorities of Pennsylvania on July 29 for a charter for the Liberty Phonograph Co., of Pittsburgh.

A dispatch from Chicago, dated August 10, says that the Energy Phonograph Co., of that city, is in financial difficulties and that court action has been taken.

The Stephenson Almanack
1921 AUGUST, Eighth Month 1921



Manufacturer's Calendar	
1	M
2	T
3	W
4	T
5	F
6	S
7	S
8	M
9	T
10	W
11	T
12	F
13	S
14	S
15	M
16	T
17	W
18	T
19	F
20	S
21	S
22	M
23	T
24	W
25	T
26	F
27	S
28	S
29	M
30	T
31	W

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.

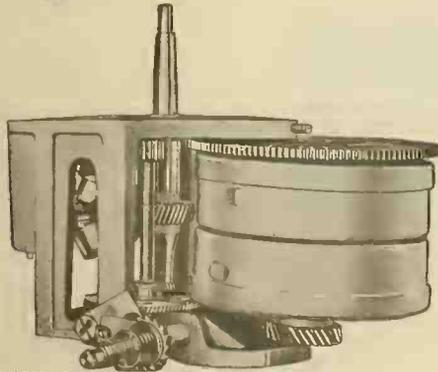
Discontented employees turn out a mediocre product. This friend commented upon the Stephenson spirit—a spirit of happiness, contentment, ambition to do the work of the day better than the work of yesterday.

Play as hard as you work and work as hard as you play, says an old time philosopher.

STEPHENSON

DIVISION
OF HAMP & ALDEN INC

One Hundred and Seventy Pennington Street
Newark, New Jersey



MANUFACTURERS OF THE STEPHENSON PRECISION-MADE MOTORS AND TONE ARM AND SOUND BOX

DON'T PRICK YOUR FINGERS



Patented

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.

JOBBER'S applications now being received.

HUTCHES 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 Fette, general manager; John Russell and J. M. Strand.

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 Aeolian Co., together with Jesse and Edwin 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 5,500 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 Clair avenue, Cleveland, O. This new factory is equipped with modern machinery and the company is now prepared to manufacture all 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 Aeolian Co., went to Washington 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 Parts Co., New York City, is staying for the Summer at Long Beach, L. I., and commuting each day 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 himself quite a record as a pitcher in the camp's team.

APPOINTS NEW OKEH JOBBER

Houston Drug Co. Will Distribute Okeh Records—Deal Closed by W. C. Fuhrri Recently

W. C. Fuhrri, general sales manager of the Okeh Record Division of the General Phonograph Corp., New York, announced this week the appointment of the Houston Drug Co., Houston, Tex., as an Okeh distributor. This company is exceptionally well qualified to act as an Okeh jobber, as it has a trained sales staff that thoroughly understands the value of co-operation with the dealer.

Mr. Fuhrri closed this deal during his recent trip through the South and Southwest, and in all probability several announcements of similar importance will be made in the course of the next fortnight. Mr. Fuhrri states that business conditions in the territory he visited showed a marked improvement since his trip a few months ago, and, judging from all indications, Okeh jobbers and dealers will enjoy a large volume of Fall business.

NEW TOY WELL RECEIVED

The Phono Toy Cabaret, Inc., New York, which recently announced to the trade a new type of dancing toy, has completed arrangements with several jobbers in important trade centers for the distribution of its product. This 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 jobbers 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 Ridgewood, 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 arrangement 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 advantageously. At the present time the company is only 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.

SPRAYTONE BEAUTY

THE
CORNER
PHONOGRAPH

TALKING POINTS

Fits snugly into corners
Total floor space 19"
Total height 46"

PLAYS ALL RECORDS
WITH
SUPERB NATURAL TONE
WITHOUT
ANY BLAST or SIDE NOISE

STANDARD: \$200.00,
in SATIN PIANO FINISH
and SATIN GOLD EQUIPMENT
also FLASHLIGHT
AUTOMATIC STOP
104 RECORD SLIDES
hobnail sliding doors
U. S. PAT. ALL & PEND.

A MAGNIFICENT INSTRUMENT

Commanding immediate interest and
OVERSHADOWING ALL OTHERS

Made by

Spraytone Phonograph Corp.

RIDGEWOOD, N. J. P. O. Box 192

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 8 and will continue through to August 20, 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 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. Those 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

Clark Musical Sales Co. Already Accomplishing Results as Vocalion Distributors

The Clark Musical Sales Co., recently organized in Baltimore, Md., under the direction of Jesse and Edwin Rosenstein, for the purpose of acting as distributors for Vocalions 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

AKRON, 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 and Winter.

Sousa and his band will be the first of the artists to appear, and will present their concert on October 14. John McCormack will be in Akron on November 15, Madam Alda March 21 and Madam Schumann-Heink April 1 or 2.

WHITEMAN AT DEALERS' OUTING

The arrangements committee of the Talking Machine Men, Inc., announced this week that Paul Whiteman and his famous orchestra had been secured for the annual outing of the association to be held August 17 at the Terra Marine Hotel, Huguenot Park, Staten Island. The Whiteman orchestra will accompany the dealers and friends on the Millaud 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 Strauss, Eastern manager of the talking machine department of the Brunswick-Balke-Collender Co., and Walter Heuchon, manager, composer and instructor of Brunswick dance records, paid an inspection visit recently to the new Brunswick Phonograph Shop at 43 North Main street, this city, and congratulated the local firm on its beautiful and up-to-date store.

PLANS VICTOR DEPARTMENT

The Dinnan-Schell Furniture Co., of Keokuk, Ia., 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 7½ 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.
1009 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 Okch 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 Okch 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.

The
Tiffany



MODEL C
Showing Interior Record Filing Arrangement

"Stands for Quality"

Let us mail you Descriptive Literature and our attractive Selling Proposition.

Tiffany Phonograph Sales Company
Executive and Sales Offices
1404 East Ninth St. Cleveland, Ohio

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.



**Columbia Graphophone Co.
NEW YORK**

NEW HOME FOR ORMES, INC.

Prominent Victor Wholesaler Secures New Quarters at 15 West Thirty-seventh Street, New York—Will Be Splendidly 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. When fire destroyed its 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 103 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 lot, 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 warehouses 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 Boston 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. Moorey 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 Talking Machine Co. for the dealer and which consists of a very attractive record cleaner bearing the dealer's imprint.

WALTER L. ECKHARDT RESIGNS

Announces Retirement as President of the Interstate Phonograph Co., Philadelphia—His Future Plans Not Yet Announced

PHILADELPHIA, PA., August 9.—Walter L. Eckhardt, for many years president of the Interstate Phonograph Co., Inc., of this city and Chicago, has announced his retirement from that office. His successor, as chief executive of that organization, has not as yet been announced. Mr. Eckhardt has been closely allied and identified in an executive capacity with the talking machine industry for the past twenty-seven years. Although he has not as yet announced definite plans for the future, it is thought he may be attracted to outside lines totally foreign to the talking machine business. In speaking to The World Mr. Eckhardt stated: "I shall cherish fond reminiscences of the associations I have made during my life's work in the talking machine business, and I sincerely trust you will express my deep appreciation to all my friends in the trade who have so extensively supported me in my business career. For the present I shall avail myself of this opportunity to take a much-needed rest and shall keep in touch with the trade through my office at 1026 Chestnut street."

The Iowa State Fair will be held in Des Moines during the last week in August. A number of music dealers will make exhibits.

BROWNING FILES APPLICATION

Inventor Files Application Based on Recent Court Decision—Brunswick Co. Holds Controlling Rights in Browning Patents

WASHINGTON, D. C., August 4.—An application has been filed with the United States Patent Office by John B. Browning, of Philadelphia, for the issuance of patents on his phonographic inventions. Mr. Browning's application is based on the action of the United States Court of Appeals of the District of Columbia, which decided in his favor in the suit brought by Browning against Eldridge Johnson.

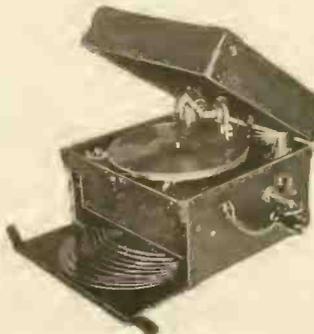
The Brunswick-Balke-Clender Co., of Chicago, Ill. holds the controlling right in the Browning inventions and the filing of the application is the first step taken since the decision of the court in favor of Browning.

"AMORITA" MAKES QUITE A HIT

"Amorita," the new shimmying and lip-shaking doll made by the Dancing Doll Co., New York City, has already taken her place in the first rank among talking machine accessories. The first samples of this doll were sent from the factory on the first of the month and by the fifteenth of the month the factory was working at capacity turning out these dolls. The initial announcement of "Amorita" drew forth a large number of inquiries and the demand seems well divided between the large and small models.

PORTROLA Look at it close

RECORDS CARRIED INSIDE WATERPROOF CASE COVER



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

Dealers and Salesmen Wanted Everywhere. Write Us.

PORTABLE PHONO CO., Inc.

1017 MCGEE
KANSAS CITY, MO.



Melodious, New Fox-Trot Song

NOBODY'S BABY

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

TRADE PREPARING FOR BIG BUSINESS IN NEW ORLEANS

L. Grunewald Music Co. and Dwyer Piano Co. Open New Victor Departments—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, recently 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 interest in the passing of the "golden-voiced" Italian.

Out of respect to the memory of the great artist, an especial effort was made to capitalize upon his passing, but the demand for his Victor records has surpassed anything that New Orleans dealers have experienced in the way of record sales. This, 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 Philip Werlein, Ltd., won the hearts of thousands in this music-loving city. Earham Werlein, president of the house of Werlein, 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. Werlein said: "Caruso was perfect, and it was not only his voice, but his neighborliness and amiability that got into the hearts of his audience and made them love him."

Mr. Werlein made the return trip with Caruso to the East and stated he had never seen such cordial and yet such sincere expressions of love and joy as Caruso had in meeting with his family again.

During the hour set for Caruso's funeral on Thursday, August 4, New Orleans Victor dealers made no sale of Victor merchandise for five minutes, out of respect to the distinguished Neapolitan.

Some shifting has been noticeable in the various Victor departments about 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 Victor department, is now in charge of the Philip Werlein retail department, having succeeded Ralph A. Young, who has become manager of the newly installed Victor 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 whole-

sale Victor department of the Talking Machine Co. at Houston, Tex. This line-up of capable machine men adds strength to the Victor forces here and, no doubt, big results will be noticeable as the time goes on.

The Grunewald account was handled by Philip Werlein, Ltd., wholesale Victor department, and is one of the largest installations in this territory for some time. They are enjoying big business as a result of campaigns conducted in the past several weeks by Manager Young, and also because of their location, which is one of the best in the city. The department is on the ground floor and is easily accessible to the hundreds of people who pass the convenient place each day.

New Orleans' other recently installed Victor account, the Dwyer Piano Co., now is able to take care of business in its handsomely appointed new store. Manager Berry is very happy over the transformation of the department from a small affair in the rear to a handsomely equipped front location. The installation comprises nine well-lighted and ventilated sound-proof booths for demonstrating both machines and records. In addition there are ample rec-

ord racks and display counters, all fitted up so as to be convenient and readily accessible to the general public's needs, making a splendid appearance in white ivory. Player rolls are also carried on the ground floor in connection with Victor mechanics, and the piano department has been moved to the third and fourth floors. James Dwyer, proprietor, is one of the best-known and best-informed business men in New Orleans and is very optimistic for business in the Fall, now that he has his place in shape for business.

The Dugan Piano Co. is getting much business from a striking ad it has been running in local papers, in which a clever cut of the Victor dog is shown and news matter is cleverly set about. The dog always attracts attention and leads to reading of other items in the ad, which brings quite an amount of business, according to Miss Jalenak, the capable manager of this bustling store.

Business is good on Baronne street for Ned Wilson, of the Collins Piano Co., and record sales for the past two months, according to Mr. Wilson, have passed those in machines, which shows Mr. Wilson knows how to sell records, particularly the Red Seal numbers.

Paul Ashton, of the Ashton Music Co., is pushing his business harder than ever before and as a result reports two of the best Summer months he has ever had.

GILT EDGE TOUR A SUCCESS

Needs Bearing That Name Brought to the Attention of Millions of People by Means of Unique Auto Demonstration Trip

Gilt Edge needles are making a triumphal journey from New York to Chicago along the famous Lincoln Highway. This trip, under the excellent management of Julius and Nestor Ross, of the Reflexo Products Co., sales staff, is creating much interest, and popularity for Gilt Edge needles in all the cities, towns, villages and hamlets through which they pass. The Gilt Edge automobile is elaborately decorated with banners and samples of these popular needles are widely distributed. The stopping of the Gilt Edge car at important intersections of streets to distribute samples has many times caused much worry to the local traffic police. The start of the journey, which was made from Reflexo headquarters at Fifth avenue, was witnessed by a number of members of the metropolitan talking machine trade and the journey up that famous thoroughfare created much interest. Judging from the orders being sent in, the Gilt Edge car is now "somewhere in Pennsylvania."

Immediately following the news of the death of the incomparable Enrico Caruso, Lord & Taylor, one of our largest department stores, paid a gracious tribute to the great tenor by enlisting him in a special advertisement in the New York daily papers.

PORTER GOES TO CHICAGO

Field Sales Manager for Columbia Co. to Confer With Middle West Dealers

Robert Porter, field sales manager of the Columbia Graphophone Co., left for Chicago a few days ago. Mr. Porter will make his headquarters in that city, visiting the various Columbia branches in the Middle West and conferring with the branch managers and their sales staff.

H. L. Pratt, manager of the branch service department, spent a few days recently visiting the Toronto and Montreal branches of the company.

Donahoe & Donahoe, Victor dealers of Fort Dodge, Ia., have arranged for a booth at their County Fair in August. The establishment is managed by Jim Donahoe, who has given proof of his ability as a hustler.

H. J. Smith Laboratories

Manufacturer Phonograph Jewels

Telephone 2896 Market

833 Broad St.

Newark, N. J.

Sapphire Ball Jewels, Pathé, Okeh, Brunswick, Edison Diamond Points, Edison New Playing Wonder, Recording Sapphires, Lateral Styluses, Hill Dale Styluses, Recording Machines, Shaving Machines, Recording Diaphragms, Experimental Work, Recording Wax.

Warbleton Record Renewer

Cleans and polishes old records and makes them sound and look like new.

Cleans the groove and the surface, removing dust, grit and foreign matter without the least injury to the sound grooves themselves.

This new invention gives new tone and renewed life to records and will positively clarify articulation.

One bottle will last indefinitely. Very simply applied.

Immensely valuable to dealers as well as to machine owners.

If your jobber cannot supply you order direct.

Price 50 cents per bottle retail. Liberal discounts.

WARBLETON MUSIC CO.

225 Massachusetts Ave. INDIANAPOLIS, IND.

OPENS ATTRACTIVE STORE

Lipstreu Music Co., of Cleveland, in New Quar-
ters—Uses Many Progressive Sales Plans

CLEVELAND, O., August 8.—The Lipstreu Music Co. recently opened up an attractive Victor establish-
ment at Fifty-fifth street and Lexington ave-
nue. This store is located in a splendid neigh-
borhood district and has excellent possibilities
for the development of a profitable trade.

Mr. Lipstreu utilizes many progressive ideas
for the purpose of stimulating business. For



Interior of Lipstreu Store

example, he keeps a Victrola in a moving pic-
ture house nearby and plays the monthly records
there regularly. He states that this plan has
produced desirable results, and it will be con-
tinued indefinitely.

Mr. Lipstreu's son, Harvey, attended the Red
Seal School at the Victor factory in Camden,
N. J., and many of the ideas that he obtained at
this course are being used to practical advantage.
The Lipstreu music store handles the Victor
line exclusively, and its sales staff is exception-
ally well equipped to handle an extensive
clientele.

A Victrola department has been added to the
Corner Drug Store, Martinsville, Ind., by Roy
E. Tilford, proprietor. A complete stock of ma-
chines and records is handled.

JUDGE REVOKES APPOINTMENT

Revokes Receivership Proceedings Against
Cirota Phonograph Co.—Assets of Company
Are Ample—Unjust Action Set Aside

TRENTON, N. J., August 5.—Judge Reiltsch to-day
revoked his appointment yesterday of S. E. Sil-
ver as receiver of the Girota Phonograph Co.
of Newark, and dismissed the bankruptcy pro-
ceedings. Vice-Chancellor Griffin, on the ap-
plication 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 \$1,750,000, 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 num-
ber 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 fea-
tures was the playing on the Victrola of Caruso's
own record of Handel's "Largo," which is de-
clared to be the best piece of recording the
tenor ever did.

R. A. BOWELL TAKES CHARGE

Robert A. Bowwell has taken charge of the
Victrola department of Rudd & Rix, in Union,
N. Y., succeeding the late Edwin Roberts. Mr.
Bowwell was formerly connected with a num-
ber of large Victrola departments in Boston.

GALUCHE OPENS NEW STORE

Popular Treasurer of Talking Machine Men,
Inc., Opens New Establishment—Host at Din-
ner to Some of His Well-wishers

M. Galuchie, popular treasurer of the Talking
Machine Men, Inc., held a formal opening of his
new store on August 4. This exclusive Victor
establishment is located at 737 Bergen avenue,
Jersey City, Mr. Galuchie moving to that ad-
dress from his old quarters across the street.

In his present home Mr. Galuchie has one of
the most attractive Victor establishments in his
territory, and during the course of the formal
opening he was visited by the "Best Wishes"
Committee of the Talking Machine Men, Inc.
In addition, there was a constant stream of
visitors throughout the day, and Mr. Galuchie
distributed many cases to the ladies and record
cases to the gentlemen.

At 11:30 in the evening Mr. Galuchie was the
host at a dinner given at the Old Heidelberg, his
guests including "Bill" Miller, of the G. T.
Williams Co., Brooklyn, N. Y.; "Jim" Davin,
of the Reinecke-Ellis Co., New York, Otto Gold-
smith, of the Cabinet Accessories Co.; B. H.
Koth, West New York, N. J.; Mr. and Mrs.
J. O. Apple, Mr. and Mrs. E. G. Brown, Bayonne,
N. J.; D. E., H. E. and L. M. Force; Mrs. J. H.
Bulmer, and Irwin Kurtz, president of the Talk-
ing Machine Men, Inc.

FLOAT ATTRACTS MUCH ATTENTION

Standard Furniture Co., Centerville, Ja., Still
Enjoying Results of July Fourth Display

The Standard Furniture Co., Centerville, Ia.,
is still realizing upon the results of the inter-
est aroused among the local inhabitants by the
float which the company entered in the recent
Fourth of July celebration in Centerville. The
float was in the nature of a traveling booth,
elaborately decorated, and with a large Victor
dog perched prominently on the front.

85c NEW CARDINAL RECORDS 85c
NOW READY FOR DELIVERY

NEW CARDINAL RECORDS

ALL HITS

The Phonograph With The Tongue	2037	Stack of Barley—(Irish Jigs) Played by Flanagan Bros. (Accordion-Banjo)	The Record That Talks
	The Gladstone—(Irish Waltz) Played by Flanagan Bros. (Accordion-Banjo)		
2038	Ain't We Got Fun?—Fox-trot Lanin's Roseland Orchestra	2039	In a Boat for Two—Fox-trot Lanin's Roseland Orchestra
	Marimba—Fox-trot Jos. Knecht's Waldorf-Astoria Orch.		Cherry Blossoms—Oriental Fox-trot Lanin's Roseland Orchestra

Jobbers and Dealers—Write for Information

CARDINAL PHONOGRAPH CO.

106 EAST 19th ST., NEW YORK CITY

FACTORIES — NEWARK, OHIO — ZANESVILLE, OHIO — PT. PLEASANT, N. J.

H.K. Lorentzen

Manufacturers of

Exclusive Cabinet Hardware and Accessories
60 Grand Street
New York City

BLOCKS OFF STREET FOR CONCERT

Talking Machine Dealer Gives Outside Concert
—Arouses Interest and Gains Publicity

Something a little different from the ordinary talking machine concert was given recently by the Phonograph Supply & Repair Co. of Port Henry, N. Y., which proved worth while as a publicity and interest-simulating stunt. Instead of the usual concert in the store the proprietors of this establishment obtained permission from the local Board of Trustees to block off a portion of the street in front of their store, so that those interested could gather around undisturbed by vehicles, etc.

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 Fanless Caster 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.

JOS. KERR WITH EMANUEL BLOUT

Will Cover the Metropolitan District for Local Victor Wholesaler—Mr. Blout in Maine

Joseph Kerr, well known in the Victor trade in the metropolitan district, having been for some time with S. B. Davega-Co., and later with the Esco Co., has become associated with the sales staff of Emanuel Blout, well-known Victor wholesaler, and will confine his efforts to the metropolitan territory.

Mr. Blout 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. Blout'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.

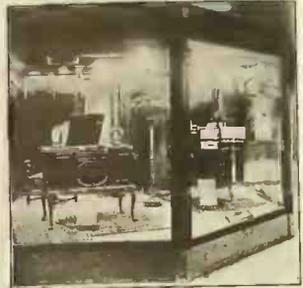
AN EXAMPLE OF QUICK SERVICE

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."

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 Brunswick Week was emphasized and appropriate



Partial View of Bamberger Brunswick Window signs and displays were placed in the spacious and commodious exhibition rooms.

To connect up 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's 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.

MIDDLETOWN GAINS NEW STORE

MIDDLETOWN, CONN., August 9.—A new music store, one of the chain operated by United Phonograph Stores, Inc., will be opened here about September 1. The store, which will be located at 440 Main street, will be managed by Gilson M. Hall, of this city, who is well and favorably known.

PHONOGRAPH HOSPITAL OPENS

JOHNSON CITY, N. Y., August 9.—A talking machine repair shop, to be known as the "Phonograph Hospital," has been opened by William P. Beaudouin in the rear of the Music Shop, 237 Main street, this city. A large stock of accessories and parts is carried.

ARTo

always first

Mr. Dealer

ARTo is everywhere regarded as the specialist in producing every Broadway "Hit" from the big productions and from the world's foremost publishers.

ARTo is "Always first with the Hits!"

If it's bigger and quicker profits you want, become known as the Head quarters for ARTo Dance and Vocal Hits.

For instance—LUCILLE HEGAMIN and her colored Blue Piano Syncopators.

ARTo creators of the wildest sellinx "Diars" in the Country.

Write for the new September catalog and the name of your nearest jobber

Want Bigger Profits?

With the ARTo line you can sell fifty hits, while you are selling half a dozen "standards."

And get this—Volume is "Turnover" and "Turnover" is the twin brother of "Profit."

GENERAL SALES OFFICE

THE ARTo CO.

1650 Broadway, N. Y. City

Dealers Supplied Daily

Ask Your Jobber

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 Fantle 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 than that it had thirty-one days, the prospects for the month of August have taken on a much brighter aspect. All indications, according to dealers, point to a good month. Several large manufacturing concerns which closed down some time ago at the peak of "hard times" reopened last week and dealers, most of whom state that their large and substantial business, 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 heart of the business district, on East Sixth street, early last month. The opening of the store, one of the most elaborate in the West and which is, without a doubt, the "last word in music shops," attracted large crowds which extended out into the street, blocking traffic. The Cincinnati orchestra, engaged for the day, played the new record selections and each visitor was presented with a floral souvenir.

The store fittings and decorations are a work of art, blue and ivory prevailing. Ten Unico hearing rooms, including a delightful kiddies' room with toys and juvenile furniture, a man's smoking room and two large drawing rooms, help give the store a distinctive air. In addition to the hearing rooms there is a twenty-four-foot Sel-rax counter, equipped with the Chubb & Steinberg record-o-phon. The record racks are closed and dust-proof. Ventilation is taken care of by thirty electric fans. The special lighting system includes many polychrome lamps, the shades of which harmonize with the color scheme. An electric fountain, wicker chairs and settees finished in frosted blue help make the reception room attractive. Electric and window signs and two large show windows, the dressing of which is changed to keep up with the current events, complete the effect and stamp the store as one of the finest of its kind in this part of the country. An expert repair department is also a feature of the store. Mr. Chubb was for more than three years with the phonograph department of one of Cincinnati's largest department stores. Mr. Chubb reports that the first three weeks of business have come up to expectations and he feels highly confident that he will meet with success. He plans to go after the better trade.

Morris Fantle, manager of the Widener Grafonola store, who is among those who would rather not discuss the business end of the month of July, states that he feels certain that the coming month will be a good one. "Most of our trade in the past has been done with the working men, and with the decided activity in other business lately I cannot help but feel that there

will be a decided improvement this month," Mr. Fantle said. Reports from Robert C. Clark, selling agent for Indiana, Ohio and Kentucky for the new Granby line, which the Widener people have added to the stock, have been very favorable, according to Mr. Fantle. Mr. Clark is canvassing Southern Ohio at present and has closed a number of accounts during the last week.

E. D. Follin, general manager of Widener, Inc., is making a tour of the Western stores and is expected in Cincinnati this week.

George H. Link, of Upper Vine street, and 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. this Fall. Mr. Huber has contracted to take his orchestra to Camden, 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 departments for the Victrola in this section, the sales rooms for the Victrola on the main John Shillito Co. has installed on the main floor a thirty-foot Sel-rax 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 E. 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, fundamental harmonies and appreciation of opera 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. O. Chubb, whose success has been attracting notice throughout the musical world. Guided by test, the work of Mrs. Frances E. Clerk, the regular teacher in each room gives the pupils regular training work, while Supervisor Chubb from time to time checks and tests the results accomplished.

Hundreds of children have been made thoroughly acquainted with classical selections and now these are as familiar to the pupils as the popular songs of the day. In addition they are posted fully upon the history of the works and have an intelligent idea of the nature of the compositions from an artistic standpoint.

P. L. DEUTSCH VISITS NEW YORK

P. L. Deutsch, assistant secretary of the Brunswick-Balke-Collender Co., and head of the phonograph division, was a recent visitor to the New York branch, conferring with the officials at this office on matters pertaining to 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 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 ten-inch records. Strictly high grade and fully guaranteed. We can better your equipment and save you money. Samples on request.

TRIANGLE PHONO PARTS COMPANY
722 ATLANTIC AVENUE
BROOKLYN, N. Y.
TELEPHONE STERLING 1120

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, eight measure, and it will be inserted free. Replies will also be forwarded without cost. Additional space will be at the rate of 25c. per line. If bold faced type is desired the cost of same will be 25c. per line. Rates for all other classes of advertising on application.

RECORD SALESPeOPLE WANTED for Victrola department of a store in a town located in western Pennsylvania. Write, giving complete account of experience and salary expected, to "Box 989," care The Talking Machine World, 373 Fourth Ave., New York City.

MANAGER AND OUTSIDE SALESMEN WANTED for Victrola department of a store located in a small town not far from Pittsburgh. Give complete details of experience, age, salary accustomed to earning, etc., in first letter. "Box 990," care The Talking Machine World, 373 Fourth Ave., New York City.

WANTED—Salesman to sell Okch records and Sonora phonographs in Wisconsin and upper Michigan. Yahr & Lange Drug Co., Milwaukee, Wis.

POSITION WANTED IN NEW YORK BY EXPERIENCED RECORD AND INSTRUMENT SALESLADY—BEST REFERENCES. "BOX 992," 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 Store—inside or outside position. Ten years' experience, wholesale and retail, handling Columbia, Edison, Victor, Brunswick, etc. At present most successful crew manager in Pathé organization. Thoroughly capable holding any position, no matter how responsible. Only concern of highest financial standing and handling standard lines considered. State fully your proposition, compensation and machines handled, etc. Prefer New York City, State or Eastern territory, but will consider anywhere in United States. Address "Box 998," care The Talking Machine World, 373 Fourth Ave., New York City.

POSITION WANTED—Thoroughly experienced with all formulas 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 popular line of pianos and players. Fine as side line. Address Opportunity, "Box 848," care The Talking Machine World, 373 Fourth Ave., New York City.

POSITION WANTED—Wholesale photographer and repair salesman wishes to make a change; has had thirteen years' trade experience; has now been well associated with his present company for the past four years; best references. "Box 986," care The Talking Machine World, 373 Fourth Ave., New York City.

POSITION WANTED—All-around repairman on all makes of motors; also capable of handling shipping and stockroom. Five years' experience with manufacturers. "Box 993," care The Talking Machine World, 373 Fourth Ave., New York City.

POSITION WANTED—Capable and energetic young man of twenty-four desires position as manager of phonograph department experienced in Victor, Edison, Brunswick, etc.; best of references; wishes to state and object. "Box 994," care The Talking Machine World, 373 Fourth Ave., New York City.

POSITION WANTED—Reservant and salesman young man with 4 years of abundant experience on all makes within position at anything. "Box 995," care The Talking Machine World, 373 Fourth Ave., New York City.

FOR SALE

Sound-proof rooms and surplus record cabinets. At figure below present price of material. First-class condition. Delivery at once. P. O. B. Baltimore.

5 sound-proof rooms, sides and doors of 1/2" P. Glass, measurements: 7x6x7 feet, 6 inches.
Surplus record cabinets, 7 bottom sections 4 ft. long by 6 ft. 4 inches, 7 top sections 4 ft. long by 15 inches, 3 top sections 4 ft. long by 45 inches.

Reply

A. J. MAYER, The Hub,
Baltimore, Md.

STEEL NEEDLES

Fifteen million, Extra Loud Tone, Superior Quality, imported from Germany in original cases, packages of 100 needles each. Will sell lots of one million and over.

at 24c per 1000 needles

Terms f. o. b. New York, net cash.

RICHARD EULER
116 West 65th Street,
New York City

Telephone: Columbus 2592

EXECUTIVE SALES MANAGER OPEN FOR PROPOSITION

Ten years experience as sales manager for some of the largest Victor retail establishments in this country. As desirous of entering a field offering larger scope and opportunity, with demonstrated ability to organize and develop sales of 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 request.

"Box 997," The Talking Machine World, 373 Fourth Ave., New York City.

FOR SALE

Talking Machine Cabinets—Beautiful Design

21 inches wide, 21 inches deep, 46 inches high. Three-ply mahogany veneering with solid mahogany top. Seven-coat built up finish. Three-ply sound chamber. 11a—three shelves and four spaces 18 inches wide, 19 inches deep, 4 inches high. Ready for installing motors.

Write today for prices

Montague Manufacturing Company
Richmond, Va.

FLORIDA

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EUROPEAN HEADQUARTERS

2 GRESHAM BLDG., BASINGHALL ST., E.C. LONDON

W. LIONEL STURDY, MANAGER

Settlement of Labor Troubles Promises General Trade Revival—Considering Safeguarding of Industries Bill—Seeking Revenue for Federation of British Music Industries—New London Headquarters for Gramophone Co., Ltd., and British Zonophone Co., Ltd.—Annual Convention of Gramophone Association—New Portable Machine Introduced—Latest Federation Report—General Trade News of Interest

LONDON, ENGLAND, AUGUST 1.—As I read the industrial barometer it seems to me that at no time since the palmy 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 economy, not many firms, if any, are paying their way. 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 position 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 £45,000,000, 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 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 week by week.

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 wage reductions to enable manufacturers the better to meet competition and, it is thought, make good progress in the development of British piano manufacture.

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 at about 1 penny, against the normal 1 shilling. The bill will tend to remedy this by a tariff leveling-up method and so insure that German goods only come into the British market on fair competitive price terms.

The Federation Concerned About Revenue
In this month's Journal of the Federation of British Music Industries it is stated that "The subject of permanent revenue has been engaging 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 £2,059 13s. The Association of Gramophone and Musical Instrument Manufacturers and Wholesale Dealers has, at £737 5s., contributed by far the largest amount of any other of the trade associations. Even at that, I believe the figure is short of expectations. 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)



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—it is the "His Master's Voice" trade-mark, and it brings to you, no matter where you are, the very best music of every kind, sung and played by the world's greatest artists—the greatest singers, pianists, violinists, orchestras and bands—all enshrined in the unequalled "His Master's Voice" records

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FRANCE: Cte. Frapcelme du Gramophone, 118 Boulevard Richard Lenoir, Place de la République, Paris.

SPAIN: Compañia del Gramofono, 56-58 Balmes, Barcelona.

SWEDEN: Skandinaviska Gramofon-Abtte bolaget, Drottning Gatan, No. 4, Stockholm.

RUSSIA: The Gramophone Co., Ltd., 35, Newby Prospect, Petersburg (Petersburg); No. 1 Solnyshka, Solnyshkiy Dvor, Moscow; 9, Golovinskiy Prospect, Tula; Nowy Swiat 30, Warsaw; 11 Michodtravskiy Ulitsa, Daku.

INDIA: The Gramophone Co., Ltd., 139, Balinghata Road, Calcutta; 1, Bell Lane, Fort, Bombay.

AUSTRALIA: S. Hoffmann & Co., Ltd., Sole Concessionaries of The Gramophone Company, Limited, 163, Pitt Street, Sydney.

NEW ZEALAND: Gramophona, Ltd., 118-120 Victoria Street, Wellington.

SOUTH AFRICA: Barter & Son, Post Box 174, Capetown; Mackay Bros., Post Box 231, Johannesburg; Mackay Bros. & McAlpin, Post Box 410, Durban; Ivan H. Haarburger, Post Box 103, Bloemfontein; Franz Meiller, Post Box 108, East London; R. J. Ervine & Co., Post Box 50, Queenstown; Handel House, Kimberley; Loureac & Cape, Post Box 132, Bulweria; The Argus Co., Salisbury.

EAST AFRICA: Bayley & Co., Lourenco Marques.

HOLLAND: American Import Co., 22a, Amsterdamskeweg, The Hague.

ITALY: A. Bossi & Co., Via Ortofco 2, Milan.
EGYPT (Also for the Sudan, Greece and the Ottoman Empire): K. Fr. Vogel, Post Box 414, Alexandria.

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Superb Needle Cut "10 Inch"
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6,000 Lots and up "Your Selection" or a Sample 1,000,
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FROM OUR LONDON HEADQUARTERS—(Continued from page 157)

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 till its membership reaches 250 and 5s. per member from 251 upwards. Without additional revenue it is urged that the Federation's rate of progress must be substantially retarded.

"His Master's Voice" New London Headquarters

The most 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 Zonophone 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 installed, a replica in miniature of the real sales floor, where the assistants will rehearse all the duties that will be theirs in the 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 trading.

Really sound-proof audition rooms have been installed. The main sales floor is divided into two departments, one for machines, the other for records, and each is subdivided into separate sections and audition rooms. The building contains about a mile of floor space. Throughout it is beautifully fitted up, 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 "Nipper" 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 instructional 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 Barraud, 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 Dealers 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. B. Beare, treasurer, showed a balance in hand of £155 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. Dawkins, A. J. Mason, W. Manson, Frank Samuel, Louis Sterling and the secretary.

The following officers were elected for the ensuing year: President, M. F. Conkey (J. Thibouville-Lamy & 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

↓ ↓
"PERFECT POINTS"
↑ ↑

BRITAIN'S BEST Gramophone Needle

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A FIRST QUALITY NEEDLE far ahead of anything of pre-war quality

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LATEST PATENTS RELATING TO TALKING MACHINES AND RECORDS

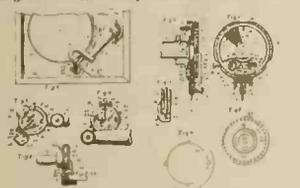
WASHINGTON, D. C., August 7.—Phonographic Reproducer. Henry H. Stromberg, Chicago, Ill. Patent No. 1,378,144.

The principal 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.

A further object consists in providing mechanism in connection with the needle magazine whereby an ample supply of reproducer needles may be stored in the magazine at one loading and whereby the needles are available for use, one at a time, as occasion demands.

Another object resides in the provision of a bracket to be used in connection with the improved reproducer whereby the operation of discharging used needles and affixing new needles is greatly facilitated.

Figure 1 is a top plan of a portion of the inside of a phonograph cabinet showing a turntable and a tone arm in connection with which the improved reproducer and bracket of the invention is illustrated; Figs. 2 and 3 are side and front elevations, respectively, of the improved reproducer of the invention shown in its co-operating relation to the bracket; Fig. 4 is a side elevation of the reproducer illustrated in the position in which it is preferably disposed when reproducer needles are being loaded therein; Fig. 5 is an enlarged vertical cross-section through the improved reproducer; Fig. 6 is a vertical section taken on line 6-6 of Fig. 5 looking in the direction indicated by the arrows; Fig. 7 is a fragmentary enlarged sectional detail



of the reproducer casing and needle magazine, illustrating a means which is provided in the casing whereby the sharpened points of the reproducer needles are insured against damage while they are stored in the magazine; Fig. 8 is an isolated side elevation of the magazine disc forming a part of the improved reproducer of the invention, and Fig. 9 is an isolated side elevation of the index plate forming a part of the improved reproducer of the invention.

Talking Machine. Thor Raje, Los Angeles, Cal. Patent No. 1,378,133

This invention relates to talking machines and the primary object thereof is to provide a multiple record machine arranged to play records of substantially large diameter and to support a plurality of such records in position for successive use.

Another object is to provide a multiple-record talking machine arranged to support a plurality of large annular records in operative position without substantially increasing the size of the machine over the sizes of machines in general use with other types of records.

A further object of this invention is to provide a machine capable of playing a series of records selectively, one at a time, in successive order, and capable, further, of repeating a selected record at the option of the operator.

A further object is to provide means for rendering lengthy musical compositions which cannot usually be rendered on other types of machines.

In talking machines of known construction

it has been found impossible to completely record certain lengthy musical compositions owing to the fact that records of sufficient size cannot be made with practicability. Such compositions have therefore been revised and changed to adapt them for reproduction on talking machines, and for this reason the value of the record, especially to students of music, has been greatly depreciated. To overcome this objection, the present invention has been designed and contemplates preferably the provision of a plurality of records 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.

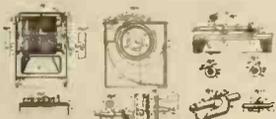
The invention further contemplates the utilization and saving of space by providing a mandrel of hollow construction to enable the mounting of the driving means, including a motor thereon and means for removing the mandrel from the casing. This construction permits the use of a motor of relatively large capacity. By this construction the mandrels may be employed as files 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 mandrel.

A further object is to provide a 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 with facility 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 automatic repeat device of novel construction carried by the cabinet and arranged in the path of movement of the sound box carrying lever and actuated, by contact therewith, to lift the sound box from engagement with the record groove, return the same the width of the record just played and then lower said sound box into contact with said record.

Figure 1 is a vertical longitudinal sectional view taken through the talking machine cabinet; Fig. 2 is a fragmentary detail section of the frame on the line 2-2 of Fig. 1; Fig. 2a is a detail view of the frame in the plane of Fig. 2; Fig. 3 is a fragmentary longitudinal section of the mandrel with a plurality of records thereon; Fig. 4 is a fragmentary section on the line 4-4 of Fig. 1; Fig. 5 is a fragmentary top view showing the means for identifying the several records



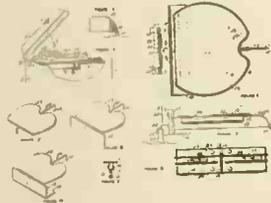
mounted upon the mandrel; Fig. 6 is a fragmentary side elevation of the automatic repeating device employed in connection with the invention; Fig. 7 is a view similar to Fig. 6, showing the repeating device in position after the sound box carrying lever has been returned to the beginning of the record; Fig. 8 is a section on the line 8-8 of Fig. 6, showing the repeating device in the position just previous to the contact of the sound box carrying lever therewith; Fig. 9 is a view similar to Fig. 8, but showing the position of the parts during the return move-

ment of the sound box carrying lever; Fig. 10 is a detail perspective view of a contact member which forms a portion of the repeating device; Fig. 11 is a longitudinal section through said contact member.

Phonograph. Charles Hansen, San Jose, Cal. Patent No. 1,379,338.

It is the object of this invention to provide a machine of a character in which the recording or reproducing mechanism is embodied in one simple structure positioned over the record—that is, in which the one structure embodies the sound reproducer, conveyor and distributor. It is a further object of the invention to provide a structure of the character indicated that can be readily adapted for use on any type of record, that will be economical to manufacture, durable, simple in structure and mode of operation, highly efficient in its practical application, and that will more equally distribute sound than those forms requiring the use of a horn.

Figure 1 is a side elevation of a phonograph embodying the invention, part being broken away; Fig. 2 is a perspective view of the elemental structure embodying the simplest form of the invention; Fig. 3 is a perspective view of another elemental structure embodying a more advanced form of the invention; Fig. 4 is a perspective view of another elemental structure embodying a still more advanced form of the invention; Fig. 5 is a detail elevation of the catch used for holding the device in an inoperative position; Fig. 6 is a top plan view of



the structure embodying an advanced form of the invention; Fig. 7 is a side elevation of the device shown in Fig. 6; Fig. 8 is a front elevation of the same; Fig. 9 is an enlarged detail showing the needle mounting.

Talking Machine. Eldridge R. Johnson, Merion, Pa., assignor to the Victor Talking Machine Co., Camden, N. J. Patent No. 1,379,345.

One object of this invention is to provide an improved collapsible talking machine, and more specifically an improved collapsible talking machine including a cabinet and sound-reproducing means enclosed therein in which the sound-reproducing means includes a rotary record support which is arranged to be moved from an inoperative position, in which it is entirely enclosed by the cabinet, to an operative position, in which it projects outwardly from and is only partly enclosed by the cabinet.

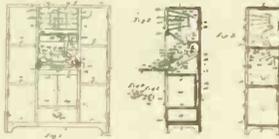
Another object of this invention is to provide an improved talking machine including a cabinet and sound-reproducing means enclosed thereby and in which the sound-reproducing means includes a record support movable from an inoperative position to an operative position, as the result of the movement of a closure forming a part of the cabinet.

Other objects of this invention are to provide in a talking machine improved sound-amplifying means; to provide an improved arrangement for a disc record support as well as other improvements.

In the accompanying drawings Figure 1 is a fragmentary front elevation of a talking machine constructed in accordance with this invention,

LATEST PATENTS RELATING TO TALKING MACHINES AND RECORDS—(Continued from page 160)

the parts thereof being shown as when in operation; Fig. 2, a vertical central section of the same; Fig. 3, a vertical central section of the



same showing the parts as in Inoperative condition; and Figs. 4 and 5 are perspective views of parts of the same.

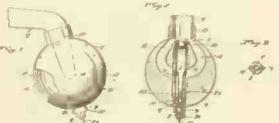
Phonograph Reproducer. Charles M. Grossno, Sallisaw, Oklahoma. Patent No. 1,379,535.

This invention has for its object to provide an improved reproducer for phonographs embodying two opposed diaphragms having a common sound outlet connected with the space at either side of and between the two diaphragms, where-by the sound produced is materially amplified.

Another object is the provision of a phonograph reproducer of this character by which the parts are constructed and assembled in such manner as to render the diaphragms and other interior parts conveniently accessible for repair and adjustment.

Another object is the provision of a double diaphragm structure for phonograph reproducers in which the respective diaphragms are of different thicknesses, thereby modifying the tone produced by the respective diaphragms and enhancing the tone produced by the instrument.

Figure 1 represents a side elevation of the improved reproducer applied to the tone arm of



a phonograph; Fig. 2 represents a transverse sectional view thereof, and Fig. 3 represents a transverse sectional view on the line 3-3 of Fig. 2.

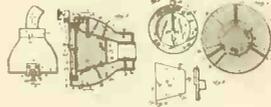
Reproducer for Phonographs. Charles G. Hensley, Brooklyn, N. Y. Patent No. 1,379,407.

This invention relates to a reproducer or sound box for all forms of talking machines wherein sound waves are reproduced from a record.

Some of the advantages flowing from the invention are as follows: Mellow, as distinguished from harsh, metallic tones, may be obtained. The enunciation is perfect, or nearly so. The tones are sustained. Overtones or harmonies are obtained. Conflict in tones is lacking. A band piece of any number of instruments, or a chorus of many voices, may be reproduced without conflict of tones, and one tone, voice or instrument does not decrease or drown out another, as they are reproduced like the original rendition. The accompaniments are brought out to the proper degree. The tones get out of the phonograph better, eliminating the inhaled effect. When the device is made of wood the needle scratch is reduced or made less offensive. All

tones are more nearly like the original tones from which the records are made. Deep bass tones are reproduced which in the ordinary reproducer are entirely lost.

In the drawings forming part of this application, Fig. 1 is a plan view of the reproducer; Fig. 2 is an end elevation thereof, looking at the front or diaphragm end, these figures showing the device in a size suitable for actual practice; Fig. 3 is a longitudinal sectional view, taken on



the line 3-3 of Fig. 1, showing the parts on an enlarged scale; Fig. 4 is a cross sectional view taken on the line 4-4 of Fig. 3; Fig. 5 is an elevation of the inner or core member, and Fig. 6 is a diagrammatic view of the form of reproducers heretofore used.

Method of Regulating Sound-Box Reproduction. Emil Grisenfeldt, Cleveland, O. Patent No. 15,114. (Reissued.)

This invention relates to an improved method for regulating the operation of a sound box or reproducer for a phonograph or like instrument.

The object of the invention is to provide a method whereby the operator, merely by engaging resiliently the needle arm of a sound box with a regulating mass and moving the same to and fro therealong between the points of connection of said needle arm with the diaphragm and the sound-box frame, is able to yieldably regulate the essential action of the parts to obtain the reproductive effect desired.

Figure 1 is a perspective view of a sound box for a phonograph or like instrument to which is applied a regulator embodying the invention; Fig. 2 is a side elevation of the regulator; Fig. 3 is a longitudinal sectional view of the regulator;



Fig. 4 is a longitudinal vertical section illustrating a regulator embodying the invention but of slightly different form; Fig. 5 is a view on the line 5-5 of Fig. 4.

Method of Recording Sound. Wm. H. Bristol, Waterbury, Conn. Patent No. 1,380,864.

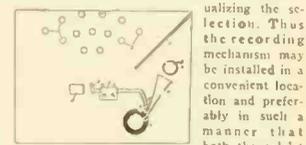
The invention relates to a method of and apparatus for effecting a record of a vocal or instrumental selection with suitable accompaniment. Heretofore, it has been the practice to collect the sound waves emanating both from the soloist and the accompanying instrument or instruments by means of a horn or horns and, through the vibration of a diaphragm, to affect an acoustically actuated sensitive cutting member which is designed to engage a surface of plastic material to make the original record from which in turn is made a suitable master in well-known manner. It has been found, however, that in thus producing a record with accompaniment that the latter suffers, in that it is difficult to faithfully reproduce the different instruments. Piano accompaniments have been especially difficult to reproduce satisfactorily.

The present invention has for its object to effect a more natural record of the music of an accompanying orchestra, piano, organ or the like; and particularly to allow for the recording of a greater number of instruments than has been heretofore practical. In carrying out the improved method it is also found that with vocal selections perfect articulation is maintained, the recording being effected in the usual manner as transformations impart to the reproduction, and that the instrumental accompaniment is, furthermore, faithfully rendered and may be had at the desired intensity. It will be appreciated, where

both the sound waves emanating from the instruments as well as those from the soloist are to be collected by a horn or resonator apparatus common to both, as generally carried out, that the instruments must be located at a limited distance from one portion of the horn and that an artist or artists must render the selection practically into the mouth of the said horn.

In accordance with the present invention, the vocal or other selection is rendered substantially as heretofore by the soloist in close proximity to the mouth of a horn, but the instruments are located at an appreciable distance from their collecting instrumentality and from the artist or artists, who may be, preferably, also acoustically, insulated therefrom. Moreover, the sound emanating from the instruments is not received directly by the mouth of a horn; but the combined sound waves therefrom are to be received by an electrical transmitting instrument to affect same, the impulses thereof amplified, and then directed to the recording apparatus. In this manner no excessive strain is put upon the transmitter member, which need only faintly transmit the sound waves, the location being such that a not too strong action is produced thereon from the instruments, the transmitter for this purpose being preferably located at an appreciable distance therefrom—for example, from ten feet to thirty-five feet away. This allows for the reproduction of the renditions of a full symphony orchestra, as comparatively weak impulses thus reproduced by the transmitter are properly amplified by a thermionic amplifier of audio frequency, whereupon impulses of sufficient intensity are provided and are caused to affect the recording mechanism simultaneously with the impulses received through the horn from a song of a singer or from musical instruments to be accompanied. A conductor may be so positioned as to view both the orchestra and the soloist; and the individual instruments composing the orchestra are, of course, to be arranged at distances best suited to the reproduction, being so located also with reference to the transmitter as to provide for the proper intensity of the transmitted impulses. The entire recording may be conducted in a room suitably constructed and acoustically arranged for that purpose and in which there may be provided a partition or separating wall to acoustically insulate the soloist as well as the recording mechanism from the direct effect of the instruments, thereby individualizing the selection. Thus the recording mechanism may be installed in a convenient location and preferably in such a manner that both the soloist and the orchestra shall be visible to the conductor.

The accompanying drawing illustrates, diagrammatically, the general arrangement and apparatus employed in carrying out the novel method of effecting a record of a selection with accompaniment.



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Harry Dilts, manager of the St. Paul Hotel, has been appointed by Kirby & Howe, Braunsville dealers of Greensburg, Ind., to represent them at that place.

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ADVANCE RECORD BULLETINS FOR SEPTEMBER—(Continued from page 162)

- 50791 I've Wanted So Long (Johnson-Dob.) Bert Harvey (Du Noody's Baby (Davis-Ager-Santly))
- 50792 Peppy O'Neil (Pease-Nolan-Dodge)—Tenor
- 50793 Little Nellie (Lester—Billy Jones and Joe Chorus) Longing for Home, Sweet Home (Donaldson—Henry)
- 50794 Wait Until You See My Middle—(Brown A. Von Tiller)—Fox-Trot
- The Cup Girl (Wilson)—Fox-Trot for Dancing
- "PERKS! AND ELEVEN OTHER EDISON RECORDS"
- 50798 Jug Like a Rainbow (Earl-Foster)—Fox-Trot, for Dancing
- You're the Sweetest Girl in All the World (In-Ton)—"Rudy" (Stanford-Davis-Robison)—Medley Fenchel
- 50799 The Sidewalk (Gay)—Fox-Trot
- Perla (Wheeler-Halb-Yarwood)—Orlando's Orchestra for Dancing
- 50800 I Must Be Someone Like You (Frank-Straight)—Dippy—Fox-Trot for Dancing
- Love's Ship (Intro: "Say You'll Be Mine" (N. A. Alorison)—Medley Walks for Dance)
- 50801 Club de Vinyl Orchestra
- 50806 Look for the Silver Lining (Medley (Intro: (Humming) (Kern-Brewer-Henderson))
- Ray Perkins
- 50807 Make Believers (Medley (Intro: "Moonlight") (Scherer)—Fox-Trot
- 50808 My Cherry Blossom (Snyder)—Fox-Trot, for Dancing
- 50809 Just a Little Love (Loring)—Lanin's Orchestra
- 50810 You're Hanging Around" (Young-Deacon-Squire)—Medley
- 50816 Underneath Hawaiian Skies (Rose)—Violin
- Carolina Lullaby (Panella)—Violin

- REGULAR PATHÉ SEPTEMIEN LIST
- OPERAIC AND STANDARD SONGS
- 51075 Margalo (Butterfly of Happy Tomorrow) in Song
- 51074 Joeletta (Godard) "Bureau", in French, Gall 12
- 25061 Little White Cot in the Lane—Wells Clara 10
- 25044 There's Sunshine in Your Eyes—Wells Clara 10
- 25044 Golden Crown (Opera Suite) in Italian—The Op. Art's A-Moyers' (Negro Spiritual), 10
- 25053 Carry Me Back to Old Virginia—Hull Brothers 10
- 25042 To a Wild Rose (Hull Brothers) 10
- 25042 King David's Fiddle (David Handelex) F. 10
- 25053 Marcella—Hull Brothers 10
- 25053 Come Back to Erin—Charles Harrison 10
- 25054 MARCHET SINGERS—Charles Harrison 10
- A-20564 Medley of Irish Melodies, Part 1 (Intro: 1) "Gods in All Those Endearing Young Charms" 2. "The Harp That Once Tare Tara's Hall" 3. "The Minstrel Boy" 4. Shannon Four, Unaccompanied
- Medley of Irish Melodies, Part 2 (Intro: 1) "Wearin' of the Green" 2. "Killarney" 3. "Come Back to Erin" Shannon Four, Unaccompanied
- NEW INSTRUMENTAL RECORDS
- FOUR DISTINCTIVE VIOLIN SOLOS
- A-20584 Souvenir (Della)—Violin solo, Emily Greaser 10
- Serenade (Della)—Violin solo, Emily Greaser 10
- A-20582 Traumerer—Violin solo, Rae Eleanor Ball 10
- From the Canzavre—Violin solo, Rae Eleanor Ball 10
- A-20586 Carnival de Venice—Accordion, dual
- Cradle Amies (Sorrisi di Gulla)—Accordion
- 20567 Bird—Hull Brothers 10
- 20567 Song Bird Message—Margaret McKee 10
- Notice: Records marked "N" may be obtained as Actualities records.

- 4374 Stolen Kisses—Fox-Trot
- Just a Little Love—Fox-Trot
- 4374 Yokohama Lullaby—Fox-Trot
- Listening—Fox-Trot
- 4376 Sweetheart—Fox-Trot
- My Cherry Blossom—Fox-Trot
- 4377 In My Heart—Fox-Trot
- In My Tippy Canoe—Fox-Trot
- 4378 New Melody—Fox-Trot
- 4379 Just Because—Fox-Trot
- 4380 Kidnapped—Fox-Trot
- 4381 Freddie Fanny—Fox-Trot
- 4382 Frigie Breckles—Fox-Trot
- 4383 Gordon's Red—Accordion solo with piano accomp.
- 4384 Peter J. Conlon (Accordion) Joseph J. Garry (Piano)
- Paddy O'Neally's jig—Accordion solo with piano accomp.
- 4385 Peter J. Conlon (Accordion) Joseph J. Garry (Piano)

OLYMPIC DISC RECORD CO.

- DANCE
- 5137 Diddy, Your Mama is Lonesome for You (Smith-Seabear-Dunn)—Fox-Trot
- Open Arms (Nanyval-Lewis)—Fox-Trot
- 5138 Jane (Pfeason-Von Tiller)—Fox-Trot
- 5139 Tio-San (Traveller-Gil)—Fox-Trot
- Learn to Smile (Larshak-Birch)—Fox-Trot
- 5120 All by Myself (Irving Berlin)—Fox-Trot
- Why, Dear! (Helen R. Coker)—Fox-Trot
- POPULAR SONGS
- 4112 There's One—After All (Frank Libby)—Tenor with Orch.
- 5121 The Three Little Kittens (Frank Hart)—Tenor with Orch.
- 2101 No News or What Killed Old Dog (Willis)—Comedy Monologue
- 6105 Pansy Faces (Hawaii)—Hawaiian
- 10101 Fly as a Bird (Dana-Roe)—Baritone with Orch.
- 18109 The Birds of the Brook (Stult-Lonely)—Whistling solo
- 18100 Margaret McKee, California Mocking Bird
- 18101 Margaret McKee, California Mocking Bird
- 18102 Medley of Country Reels—Violin solo, piano
- 18103 Medley of Country Reels—Violin solo, piano
- 18111 Michael Donovan
- 18104 Michael Donovan
- 19106 Voice of donna (Angelic Voice "Gloriosa" in Italian)—Contralto with orch.

EDISON AMBERLOR RECORDS

- SPECIAL RECORDS
- 4308 Jaberwocky (Kendrick-Brown-Eastwood-Vicly)—Fox-Trot, for Dancing
- 4309 Nin's We Got Fun (Whiting)—Tenor—Billy Jones
- 4310 I Found a Rose for the One I Love (Fisher)—Fox-Trot, for Dancing
- 4311 Kiss a Little (Intro: "Moonlight")—Medley Walks for Dancing
- 4312 Hey Faw! (Shirley)—Male Voices—Premier Quartet
- 4313 Wandering Home (Case-Stevens)—Soprano, Mezzo-Soprano and Contralto—Homestead Trio
- 4314 Sheeps Hollow (Fowler-Kirkman)—Waltz, for Dancing
- 4315 Somebody's in Love (Green Brog.)—Novelty Band
- 4316 High School (Green Brog.)—Novelty Band
- 4317 Vaamping Rose (Violinsky-Schuster)—Tenor
- 4318 Uncle Job and the Saddle—Billy Jones and Male Chorus
- 4319 Moonbeams (Price-Step)—Fox-Trot, for Dancing
- 4320 Never Give Up (Sankey)—Green Brog., Novelty Band
- 4321 Nobody's Rose (Fried-Wahl)—Tenor
- 4322 Country Kerry Mail (Pease-Nolan)—Tenor
- 4323 I'll Keep on Loving You (Intro: "Coal Sea") (Rose-Zany-Brog.)—Fox-Trot
- 4324 I Was Born in Michigan (Franklin)—Male Voices
- 4325 Laddie Buck of Mine (Hall)—Tenor, Allen McQuibac
- 4326 American Pap March (G. H. C.)—Imperial Marimba Band
- 4327 I'm Nobody's Baby (Davis-Ager-Santly)—Allen Stanley
- FRENCH RECORD (Arr. by Brisson)
- 2204 Aloha-E (LeJoly-Hawawone)—Hector Pellierin
- 2614 "Liebechen am Bach" (Rheinlander)—Oberbayrische Bauernkapelle
- 26215 "Lieberchen" (Rheinlander)—Oberbayrische Bauernkapelle

GENNET LATERAL RECORDS

- 4330 Oh, Me! Oh, My! and "Dolly Medley" (from "Two Little Girls in Blue") (Cummings), Arthur Field Singing the Chorus
- 4331 Daisy Dues (Kahn-Blaustein)—Hull Brothers 10
- 4332 Deale Street Blues—Arthur Field Singing the Chorus
- 4333 The "St. Louis Blues" (Handy), Arthur Field Singing the Chorus
- 10014 Coming Through the Eye (Miss Gail, Soprano with Orch. Acc. My Laddie (Thayer) Miss Gail, Soprano with Orch. Acc.
- 4746 In the Sweet By and Bye (Benetti-Cabaret) Grierion Quartet, Vocal Quartet Unacc.
- 4747 Laughing Rags (Skinner-Moore) Grierion Quartet, Vocal Quartet Unacc.
- 4749 Drowsy Head (Berlin-DeLatt)—Waltz
- 4748 In My Tippy Canoe (Fisher)—Hull Brothers 10
- 4748 Juliette (Turk-Robinson)—A. France-American fox-trot
- 4749 Svedevheart (Davis-Johnson)—Benie Krueger's Orch.

OKEH RECORDS

- VOCAL
- 30101 The Wedding of Figaro (Fiorati's Hockett) (O summer lager night) (Mozart)—Soprano, in German, with Orch.
- 32010 Mignon (Knecht) (about the title) (Thomas) (Lousoune)—Bari-tone, in Italian, with Orch.
- 32011 I Paullier (Proberg) (Lonsavale)—Bari-tone in Italian, with Orch.
- 72101 Fagot—Duo Pascente (Ewen, baritone heart) (Lousoune)—Bari-tone, in Italian, with Orch.
- 72001 L'Eclair D'Amour—Quartette (Ricardo Stracoz) 10%
- 72101 (Domestri)—Tenor, in Italian, with Orch.
- 371 Stri, Miss Lizette—Lianette, with Orch.
- I Ain't Afraid of Nuthin'—Dale's Alive—Bari-tone, with Regn Orchestra
- 4375 Aunt in Indian—Tenor, with Regn Orchestra
- 4376 Down at the Old Swimming Hole—Tenor-harone with Regn Orchestra
- 4379 Moll' Brannigan—Tenor, with Regn Orchestra
- Soldiers of Erin—Tenor, with Regn Orchestra

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- POPULAR VOCAL
- A-26000 I'll Forget You—Billy Jones 10
- Stand Up and Sing for Your Father—Billy Jones 10
- A-26001 When You're in Love—Lewis James 10
- Swanee River Moon—Lewis James and Elliott Shaw 10
- A-26002 If You Want to Get Ahead—Ernest Haro 10
- My Sunny Tennessee—Ernest Haro 10
- A-26003 Billion Time in Dhieland—The Harmonizers 10
- Oh, They're Such Nice People—Adrian Stanley 10
- DANCE
- A-20593 The Sidewalk—Fox-Trot
- Nicola Orlando's Orchestra 10
- Molly on a Trolley—Fox-Trot
- Nicola Orlando's Orchestra 10
- A-20594 My Sunny Tennessee—Fox-Trot
- Nicola Orlando's Orchestra 10
- Sunny-Side Sal—Fox-Trot
- Nerry Medley Men 10
- A-20595 One Kiss—Fox-Trot
- Casino Dance Orchestra 10
- Feasons of Love—Walla, Casino Dance Orchestra 10
- A-20596 Saturday—Fox-Trot
- Bennie Krueger & His Orchestra 10
- Intly, Won't You Come to My Intro: "Bring Back My Blushing Rose" (from "Kixified Blues 1921")—Fox-Trot
- Bennie Krueger & His Orchestra 10
- A-10397 Why, Dear?—Fox-Trot
- Casino Dance Orchestra 10
- Tio-San (Intro: "Tio-San")—Fox-Trot
- Casino Dance Orchestra 10
- A-20598 Ain't We Got Fun—Fox-Trot
- Joseph Samuels' Music Masters 10
- Where (Rode)—Fox-Trot
- Joseph Samuels' Music Masters 10
- A-20599 I Learn to Smile from "The O'Brien Girl" (Fox-Trot)
- Piedmont Dance Orchestra 10
- Summ'd Hand Rose (Intro: "Circles Collide 1921")—Fox-Trot
- Piedmont Dance Orchestra 10

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- DANCE
- 10398 All by Myself (Irving Berlin)—Fox-Trot
- 19101 Nin's We Got Fun (Whiting)—Tenor
- 10414 Ain't We Got Fun (Whiting)—Tenor
- 10415 Ilo (Johnny S. Kitch)—Fox-Trot
- 10395 Mon Homme (My Man) (Lanier-Vivian)—Fox-Trot
- 10416 Just a Little Love (Young-Dunbar and Squire)—Fox-Trot
- 10399 The Last Waltz (Oscar Straun)—Waltz
- Open Arms (Wm. J. Lewis)—Fox-Trot
- 10400 My Cherry Blossom (Fisher)—Fox-Trot
- Where (Harold Healy)—Fox-Trot
- 10412 Stolen Kisses (Ted Snyder)—Fox-Trot
- I'm Missing You (Wm. Ace Harne-Vivian)—Fox-Trot
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- 10543 I'm Missing You (Wm. Ace Harne-Vivian)—Fox-Trot
- 10544 I'm Missing You (Wm. Ace Harne-Vivian)—Fox-Trot
- 10545 I'm Missing You (Wm. Ace Harne-Vivian)—Fox-Trot
- 10546 I'm Missing You (Wm. Ace Harne-Vivian)—Fox-Trot
- 10547 I'm Missing You (Wm. Ace Harne-Vivian)—Fox-Trot
- 10548 I'm Missing You (Wm. Ace Harne-Vivian)—Fox-Trot
- 10549 I'm Missing You (Wm. Ace Harne-Vivian)—Fox-Trot
- 10550 I'm Missing You (Wm. Ace Harne-Vivian)—Fox-Trot

ADVANCE RECORDS FOR SEPTEMBER

(Continued from page 163)

- 10463 Molly on a Trolley by Golly With You (Germine Schurter) Comedy song, orch. acc.
- Who'll Be the Next One to Cry Over You? (Johnny N. Black) Throaty solo, orch. acc.
- 10398 Love Me and I'll Stay (Miller and Lyle司徒) and Blue) -Duller and Lyle司徒 and Lyle司徒
- 10404 Sunnyside Sal (Cecilia & Brockman) Baritone solo
- 10416 Ain't You Gotting Out, Melinda (Moran-Von Tilzer) -Novelty song, orch. acc.
- 10417 You Made Me Forget How to Cry (Abrams-Lewis-Vincent) -Tenor solo, orch. acc.
- 10421 I'm Looking for a Husband to Chase My Blues Away (Herbert Rice) -Blues, novelty, orch. acc.
- 10423 My Mammy (Claudio Hernal) -Tenor solo, orch. acc.
- STANDARD, HAWAIIAN AND OPERATIC SELECTIONS
- 10408 La Fleur Que Tu M'Assez Jeter (This Flower You Gave to Me) (From "Carmen") (Georges Bizet) -Tenor solo in French, orch. acc.
- Salut! Bonneure Chance de Payer Tall Hill! (Then Dwellin' Here and Lovin' It) (From "Fanny") (Charles Gounod) -Tenor solo in French, orch. acc.
- 10408 Molly Brannigan (C. Villiers Stanford) -Tenor solo, orch. acc.
- The Foggy Dew (Allington-Poss) -Tenor solo, orch. acc.
- 10407 Annie Laurie (Adrian Gebel) -Male quartet, orch. acc.
- Sally in Our Alley (Carey and Smith) -Trio, soprano, alto and tenor
- 10409 Silky (Eugene Amadio) -Violin, piano and cello
- 10410 When You and I Were Young, Maggie (Johnson-Burgess) -Tense solo, acc. by violin, piano and cello
- 10410 Kaulahanea March -Hawaiian guitar, piano and Frenchlute
- 10418 The Lullabrighters, Melody -Melody of Irish reels

AMERICAN ODEON CORP.

DANCE RECORDS

- 1042005 Ain't We Got Fun? (K. A. Whitlock) -Foster Me (O. Finney, H. Allaus) -Foster
- 1042052 The Last Waltz (From the Opera "The Last Waltz") (Alfred Green) -Foster
- 1042053 My Every Girl Wins to Be a Solly (From "The Song Book of 1921") (Caldwin

- Franklin) -Foster, Julius Lenzberg's Harmonica
- 1042054 Stolen Kisses (Ted Snyder) -Foster, Foster
- 1042055 Ho Ho, Voice From Mummy Land (Johnny S. Black) -Foster, American Odeon Orch.
- TI-O-San (Lou Traveler, L. Clair Case) -Foster
- 1042058 T. O. S. (Lou Traveler, L. Clair Case) -Foster
- 1042059 World You? (A. J. Sweeney, MacConnell) -Foster, American Odeon Orch.
- 1042060 Waiting to Sprout (From Love in Land (From "Phobe of Uglity Street") (Waller Wolf) -Foster, American Odeon Orch.
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- 1042098 Ain't We Got Fun? (K. A. Whitlock) -Foster, American Odeon Orch.
- 1042099 Ain't We Got Fun? (K. A. Whitlock) -Foster, American Odeon Orch.
- 1042100 Ain't We Got Fun? (K. A. Whitlock) -Foster, American Odeon Orch.

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JULY BUSINESS INCREASE

George W. Hopkins Reports Growing Demand for Columbia Products—New York Visitors

Referring to general business conditions, George W. Hopkins, general sales manager of the Columbia Graphophone Co. of New York, stated last week that the sales totals for the month of July showed a substantial increase over June. Mr. Hopkins is naturally pleased with this report, as he believes that it indicates a revival of business which will continue throughout the rest of the year. The increases were particularly noteworthy in the larger cities, New York and Chicago being among the leaders.

Among the recent visitors at the Columbia executive offices were E. M. Morgan, member of the St. Louis branch, and R. L. Wilder, manager of the Omaha branch. Both of these man-

agers spoke optimistically of the business situation in their respective territories, stating that they are making plans for an active fall trade. George A. Millenson, of the Millenson Piano Co., Columbia dealer at Cumberland, Md., was a caller at the executive sales offices recently. Mr. Millenson told Mr. Hopkins that he had sold more than twenty Grafonolas in three days to the residents of a small town, situated near Cumberland. Finding that transient business was practically at a standstill Mr. Millenson visited this town for an intensive sales drive and, as a result of his efforts Columbia Grafonolas are firmly established in many houses in this particular locality.

Robert F. Porter, field sales manager of the Columbia Co., returned to New York a few days ago after visiting the Columbia branches in the Middle West.

TO TEACH SALESMANSHIP IN STORES

Associated Advertising Clubs Approve Appropriation for Education of Sales People

The executive committee of the Associated Advertising Clubs, at a meeting held in New York July 29, approved a budget for the year's work, which included \$20,000 for a new educational division. One of the educational activities provided for the education of retail sales people. A book entitled "The Human Side of Retail Selling," by Ruth Leigh, has been selected as a textbook for this work. The book, which is being revised, will be published by the Associated Clubs. Miss Leigh will also prepare a booklet reviewing teachers how to base a course of fifteen lessons on the book. Selection of teachers for the stores where the course is to be given will be made under the direction of the local advertising clubs.

Another educational activity consists of a short course in advertising, based upon a book by Alex F. Osborn. This course will deal with the principles of advertising and the educational committee of the Advertising Clubs will direct the teaching.

The European Music Co., a new dealer located at Avenue A and Tenth street, New York, is building up a large trade in the Victor foreign numbers. Red Seal and jazz records are also popular with the foreign-born population.

You Ought to Know

In case you are contemplating expanding the sphere of your business to include departments devoted to Pianos, Player-Pianos, Musical Merchandise or Sheet Music, that you'll find news and comments about them all in



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 New Orleans, La., Columbia Graphophone Co., 517-525 Canal St.
 New York City, Columbia Graphophone Co., 121 West 20th St.
 Omaha, Neb., Columbia Graphophone Co., Eighth and Jackson Sts.
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 Salt Lake City, Utah, Columbia Stores Co., 221 South West Temple
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 St. Louis, Mo., Columbia Graphophone Co., 1127 17th St.
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