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

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

Victor Talking Machine Company, Camden, N.J.
An Extraordinary Achievement

The great and unquestioned popularity of the Sonora and the phenomenal growth of the organization are the best possible indications of the demand on the part of the public for this wonderful instrument.

It is the only high class talking machine in the world selling at PRESENT DAY prices.

This extraordinary achievement has been made possible through the recently decreased cost of labor and raw materials.

Sonora has always given and will continue to give the public the very best value together with the very highest quality.

32 Models ranging in prices from $50 to $1,200.
**New York, September 15, 1921**

**Price Twenty-five Cents**

**Talking Machines in Post Office**

Success of Experiment in Minneapolis Arouses Much Interest Throughout Country—Ideas May Be Adopted in Post Offices in Other Cities

The reports to the effect that Mrs. R. A. Purdy, postmistress at Bloomington, Minn., had installed talking machines in the local post office for the purpose of improving the morale of the workers and bringing up efforts, and had found the experiment distinctly successful, aroused much interest in all sections of the country recently.

The story of Mrs. Purdy's experiment has been carried into the regular Ascot Press.

The idea was tried, Mr. Purdy said, after he had made a psychological study of conditions under which his night force worked. He found that men working apart from the general noises of the day, as a rule, showed a low morale and were inclined to be morose and generally worked in an unbusinesslike manner.

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What the Wholesale Talking Machine Salesman Should Actually Know

About everyone in the talking machine business seems to consider it his or her bounden duty to prescribe for the dealer. The dealer is assailed on every side by factory men, jobbers' men, advertising men and others, including the press, to "peep up" and "go after the business." All hands but the dealer himself seem willing and eager to write prescriptions for overcoming the business ailments of the day.

In the meantime, many alert and able dealers are very busy working out their own formulas and reaping the consequent harvest. Every dealer is eager to learn how to increase his business and he is in the aggregate a patient moral tolerant of the foibles of others. If he were not, long ere this there would have been a demand from him for less theory and more facts from his volunteer advertiser.

It is true for good-intentioned helpers to come forward with sound counsel representing the dealer's point of view some healthy, permanent counsel as to what the dealer should demand from those who attempt to advise him. The dealer is quite within his rights to take on a "show me" attitude and to demand that his advisors put their own house in order. Take, for instance, the man who comes in most frequent contact with the dealers—the distributor's or manufacturer's salesman. What does he know? And what should he know? True often he is merely a traveling distributor of "talking machine gossip." He is full of the politics of the business, such as news of the latest factory change in personnel and improving changes in rival organizations. He discusses personalities, but he is woefully tame on the product and tested ways and proven means of selling and product. Now, what has the dealer on whom so many demands are made the right to expect from his jobber's or manufacturer's emissary? He has a right to demand and expect much that he does not always get, and particularly he is entitled to a sympathetic and helpful understanding of his individual problems from the man who in whom he gives his business. It is well enough for a wholesale salesman to carry with him a large set of "suggestions" prepared for him by those in his home office, but it is not enough.

A wholesaler's or manufacturer's representative should know his product and why that product is the best that is offered. He should know more, he should know how that product should and can be profitably sold to the public and how the public should be "sold" to take it. He should know the needs of the community where the dealer is located, its peculiarities, its foreign population, its potential demand, its newspapers, musical organizations and if it is an isolated community, but a trading center it's buying population.

Of course, he should know the selling value of record releases and new types of instruments, but it is more important that in should know how and where to sell other types and what appeal will sell them. He should know much about the kind of competition his dealer friend is getting and how to meet it. One salesman I know makes it a rule never to call on a dealer without first knowing that dealer's community, its newspaper or newspapers and its civic and art organizations. That rule is easily maintained by studying the city directory and newspaper files, with an occasional visit to the Chamber of Commerce.

But that is only a very preliminary step toward gaining the confidence of the dealer. So many distributors' and manufacturers' representatives fit themselves only to talk and talk more.

Summing up, a wholesale salesman should not only know retail merchandising—in fact, not in theory—but he should also know his dealer's methods and what might be added to them to the direct and practical advantage of the dealer. If an average dealer were a less patient man he would not so often answer the questions of the tireless examiner sent to sell him goods—questions something like this: Do you want appendages? Do you go over your mailing list? Do you give monthly concerts? Do you hold a weekly meeting of employees? And, as Ring Lardner says, "And etc."

At this point it is in order for someone to ask a question of the writer along this line: "Since you are advising, do you know these things?"

The answer is that I know them, but perhaps not as well as I should or might, or may later on. And here's an addendum: I know quite a lot about retail merchandising because I went to school where it could be learned. I listened to successful retailers. Yes, the retailers—the best ones—taught me what I know about retailing, and there is much more for me to learn from them.

The successful retail establishment—that is the place for the volunteer adviser to get his knowledge. One thing is certain, and that is that the ambitious wholesale representative has a big field to draw from if he is willing to learn.

TO DISPLAY AT MINNESOTA FAIR

G. Sommers & Co., Pathé Distributors of St. Paul, Planning Elaborate Exhibit

Sr. PAUL, MINN., September 3—G. Sommers & Co., Pathé distributors, with headquarters in this city, will exhibit at the Minnesota State Fair to be held shortly. This fair is said to be one of the largest in the United States, and is exceeded only by the Toronto Fair.

Mr. Sommers states that at the opening day of the fair last year 140,000 people attended, and for the whole week the attendance ran close to the half-million mark. It is expected that this exhibit will have a vast sales influence and add greatly to Pathé prestige in that State.

HOW NAPOLEON SUMMARIZED

Great events hang by a thread. The able man turns everything to profit, neglects nothing that will give him one more chance, the man of less ability, by overlooking just one thing, spoils the whole. —From Napoleon's Diary.

THESE ARE SOME OF THE REASONS FOR OUR EXCEEDINGLY LOW PRICES

Our latest improved albums are meeting with remarkable success in the trade. Increased manufacturing facilities and improved machinery have enabled us to enlarge our output and consequently realize great savings in raw material cost due to quantity buying.

We make sets to equip every style of machine. Our special set, with complete set of releases for No. 80 Victory Illustrated, consists of more albums than any album set on the market to-day and gives the dealer the opportunity to sell more records. Yet the price of the new NYACCO set is no more than the price of ordinary old-style album sets.

Our superior quality is the feature of our NYACCO sets. Samples submitted upon request.

New York Album & Card Co., Inc.

NEW YORK
23-25 Lispenard Street
Chicago
415-417 S. Jefferson Street
Victor Supremacy is real

It is backed by its wonderful musical achievements.

It is the power behind the success of every Victor retailer.

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

Important Notice: The name of the word "Victrola" is never to be applied to any other Talking Machine or Phonograph products in underwriting and legal transactions. The name is used together to insure a perfect reproduction.

Victor Wholesalers

Atlanta, Ga., E. C. H. & Co.
Chicago, Ill., A. E. E. & Co.
Cincinnati, O., A. E. E. & Co.
Cleveland, O., A. E. E. & Co.
Columbus, O., A. E. E. & Co.
Dallas, Tex., A. E. E. & Co.
Denver, Colo., A. E. E. & Co.
Davenport, Iowa, A. E. E. & Co.
Elgin, Ill., A. E. E. & Co.
Huntsville, Tex., A. E. E. & Co.
Indianapolis, Ind., A. E. E. & Co.
Kansas City, Mo., A. E. E. & Co.
Los Angeles, Calif., A. E. E. & Co.
Memphis, Tenn., A. E. E. & Co.
Milwaukee, Wis., A. E. E. & Co.
Minneapolis, Minn., A. E. E. & Co.
Minneapolis, Minn., A. E. E. & Co.
Montreal, Que., A. E. E. & Co.
New Haven, Conn., A. E. E. & Co.
New Orleans, La., A. E. E. & Co.

Victor Talking Machine Co.
Camden, N. J., U. S. A.
Although held to be more or less separate and distinct departments of the business, the sales and collection divisions are, as a matter of fact, closely related to more ways than one and not merely in those collections naturally follow in the case of a great many sales. The activities of the two departments should interlock to the advantage of both.

In the average small store, with only one main showroom and a battery of booths, the customer is coming in to pay his installments at regular intervals must of necessity walk through a portion of the store proper to get to the cashier's cage. It happens in the larger stores and departments, however, that the cashier's cage is hid away in some corner out of the way. This is particularly the case in department stores, where, in the majority of cases, there is one central collection department in connection with the general offices, usually in the rear of one of the lower floors. Where entire buildings are devoted to the sale of musical instruments the collection department is frequently located on one of the upper floors away from the showrooms, usually for the sake of appearance, if for nothing else.

This practice of locating the collection or cashier's cage away from the merchandise department of a business appears to grow out of the belief that having once made a purchase of a talking machine or piano, for instance, active interest in the customer ceases beyond, of course, seeing that payments are made promptly and regularly. As a matter of fact, in the case of the talking machine, particularly, the closing of the machine sale should be but the opening to some active record patronage from the customer.

The manager of a talking machine and piano department in a big department store in an Eastern city some time ago became aware of the fact that inasmuch as many of his customers, had to go to the general offices to make payments downstairs he had frequently lost contact with them. They, of course, came into the store regularly, or were supposed to come in, to make their payments, but unless they were so disposed had no occasion to visit the musical instrument department. It was his belief that a great volume of record sales and, perhaps, a number of talking machine and piano sales were lost through this one fact alone, and a direct inquiry put to the purchaser of a high-class Victrola, when he happened to meet the lady outside the store, brought forth the information that rather than go to the upper floor of a department store to purchase her records she was buying them from another dealer down the street with a ground-floor store.

The result has been that this particular manager has prevailed upon the department store heads to provide him with a special cashier's cage in his own department where all payments for talking machines and pianos are made. To reach the cashier's cage from the elevator the customer must pass through the music department, observe the announcements of the new records and music rolls and hear them being played. The customer also is in a position where the salesman has an opportunity to exhibit their gifts of persuasion. The first month under the new arrangement demonstrated the wisdom of the move, for record sales too, decided jump and several machines were sold to people who, on shopping tours with installment customers, had come into the department with them while they were making payments. Machine purchasers who, the salesman declared, had not been in the department for several months showed up again to pay the regular installment and were immediately made welcome by members of the staff. In most cases record sales were actually made. Thus the value of personal contact was most interestingly demonstrated.

Inasmuch as a separate cashier and bookkeeper were already required to look after the details of the installment accounts of the department the change in the collection head-quarters of that department meant no added expense in salaries, but simply the cost of installing the new booth itself.

The idea is well worth considering by the manager of talking machine departments in the larger stores and others who have been letting their customers get away from them and out of contact after the first sales transaction was completed.

CARUSO—now among the immortals—leaves more than a mere collection of records.

The golden voice has created for us and for posterity a great and definite class of music.

Just as folks have collected "hymns," "violin selections" and other series, they will now seek complete folios of Caruso Records.

It is needless to enlarge upon the sales possibilities that exist in the suggestion to your patrons that they start their Caruso Collections at once—using Peerless Albums and the Peerless classification labels.

Write for a sample set of these labels and how to obtain a supply gratis or at a nominal cost.

Peerless Album Company
Phil Rasins, Pres.
636-638 Broadway New York
Victor Supremacy is overwhelming

Musically, artistically, commercially, Victor supremacy is always, everywhere, in evidence.

Its universal recognition makes success easy for every Victor retailer.

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

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

Important Notice: Victor Records and Victor Phonographs are manufactured and endorsed in the premises of manufacture, and should be used together to secure a perfect reproduction.

Victor Talking Machine Co.
Camden, N. J., U. S. A.
PUBLISHED BY EDWARD LYMAN BILL, Inc.
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J. B. SPILLANE, Editor
RAY BILL, B. B. WILSON, BRAH WHITE, Associate Editors
L. M. ROBINSON, Advertising Manager
L. E. BOWERS, Circulation Manager

TRADE CONTINUES TO SHOW IMPROVING TREND

Although the newspapers carried the official announcement of Caruso's death, there is no reason in the world why the talking machine merchant should not take advantage of the work that others are doing along the same lines; perhaps giving their financial support to such movements in a fair measure, or at least giving their moral support.

MISSION OF THE TALKING MACHINE RECOGNIZED

NEW YORK, SEPTEMBER 15, 1921


Western Representatives: Republic Building, 209 South State Street, Chicago, Ill. Telephone, 5242.

BOWMAN: June 24, W. H. W., 374 Washington Street.

Lanoe, F., Office 2 Gramophone Buildings, Hingham St., W. Loomis, Summer, Mass.

The Talking Machine World has regular correspondents based in all of the principal cities throughout America.

Published the 15th of every month at 373 Fourth Ave., New York.

SUBSCRIPTION (excluding postage): United States, Canada, $5.00 per year; Europe, $10.00; all other countries, $15.00; all other countries, $60.00. Single copies, 25 cents.

ADVERTISEMENTS: 25 cents per line, minimum column, per insertion. On quarterly or yearly contracts, a special discount is allowed. Advertising rates, $150.00.

Amounts should be made payable to Edward Lyman Bill, Inc., by check or Post Office Money Order.

Notice to Advertisers—Advertising copy should reach this office before the first of each month. By following this rule, clients will greatly facilitate work at the publication headquarters.

Long Distance Telephones—Numbers 5892-5983 Medison Square.

Cable Address: "Effib," New York.
of the trade to give to the public a proper understanding of the
real importance of the talking machine record, both from the artistic
and the historical viewpoint.

THE IMPORTANCE OF CONSTRUCTIVE IDEAS

Talking machine dealers have for a number of months been
advised by manufacturers, wholesalers and their repre-
sentatives, as well as others, to go after business more strongly than
ever, to display more "pop" in their sales efforts, and to ginger up
their organizations generally. Most of this advice has been absorbed
in good part, but now and then comes the dealer who answers back,
"I am glad and willing to do these things, but how?" In other
words, he feels that some instructions and constructive ideas should
go with the advice to prove that the adviser knows whereof he
speaks.

For the benefit of the dealer who asks "how," The World is
privileged to publish this month a most exhaustive illustrated article
by C. H. Mansfield, of the Edison Shop, Dallas, Tex., on ways and
means for checking up salesmen, what any does, how they do it, and
what they accomplish. Properly used, the system is calculated to
give the manager accurate facts regarding his sales organization,
the attitude of the prospects and the sort of product that sells best.
It provides a key to the most important factor in the retail business-
selling, and its adoption in full or in modified form will enable the
retailer to secure an exceedingly accurate knowledge of his sales-
department.

GRATIFYING SIGNS IN THE RETAIL FIELD

In few industries is the value of modern merchandising methods
becoming more widely recognized than in the talking machine
trade. Every issue of The World contains accounts of retail mer-
chants demonstrating their interest in efficiency by the installation of
certain equipment or systems which will decrease overhead, in-
crease service and minimize costs. Even in the smaller towns talk-
ing machine dealers are keeping in touch with every modern means
for making their stores attractive and inviting in appearance.
Soundproof rooms, furnishings, modern devices for use in
store and windows are being employed—in fact, everything is being
utilized to make the path of the customer more pleasant and in
this way win a larger share of business. This attitude on the part
of the dealer is one of the most gratifying indications of the pro-
gressive tendencies now existing, and stamps a great number of
talking machine dealers as believers in the highest type of mer-
chandising. A great many dealers, it is true, let in their activities
during the Summer months, due not only to the unusually warm
weather but to the slowing up in business. But this was only a
temporary stoppage, and the Fall months which we are now entering
will witness an increased evidence of equipment activity through-
out the industry.

WHERE THERE IS NEED FOR CO-OPERATION

A number of talking machine dealers during the past couple of
years evidently became so used to the scarcity of machines on
the warehouse floors and records on the shelves that they now hesi-
tate to take advantage of the newer conditions and keep their stocks
up to what might be termed a normal basis or better. Having
received goods on a hand-to-mouth basis when production was
low, many dealers have fallen into the habit of ordering on a hand-
to-mouth basis when goods are available.

Manufacturers, and particularly wholesalers, are not entirely
selfish when they urge upon the dealer the wisdom of anticipating
Fall or Winter requirements as far as possible, and advising his dis-
tributor of the minimum quantity of goods he expects to handle.
There is unquestionably going to be good business during the coming
months for the retailer who goes after it. It may not be abnormal
but it will be substantial enough to pay a mighty fine profit.

Wholesalers make it a part of their business to endeavor to
keep sufficient stock on hand to meet the ordinary demands of the
dealers promptly, but if those same dealers simply carry a minimum
stock with no reserve, in the expectation that they can take care of
their demands with rush orders on the wholesalers, they are likely to
find themselves out of luck. Any business man cannot expect the
wholesaler or manufacturer to do his guessing for him. If he is
going to stay in business he must be prepared to make a suitable
investment in stocks so he can carry on that business properly, and
not depend upon the distributor to carry the entire burden and make
the financial investment that really belongs to the dealer.

Although the jobbers may be particularly liberal in the matter
of carrying a surplus stock of machines and records in warehouses,
that stock is simply to meet the normal demands and perhaps an
occasional but unforeseen emergency. It cannot be expected that it
will be large enough to meet the sudden call from fifty or a hun-
dred dealers who suddenly discover that the business has arrived,
and that they are not prepared to take care of it.

Ormes really means Exceptional Service

To handle two lines at one time, and do both lines
justice, is well nigh impossible. We believe that all
any Victor dealer needs is Victor product, as
specialization brings the best results.

ORMES, Inc.
103 E. 125th St. Wholesale Exclusively NEW YORK
This beautiful new Cheney Art Model

at a price sensationally low is tangible evidence of the wonderful capabilities and development of the Cheney factories.

This instrument is but one of a line which has earned for the name of Cheney a reputation for leadership in the manufacture of phonographs of quality.

Cheney Talking Machine Company, Chicago
September 15, 1921

THE TALKING MACHINE WORLD

A Constructive Plan of Increasing Record Sales Through Aid of Boy Scouts

By W. B. Stoddard

The Rubiniwitz Music Store recently evolved a capital plan for increasing the sale of Columbia records. This plan was applied by the concern to the services of the local Boy Scouts, offering a commission of 10 per cent on all records sold. The boys took to the proposition with enthusiasm and worked out a plan for taking the records known to every citizen of Litchfield. As many of the boys as had leisure time cooperated with Scout headquarters, and they divided the city into districts, each boy agreeing to see every household in the district distill to him. Fifty per cent of the commission received was to be retained by the boy for his allotted time, and 50 per cent turned into the Boy Scout treasury for the purchase of needed equipment. The fact that the Boy Scouts would canvass for him was announced in the paper by Mr. Rubiniwitz, and citizens were asked to buy as liberally as possible, but to patronize no solicitor who was not in uniform. The boys carried a few records, with them as samples, and had a catalog of all the records carried and took orders for as many as desired. No money was paid until the delivery of the records, which was made by the same lad that secured the order. In this way the patron was sure of getting his records and the boys of receiving their own share of the profits. By means of this house-to-house canvass everybody was made aware of the fact that the Columbia records were handled by the Rubiniwitz Co. So successful were the boys in the canvassing of their home town that trips were afterwards made on Saturdays to many of the neighboring towns—each time a different squad being sent, under the direction of the Scout Master. The boys had pleasant outings, earned money for themselves and their company and spread the name of this particular brand of records wherever they went. Another plan tried by the Rubiniwitz Co. was the featuring of dance records. In the early Fall, when the dancing school opened, they ran an ad showing a number of silhouettes of dancing figures, and said:

DANCE TWICE A DAY AND PROLONG LIFE

A prominent physician recently said that a man or woman who dances twice a day will live longer than one who never does.

The best dance music in the world is found on Columbia records, and, that music is always heard by the Columbia Gramophone Co. Come in today and see and hear these famous phonograph records.

Catering to the Fall Bride

There is nothing that makes for greater enjoyment than music in the home, and now that the Fall bride is in, the merchants in all departments of the store, and many others, are providing pictures of their wares that appeal to the musical tastes of their customers. The music of some piece of music that she particularly enjoys, lends a personality to the gift that the other wares may prove difficult to acquire. While in this instance the figures were supplied by other departments of the store, it would be an easy matter to borrow them from a dry goods and clothing store—for most merchants were bright-laced ribbons to smaller pictures of the tenor in the various roles in which he received distinction. From each of these smaller pictures there extended toward the front of the window another ribbon ending in a record of some aria he sang in that particular role. By this arrangement all the records were set forth in a row, close to the glass, and on the level of a person's eyes, so that one could easily pick out his especial favorite.

LANDAU'S MUSIC STORES EXPANDED

Well-known Pennsylvania Concern Buys Temple of Music in Nanticoke, Pa., Which Makes Third of Successful Chain of Warerooms

NANTICOKE, Pa., August 31.—Landau's Music Stores recently purchased the Temple of Music at 15-17 North Market street, this city. This will make the third store operated by this enterprising Victor house, which already conducts particularly successful warerooms in Wilkes-Barre and Hazleton.

This firm, operated by Hyman Landau and Harry Michalskey, has long contemplated the opening of a store in this city. The Temple of Music is well and favorably known in this city and has had years of excellent patronage. Its location in the business section of the city is an excellent one and but slight alterations are necessary for its occupancy by Landau. It is expected that the name will be changed from the Temple of Music to Landau's Music Store.

Greeting the customer with a smile instead of a frown is a sure way of gaining customers.

SEND FOR YOUR SAMPLE TO-DAY

Mr. Victor Retailer—

Would you spend 15c to bring a customer into your store and keep your name constantly before a Victrola owner? We'll say you will! That is why we will send you a free sample on request of our Advertising Sales-Building-Record Brush.

YOUR ad inserted without extra charge.

KNICKERBOCKER TALKING MACHINE CO.

138 West 124th St.
New York City
Do you realize that, twice a month, we offer you an opportunity to sell dances and popular hits while they are hot? Are you taking full advantage of both these regular monthly opportunities to cash in quick on Columbia Records.
Mid-month Record Release

Two Reasons Instead of One to Bring Customers Into Your Store Each Month

On the tenth of every month we put on sale half a dozen of the hottest popular hits and as many of the latest dances. We back up these regular mid-month record releases with the best of advertising material.

We prepare a Government postal card which costs you one cent for you to send to your mailing list. It carries a printed advertisement of all the mid-month record releases, with a space below for you to sign your name. We follow this up with free copy and cuts in our Monthly Advertising Service for Columbia dealers. One of these advertisements always repeats the copy on the Government postal card.

We also prepare a window streamer in colors, 9 inches high by 42 long, to attract the people passing your store. Furthermore, we feature these mid-month releases on a hearing room hanger carrying the same copy as the postal card.

Thus we give you four different ways to attract customers and sell them these mid-month record releases. Do it. Make special sales drives on both the tenth and twentieth release dates.

COLUMBIA GRAPHTYPHONE COMPANY
NEW YORK

GRAFONOLA
STIMULATE Your FALL Sales
By carrying a complete line of
LONG Console Cabinets

There is going to be an active demand this Fall for phonographs that embody quality and value. The buying public is becoming more critical day by day, and the dealer who aims to increase his profits must give the consumer maximum value for the money expended.

The LONG Console Cabinets, illustrated on this page, have met with phenomenal success. Intended for use with the Victrola VI and Grafonola 25, type B and A2, these Consoles produce a combination outfit that looks like a $250 model. The retail price of the complete outfit can be placed at a figure substantially less than the cost of an ordinary upright model.

The LONG Console Cabinet enables you to give your customers exceptional value, and they will therefore serve to stimulate your machine sales materially. Order the complete line today and feature them in your advertising immediately.

Write us today for catalog and prices

The Geo. A. Long Cabinet Company
HANOVER, PA.
Arousing the Buying Interest of the Public by the Employment of Original Propaganda

A prominent sales manager in the talking machine trade recently declared that the retailer who desired to increase his volume of sales under existing conditions must realize that to get ahead of competitors and arouse the buying interest among his prospects he must present the various features of his line and his business ideas in a new way. In fact, he declared, the art of selling just now depended in no small measure upon originality, for it has been shown that a good proportion of the public is not responding to ordinary selling methods, but can be made to respond when an appeal is made to them along new lines. We all know of the success that has been made by Billy Sunday in his revival campaigns. The Bible has been sold to the public for twenty years, but Billy Sunday comes along with a brand-new selling idea and puts the thing across in a tremendous way.

The average dealer who analyzes the sales appeal as he has been making it for the past ten or twenty years and then endeavors to get out of the rut will find a large number of channels open for his activities. The close sticking to precedent and the presenting of the argument that it has never been done that way before has no place in modern selling. The fact that a selling plan is without precedent is in itself a factor sufficiently important to warrant the careful consideration of that plan.

The trouble with a great many dealers seems to be that they are overconservative, not because they lack energy and ability, but because they fear that having maintained a certain standard in selling methods they cannot endanger that standard by adopting radically new ideas.

There is a wide difference, however, between the unusual and the simply sensational. Widely advertised sales—general enlisting of prices and extravagant statements in advertising—are not to be included among good business practices under any consideration. It has been found, however, that there are numerous new angles to the selling game that are in accord with the highest ethical and are sufficiently strong to make a quick, effective appeal. Improved terms of advertising—extensive publicity upon a particular machine or record—working to get a little closer to the prospect by cultivating the personal touch at every opportunity—all these are calculated to help sales even under existing conditions.

LlKE The Victrola, Pearsall Service has many imitators, but in both cases—There Is Only One.

Ask any Pearsall Dealer—he will tell you.

"Desire to Serve Plus Ability."

10 EAST 39thST. NEW YORK CITY
SILAS E. PEARSALL COMPANY DISTRIBUTORS
Discriminating people endorse the Widdicomb idea

--- a phonograph which combines perfection as a musical instrument with taste and beauty as a piece of furniture

In the early days of the phonograph industry buyers naturally laid great stress on the mechanical and reproduction features of the machine. Appearance was more or less a secondary element in making their decision.

Gradually, however, as phonographs became more common a desire arose among persons of taste and discrimination for beauty of design commensurate with the place of the instrument as an important and prominent piece of furniture. Today, without abating in the least their demand for mechanical perfection, buyers seek a phonograph able to take its proper place harmoniously and unobtrusively among the most expensive and tasteful furniture and appointments.

Perhaps the first manufacturer to realize this trend in taste was the Widdicomb Furniture Company, for 56 years designers of the finest period furniture. Experience in meeting the desires of the most careful class of furniture buyers early led to the decision to add to the Widdicomb line a phonograph which should not only be a perfect musical instrument but an article of furniture which would add refinement and beauty to any home.

The inclination of people of cultivated tastes toward period furniture had long been recognized by this company as furniture manufacturers. Naturally the development of the new idea in phonograph manufacture followed the same lines. Various models were designed by the best furniture designers in the country to become a quiet and harmonious part of the fittings of a room furnished in any period. Adam, Queen Anne, Sheraton, Chippendale and other popular models, finished in beautiful red or antique mahogany and walnut, are included in the line, in various upright and console styles, suitable for any decorative scheme.

At the same time that these beautiful models were being developed experts in phonograph manufacture were at work perfecting the reproducing mechanism in a corresponding degree. The result was the Widdicomb Amplifying Tone Chamber—a great forward step in the science of sound reproduction, and years ahead of its contemporaries in the development of acoustic properties. The sound waves as they pass through it are extended and expanded to produce full tonal value without "blasting," while every note, high or deep, is given its proper prominence.

To the high-class dealer, who prides himself in handling only the best, the sale of the Widdicomb phonograph is a real opportunity. He can offer it to his customers with the full assurance that it is incomparable as a musical instrument, that it is in a distinctive class by itself as a beautiful article of furniture, and that it is richer in special features than any other phonograph on the market. No other phonograph offers all these advantages in the same degree.

Complete catalog showing the entire line will be furnished upon request, together with details regarding the terms of the dealer franchise.

The Widdicomb Furniture Company
Grand Rapids, Michigan
OLD TRICKS FOR NEW DOGS

Columns of near-science and queer-science are written, find ways to get printed and are, one supposes, read on the general and eternal subject of Salesmanship. Well, I don't know much about salesmanship, so my friends tell me, but I think, I know a little bit about human nature. Therefore, that which follows may be useful to dealers who can see beyond the end of their respective noses.

**The American Stamp**

Men and women are bundles of likes, dislikes, wants, desires and aspirations. In one country there is in the very atmosphere a sort of restlessness which annoys the foreigner, and which probably makes most of us lead lives far too noisy, blatant, worried and jumpy. Still, such is the general condition, and only the exceptional rise above it. Now, one of the symptoms of this national jitters is that every man and every woman in America is eternally looking for some new possession, some new novelty, some new material evidence of his or her prosperity and social position. This rush for social position, in a country which has no legally recognized social distinctions, provides very interesting material to the social satirist. But from our point of view, bound as we are to the immediate interests of our industry, such fascinating speculations must be passed aside, no matter with how much of regret. All we can take into consideration is the plain and simple, yet profound, fact that just so long as American social ideals remain as they are, the man in the street will want new things all the time. He will be a sort of modern counterpart of the Athenians, to whom St. Paul spoke so sharply.

**Where We Come In**

And just so long as he—and even more so—remains in this state of mind the talking machine business must continue to prosper. It must continue to prosper simply because the talking machine is, even yet, one of these new things. It must continue to prosper because it satisfies a normal demand of the American mentality, the demand for pleasant music and lots of it. It must continue to prosper because it represents good value and pays back in pleasure many times over every penny put into it. But the talking machine must be pushed. The human animal is a lazy beast who has to be stimulated. Even when he most wants a thing he will put off getting it till the last moment, unless one is there with the right word to show him along.

Wherefore, of course, the talking machine, being a musical instrument, must first of all be exploited along musical lines. Only in so far as it is pushed as a musical instrument, and as this alone, upon the attention of the prospective layers of the community can a dealer be sure that he is making fair use of the time and money which he puts into his advertising.

Exploiting the musical possibilities of the talking machine is therefore the best of all advertising. After which more or less preparatory argument, let me set forth some reflections on new ways of doing this simple but necessary feature of the musical possibilities of the talking machine. The preliminary may have seemed a bit lengthy, but if it has led the reader to do a bit of frost-weather thinking it has performed its task.

**Going Back to School**

The musical side of the talking machine is being exploited in one way or another, of course, all the time. It is bought for its music and its aspect of it continually drops up. Rentals, demonstrations and all that sort of thing are going on pretty constantly, but the dealer finds himself after hard put to it to devise new and interesting assists. Let us do a bit of thinking on that subject.

Well, for one thing, the Victor Co. has issued for some years past many wonderfully interesting and informing catalogs, instruction books and pamphlets of the highest authority and most attractive get-up, relating to the use of the Victorola in school-work and in the general teaching of music appreciation. In looking over some of these not long since I was struck, not for the first time, with the evident fact that most of this wonderful stuff intended for school children is more than good enough for adults and, in fact, is very much needed by most of the owners, and prospective owners, of talking machines. If every man or woman who owns a talking machine knew one-half of what there is to know about music, or everyone half as much as a school boy or girl can learn from a course of this Victor school work, there would be such a demand for fine machines and good music as would keep the factories busy all the year round.

**Comparisons**

Suppose, then, that a Victor dealer were to announce to the people of his community that on a certain day there would be a recital show (Continued on page 18).
IMPORTANT TO THE TALKING MACHINE TRADE

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

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

OLD TRICKS FOR NEW DOGS
(Continued from page 17)

a series of comparisons between the Victoria and the violin, flute, French horn, etc. I say Victor dealer, because I have been thinking especially of the Victor appreciative-music literature, but exactly the same holds good in every case where the records are available. Anyhow, our dealer announces that a violinist will play a violin solo following, and with, the same rendered on the talking machine. A flutist will do the same thing. So will a French horn player, a harpist and so on. Every big city has the harpist and every town has a flutist and a horn player, a clarinetist, a cellist, etc. and others who will be glad to turn in odd help.

If a dealer can use such educational records a wonderful opportunity exists for him to make a musical sensation in his town. For instance, there are records which show the actual tones of the different instruments of the orchestra, such as those I have mentioned above. It would be a simply grand notion to hire a quartet or sextet of good musicians and have them play the very same test passages which are played on the records, so that the audiences might hear the comparison.

A Variant
There are all kinds of ways in which this idea can be worked out. Let me just describe a variant on this notion, one, indeed, I think well worth consideration. It will give the dealer another point of view.

A number of years ago, when the Autophone and other loud-sounding talking machines were being pushed, it was the fashion to introduce them at band and orchestra concerts. Orchestration of the accompaniments of vocal and instrumental solo records were then furnished by one company at least, so that band or orchestra leaders could, from these, arrange accompaniments for their own organizations. Now the same idea could, and still can, without doubt, be applied in a smaller way. These orchestrations still exist and, without a doubt, every large user of records would gladly furnish piano parts for favorite solos. It is only a question of the demand. A good pianist can do wonderfully effective work by simply playing an accompaniment to a solo talking machine solo. The piano entirely takes the place of the accompaniment on the record and endows the performance with a power and a beauty which it cannot otherwise attain.

The Player-Piano, Too
Moreover, there are still a large number of accompaniment music rolls made for various records by the QRS Music Co., the Melodee Music Co. and some others. The two first-mentioned have quite a large number of these rolls. I myself, think, the first in the country to give a public recital of talking machine and player-piano combined, and now that we have the Apollophone, which combines two instruments in one, one, indeed, that the stunt has become much simpler. Accompaniments with the talking machine are very effective and can easily be mastered by the player-pianist after a little practice.

All these ideas are, of course, variations on the original idea of the musical possibilities of the talking machine. That instrument is a universal purveyor of music and the stunts it can do by itself or in company with others are simply innumerable. Nothing saved from lack of imagination can keep dealers from constantly thinking up new ways to attract the attention of the crowded, and only rank stupidity can encourage the notion that high-class artistic effort is useless, or not so good as noise and trash. Demonstration of dance music and so on is going on every day and all day. The sort of thing I refer to is of another nature. It is the kind of demonstration that makets people think, and when the people can be got to thinking seriously about talking machines and records they are sure to become, first, prospects, then owners, then enthusiastic friends for the rest of their lives.

BRUNSWICK SALES TO NOTABLES
Among the many recent sales of Brunswick phonographs in New York City was that of a Gotham period model to Ed. Wynn, the popular comedian and producer of musical comedies. Mr. Wynn was so pleased with the tone of this instrument that he purchased one for his home.

Another well-known purchaser of note of a Brunswick phonograph was George Walsh, the popular moving-picture star, who bought a Stratford model for his home from the Abbeville Phonograph Co. New York.

NEW TYPE OF MACHINE
A new type of talking machine has been invented and patented by W. E. Mieding, Sr., of New Orleans, La. In this instrument the walls are made of glass and the music comes from the bottom of the cabinet with the record file at the top. The owner says he will begin manufacturing when conditions are more favorable.

ARRANGING ARTISTIC STORE
G. R. Corson, exclusive Brunswick dealer at the Dalles, Ore., is remodeling his store, and when completed it will be one of the most artistic arrangement in the State. The store will have two machine rooms, two demonstration booths and the interior decorations will be done in white.

Guy Brooks Davis, of Kewanee, Ill., has accepted a position as head of the talking machine department of the Oberlin Furniture Co., Kankakee, Ill.

BOSTON ALBUMS ARE MADE RIGHT

Patented 1914
Patented 1914

BOSTON ALBUMS are made to SATISFY YOUR MOST EXACTING CUSTOMERS. This means that Boston Albums are made right and have been since they were patented and introduced to the Trade in 1914. They have never been equalled.

We invite you to send for samples of our four new models—all made right.

BOSTON BOOK COMPANY
501-509 Plymouth Court
CHICAGO, ILL.
Add an OPERATONE to Your Phonograph Today

1. Improve the tone-quality
2. Produce the desired full rich tones
3. Bring out hidden values from your records
4. Give position to vocal intonations
5. Eliminate the harshness of the vowels
6. Increase the volume—with less expense
7. Use the power from both sides of diaphragm
8. Increase with unimpaired by weather
9. Give the true richness to each instrument
10. Clearly reproduce all overtones
11. More the real pop and snap of actual numbers
12. Superbly neither harsh nor oversensitive
13. Constantly add to your pleasure and joy.
14. And, at a cost of only $12.50, add $300.00 to your earnings from your present instrument.

Guaranteed to improve tone-quality and volume of your instrument to your satisfaction, or return to us for money back.

Order a trial dozen now, and sell them at once. You surely know those who would wish the first ones to reach your district—schedule those deliveries as a personal favor. This is being done by others.

The OPERATONE is backed by some of the big men in the Trade. It is endorsed by most exacting critics, by many Artists and—best of all—by the Buying Public. To quote one of our representatives—a Victor Dealer:

"The OPERATONE brings more out of the record and increases the volume. It sells more records and helps sell machines. It adds to my business a plus profit."

Order a trial dozen now, and sell them at once. You surely know those who would wish the first ones to reach your district—schedule those deliveries as a personal favor. This is being done by others.

Retail price, $12.50—sold to dealers at $90.00 the dozen, with quantity credits.

Each dozen earns $60.00 or more, and sells two more dozen by personal recommendation—and many extra records. It pays!

Ask your Jobber—or write direct

The NATURelle Reproductions Corporation
8 West 38th Street
New York

The OPERATONE—right from the heart

Put this in the center of your next window display.
The Dealer Dominant

In the talking machine and record industry today, as everywhere else, the dealer is the dominant figure.

We help the manufacturer help the dealer sell more through real dealer help.

Call us in for Ideas on lithographed displays.

The The Talking Machine World 19

ADS BIG RECORD DEPARTMENT

Six New Demonstration Booths and Department With a Capacity of 26,000 Records Constructed in Pennsylvania Furniture Store

NANTICK, PA., September 5.—Numerous improvements, including the addition of six sound-proof record demonstration booths and a big record department, which is designed to hold 20,000 records, have been made in the furniture store owned by Philip Strauss, this city.

A unique and profitable advertising stunt was recently evolved by Mr. Strauss. A number of circulars were dropped from an airplane here and in surrounding towns, and the result, from an advertising standpoint, was wholly satisfactory.

PATIO PLANT OVERHAULED

Big Brooklyn Factory Shut Down for Fortnight to Facilitate Overhauling of Equipment

The extensive plant of the Pathe Freres Phonograph Co., of Brooklyn, N. Y., was closed for a period of two weeks during the latter part of last month. This was done in order to give the machinery a thorough overhauling. Machines from the factories where the different machinery had been produced were secured and every piece of machinery, from the basement to the top floor, in both buildings was put in prime condition. Although the plant was officially closed it required both day and night work during the two weeks to complete this tremendous task. The plant was again opened for production purposes on the twenty-ninth of the month.

MANY NEW BRUNSWICK DEALERS

PORTLAND, ORE., September 1.—The local branch of the Brunswick-Balke-Collender Co. reports the following new Brunswick dealers: Kruger Bros., Cowl; Amity Drug Store, Amity; Plaza Pharmacy, St. Helens; Dallas Pharmacy, Dallas; H. H. Mack, Huntington; Walter Lettermaier, Aurora; E. Fisher, Goble; Banister Bros., Sheridan; H. E. Clark, Willamina; Moore-Dunn Co., Salem; all in Oregon; Pearl Jennings, White Salmon, Wash.; J. J. Lorcom, Cambridge, Idaho.

The “Cozy Music Shop” is the novel name of a new talking machine record establishment which opened recently at Eaglewood, Ill. The proprietor is C. O. Olson.

COURTESY VS. THE SALESMAN

The most valuable attribute of an efficient sales force is a proper appreciation of courtesy. While the salesman may know his product ever so well the most silver-tongued oratory will not move a sale if it is not backed up by tact and consideration for the customer. Talking machine dealers whose sales force is not up to the mark in this respect will find it profitable to put them through a short intensive training course, implicating literally in their minds that courtesy and salesmanship go hand in hand.

The principal buyers from the retail merchants to-day are the women. And it is a fact that women set great store on courtesy and will patronize the establishment where they are extended the most consideration. It is not necessary for the clerks and salesmen to be servile. In fact, servility does more harm than good and is sure to be avoided.

Women love neatness and an unkempt salesman arouses their disfavor. The salesman who puts off that shave, appears before a customer with his cap askew, and talks away at top speed without giving the customer a chance to open her mouth is not winning himself, but is cornering the firm by which he is employed money.

Little attentions, such as seeing to the comfort of customers, asking their advice in small matters such as whether they prefer a loud or soft needle and what record they prefer to hear if they put off that shave, appears before a customer and talks away at top speed without giving the customer a chance to open her mouth is not winning himself, but is cornering the firm by which he is employed money.

A number of extensions have been completed in the various sections of the country this month. Mr. Forster reports that he is filled with business coming in from all parts of the country.

A number of extensions have been completed in the various sections of the country this month. Mr. Forster reports that he is filled with business coming in from all parts of the country.
Life Vibrant

The greater joy Gennett Records give to music lovers is the joy of hearing the buoyant, warm, colorful tones expressed by the artists at their best. The life that is in the artist is in the record. That's why Gennett Records are better for dancing—better for hearing.

For New Record Delights—Near You:

- The Church in the Wildwood (Piano)
- The Devil in the Kitchen (Piano)
- The Strength of the Right Wing (Piano)
- The Blue Goose (Piano)
- A Beautiful Song (Piano)
- In My Tipple Canteen (Piano)
- JuleeMa (Pure-American)
- Sweetheart (Pure-American)

Gennett's better all phonographs. Hearing is believing.

Gennett Records

Manufactured by

The Starr Piano Company, Richmond, Indiana

New York  Chicago  Los Angeles  Birmingham  Detroit  Cincinnati

Cleveland  Indianapolis  Boston  Jacksonville  London, Canada
E. C. Howard Severs His Connection With That Company on September 1—Plans for the Future Not Yet Announced

NORFOLK, VA., September 1—E. C. Howard, director of sales of the Granby Phonograph Corp., of this city, resigned his position with that company, effective this date. Mr. Howard's future plans are indefinite.

In his many years' connection in the talking machine industry Mr. Howard has displayed many superlative talents as an organizer, sales director and designer, but it was not until his resignation that he disclosed to his many friends that he was a writer of blank verse of no small ability. In tendering his resignation to the Granby Phonograph Corp. Mr. Howard inscribed it in the style made famous by the editors of K. C. B. Not to be outdone, E. F. Carson, assistant general manager, in the name of the Granby organization, replied in like manner, speaking with

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**NEW ISSUE OF VICTOR SCHOOL BOOK**

Revised Edition of "The Victorla in Rural Schools" Now Ready for Distribution

The educational department of the Victor Talking Machine Co. announced recently to the trade that a new revised edition of the educational booklet, "The Victorla in Rural Schools," is now ready for distribution. This book has proved of particular interest and value to teachers of school music in all sections of the country. It was first issued about six years ago and the demand for the work has made necessary the frequent printing of new editions.

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**TO HANDLE EDISON EXCLUSIVELY**

Reed, French Piano Co., Portland, Closes Out Other Lines of Machines and Records

PORTLAND, OR., September 9—The Reed, French Piano Co. will hereafter be an exclusive Edison dealer, having disposed of its other lines of goods. M. C. Collins, in charge of the department, is an Edison enthusiast and says that one can sell easily what one believes in. The Edison "Broadway Flashes" are very popular.

**COOL & SCHALLER INCORPORATE**

Cool & Schaller, dealers in musical instruments in New York City, were recently granted a charter of incorporation under the laws of New York, with a capital of $50,000. H. L. Cool and W. G. and C. F. Schaller are the incorporators.

**DANCING RECORDS PROVE POPULAR**

Lada, celebrated dancer and Pathé star, recently returned from a successful tour to the Pacific Coast to her Summer home, Stratsburge-on-the-Hudson. Her various dance numbers on Pathé records for the teaching of dancing are proving in popular demand.

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**NEW SIGN ON GRANBY FACTORY**

NORFOLK, VA., September 3—A large forty-foot electric sign has been erected on one of the factory buildings of the Granby Phonograph Corp., of this city, proclaiming it "The Home of the Granby Phonograph." This sign is illuminated at night and is visible from a great distance. As the Granby factory adjoins the main line of the Chesapeake & Ohio Railroad, this sign will be viewed by thousands of travelers on this trunk line.
A Practical System for Checking Up Sales Effort and Accomplishment

By Clarence H. Mansfield

Few retail phonograph and talking machine concerns have a definite, reliable means of obtaining sales information which is really vital to the success of their business. Few have any dependable method of weighing their salesmen and really knowing just which salesmen work the hardest, and just which ones show the best results in promotion to the work they do. It is with this idea in mind that the writer evolved the daily sales reports reproduced herewith in which he endeavors to explain.

We employ six exclusive phonograph salespeople, one regular floor man and five outside salespeople, and through the use of these daily reports we have an accurate account of each day's operations in detail. We have the number of outside calls made by each salesman, we have the number of approvals obtained from these calls and the number of sales ultimately effectuated. We have the number of competitive deals handled, showing by what salesmen, against what other make of instrument and from what concerns and what salesman with that concern, and we know whether the sale is won or lost, and for what reason.

This information alone is highly valuable to the sales manager. It enables him to put his finger on weak salesmen and their weak points; it enables him to measure the ability of the opposing salesman.

Checking Up on the Loafer

One of the most perplexing problems the retail phonograph sales manager has to cope with is to know whether or not his salesmen are really working and on the job when they are supposed to be. We have a so-called "Obituary", and in spite of the more or less Jocular manner in which it is dubbed it is really one of the most important parts of the daily report. For while it is very interesting and also valuable to know why a customer did not purchase it is far more important and of greater value to the sales manager to know why the customer did not purchase, for there is where the sales manager's real corrective work must be done.

Just for instance, at certain times of the year salesmen will find practically the same objections to buying right then being brought up by most of their prospects, and when this happens the salesman knows just where and on what points to coax his salesmen most. All salesmen are familiar with these objections: "Times are too hard now," "Well, I am going away on a vacation soon, so I'll wait till I get back," "Everything is coming down in price, so I'll just wait awhile," and scores of other similar ones.

The salesman will recognize at a glance the importance of knowing: The total number of customers who come into the store to look the number of those who were sold outright, the number from whom approvals were secured, the number of these approvals sold, and the number of customers who walked out of the store without buying right then or without allowing an instrument to be sent to their home on approval.

He will also recognize the value of knowing: The total number of customers and the number of those who were sold outright, the number from whom approvals were secured, the number of these sales and approvals sold, and the number of those who were ultimately sold.

All this information through these reports is given him at the end of each day, and at the end of each month, showing each salesman's work and the grand total of the entire sales force.

It is not always the salesman who makes the most calls that turns in the most business. These reports will show that some salesmen make fewer calls than others yet sell a greater number of these calls. Of course, the salesman who shows the better percentage is really the better salesman and this is the just the information that the wide-awake sales manager wants. The salesman who calls on a greater number of prospects yet effects fewer sales needs attention from the sales manager. There is something wrong with his selling somewhere. This cause can be found through the "Obituary" space in these reports and can then be corrected by the sales manager.

Then there is the man who makes fewer calls yet sells a greater percentage of those calls. Perhaps (the reports will show) he can be speeded up to make more calls, thus increasing his sales proportionately. The intelligent sales manager knows that the salesman who calls on, say, twice as many prospects in a given time as another salesman yet effects a much smaller percentage of these sales, even though his total volume is as great as that of the other salesman, is not at all the most successful worker. The other man who makes the smaller number of calls but larger percentage of sales is by far the best salesman. His work is more thorough and effective, while salesman No. 1, who is the opposite type, is no doubt losing a lot of business for the house by lack of ability or thoroughness. The salesman's daily report shows up these conditions and enables the sales manager to find out who's who and make corrections where they should be made, and give aid where it is needed.

Finding Out Who Is Doing the Work

These reports show positively, definitely and finally just "who's who" among your salespeople; it enables you to bolster up your weak places, and I'll say this without fear of contradiction that if a concern can stop up the leaks whereby it loses business through inefficiency it can increase its volume anywhere from 30 per cent on up. Few concerns, though, really know just where their sales leaks are.

On the front at the right-hand bottom corner of the salesman's daily report is a place to put the total number of prospects called on who were not at home. These "not-at-homes," now-
A PRACTICAL SYSTEM FOR CHECKING UP SALES EFFORT—(Continued from page 22)

ever, are not considered as "calls," and this space is put there in order that the salesman may know just what the salesman has done with his time. The salesman's daily report also will show just how long a salesman spends with a prospect. He must show the time of his call so the salesman must account for every hour of the day. The general daily report of sales, collections, finance, etc., also shown, coupled with the salesmen's daily reports, will enable any manager to keep in daily touch with every little detail of his business, and it only takes a few minutes' work each day on the part of each salesman and (Continued on page 24)

The Series of Sales Report Cards Used By the Edison Shop, Dallas, Tex.

Floor Manager's Daily Report of Floor Customers

<table>
<thead>
<tr>
<th>Name</th>
<th>Address</th>
<th>Store</th>
<th>Sales</th>
<th>Dates</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>John D. Smith</td>
<td>123 Main St.</td>
<td>Dallas</td>
<td>$100</td>
<td>July 1, 2021</td>
<td>Sold Edison phonograph and 2 days later a radio</td>
</tr>
<tr>
<td>Mrs. Jane White</td>
<td>456 West Ave.</td>
<td>Dallas</td>
<td>$50</td>
<td>July 2, 2021</td>
<td>Sold Edison phonograph and radio</td>
</tr>
<tr>
<td>Dr. Robert Brown</td>
<td>789 North St.</td>
<td>Dallas</td>
<td>$75</td>
<td>July 3, 2021</td>
<td>Sold Edison phonograph</td>
</tr>
</tbody>
</table>

Floor Manager's Monthly Collections Report

<table>
<thead>
<tr>
<th>Name</th>
<th>Address</th>
<th>Store</th>
<th>Sales</th>
<th>Dates</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Alice Johnson</td>
<td>111 Green St.</td>
<td>Dallas</td>
<td>$120</td>
<td>July 1, 2021</td>
<td>Sold Edison phonograph</td>
</tr>
<tr>
<td>Robert Smith</td>
<td>222 Blue St.</td>
<td>Dallas</td>
<td>$150</td>
<td>July 2, 2021</td>
<td>Sold Edison phonograph and radio</td>
</tr>
<tr>
<td>Mary Brown</td>
<td>333 Red St.</td>
<td>Dallas</td>
<td>$100</td>
<td>July 3, 2021</td>
<td>Sold Edison phonograph and radio</td>
</tr>
</tbody>
</table>

Reverse Page of the Above Report

The Series of Sales Report Cards Used By the Edison Shop, Dallas, Tex.
A PRACTICAL SYSTEM FOR CHECKING UP SALES EFFORT—(Continued from page 23)

the floor manager to get up this report, which is so invaluable to the sales manager or the head of the business.

Real Business Information

One can readily see of what value the information contained in this general daily report is to the man in charge of collections and finances. He knows each day just how accounts stand; he knows whether collections are lagging and, if so, just why. He knows what should be collected during the month under each division of accounts and just what has been collected so far. He has before him constantly his mouth's obligations and knows definite just how he is prepared to meet them.

These daily reports give the sales manager some very vital sales information, but the salesman's monthly commission report, as will be noted, also gives some vital information that the daily reports do not give; such as per cent on each sale, average per cent of down payments, average sale, average number of months for term sales, whether sale was to prospect or new customer, and, if prospect, how long the prospect had been a prospect.

Weeding Out Dead Prospects

This brings to light one particular question that has been discussed previously concerning phonographs in general and his knowledge of phonographs in particular—concerning phonographs. This is a great extent and that is does it pay to follow up prospects over a few months old or at what age does a prospect automatically become dead, or should a prospect ever be considered dead on account of age? This report will soon show what percentage of old and new prospects are sold.

Then on the reverse side of this report we find a summary of the salesman's batting average—this coupled with the daily reports will tell the manager absolutely, finally and definitely just "who's who" among his salesmen. It tells who bats highest with respect to volume—cash sales—short-time contracts—repossessions—higher-priced instruments sold and competitive deals. This batting average enables both the manager and his salesmen to know their comparative worth.

This report is made out by each salesman at the end of each month's business and the auditor figures up the percentages and averages, then these batting averages are put on a large bulletin board which each salesman may study standing as compared with the other salesmen. A good idea is to offer a prize each month for the salesman having the highest all-around batting average. This stimulates even more interest and rivalry.

We believe that through the use of these daily reports a manager may keep in close touch with every detail of his business, whether pertaining to the sales or financial end, and the manager who has these reports placed upon his desk each morning does not have to move from his desk to get at every little bit of information he may desire concerning the previous day's operations.

Of course, if all of these reports were to be made by one man it would indeed require a great deal of time, but each salesman makes his own individual report which, requires only 15 or 20 minutes of his time, and the floor manager makes up his daily report from these and the bookkeeper is only about 15 or 20 minutes each morning making up the general financial, collections and sales report. This small amount of time is indeed well spent when you consider what it is worth to the man or sales manager of a business to have this detailed information before him each morning and at the end of each month.

While these reports were designed to fit our retail phonograph business, still, as can be easily seen, they can be adapted to most any retail specialty line such as automobiles, washing machines, vacuum cleaners, etc.

I will freely make this prediction that the sales manager who adopts these or similar reports and takes advantage of the information they offer him will soon find business increasing and the efficiency of his sales force greatly enhanced.

LIVELY DEMAND FOR EQUIPMENT

Preparations Being Made by Dealers Pensive a Busy Fall and Winter

With the approach of the fall season optimistic predictions made during the early summer months are materializing. Arthur L. Van Veen, president of Van Veen & Co., Inc., New York City, manufacturers of Van Veen equipment for talking machine warehous, reports that the Van Veen Co. during the month of August shipped twelve as many installations of Van Veen equipment as in the same month of last year. This important news is not only indicative of the good business done by Van Veen & Co., Inc., but visualizes the enterprise plans of the dealer for the fall season. These very numerous installations are now in place and the dealers are thus excellently equipped to handle the fall business.

A close investigation of the affairs of "the man who never had a chance" usually proves he lacked vision in recognizing opportunity when it was thrust upon him.

IF YOU WANT THE BEST

Insist on Getting

DE LUXE NEEDLES

The Best Semi-Permanent Needle Made

Let the De Luxe Speak for Itself and Send for Samples, Discounts and Full Particulars

Duo-Tone Company, Incorporated
Sole Manufacturers of De Luxe Needles
Ansonia, Conn.

DONT FORGET THESE FACTS

Perfect Reproduction of Tone  No Scratchy Surface Noise

PLAYS 100-200 RECORDS

Full Tone

Medium Tone

Three for 30 cents (40 cents in Canada)

MICA DIAPHRAGMS

Absolutely Guaranteed Perfect

We get the best Mica direct.

We supply the largest Phonograph Manufacturers.

Ask for our quotations and samples before placing your order.

American Mica Works
47 West St.
New York

"Perfect" Mica

"Perfect" Diaphragms

"Perfect" Horns
SETTING UP
for the
NEW MUSICAL SEASON
STOCK UP WITH
ODEON
and
FONOTIPIA
RECORDS
READY FOR THE FALL BUSINESS
Newest Splendid Popular Hits
EXTENSIVE REPERTOIRE
Operatic, Classical and Artistic
by
Celebrated Artists
SELECTED VARIETY OF OUR WELL KNOWN
FOREIGN LANGUAGE RECORDS
GERMAN ITALIAN POLISH BOHEMIAN DANISH
SWEDISH NORWEGIAN HUNGARIAN SERBIAN BULGARIAN
JEWISH GREEK TURKISH ARABIAN SYRIAN
Ask for our Catalogues of Foreign Language Records and Celebrated Artists' Selections
BIG PROPOSITION FOR DISTRIBUTORS
American Odeon Corporation
100 WEST 215 STREET
NEW YORK
“Listening” and “Crooning” are the latest fox-trots by the Paul Biese Orchestra. They’re business builders for dance-loving customers. Have you ordered a big supply? A-3439.

Columbia Graphophone Co.
NEW YORK

WINDSOR-POLING STORE IS POPULAR
Victrola Dealer Has Attractive Store and Believes in Service—Adds Repair Department

AKRON, O., September 8.—Although less than six months in existence the Victrola parlors of the Windsor-Poling Co., Mill and Howard streets, are a feature of the eastern Ohio talking machine trade. Every detail of the furnishings and decorations in harmony and the facilities afforded patrons for comfort and service are of the best.
The interior is finished in light gray, with all furnishings, draperies and furniture to match. The store is 62 by 32 feet with black and white tile floor, and the outlook is the best.
The store is conveniently located at the corner of Mill and Howard streets, a position which is considered ideal by the directors of the firm.

A View of the Interior
with Victrola patrons and many sales of records are the result.
The firm recently installed a complete talking machine repair department for the accommodation of its customers and the trade in general.
The members of the new company are always on the alert for new merchandising ideas and are constantly working to improve its service.

Increased Record Business Is Here
You Will Get It With
Okeh Records
The Record of Quality
KIEFER-STEWART CO.
Distributors of Okeh Records
Capitol Ave. and Georgia St. Indianapolis, Ind.

RELIEF FOR TRAVELING MEN
Efforts Now Being Made Through Congress to Secure Interchangeable Mileage Book at Reduced Rates and Also to Have Present Pullman Surcharges Entirely Eliminated

According to a letter sent out to the members of the National Piano Travelers’ Association by Albert Behling, secretary, there are excellent prospects that something will be done shortly by Congress to reduce the present excessive cost of railway transportation, which is proving such a tremendous burden to commercial travelers.

At the instance of the National Council of Traveling Salesmen’s Associations, with which the National Piano Travelers’ Association is affiliated, an appeal has been made to Congress to authorize the issuance of a 5,000-mile book of script to be used on all railroads and giving the traveling man the advantage of a 25 per cent rate below ordinary passenger rates. It is urged that traveling men write, or telegraph, to their respective Representatives or Senators urging the quick passage of the mileage book legislation and also of the bill now before Congress to eliminate the present Pullman surcharge of 10 per cent.

The National Council is also making a strong drive against excessive charges by hotels in practically every section of the country and is seeking to bring about reductions in the prices of both rooms and food.

COALE MUSIC CO. MOVES
Expansion Makes Move of California Business Necessary—Carries Complete Stock

SACRAMENTO, Cal., September 3.—The Coale Music Co., of this city, due to its rapidly growing business, has been forced to move from its modest quarters on South Sutter street to a new and larger store on the same block. The company, of which Jack Coale is the head, handles a full line of pianos, sheet music, talking machines and records.

EBERSON-TOPP, INC., GETS CHARTER

Eberson-Topp, Inc., 64 East Van Buren street, Chicago, has been granted a charter of incorporation under the laws of the State of Illinois, with 400 shares of stock having no par value. The firm will manufacture and deal in musical instruments and appliances. Incorporators are: John Eberson, James Topp and M. H. Frost.

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.
### HITS

<table>
<thead>
<tr>
<th>Number</th>
<th>Title</th>
<th>Performer</th>
</tr>
</thead>
<tbody>
<tr>
<td>4402</td>
<td>I'm Looking for a Bluebird (to Chase My Blues Away).</td>
<td>Contralto with Rega Orchestra</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Vaughn De Leath</td>
</tr>
<tr>
<td>4403</td>
<td>My Daddy. Contralto with Rega Orchestra</td>
<td>Vaughn De Leath</td>
</tr>
<tr>
<td></td>
<td>Honolulu Honey. Hawaiian Instrumental.</td>
<td>Ferera-Franchini-Green</td>
</tr>
<tr>
<td>4404</td>
<td>Sweet Hawaiian Girl of Mine. Hawaiian Instrumental.</td>
<td>Ferera-Franchini-Green</td>
</tr>
<tr>
<td></td>
<td>Oh Joy! Toddle Dance.</td>
<td>Harry Raderman's Jazz Orchestra</td>
</tr>
<tr>
<td></td>
<td>Illo (A Voice From Mummyland).</td>
<td>Harry Raderman's Jazz Orchestra</td>
</tr>
<tr>
<td></td>
<td>Mule Blues (The Hee-Haw!).</td>
<td>Tampa Blue Jazz Band</td>
</tr>
<tr>
<td></td>
<td>Bad Land Blues.</td>
<td>Tampa Blue Jazz Band</td>
</tr>
<tr>
<td></td>
<td>Broncho Trot.</td>
<td>Hager's Dance Orchestra</td>
</tr>
<tr>
<td></td>
<td>Old Blue. Waltz.</td>
<td>Hager's Dance Orchestra</td>
</tr>
<tr>
<td></td>
<td>Why, Dear?</td>
<td>Harry Raderman's Jazz Orchestra</td>
</tr>
<tr>
<td></td>
<td>Hardingo. Persian Fox-trot.</td>
<td>Rega Dance Orchestra</td>
</tr>
<tr>
<td></td>
<td>Bring Back My Blushing Rose. (From &quot;Ziegfeld Follies of 1921&quot;)</td>
<td>Sam Ash</td>
</tr>
<tr>
<td>4408</td>
<td>Learn to Smile. (From the Musical Comedy, &quot;The O'Brien Girl&quot;)</td>
<td>Sam Ash</td>
</tr>
</tbody>
</table>

### Okeh Records

General Phonograph Corporation  
OTTO HEINEMAN, President  
25 West 45th Street, New York City
"TOURING PARTIES" HELP BUSINESS

Suggestion for an Aid to the Advertising Manager for the Creation of New Ideas

The talking machine dealer has unparalleled opportunities for producing advertising which makes a strong appeal. There comes a time to every ad man, however, when he becomes bored of ideas, his work takes on a stereotyped appearance and the pulling power of the ad is lost. The talking machine ad man can not only overcome this fault, but at the same time gain some free publicity by inviting guests on certain days to form "touring parties." As should be specified on the invitation, at a certain time the selected guests start on a tour of the establishment, conducted personally by the manager or proprietor of the store. Each guest is presented with a pad and pencil, on which she jots down criticisms and selling points of the machines and records, as well as all the other supplies which the store carries. Criticism of the service can also be made a point of the tour.

This plan is especially applicable to the small-town store. The women receiving the invitations should preferably be the best known in the community. In the small town the women who are invited will, in most cases, feel flattered at being selected and will be more than willing to respond. The invitation signed by the proprietor of the establishment is more likely to achieve results and if the proprietor acts as host to his guests and carries out the duty successfully he will at least have made some friends.

PLACES MACHINES IN FIRE HOUSES

Benway Bros., Pathé Dealers in Lincoln, Neb., Try Out New Plan With Great Success

LINCOLN, Neb., September 3.—Edwin N. Kane, manager of the outside sales staff of Benway Bros., Pathé dealers of this city, has been devoting much attention to fire houses. Mr. Kane first obtained permission from the fire commissioner to place a Pathé phonograph in the fifteen fire houses, and the stunt resulted in a good proportion of sales not only to the fire houses, but to individual firemen for their homes.

THE HARPONOLA COMPANY

101 MERCELINA PARK

CELINA, OHIO

Edmund Brandts, President

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

HARPONOLA

the Phonograph with the "Golden Voice"

THE Harponola proposition will show you why it is a better time—if you are a live storekeeper—to get into the phonograph business and make money, than ever before.

Write for the proposition.
Every month the Emerson release includes certain numbers that not only invite but positively demand rendition on the Emerson Phonograph. Played on the Emerson they evoke with their full tone quality a music satisfaction that is complete.

However, it's always easy to identify them on any machine. Their verve and animation stamp them immediately as "EMERSONS."

Among the October numbers you will particularly like are:

10419  JUST LIKE A RAINBOW. Fox-trot
10422  TI-DAN. Fox-trot
10424  WHY, DEAR? Fox-trot
10425  BRING BACK MY BLUSHING ROSE
10426  TUCK ME TO SLEEP
10427  MY SUNNY TENNESSEE
10428  I'VE LOST MY HEART TO THE MEANEST GIRL IN TOWN.
10429  CELESTE AIDA (From "Aida")
10430  ANGEL'S SERENADE
10431  OLD FOLKS AT HOME
10432  LOVE'S OLD SWEET SONG
10433  IN THE GLOAMING

The complete Emerson list for October:

DANCES

10419  JUST LIKE A RAINBOW. Fox-trot
10421  OH JOY! Fox-trot
10422  TI-DAN. Fox-trot
10423  I'VE LOST MY HEART TO THE MEANEST GIRL IN TOWN.
10424  WHY, DEAR? Fox-trot
10425  BRING BACK MY BLUSHING ROSE
10426  TUCK ME TO SLEEP
10427  MY SUNNY TENNESSEE
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SONGS

10419  JUST LIKE A RAINBOW. Fox-trot
10421  OH JOY! Fox-trot
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10430  ANGEL'S SERENADE
10431  OLD FOLKS AT HOME
10432  LOVE'S OLD SWEET SONG
10433  IN THE GLOAMING

Standard Selections

10429  CELESTE AIDA (From "Aida")
10430  ANGEL'S SERENADE
10431  BELIEVE ME IF ALL THOSE ENDEARING YOUNG CHARMS
10432  LOVE'S OLD SWEET SONG
10433  OLD FOLKS AT HOME

Play EMERSON RECORDS on

Emerson Phonograph

WITH THE EMERSON MUSIC MASTER HORN
CONFERENCE OF VICTOR TRAVELERS

Annual Gathering of Traveling Representatives of Victor Talking Machine Co. Ended on August 20—Special Attention Given to Sales Promotion Work for Dealers' Benefit

The annual conference of the traveling representatives of the Victor Talking Machine Co., which lasted for two full weeks, came to an end Saturday, August 20, the travelers leaving for their respective territories full of valuable information acquired during the meetings and with increased enthusiasm for the Victor line.

The travelers, of whom there were twenty-five in all, were quartered at Strat Haven Inn, Swarthmore, Pa., where they enjoyed the advantages of beautiful country and enjoyed various forms of outdoor sport between business sessions. There were two special field days at the Riverton Country Club, during which golf and tennis were played.

During the conference special emphasis was laid on sales promotion work, particularly of the sort calculated to help dealers in increasing their business. The problems of present-day merchandising were discussed at length and the whole economic situation reviewed.

The first week was given over to an intensified study of record analysis and musical appeal to the public through the medium of records, while during the second week general business conditions in sales methods received attention.

The conference resulted in a very much better equipped force of traveling representatives than had hitherto gone out to represent the Victor Co. As the dealer evinces a genuine desire to welcome the representative coming into his store and interest him in the problems of present-day merchandising, these appointments are important.

Following the conference the following territories were made, the great majority of the travelers returning to their old stamping grounds: R. A. Bartley, eastern Pennsylvania; R. S. Cron, Chicago, Ill.; W. P. Davis, Baltimore, Md.; R. A. Drake, Albany, N. Y.; F. C. Erdman, Cleveland, O.; C. F. Estabrook, Boston, Mass.; M. deC. Freeman, St. Louis, Mo.; W. G. Gaston, Portland, Ore.; R. P. Hamilton, Memphis, Tenn.; R. C. Hopkins, Newark, N. J.; H. A. Howison, Pittsburgh, Pa.; T. L. Hustelson, W. K. Gilmore, Cincinnati, O.; H. D. Leopold, San Francisco Cal.; A. H. Levy, Brooklyn, N. Y.; T. McCready, New York City; E. J. Marx, Milwaukee, Wis.; R. S. Nolan, Memphis, Tenn., and solo work is familiar to owners of Pattie records. They have become favorites through the medium of Pathe records.

The concerts will be given November 21, January 3 and March 28, and the first recital will include Charles Hart and Lewis James, tenors; Elliott Shaw, baritones; Wilfred Glenn, basso, and Vera Cory, pianist, whose ensemble will embrace the names of a number of Pathe artists who are celebrated on the concert and operatic stage, and who will need no introduction to Meriden musical patrons, with whom they have become favorites through the medium of Pathe records.

It is expected that the high class of talent and the beauty and variety of the programs will prove a source of delight to every lover of the best class of music. The programs will embrace the names of a number of Pathe artists who are celebrated on the concert and operatic stage, and who will need no introduction to Meriden musical patrons, with whom they have become favorites through the medium of Pathe records.

Mr. Willinger states that his trip was satisfactory in every respect and expects rushing business this Fall.

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.
EVERY Honest-Quaker main spring is packed in a separate rust and dust proof carton. By referring to our main spring chart you will see at a glance the exact spring required. No More Guessing! Every spring we sell is guaranteed to give absolute satisfaction.

If you have not received our catalogue of main springs and repair parts, write for your copy.

The Repairman's Friend
Most of our customers are familiar with the tools illustrated. They are made of the finest grade of tool steel and are super-hardened for rough usage.

These tools will more than pay for themselves in short order

Price per set $5.00

FOUR IN ONE
VEST POCKET SOUND BOX TOOL
A. Hardened Screw Driver
B. Holds Spivot Screw Nut
C. Holds Stylus Bar Nut
D. Adjustable Screw Ring Remover

Price $1.00

Removes any kinks in the centre, regardless of the shape they may be twisted into.
Makes the centre smaller, or larger.

This spring vise inserts any wire spring in a jiffy. No more cut hands, or cussing.

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.

EVERYBODY'S TALKING MACHINE CO.
MANUFACTURERS
MOTORS TONE-ARMS UMAN-TONE REPRODUCED SOUND-BOXES "HEARING IS BELIEVING" AND ACCESSORIES
38 NORTH 8TH STREET
PHILADELPHIA, PA.
HANDBSOME CARUSO WINDOW

Grinnell Bros. Feature Artistic Window Display
—Also Use Timely Newspaper Advertising

DETROIT, Mich., September 6—Many of the local Victor stores have presented exceptional, timely and artistic window displays coincident with the untimely death of Enrico Caruso, world-famous tenor. Several of these displays have been noteworthy for their distinctiveness and beauty, and one of the most attractive windows in Detroit was prepared by Grinnell Bros. at their head- quarters at 1515 Woodward avenue.

This display, which is shown hereewith, portrays Caruso in some of the operatic roles that have made him world-crowned. Hundreds of passers-by have stopped daily to admire the window, and the display has served as a well-deserved tribute to one of the greatest artists in history.

In conjunction with this window, Grinnell Bros. used timely publicity in the local newspapers, giving a partial list of the Victor records made by Caruso, and paying a sincere compliment to Caruso’s art and fame. This publicity was a factor in the tremendous demand for these records, which has continued unabated for the past few weeks.

INTRODUCE NEW SALES PLAN

Bubble Book Division of Harper & Bros. Announces Unique Sales Idea—Dealers Using Plan to Stimulate Sales Throughout Country

The Bubble Book division of Harper & Bros., New York, recently inaugurated a novel campaign for the promotion of bubble book sales throughout the country. This plan is in the form of miniature cut-out dolls, representing the different characters portrayed on Bubble Book records. These miniature dolls, which are made from original drawings by Rhoda Chase, an artist who is well known for her work in depicting fairyland characters, are finished in four colors and embrace a series of sixteen well-known fairyland figures, such as Little Bo Peep, Jack and Jill, etc.

These little figures are made up in cardboard for children to cut out and attach together, so that they will stand. A pedestal furnished which fits over the spindle of the talking machine turntable reproduced in the shape of a record and painted in water colors to represent a bubble, on which these little figures are placed and rotate with the revolution of the turntable during the time that the record featuring each particular character is being played. The method of instructing the children how to cut out these figures is in the form of an appropriate poem, which gives added interest to the idea.

The Texas Talking Machine Co., of Dallas, Texas, has obtained a five-year lease on the ground floor of the building at 912 Main street. This will be used as headquarters for wholesale patrons and distributors.

OPEN NEW JEWETT ACCOUNTS

Sales Manager Fair Returns From Successful Trip—Extensive Publicity Plans for Coming Fall WILL Increase the Jewett Output

DETROIT, Mich., September 8.—A. A. Fair, sales manager of the Jewett Phonograph Co., returned recently from a trip through New York State. Mr. Fair closed several important deals and started negotiations with a number of well-known retail houses which will probably be consummated in the course of the next week or two. He is enthusiastic regarding the outlook for Jewett business in the East, and this enthusiasm is based on the results of substantial orders.

Among the recent accounts opened by the Jewett Phonograph Co. were successful retail houses in Detroit, Mich.; Oxford, Mich.; Eaton Rapids, Mich.; Charlotte, Mich.; Rochester, N. Y.; New- ark, N. J.; Gowanda, N. Y., and Canton, O.

The Jewett Phonograph Co. is preparing a handsome exhibit for the Michigan State Fair, and will also be represented by an exhibit at the annual convention of the Ohio Music Merchants’ Association to be held in Columbus next week.

Publicity plans completed by the company call for the use of extensive advertising in various ways. Particular attention will be paid to Detroit territory, and, according to present plans, billboards, newspaper advertising and painted signs will be used. Mr. Fair is devoting con siderable time to this campaign, and will welcome the suggestions of Jewett dealers as to the best means of making this advertising produc tive of results.

MOVES TO NEW QUARTERS

Wax & Novelty Co. Located in New Home—Increased Business Made Move Necessary

The Wax & Novelty Co. has recently moved from 37 Paris street, Newark, N. J., to larger quarters at 165 Bloomfield avenue, Bloomfield, N. J. The new factory is equipped with additional up-to-date machinery, to take care of the company’s increased business in wax business blanks and master wax used in the manufacture of talking machine records. F. W. Matthews, proprietor of this concern, has established a fast-growing business in the talking machine field, which has increased to such proportions that this latest move into a larger factory was imperative.

BUBBLE BOOK CHIEF RETURNS

H. B. Foster, general manager of the Bubble Book division of Harper & Bros., New York City, spent the last two weeks of August on a well-earned vacation in New England, visiting many summer resorts. Mr. Foster spent the last few days of his vacation at his home in New Haven, Conn., returning to New York greatly refreshed and prepared to take up his active duties in anticipation of a healthy Fall business.

MAXIME PATHE GOES TO CHINA

It is expected before long that the Celestial will learn to jazz to the music of Pathé records. Maxime Pathé has gone to Shanghai, China, to take charge of the Pathé phonograph plant of the Far East. M. Pathé was at the Brooklyn factory for a number of months and later went to the London plant to begin the manufacture of Actual Cut Needle Records.

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PERIOD MODELS

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

Immediate Delivery in Mahogany Burl Walnut Golden Oak

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

SEABURG MANUFACTURING COMPANY

JAMESTOWN, NEW YORK

Pacific Coast Representatives—J. W. ROE, 7111 E. Harrison St., Seattle, Wash.
Pablo Casals’ cello wizardry adds new charm to “Liebestraum.” All lovers of instrumental music will want this magnificent record. Columbia 49812.

Columbia Graphophone Co.
NEW YORK

CANADIAN IMPORTS MUST BEAR COUNTRY OF ORIGIN

Amendment to Canadian Customs Act, Effective October 1, Requires That All Imported Goods Be Stamped or Branded to Indicate Country of Origin—Penalty Provided for Neglect

The music trade, as well as other industries, has occasion to be much interested in an amendment to the Canadian Customs Act which goes into effect on October 1, 1921, and which provides that all goods imported into Canada must be marked, stamped, branded or labeled, so as to indicate the country of origin. Failure to so mark goods makes them subject to an additional 10 per cent duty.

The bill will not only make it necessary to mark phonographs, talking machines and other musical instruments, but will require that sheet music also be marked. The text of the amendment in full reads:

"That all goods imported into Canada which are capable of being marked, stamped, branded or labelled, shall be marked, stamped, branded or labelled in legible English or French words, in a conspicuous place that shall not be covered or obscured by any subsequent attachments or arrangements, so as to indicate the country of origin. Said marking, stamping, branding or labelling shall be as nearly indelible and permanent as the nature of the goods will permit.

"Provided that all goods imported into Canada after the date of the coming into force of this section which do not comply with the foregoing requirements shall be subject to an additional duty of 10 per centum ad valorem to be levied on the value for duty purposes, and in addition such goods shall not be released from Customs possession until they have been so marked, stamped, branded or labelled under Customs supervision at the expense of the importer.

"Provided, further, that if any person shall violate any of the provisions relating to the marking, stamping, branding or labelling of any imported goods, or shall deface, destroy, remove, alter or obliterate any such marks, stamps, brands or labels, with intent to conceal the information given by or contained in such marks, stamps, brands or labels, he shall be liable, on summary conviction, to a penalty not exceeding one thousand dollars, or to imprisonment not exceeding one year, or to both fine and imprisonment. The Minister of Customs and Inland Revenue may make such regulations as he deems necessary for carrying out the provisions of this section and for the enforcement thereof.

"(2) This section shall come into force on the first day of October, 1921."

NEW EDITION OF MUSIC BOOK

Victor Co. Announces Issuance of Revised Edition of "What We Hear in Music"

The Victor Talking Machine Co. announces that a new revised edition of the book "What We Hear in Music," by Amy Shaw Faulkner, is now available for distribution throughout the industry. This work in its earlier form is quite familiar to the trade, for it has been accepted as an authoritative reference and textbook in the teaching of music history and appreciation by colleges, conservatories and schools and also in the home. The issuance of the revised edition is in response to a strong and persistent demand that has developed for the book.

J. TARLOW WITH HARTFORD FIRM

Jules Tarlow, formerly manager of the talking machine department of Gimbels in New York City and of the same department of Kaufman & Batt in Pittsburgh, is now manager of the new talking machine department of Sage, Allen & Co., of Hartford, Conn.

SOME MUTUAL CORP. CHANGES

Herman Segal Resigns as President and A. P. Frangipane Is Appointed General Manager

The Mutual Phonograph Parts Mfg. Corp., New York, manufacturer of Mutual tone arms and soundboxes, has announced the resignation of Herman Segal as president. Mr. Segal was associated with Nathan Garfinkel, who purchased the business about a year ago. Mr. Garfinkel will continue the business as heretofore and the appointment of Andrew P. Frangipane as secretary and general manager of the company has been announced. Mr. Frangipane has been connected with the Mutual Phonograph Parts Mfg. Corp. during its entire existence and was formerly connected with the Mutual Talking Machine Co.

WAR TAX ON F. O. B. SHIPMENTS

According to recent decisions, if the agreement calls for the delivery of goods F. O. B. destination the seller must pay the war tax, which is part of the freight and carriage charge. A number of retailers in the music industry who have been in doubt about this point will be interested to know the way the courts look upon it.

WAR RATIONS MADE TO JOBBERS

Far Rockaway, N. Y., August 31—Seaman Bowers, who for some time has conducted a garage here, is planning to enter the music business. In furtherance of this plan he is converting the garage into quarters suitable for housing his new stock. Musical instruments and talking machines will be handled.

The Electro Self-Winding Phonograph Co., New York City, has been granted a charter of incorporation under the laws of the State of New York, with a capital of $100,000.

ATTRACTION INDUCENTS MADE TO JOBBERS

For Samples and Particulars Write to
THE PERMO COMPANY
4215 TERRACE ST., OAKLAND, CALIFORNIA
Granby Works WITH You and FOR You

When you take on the Granby line we back you to the limit. Everything is done to make your franchise profitable and satisfactory to YOU.

That is our platform.

Granby Sales Helps Help You Sell Granbys

Granby literature is aimed to sell—and to help you sell. Attractive display cards, mailing cards, miniature musical magazines—all will prove strong factors in building business.

These are just a few examples of the Granby ammunition.

In addition, we offer you our intensive local newspaper advertising campaign, that is 100 per cent. effective.

Let us send you the Granby Proposition. Learn what it means to you. Lose no time.

Write—or wire—TODAY.

GRANBY PHONOGRAPH CORPORATION

NORFOLK, VIRGINIA

Factory—Newport News
ADVERTISING OF USED INSTRUMENTS

General Counsel of Music Industries Chamber of Commerce Offers Opinion That Dealer Cannot Be Restrained From Using Trademarked Name of an Instrument in Advertising

The practice of using well-known and respected trade names in the advertising of second-hand musical instruments and other goods by dealers has long been a subject of comment, and, although successful efforts have been made to put an end to, or at least curtail materially, any attempts to use such names in a fraudulent manner, there has been little done to prevent the dealer from using in his advertising the names of standard instruments, provided, of course, he had them to sell.

A well-known piano manufacturer some time ago set out to prevent dealers who were not authorized agents for his line from using the trademarked name of his product in the advertising of such second-hand instruments of his make as should come into their possession. It is very probable that the warnings of possible legal actions sent out by this manufacturer to various dealers prompted the following inquiry being sent to the Legal Bureau of the Music Industries Chamber of Commerce, which was answered by George W. Pound, general counsel, to the effect that in his opinion a merchant cannot be restrained from using the trademarked name in the regular course of business when he doesn't make as shown into their possession.

The query and Mr. Pound's answer to the same follow:

Query: Can a piano or other musical instrument manufacturer company protect its instruments through corporate trade-mark and other similar means that a second-hand instrument in the hands of a merchant cannot be advertised and sold by him under such trade name?

Answer: In my opinion, no.

Assuming that the maker had so protected his output, had incorporated his company under such title, had trademarked his product under the same title, had by nice and expeditious fairly acquired the trade name used, then sells this product in the open market, parts with title, and in due course of trade said instrument is acquired by a merchant who offers it for sale under its trade name, at a fair sale value, without any unfair business methods, and in regular course of business, I am strongly of the opinion that such merchant is entirely within his rights, and cannot be restrained from so doing by the maker.

In fact, it may well be that the privilege of advertising and selling such instrument under its well-earned and quality trade name is the essence of value in the transaction to the dealer. The transaction is without prejudice to the manufacturer where it is conducted in the due and regular course of business, without any unfair business methods, in good faith, and as above indicated.

VISITS C. BRUNO & SON

Among recent visitors at the headquarters of C. Bruno & Son, Victor wholesalers, New York City, was William E. Bostwick, accompanied by his secretary, Mr. Bruno is connected with Lauflin's Music Store in Hazleton, Pa., and was in New York on his honeymoon. Jerome Harris, secretary of C. Bruno & Son, was a recent visitor at the Victor plant at Camden.

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.

D. R. DOCTOROW

VANDERBILT AVENUE BUILDING

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

CHILDREN'S RECORD WEEK

Columbia Dealers to Feature Educational Records During Week of October 3

The Columbia Graphophone Co. has advised its dealers that the week of October 3-8 has been set aside as children's record week, and advertising literature, window display material, newspaper advertising, posters, etc., will be furnished to the dealers in order that they may take full advantage of the sales possibilities of this week.

In announcing the children's record week the educational department of the Columbia Graphophone Co. suggested to the dealers that they carry in stock one or more type D-2 Grafonolas and Pushmobiles, with a sufficient quantity and variety of educational records. It was also suggested that the dealer endeavor to get the local school superintendent and music supervisor into the store, play records for them, make arrangements for placing a Grafonola and records in the schools on trial and establish a permanent and cordial basis of cooperation with the schools.

There are two kinds of employers—those who command a large amount of special knowledge and general education, and those who have good common sense. It is rare to find both qualities combined in the same man.

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
3 New Brunswick Models

**Model 200 Brunswick**

Finished in Adam Brown or Red Mahogany and Fumed or Golden Oak

- Height 48% inches, width 19 inches, depth 21 inches
- Trimings Nickel Plated

Equipped with all-wood Oval Tone Amplifier; single diaphragm Ultona; Brunswick double-spring motor, nickel plated; twelve-inch turntable; automatically balanced lid; automatic stop; tone modifier; self-filing system, designed to accommodate albums.

**Model 207 Brunswick**

Finished in Adam Brown or Red Mahogany and Fumed or Golden Oak

- Height 45% inches, width 19 inches, depth 21 inches
- Trimings Nickel Plated

Equipped with all-wood, Oval Tone Amplifier; single diaphragm Ultona; Brunswick double-spring motor, nickel plated; twelve-inch turntable; automatically balanced lid; automatic stop; tone modifier; self-filing system, designed to accommodate albums.

**Model 210 Brunswick**

Finished in Adam Brown or Red Mahogany and Fumed or Golden Oak

- Height 47 inches, width 20 inches, depth 21 inches
- Trimings Nickel Plated

Equipped with all-wood, Oval Tone Amplifier; single diaphragm Ultona; Brunswick double-spring motor, nickel plated; twelve-inch turntable; automatically balanced lid; automatic stop; tone modifier; seven albums for filing records.

**Model 207 Retail Price** $125

**Model 200 Retail Price** $100

**Model 210 Retail Price** $150

**For Every Home—Every Purpose**

*There's a Brunswick—16 Models in the Line*

No matter what the circumstances or requirements of your trade, there is a Brunswick to meet each one. From the portable style to the Beaux Arts, there are Cabinet models and Period designs in a wide variety of finishes.

That is but one advantage the Brunswick dealer has. Fair profit, fair treatment, extensive advertising and the prestige of being a Brunswick dealer are others. Write for complete list.
COLUMBUS ACTIVITY IN DALLAS
Will A. Watkin Co’s Columbus Department Closing Healthy Business—Sales Expanding

DALLAS, TEX., September 6.—The Columbus department of the Will A. Watkin Co., of this city, is meeting with exceptional success, notwithstanding the temporary depression as business circles, and a considerable measure of this success may be attributed to the efforts of the sales staff. Robert N. Watkin, secretary and treasurer of the company, who has long been an

The Columbia "Punchers" at Watkin’s enthusiastic admirer of Columbia products, is in personal touch with the activities of the Columbus department.

In the accompanying photograph W. R. Long, manager of the Columbia Grafonola department, may be seen at his desk, and the other members of the staff in the photograph include Miss Aileen Daniel and Miss Christine Ewing, of the record sales staff, together with two members of the Watkin sales organization. For the past ten years the record business closes by the Will A. Watkin Co. has shown an increase year by year, and judging from all indications, 1921 sales totals will be the largest in the history of the company.

While judging men do not ask so much for the effects of their mistakes as for their causes.

Benjamin Landay resigns

To Enter Talking Machine Business for Himself—Spent Vacation at Lake George

Benjamin Landay, for the past twelve years associated with Landay Bros., Inc., recently returned to enter the talking machine business for himself. His experience has been particularly successful in the metropolitan district and out-of-town stores.

He has been spending his vacation at the Arcadia Country Club, The Hague, Lake George, N. Y., where he has been mastering the game of golf and getting into condition for his new venture, which will take place some time in September.

Victor Dealer Entertains Staff

The employer of the establishment of C. M. Millard, 1803 Myrtle avenue, Brooklyn, were the guests of Mr. and Mrs. Millard on an automobile trip to Rye Beach recently. Although the weather was inclement, the members of the party spent a most enjoyable day, thanks to the weather was inclement, the members of the party spent a most enjoyable day, thanks to the ample lunch provided by Mrs. Millard and the entertainment program prepared by Mr. Millard, which was enjoyed by all.

The evening’s activities included a picnic supper and theatre party, and during the afternoon the dancing devotees had plenty of time to show the latest steps. The entire staff was in attendance, including Miss Gudeman, Miss Good, and Mr. Pocher, together with Mr. and Mrs. Millard and their family.

J. N. Hallinan enjoys vacation

J. N. Hallinan, manager of the New York office of the Unit Construction Co., departed on August 26 for a well-earned vacation of from ten days to two weeks. Mr. Hallinan went to the home of his father in Suffern, N. Y., and from that point motored to the many points of interest in New York and New Jersey.

SiAM SOO FOR GENERAL TRADE

Well-known Dancing Doll Will Be Aggressively Merchandised—New Campaign Announced by Manufacturers—Specialty Very Popular

The Morton E. Converse & Sons Co., manufacturers of the now famous SiAm Soo dancing doll, are making extensive plans to distribute this well-known talking machine novelty throughout this country and Canada. Due to the amount of interest shown in SiAm Soo by talking machine dealers everywhere, the manufacturers decided to enlarge their scope of activities so that all dealers will be able to handle this well-known dancing figure and meet the demand created for it.

R. E. Brown, sales manager of the Morton E. Converse & Sons Co., is keenly enthusiastic over the results obtained by dealers in the sale of SiAm Soo and feels confident that in the next few months sales totals will reach the high-water mark.

SiAm Soo is an exact reproduction of one of the royal dancers in the harems of a king of the Orient. To distinguish these royal dancers, the face is covered with a thick paste to conceal any facial expressions, making it necessary for the dancers to depend exclusively on the motions of the dance for the effectiveness of their performances, and SiAm Soo is true to all these details. The mechanism of this dancing figure has been carefully worked out and the result is that every motion is distinctly lifelike.

The plans of the company include an intensive advertising campaign which promises to make SiAm Soo even more popular than it is today. As one of the first dancing dolls in the field, SiAm Soo is well established in all sections of the country.

NEW INCORPORATION

The Rivolo Mfg. Corp., New York City, manufacturer of musical instruments, has been granted a charter of incorporation, with a capital of $200,000. Incorporators are: G. and M. Mannello and J. Schwartz.

OkEH Records

More Winners of sales

ALL BY MYSELF 4355 Vaughn De Leath
WHO’LL BE THE NEXT ONE 4356 Vaughn De Leath
I’M LOOKING FOR A BLUEBIRD 4402 Vaughn De Leath
MY DADDY 4404 Vaughn De Leath
ILO—Fox-trot 4404 Harry Raderman’s Jazz Orchestra
OH JOY!—Toddle Dance 4409 Harry Raderman’s Jazz Orchestra
WHY, DEAR—Fox-trot 4407 Harry Raderman’s Jazz Orchestra
HARDINGO—Persian Fox-trot 4407 Rega Dance Orchestra

We Make Immediate Shipments

STERLING ROLL and RECORD CO.

Big Distributors of

OkEH Records

Pittsburgh, Pa., 434 4th Ave.

Cincinnati, Ohio, 137 W. 4th St.
Available Now to All Dealers

SIAM SOO
THE ORIGINAL ORIENTAL DANCER
AN ORNAMENT—NOT A TOY
A Live Proposition for Live Dealers
ANIMATED—COLORFUL—ARTISTIC—ATTRACTIVE

SIAM SOO
Will Dance Herself Into Your Customers’ Homes
Retail Price $2.50

Liberal Discount to the Trade

A Splendid Proposition to Distributors
Write for Particulars

SIAM SOO
Creates Record Sales

SIAM SOO
In Your Window Attracts Crowds to Your Store

Siam Soo
Best Known Best Selling Best Advertised Novelty in Years

Place Your Order Now

MORTON E. CONVERSE & SON CO.
MANUFACTURERS
221 FOURTH AVENUE, NEW YORK
Factory: WINCHELDON, MASS.

Introductory Offer, Parcel Post Prepaid: One-Quarter Dozen SIAM SOOS for $5.00.

Clip this Coupon and Mail Today

MORTON E. CONVERSE & SON CO.
221 Fourth Avenue, New York City
Send me parcel post prepaid one-quarter dozen SIAM SOOS, for which I enclose $5.00.

Name

Address
Florence Macbeth sings the beautiful "Bell Song" from Lakme in a manner few other sopranos can equal. She sings "Caro Nome" from Rigoletto in a way in which lovers will delight. A-6189.

Columbia Graphophone Co. NEW YORK

APPOINTS NEW OKEH JOBBERS

J. K. Polk Furniture Co., Atlanta, and Junius Hart Piano House, New Orleans, Are New Okeh Jobbers—Well Equipped to Develop Record Business in Their Territories

The general sales department of the Okeh division of the General Phonograph Corp., New York, announced recently that arrangements had been completed whereby the J. K. Polk Furniture Co., Atlanta, Ga., and the Junius Hart Piano House, of New Orleans, had been appointed Okeh jobbers. Both of these concerns are well known in their respective territories, and plans are being made whereby the dealers in these localities will receive maximum service and cooperation in handling Okeh records.

W. C. Fuhri, general sales manager of the Okeh division of the General Phonograph Corp., who closed all of these deals on his recent Summer trip, is enthusiastic regarding these jobbers' facilities for the development of Okeh business. Both of these concerns have well-trained sales organizations which are making a careful study of the record field before introducing records to the Southern trade.

LONG CABINETS REDUCED

Special Price List for Month of September—Announcement Attracts Attention of Trade

The Geo. A. Long Cabinet Co., Hanover, Pa., manufacturer of Long disc records and player-roll cabinets, has sent out a special letter to the trade announcing a set of reduced prices on all Long cabinets during the month of September. This special sale is the second one that the company has inaugurated this year, and, judging from the success of the announcement last February, talking machine dealers throughout the country will welcome the September reductions.

According to the letter sent to the dealers the prices of Long cabinets during the month of September will be 25 per cent lower than the prices in effect since April 1. This includes every disc record and player-roll cabinet in the company's line, and the popularity of these cabinets with the dealers will undoubtedly be reflected in the reception given the new price list. This special sale of Long cabinets will close September 30, and orders have already been received from dealers in all parts of the country requesting immediate shipments of the various Long disc records and player-roll cabinets.

CONGRATULATIONS

Robert Daniel Everhart, head of the firm of Everhart & Brown, Richmond, Va., Okeh jobbers, was married on September 8 to Miss Miriam Isabel Dean, of Waverly, Pa., the marriage taking place at the home of the bride in Waverly.

Hilman Gaskill, of Cream Ridge, N. J., is planning to open an exclusive Victor shop on Main street, Allentown, N. J.

SINGLE ARTIST CONCERTS

Recordings of One Well-known Artist Have Often Greater Power to Attract Certain Customers Than the Usual Mixed Concerts

A departure from the usual talking machine concert has been adopted by the Victrola department of the Griswold, Reedmont & Gluck Co., Meriden, Conn., which is stimulating interest in the department among the music lovers of the community. Instead of the usual arrangement of selections, the entire concert is devoted to the recordings of one artist.

For example, the concert which was staged in the afternoon last February is widely announced through newspaper advertising and publicity, and personal notices are sent to customers stating the fact that a Gluck concert is to be given on a certain afternoon. At this concert only the records of Alma Gluck will be played unless there is a special request from a member of the audience for a particular selection by another artist.

The plan outlined above can be followed with advantage by other talking machine dealers. Of the large percentage of music lovers in any community, a number favor particularly a certain artist, and consequently when the announcement of a concert by that favorite artist is made in the department among the music lovers of the community.

COOPERATION

To Our Customers We Owe All—To Them We Give All

COHEN & HUGHES Wholesale Exclusively

BALTIMORE WASHINGTON
Fall is the opening date for the beginning of keen competition in the selling of records.
The Hits the publishers have been holding back are now being put on the market.
The Dealers first to put these hits on sale will reap the harvest of profits.

**Okeh Can Help You to Be First**

Okeh is rushing, as usual, early releases of these hits—in large quantities. Okeh is safeguarding your fall trade.

If you aren't an Okeh Record Agency don't wait until it is too late to become one.
The company nearest you may become one first! Then it will be too late for you. Let us sign you up now. Write us today for details.

227 W. Washington St.
Branch: 2957 Gratiot Ave., Detroit, Mich.
VICTROLA ACTED AT THE RIVOLI

At the Rivoli Theatre, New York, recently the Victrola figured prominently in an impressive tribute to the memory of Enrico Caruso. While motion pictures of Caruso's known opera roles were flashed on the screen, a Barking Dog Record Scared Away Tourists Who Plan to Pifer Orchard and Vineyard.

ZELLAH, Wash., September 4.—Edward Dell, owner of an orchard and vineyard here, has adopted a novel method of protecting his crops from marauding tourists. Mr. Dell secured an old-fashioned talking machine, which he rigged up in a deserted beehive. The record is operated by an electric attachment and when a machine is heard to slow down, where the orchard touches the highway the noise is turned loose and the barking of two dogs reverberates through the orchard. This has never failed to discourage prospective purloiners of fruit.

Since installing his barking apparatus Mr. Dell has had no losses, and in addition has had more than a circus might give him by watching the frightened folks climb back into their cars and speed away.

A TIMELY QUESTIONNAIRE

The August bulletin issued by the Putnam-Page Co., Victor wholesaler of Toronto, Ill., asks the following pertinent questions of the dealers:

Are you using every avenue to increase sales? How often do you go through your file of customers' record orders? Have you 'phoned or written that their order is not forgotten and suggested other records? Every possible opportunity to talk with your customer is a means of keeping your shop before them—your service—your personal interest—why are you looking for opportunities of this kind?

NEW PATHIE BANNER FOR AWNINGS

The Pathe Freres Phonograph Co., Brooklyn, N. Y., has produced a large three-colored muslin banner that can be used effectively on the store awning. It is entirely decorative, weather-proof and made of durable material and adds excellent advertising value.

MAGNAVOX ACTIVITIES IN THE EAST

Many New Accounts Established—Sales Manager Davis Enthusiastic Regarding Sales Totals

The New York office of the Magnavox Co. is well pleased with the success attained by the Magnavox in Eastern territory. The Summer months have produced many desirable sales and from all indications the Fall and Winter months promise to establish gratifying sales totals for the Magnavox. W. R. Davis, sales manager, is optimistic in his predictions for the future, and is now making extensive sales plans for the Magnavox in the East. He states that the establishment of a New York office has enabled the company to serve efficiently its many customers in the East, as shipments of all styles of instruments can be made directly from New York to all points with the least possible delay. This service is keenly appreciated by dealers, as it enables the company to keep in close touch with its clientele in the East.

INSTALLS NEW MACHINERY

WASHINGTON, D. C., September 1.—The Cardinal Cabinet Co., manufacturer of talking machine cabinets, was closed during the entire month of August and new machinery was installed. The company is planning to manufacture furniture in addition to talking machine cabinets.

VICTROLA FEATURED AT THE RIVOLI

The Controla Music Shop, Hamilton, Pa., dealer in talking machines and records, has been opened by Michael Lonette.
Discriminating buyers are quality buyers

The buying power of the discriminating public is very apparent in the tremendous demand for the highest quality motor cars, furs, clothing, jewels, etc. The discriminating purchaser is a profitable purchaser.

The Sonora is a Quality Instrument designed and built to appeal to the most critical and discerning judgment.

It is the only high-class talking machine in the world selling at present-day prices. The recent decreased cost of labor and raw materials has made it possible to offer the Sonora at new revised prices without affecting Sonora quality. New prices range from $50 to $1,200.

Sonora will bring valuable prestige and substantial profits to you and will establish your business on a firm and profitable foundation.
SONORA was the first phonograph to play ALL MAKES of disc records perfectly without extra attachments, and it enables you to hear not only records of American manufacture, but foreign records as well, and these include those of great artists who have never appeared in the United States.

**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.

Sonora Phonograph Co., Inc.,
514 Griswold St., Detroit, Mich.
Michigan and Ohio.

**The Talking Machine World**

**SONORA Phonograph Co.,**
320 Liberty Ave., Pittsburgh, Pa.
Western Pennsylvania and West Virginia.

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

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

**C. D. Smith Drug Co.,**
613 Arcada 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.,**
4614 Fulton St., Jamaica, N. Y.
All of Long Island and Brooklyn, north of Broadway.
"Cherie," sung by Nora Bayes, is an American song with a Parisian twist, and her "When You're In, You're In, In Indiana" is a "booster" song for the Hoosier State. Both these selections are bound to boost sales. Order big. A-3443.

**COLUMBIA PIANO CO. EXPANDS**

O. Springer, Proprietor of the Establishment, Enters Partnership With A. M. Cain

**GALVESTON, TEX., SEPTEMBER 5—Expansion of the Galveston Piano Co., by the formation of a partnership between A. M. Cain and Oscar Springer and the establishment of a retail store in the near future at 510 Twenty-first street, was announced here recently.**

The piano company has been in operation for several years under Mr. Springer's management, but, due to increased business, it was determined to expand its activities. In addition to the present agencies of the company several large lines of pianos will be handled, including the Steinway agency. The company has also obtained an agency for the Victrola and its accompanying records.

The store will be thoroughly modern and will include everything in the category of music, sheet music, instruments and teaching materials.

**MISS YOUNG VISITS COLUMBIA SHOP**

**MISS YOUNG VISITS COLUMBIA SHOP**

Los Angeles, Cal. September 3—Clara Kimball Young, celebrated screen artist, was a recent visitor at the Liberty Grafonola Shoppes, in Miss Young and the Grafonola this city. While visiting this attractive establishment Miss Young autographed an H-2 Grafonola and consented to pose for the accompanying photograph.

When business is dull don't sit back and wait for it to pick up. Think of ways and means of surmounting the difficulty.

**CORRIGAN WITH KIEFER-STEWART CO**

G. J. Corrigan, formerly sales engineer for the Magnavox Co., San Francisco, Cal., has joined the staff of the Kiefer-Stewart Co., Sonora jobber in Indianapolis, Ind. Mr. Corrigan will cover the State of Indiana, on the talking machine trade in the interests of the Sonora product, replacing H. S. Caperton, who recently resigned as sales manager for the Kiefer-Stewart Co.

**A REAL FOUNTAIN OF KNOWLEDGE**

C. T. Westmoreland, Factory Superintendent of the Granby Phonograph Corp., Has Had Wide Experience in the Woodworking Field

The faculty of knowing everything connected with his many and varied executive duties has co-operated for C. T. Westmoreland, factory superintendent of the Granby Phonograph Corp., the name of "Dad" because of the well-known saying, "Ask Dad, he knows." Mr. Westmoreland

**The General Phonograph Mfg. Co.**

Model "E" Table Phonograph

**Model "E" Table Phonograph**

The Greatest Value on the Market

Immediate Deliveries in Any Quantity

Plays All Makes of Records  Superior Tone Quality

Write for our Proposition

The General Phonograph Mfg. Co., Elyria, Ohio

**MECHANICS' SERVICES FOR DEALERS**

The Kniekerbocker Talking Machine Co., Victor wholesaler, New York, is placing at the disposal of its many dealers the services of a talking machine mechanic. This highly trained man will be available to the dealer at his own warehouses on short notice. Similar service is also planned in the polishing of Victrolas.

**MAKES AN ASSIGNMENT**

The Model Music Co., Inc., New York, dealing in phonographs at 367 Eighth avenue, has assigned to Simon Marks. This company was incorporated in 1919.

**THE TALKING MACHINE WORLD**

September 15, 1921

**MISS YOUNG VISITS COLUMBIA SHOP**
QUALITY
Counts More Than Ever

Motor No. 77

The Famous Motor of Quality

Noiseless, powerful, steady and continuous

In these times of keenest competition, Machines equipped with

HEINEMAN QUALITY MOTORS

will invariably be the winners.

General Phonograph Corporation
OTTO HEINEMAN, Pres.
25 West 45th Street New York
One of the problems of the dealer who is building up a new sales campaign for the Fall and Winter is that of cleaning up his prospect list so that the efforts of the sales staff can be concentrated on the element of population likely to be in the best position to spend money and buy his goods. It does not require an extensive survey of the field to find that many people who were not the most promising prospects for talking machine sales a year ago are very much in the doubtful class to-day, and that some of those who were overlooked intentionally in making up last year's list are worth considering now.

In every industrial center the question of unemployment is a vital one. Some of the trouble is due to strikes for higher wages or against wage reductions, or there has been a lack of demand for the manufacturer's product, and he has to close down his plant. In either case it means that some hundreds of thousands of workmen are out of employment for weeks or even months. The merchant who studies his business, has seen to it that the occupation of the house is carefully listed, for the information will save money in many ways.

If the leading industry of the town is shut down for months it means that the average workman who has been laid off will probably not recover his financial status to a satisfactory degree for a period of four or five months at least. It would be well under such circumstances for the dealer to put such prospect cards in the deferred list, so that his sales staff will not waste effort on such employees at a time when there is likely to be such little chance of results, and when effort can be expended more profitably in other directions.

The business authorities have called attention more recently to the fact that the "white collar" man, who sees below par as a prospect to be in the best position to spend money and buy his goods, may be in the classification of people who are out of employment for weeks or even months. It is true, is not that enjoyed by the war worker, although he has not really received increases in his income commensurate with the rising cost of living, but with living costs adjusting themselves the salaried man is getting back into his own slowly but surely.

The advantage of this type of prospect is that his income is more or less permanent. He is employed on a monthly or yearly basis and is seldom affected by labor discussions, shutting down of factories or the other troubles that beset the ordinary factory worker. This steadiness of income, if other conditions are up to standard, means that the salaried man is an excellent credit risk. He may not be able to buy the most expensive period suit or not be likely to buy a machine for the parlor and another for the kitchen, as some suddenly wealthy mechanics are reported to have done in the past, but his money is there and is likely to be there for a year from date. It means that the installment payments are likely to be met.

In selling goods, just as in hunting game, the idea is to go where the game is. The hunter who scours around at random on the chance of a stray shot generally wastes a lot of strength and time and gets little results. The merchant who covers his prospect list at random without system or understanding, is in the same boat.

In short, the business news of the day is the most important literature for the local merchant to read. If the plants to the East of the town are shut down it's up to him to shift his efforts to the West, where they are still working. It is, now, however, building up trade for the store to have salaried waste their heavy selling talk on the head of a family of several children who has not been working for several weeks and has little chance of working for several weeks more. Such a prospect is not in any mood to enjoy the humor of the situation, and in his depressed frame of mind is most likely to take serious offense at the efforts of the salesman to get him to spend a substantial sum of money when there is nothing coming in. Then, too, the credit risk in the case is dangerous, and with many dealers that is a really important consideration.

Certainly it is no offense to the unemployed man to let him alone until he gets on his feet again, and the time saved can be used most profitably in going after many prospects who are left on the files and who are still in a position to do business.

**CANADA FIRST IN JUNE IMPORTS**

Mexico and Japan first in imports of talking machines, records and accessories. The leading industry of the town is like the commander of an army who knows the plans of his enemy. He knows just how to deploy his forces. The merchant's army consists of advertising and service.
MR. PHONOGRAPH DEALER

Solve the Music Problem for Your Local MOVING PICTURE THEATRE

With a Magnavox Telemegafone Using Two Tone Arms

Continuous Music, Appropriate to the Scenes

How much better music from a phonograph than from an automatic piano or roll organ. Many theatres are using phonograph music, and the only complaint is that the music is not loud enough. This feature can be entirely overcome by the use of Magnavox music and voice Telemegafones type MV-1. Dealers should take advantage of the immense opportunity indicated here for the sale of the Magnavox, as well as the boost in record and phonograph sales.

Two turntables supplied with Magnavox tone arms will give the operator opportunity to have the music continuous, and appropriate to the scenes of the picture. A small stock of records, carefully selected, will give a number of standard records to fit the feature picture. The Magnavox horn should preferably be set back of the screen, and the music regulated to suit the size of the theatre.

This is only one small suggestion; there are thousands of other uses for the MAGNAVOX

DEALERS Are Now Cashing In.

There are many opportunities overlooked by the live talking machine dealer—if you have not yet inquired about a Magnavox agency do not fail to get in touch with the distributor nearest you, or to communicate directly with us if there is no distributor in your near vicinity.

DISTRIBUTORS
Will be glad to hear from you
1. 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 Magnavox Co.
FACTORY
Oakland, Calif.

GENERAL SALES OFFICE:
Penn. Terminal Bldg.
370 7th Avenue,
New York City
Telephone Longacre 3916
OPEN NEW BRUNSWICK ACCOUNTS

Pronounced Activity in Brunswick Line in East—August Sales Ahead of 1920—Manager Strauss Returns From Summer Vacation

The phonograph division of the New York branch of the Brunswick-Balke-Collender Co., reports August sales as showing a decided increase over last August, with every indication that the coming Fall will be an active and healthy season for Brunswick dealers throughout the year.

One of the new Brunswick accounts opened in this territory was the Brunswick Shop at 573 Main street, New Rochelle, N. Y., which will handle the Brunswick line exclusively. Chester L. Abelson, Brunswick metropolitan representative, closed this deal with I. Solomon, well-known talking machine man, who also conducts a retail establishment in New York City. The Brunswick Shop at Astoria, L. I., is another new account recently established by Mr. Abelson. This store will handle the Brunswick line exclusively, and is owned and managed by Francis Zinnisch, a well-known talking machine salesman in Long Island.

Edward Strauss, sales manager of the Brunswick phonograph division in New York, returned recently from his Summer vacation, which he spent at his former home in Ashtabula, O. Mr. Strauss motored from New York to Ashtabula, and on his return trip visited the Brunswick headquarters at Chicago. He also called upon Brunswick dealers in Buffalo, Pittsburgh and other important points.

Frank Elliott, New York State representative for the Brunswick phonograph division, states that the dealers in his territory closed an active Summer trade and that prospects for Fall business are very encouraging. In spite of the prevalence of unemployment in some of the cities up-State, the Brunswick dealers, through the use of efficient sales methods, have kept their sales in a satisfactory figure. Quite a number of Brunswick retailers in New York City spent the Summer in decorating and improving their showrooms in order to be thoroughly equipped to handle the Fall trade.

It Pays to Fight a Good Idea Through—

PRINTERS' INK MONTHLY for June tells about Bubble Books "that sing" from the day they were invented to the present.

It's mighty interesting reading. We will be glad to send you a reprint.

Here is an extract:

"So remarkably have the Bubble Books fitted into the life of the children of America that Bubble Book parties have now become quite the rage in the tiny tots' social world! "

"Phonograph dealers in all parts of the country report that they sell phonographs to many people who explain that they 'don't care for talking machines' themselves, but that they must have one to play the Bubble Book records for their children. Naturally, having taken the machines into their homes they overcome their first prejudice and buy other records as well, so that the Bubble Books have actually been a means of stimulating phonograph and phonograph record sales.

"Many dealers report also that people who have phonographs in their living-rooms come in and buy a smaller machine for their nurseries, so that their children may play the Bubble Book records themselves."

DELEGATES VISIT GRANBY FACTORY

Insurance Men at Annual Convention in Virginia See How Granby Phonographs Are Made—Souvenir Distributed at End of Tour

New York, N. Y., September 2.—The insurance men of Virginia held their annual convention during the early part of last month in this city. The program included a visit to the American Cabinet Mfg. Co.'s factory, where the Granby phonograph is manufactured. More than thirty insurance men were shown how Granby phonographs are made, being escorted through the factory by Irving Beckhardt, who gave a talk at each stage of the process of manufacture.

When the personally conducted tour was ended Mr. Beckhardt distributed special souvenirs and on the following day was the guest of the insurance men at their annual banquet at the Hotel Warwick.

O. F. Benz, record sales manager of the Columbia, Phonograph Co., is now making an extensive trip through Southern and Western territory. Mr. Benz has already visited the Atlanta, Dallas and New Orleans branches and probably will call on Chicago and Minneapolis branches before returning home.

CHAMBER OFFERS THANKS TO CO-WORKERS IN TAX FIGHT

Members of Music Industry

Finding it impossible to answer in person without seriously delaying the transaction of other important business the many letters received from members of the industry who are co-operating in the campaign to eliminate excise taxes on musical instruments, the Chamber through the courtesy of the trade press, acknowledges their receipt and expresses its appreciation to their writers.

Most of the letters are in acknowledgment of suggestions from the Chamber as to the best way to handle the fight locally and that effective work is being done along the suggested lines. Many of the letters offer advice which is gratefully received and used.

Music Industry Chamber of Commerce

Alfred J. Smith, General Manager.

NEW BRANCH IN TORONTO

Columbia Co. Opens Wholesale Headquarters In Toronto, Under Supervision of A. E. Landon

As announced recently, the Columbia Graphophone Co. has completed plans whereby it will open its own wholesale branch at Toronto. Arrangements to this effect were completed a few weeks ago and the branch is now serving Columbia dealers in Toronto territory.

A. E. Landon, manager of Columbia interests in Canada, is actively in charge of the Toronto branch.

H. L. Pratt, branch service manager of the company, spent the past week in Canada, visiting the Toronto and Montreal branches.

KIES STUDYING RETAIL TRADE

General Field Supervisor for Pathé Co. Spending Several Months at South Shop in Indianapolis for the Purpose of Studying Conditions

O. M. Kees, general field supervisor for the Pathé Frères Phonograph Co., is spending several months in Indianapolis, making a direct study of retailing conditions through the medium of the Pathé Shop of that city. This direct contact with retail trade will enable Mr. Kies to back up his promotional work among Pathé distributors and dealers throughout the country with first-hand experience in their problems of to-day.

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BUBBLE BOOKS

"that Sing"

now sell at the old price—$1.25

Dealers are making steady, profitable sales by taking advantage of our 1921 dealer service plan. Write for today.

HARPER & BROTHERS

Bubble Book Division

130 WEST 42ND STREET

NEW YORK
No other single feature equals DALION'S "AUTO-FILE"

Most phonograph advertising, past and present, lays stress on "exclusive features"—the majority of which must fall far behind the "Auto-file" found on Dalion instruments.

Tone fidelity is first with us; next comes super-finish of the best designed, best constructed machines we know how to make. But the Dalion has features.

What greater feature of convenience than a cabinet which automatically keeps each record in its rightful place?—That positively prevents its return to any but the right place?

A BLOTTER HOUSE ORGAN

The usual Blotter Advertisement Can Be Converted into an Interesting House Organ

The Blotter containing the advertisement of the merchant, for distribution to customers, has long been used as an advertising medium, but this can be carried a long and effective stride forward if the size of the Blotter ordinarily used for the same and aid of the dealer is used as a one-page house organ. The house organ blotters could be distributed to customers once each month, thus forming a productive, unending chain between the dealer and the consumer.

The Blotter, which should be eight or ten inches long, should contain space for a major heading, and beneath this two columns of text in plain print. The text matter could be made interesting in a number of ways. Suggested subjects include a description of the service facilities of the establishment, brief, snappy items of local news, business conditions, etc.

MUSIC CONTEST HELPS PATHE SALES

Pathé Dealer Takes Part in Music Memory Contest and Finds It Profitable

Mannen, Conn., September 3.—A music memory contest was conducted by the public schools of this city at the end of the last school year. The local Pathé dealer took an active part in demonstrating the fifty numbers selected for the contest among the pupils and played these numbers on the Actuelle. The Pathé Actuelle made an excellent showing which was augmented considerably by the wide range of both the classical and popular selections included in the repertoire of the Pathé catalog. Forty of the fifty numbers called for in the contest were found in the Pathé list. In referring to the contest this enterprising dealer, in a letter to Pathé headquarters, stated: "The carrying qualities of the tone of the Actuelle proved a revelation, for it made it possible to use this instrument in a large auditorium like the high school, or, placing it in a hall and opening the doors of the various rooms, it has been possible to demonstrate, without any trouble, to the various classes. I have been very enthusiastic regarding this memory contest, as I believe it is a great factor in helping our business. If you could see the interest and knowledge displayed in fifty classical selections, played by children from ten to fifteen years of age, you would be very much surprised. It is teaching these children to love good music and choose good music, and they are very eager to learn."

CARUSO RECORD ENVELOPE

Halstead Williams Co., Announces New Record Envelope Bearing Picture of Great Tenor

The Halstead Williams Co., distributor of talking machine accessories and dealer service specialties of Brooklyn, N. Y., is now offering, to the trade that it is now ready to deliver a new Caruso record envelope. O. H. Williams, general manager of the company, stated that these envelopes are now being delivered to the trade and that the demand for them has been very heavy. They can be used not only for stimulating sales of Caruso records, but can also be used in the delivery of any records to the customer. The envelope has been produced in a very attractive manner. The figure of Caruso appearing as "Rhadames" dominates the front of the envelope with a reproduction of a Red Seal Victor record adorning it. The inner seal of the record is a bright red like the Victor Red Seal record, while the costume of Caruso is reproduced in black and Ben-Day blue, all of which give the envelope a very striking and handsome appearance, and render it more than usually valuable as a producer of sales.

Harrison Flanders, of Topeka, Kan., recently opened a talking machine repair shop in that city.

Superior Universal Reproducer on the Edison

The Halstead Williams Co., Announces New Record Envelope Bearing Picture of Great Tenor

Superior Reproducer with 21 K. Cylinder for Edison—Sample Priced to Dealer, 84.75 Nickel—65.25 Gold

Retail Prices: 37.50 Nickel—$5.00 Gold

A PROFITABLE VACATION TRIP

Jack Auerbach and Jack Lee, of the Auerbach Music Co., Dispose of Two Truckloads of Grafonolas in the Mountains in Two Days

Denver, Colo., September 2.—A pleasant and profitable vacation was enjoyed by Jack Auerbach and Jack Lee, of the Auerbach Music Co., Rock Springs, Wyo. This aggressive pair traveled 250 miles, crossing Rabbit Ear Pass, an elevation of 9,000 feet, with a truck loaded to capacity with ten Grafonolas and two hundred records, in addition to a complete camping outfit. They sold the ten machines on a one-day stop and decided that they could save time by going to Denver for another load instead of returning to Rock Springs.

They crossed the Berthoud Pass, which has an elevation of 11,300 feet, and again loaded their truck with Grafonolas, leaving for the mountains to conclude their vacation. The second load was disposed of as rapidly as the first in spite of the fact that the mines in this section are only operating two days per week.

MACOUN JOINS MAGNAVOX STAFF

A. P. Macoun, a well-known talking machine and Magnavox salesman, has resigned his position with the J. O. Morris Co., formerly Eastern distributors for the Magnavox, and is now connected with the New York branch of the Magnavox Co. Mr. Macoun will concentrate his activities on the development of Magnavox business in the territory East of the Mississippi.

USE YOUR TELEPHONE

When the day is rainy and trade is dull use your telephone. Get in touch with customers and suggest records which they might like to hear. If desired, send a number of selections to the customer's home at an appointed time for demonstration purposes.

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

Booking now for season 1921-1922

Sample program and permission upon request

P. W. SIMON, Manager

1658 Broadway

New York City

SILVER -

MONROE SILVER

FRANK CRAYTON

BILLY MURRAY

HENRY BURR

BARNHART BROTHERS & SPINDLER

Musician and Thawton Stores

CHICAGO

FRED VAN EPS

JOHNNY MEYERS

ALBERT CAMPBELL

FRANK BANTA

Campbell & Burr—Sterling Trio—Peerless Quartet

FAVORITE ENSEMBLES INCLUDING
FOLLOWING UP SCHOOL SALES

Columbia Dealer Prepares Interesting Educational Campaign—Plan Proving a Success

Wilson's, Inc., a Columbia dealer in East Radford, Va., has a novel way of securing business. His plan as outlined in the Columbia Record is as follows:

With every dollar's worth of records purchased he gives to the customers asking for it a coupon worth 10 cents. This coupon is to be gathered by the school children and turned in to the school principal. These will be redeemed at their face value in cash by the dealer, the money to be used by the schools for the purchase of a Grafonola. In other words, the dealer is willing to give a Grafonola to the school, provided the children are willing to work for it.

This plan has only been put into operation and the heads of all the local schools have given assurance that they will be glad to take hold of and push it. Following it up, this dealer is giving a children's concert in his store every week. The concerts are being conducted by the head of the school music department in East Radford, and as a special treat for the little ones ice cream is served at each entertainment.

As an additional drive, from time to time, twenty-five educational records are sent out on approval to schools, and each time records are sold. The first time that was worked a sale of thirteen resulted, and another time a sale of seventeen.

HELEN YORKE AT MAINE FESTIVAL

Helen Yorke, coloratura soprano and exclusive Patrician artist, will appear as a star at the Maine Music Festival in October. This festival, which is one of the conspicuous musical events of New England, opens in Bangor on October 8 and will include a recital in Portland on October 12. A number of brilliant stars have been engaged, including the celebrated Ponselle and Charles Marshall.
HERE IT IS!

The

FLETCHER UNIVERSAL TONE ARM and REPRODUCER

Gives Proper Playing Weights for All Records. No Adjustment Screws or Springs.

SAMPLES $8.00 Specify 8½" or 9½" arm

FLETCHER-WICKES CO., 6 East Lake Street, Chicago, Illinois

THE GEORGE M. LACAN FURNITURE CO., STRATFORD, ONTARIO, EXCLUSIVE CANADIAN AGENTS

HAVE A WORKING ORGANIZATION

No Time for Dissension in the Selling Forces

Just Now—What Is Needed Is Team Work

Is your organization, Mr. Manager, working as a unit—or is there dissension? Like the link in the chain, one weak person or element spells failure. Every department must co-operate, pull together with one common interest, or we undo our best efforts.

You who come in daily contact with your sales and office force are best fitted to give constructive criticism. There must be a real leader, one who stimulates interest, inspires confidence—a salesman and one who has a vision of the Victor business, at the head, or big results are lacking, says a writer in the Putnam-Page Co. Bulletin.

We forget that real people mean real sales. Keep your organization alive to your interests. We cello with want to know—we like the person who helps us give our best.

Shops, like people, have personality and it is well for us to consider just what the personality of our shop is. Is it alive or dead? Has it the vital something that brings people to you and brings them back? If not, why not? All things are possible and those who know must lead.

Do you, Mr. Manager, encourage your sales organization to be constantly on the alert for better and improved methods—their ideas are often very valuable. Why not a "creative department" of new ideas—there is always a "best way." Are we looking for it? The least amount of time, the least effort and accomplishing greatest results.

NEW MUSIC COMPANY IN TOPEKA

TOPEKA, KAN., August 31.—The Morse Music Co. and the Frager—Cramer Song Shop formally opened their business at 708 Kansas avenue, this city, last week. The firms are affiliated and occupy joint quarters.

They will handle all the latest song hits and a variety of sheet music. The stock will be complete with musical specialties and adaptations. Mr. Morse has the agency for the Masterphone phonograph. He will also handle other musical instruments and operate a saxophone repair shop.

Half the problems of any business man are the problems of his competitors. He cannot solve them alone; nor can a single competitor solve them alone. But by all working together these problems can be solved.

NEW CONSTRUCTION

FLETCHER-WICKES COMPANY

6 EAST LAKE ST.

BECKHARDT UNDERGOES OPERATION

Credit Manager of Granby Phonograph Corp. Under Surgeon's Knife Second Time in Month

Norfolk, Va., September 4—I. Beckhardt, credit manager of the Granby Phonograph Corp., this city, underwent another operation on August 15 for the removal of an abscess which developed as the result of an old injury. It is expected that this last operation will put an end to the trouble.

C. T. Westmorland, superintendent of the Granby phonograph factory, has returned from his vacation spent in the eastern part of Tennessee.

H. H. Schumaker, general manager of the Granby Phonograph Corporation, is spending a month's vacation in Wisconsin.

M. Fante, manager of the Granby Phonograph Corporation's office in Cincinnati, 0., has returned from a most enjoyable vacation which he spent with rod and line in Kentucky.

The Granby Phonograph Corporation's general sales office has just moved into its new quarters in the Levy Building, Main and Church streets, Norfolk, Va.

Rosalie Miller, Pathe soprano, is appearing in recital work in England.
Turning Record Stocks Into Ready Cash

By P. J. Burns, Sales Promotion Manager, The Phonograph Corporation of Manhattan

Present conditions call for straight thinking and real work. Merchants in most every line of business, and in every community, realize they must forget war-time methods and adopt a new order of things.

One of the biggest problems of retailers, in reaching a new basis, is to move their present stocks. Vast amounts of money and energy are being spent to accomplish this. Some lines and many merchants have to depend upon advertising to bring buyers into their stores. The goods they sell do not permit of "Go Out and Get It" methods. Not so with an Amberola dealer.

We recently had it demonstrated to us that an Amberola dealer is admirably equipped to penetrate the lack of buying on the part of the public. One dealer in Peekskill took notice of his clients were not buying records as regularly as he thought they should and, as a consequence, his stock of records began to increase in inventory value. This dealer did some straight thinking and followed it up with real work. He made a list of his non-baying owners. He then turned to his overstocked shelves and made up several packages of a dozen records.

The next move was to divide his list of owners into routes, much the same as your Uncle Sam does for his letter carriers. Then, with his plan systematized, the dealer delivered a package of records to each non-buying owner, with the comment, he was passing their way and thought he would call with them for a day or two a few selections which he believed they would enjoy. At this point I want to say the dealer was careful to put in each package the kind of selections he thought would appeal to each owner.

The owners were re-visited two days after the delivery of the records. Sales were made in every case, averaging four records per owner. In addition to the primary idea of turning his record stock into ready cash the dealer obtained from the owners the names of several persons who were in the market for talking machines. In fact, the dealer takes the attitude he has gained at least four distinct advantages, as follows:

1. Reduced record stock.
2. Immediate profit therefrom.
3. Interest of owners renewed.

Peekskill, we are assured by the dealer, will welcome by the local trade.

OUT-OF-TOWN TRADE VISITORS

W. C. Griffith Visits New York T. M. Co.'s Offices—Al Edelstein Brings Optimistic Reports Regarding General Business Conditions

W. C. Griffith, assistant sales manager of the Chicago Talking Machine Co., Victor wholesaler, was a recent New York visitor, calling at the offices of the New York Talking Machine Co. Mr. Griffith also visited the Victor territories at Camden, N. J., and his comments regarding general business conditions at Chicago were noteworthy for their optimism and confidence in the future.

Another recent visitor at the offices of the New York Talking Machine Co. was Geo. Deacon, of the sales staff of the Cleveland Talking Machine Co., Cleveland, Victor wholesaler, who, several years ago, was a member of the sales staff of the New York Talking Machine Co.

"Al" Edelstein, owner of the Strand Temple of Music, Albany, N. Y., exclusive Victor retailer, was a caller at the offices of the New York Talking Machine Co., renewing acquaintances with many of his old friends. Mr. Edelstein attended the opening of the Talking Machine Men, at Terra Marine Inn, and was given a royal welcome by the local trade.

FOREIGN RECORD TRADE GROWS

Pathé Foreign Record Catalog Increasing Rapidly in Size and Interest

The foreign record business of the Pathé Frères Phonograph Co., Brooklyn, N. Y., has extended to large proportions. The Pathé foreign catalog is showing a greatly increased number of foreign numbers which are being produced in the Actualle needle-cut record as well. This department is under the excellent leadership of Dr. Joseph Kalman. Pathé foreign recordings are made in more than fifteen languages. A recent issue of Pathé News devotes considerable space to the subject of foreign records and a campaign is under way showing the dealer the profits to be derived from building up an efficient foreign record department of his business.

COTTON FLOCKS

For Record Manufacturing

THE PECKHAM MFG. CO., NEWARK, N. J.
AMERICA'S
STAR

DIALECT COMEDIAN
RECITES EXCLUSIVELY FOR
HITS
RECORDS

ANNOUNCEMENT

This company, through efficiency of service and excellence of product, is rapidly gaining the patronage of the greatest stage favorites of America, among these being M.R. LEO CARRILLO, America's favorite dialect comedian, who for the first time, has made records of his famous stories of Italian and Chinese characters. Mr. Carrillo has written us as follows: "I am highly pleased with the records you have made of my recitations. Of their quality, I am satisfied they are of the highest, and this adds to my satisfaction. The voice is clear and distinct and free from all the twang usually noted with phonograph reproductions. In brief, they are the very best I have ever heard."

Distributors and dealers should stock well up with these records, as well as with those of equally famous artists that we will soon release.

Latest hits of Broadway shows manufactured in any quantity for you under your own label or ours. Address

UNITED STATES RECORD MANUFACTURING CORPORATION, Hits Department
249 West 34th Street
New York City
UNUSUAL PUBLICITY CAMPAIGN

Okeh Record Features Compositions Written by Tom Mix, Motion Picture Star—Effective Publicity Plans Now Under Way

The advertising department of the General Phonograph Corp., in conjunction with the publicity division of the Fox Mdlc Corp., has inaugurated a special campaign featuring Okeh record No. 449X. This record comprises two selections entitled "Brunhilde Trot," a fox-trot, and "Old Blues," a waltz, both of which were written by Tom Mix, the famous moving-picture star.

These two selections were written by Mr. Mix as a tribute to "Old Blue," a horse which he rode for many years, and which until its death was closely identified with some of Mr. Mix's most pronounced film successes. The two compositions have already attained considerable popularity, and although they will be listed in the November Okeh releases, they probably will be announced as specials in order that Okeh dealers may take full advantage of the publicity campaign inaugurated in behalf of this record.

JACOBSEN WILL REMAIN ABROAD

The Columbia Graphophone Co. was advised recently that Sascha Jacobson, exclusive Columbia violinist, will probably not return to America for several months, as the demand for his services on the concert stage is growing every day. He recently received a flattering offer to appear in Vienna during the September music exhibition, and Serge Koussevitski, the great Russian conductor, has asked Mr. Jacobson to appear at one of his concerts to be given at the Paris Opera during the coming Fall.

DOEHLER CO. TO ERECT GAS PLANT

The Doehler Die Casting Co., Brooklyn, N. Y., has decided to install its own gas-making plant, according to H. H. Doehler, president of the company. Mr. Doehler stated that the gas bill of the company last year amounted to more than one hundred thousand dollars. It is expected that the new plant will produce gas for about forty-two cents. The rate for city gas is $1.25. This concern is well known as a maker of die castings for the talking machine trade.

The Record Service Shop was recently opened at Stevens Point, Wis., by Floyd Angers, of Manitowoc, Wis.

H. J. Smith Laboratories
Manufacturer Phonograph Jewels
Telephone 2980 Market
833 Broad St.
Newark, N. J.

Sapphire Ball Jewels, Pathe, Okeh, Brunswick, Edison Diamond Points, Edison New Playing Wonder, Recording Sapphires, Lateral Stylizes, Hill Dale Stylizes, Recording Machines, Shaving Machines, Recording Diaphragms, Experimental Work, Recording Wax.

WIDDICOMB REDUCES PRICES

Well-known Phonograph Manufacturer Announces New Price List—Will Go Into Effect September 15—Will Stimulate Buying

The Widdicomb Furniture Co., Grand Rapids, Mich., has announced that effective September 15, the prices on the complete line of Widdicomb phonographs, both upright and console models in various period styles, will be reduced to a pre-war basis. The company states that it is able to make this reduction owing to the lower cost of labor and material and increased production. Another factor is the desire of the company to stimulate the renewed buying activity now taking place in business generally and which will help to promote the prosperity of the country.

It is expected by the Widdicomb organization that the new price list will be an important item in increasing Fall sales, which have already begun to show the effect of the renewed confidence and buying spirit of the public.

NATIONAL CASH REGISTER CO.
DAYTON, OHIO.

Another improvement in National Cash Registers.

Low-priced receipt printer.

To all merchants:

When you press a key on this register—

1. It shows the price of the article.
2. It prints a record for the merchant.
3. It prints this receipt for the customer.
4. It opens the cash drawer.
5. It adds up the money received for the day.

Now there is a receipt-printing National Cash Register for every line of business.

Copy of receipt printed for each customer.

J. BLANK
214 Main Street
Blankville

Amount of Purchase Shown Above

05 SEPT 10

Small registers bought, sold, repaired, and exchanged. Easy payments. Liberal allowance for old registers. We make cash registers for every line of business. Priced $75 and up.

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Now there is a receipt-printing National Cash Register for every line of business.

Old registers bought, sold, repaired, and exchanged. Easy payments. Liberal allowance for old registers. We make cash registers for every line of business. Priced $75 and up.
When a Man—

passes from the first stage of appreciation of a talking machine as a novelty to appreciation of the instrument as a source of continuous enjoyment, he finds out for himself—whether anyone tells him or not—that the

Hall Fibre Needle

is the supreme needle for the best and most permanent reproduction.

As a dealer it is your duty to tell him first. The information will be appreciated.

HALL MANUFACTURING CO.
33-35 W. Kinzie St., Chicago, Ill.
JAMES SPILLANE A BENEDICT

Popular Young Talking Machine Man of Brooklyn Receives Heartly Congratulations

The many friends of James Spillane, of the Park Slope Talking Machine Shop, 310 Flatbush avenue, Brooklyn, N. Y.—and they are legion on the wholesale and retail talking machine fields—have been showering him with congratulations on his marriage recently to one of Long Island's very charming and attractive daughters. Mr. Spillane has many of those fine qualities of the heart and mind which make him a favorite with those who know him. It may be said with truth that he is a real "chip of the old block," for his father, J. J. Spillane, of Collings & Co., Victor distributors, Newark, N. J., is one of the old timers in the industry who is deservedly held in high esteem.

The new Victor warerooms of Herbert Thiele, Sheepshead Bay, New York, were recently opened and will provide this community with excellent Victor service.

W. F. Muller's Clever Stunt

in which he played a D-2 Grapetone and a Magnavox. He then proceeded to give a concert for the club and also along Sandy Pohlt Beach and Manly Beach throughout the afternoon and evening.

In the latter part of the evening he brought the Magnavox and Grapetone to the host dock and played popular pieces for the members of the Carter Lake Club. Between 300 and 400 people listened to the music and the members of the club were so delighted with the entertainment that they requested Mr. Muller to make arrangements for the use of the Grapetone and Magnavox at a club dance.

CLEANUP WEEK A SALES FACTOR

Montana Company Redecorates and Cleans Up Store—Plans Other Improvements

BILLINGS, Mont., August 13—The Webster Allen Co., of this city, engaged in a regular cleanup campaign about a week ago and the appearance of the establishment has been greatly improved. The store was redecorated and the stock rearranged. The company is planning additional improvements, which include the enlargement of the sheet music department and the installation of a modern record-filing system, which makes possible the handling of a larger number of records. A complete stock of musical instruments and supplies is carried.

OPEN VICTROLA PARLORS

GRASSHOPPER, Mont., August 28—Ray E. Purdum announced the opening of an exclusive Victrola Parlor in the waiting room of the B. & O. Building in this city. He has an exceedingly up-to-date music shop, and besides the Victrola and records will handle musical merchandise and sheet music.

SALESMEN, TAKE NOTICE!

"The art of war does not require complicated maneuvers; the simplest are the best, and common sense is fundamental." This quotation is taken from Napoleon's diary, and if for the word "war" is substituted the word "salesmanship," a very excellent principle for times of peace is available.

BIG RECEPTION FOR NOTED ARTIST

ROCK HILL, S. C., September 1—William Simmons, baritone singer and Pathé artist, received a great reception at a recent recital in this city. Mr. Simmons holds positions in two of New York's most prominent churches and his concert bookings for the coming Fall are numerous.

BUSINESS SITUATION REVIEWED

Printing Reports Made Regarding Fall and Winter Prospects in Response to Canvas Made by Unit Construction Co. to 3,000 Dealers Interviewed in a Widely Extended Territory

PHILADELPHIA, Pa., September 6—In a recent canvass made by the Unit Construction Co. of this city, manufacturer of Unico equipment for the talking machine warerooms, the results were very encouraging. The Unit Construction Co. reports, as a result of this campaign, firstly, that a business revival has started with the retail talking machine trade; secondly, that in a number of districts sales are ahead of 1920 and thirdly, that a very active Fall and holiday trade is predicted. This canvass was wide in scope and covered from coast to coast, which included a personal visit to all of the principal trade centers and interviewing approximately 3,000 dealers. The Unit Construction Co. reports that this upward tendency has also been reflected in a greatly increased demand for Unico service from all sections of the country.
PROGRESSIVE MERCHANDISING

Merchandise to sell and real Merchandising to sell it! That is what Pathé spells to the far-sighted dealer, up against conditions which call forth his full reserves of Salesmanship, for Pathé gives him not only goods to market but practical and business-producing selling helps, many of which he has exclusively.

THE PATHÉ ELECTRIC MOTOR

A marvelous new electric motor whose simplicity and efficiency are apparent at a glance. Only two movable parts! No brushes to "stick" and wear. Wireless armature which cannot burn out. Runs evenly because it does not depend upon voltage to the same extent as other motors. Placed in any Pathé Phonograph or Actuelle without additional cost to your customer.

THE PATHÉ PHONOGRAPH

The Pathé Phonograph line is complete, consisting of eight different standard and period models, handsome and authentic in design, of substantial construction, and with a tone quality supreme!

Attractively priced, yet carrying a profit so generous that he can divert part of it to local advertising over his own name, and still have left an excellent and satisfying margin.

RECORDS OF DISTINCTION

Both needle and sapphire played. A product appealing to the hypercritical. Different from the average mechanically recorded article with which the market is flooded.

The Pathé Record Library not only represents the art of famous operatic, concert and vaudeville favorites of this country, but of European celebrities who have not yet been heard here and whose records are listed by Pathé exclusively.

THE PATHÉ ACTUELLE

Another exclusive and valuable asset of the Pathé dealer.

The Actuelle has no competition, because it is the sole instrument of its kind in the world, marking the only real advance of a quarter century in the science of sound reproduction.

In the Actuelle the regulation tone-arm, sound box and sound chamber have been eliminated. A taut wire conveys the sound vibrations directly from the record to a shallow cone of parchment. This parchment cone receives, amplifies and reproduces the voice or instrument, with a fidelity and richness of tone volume, absolutely unattainable by the conventional type of talking machine.
FIND A MARKET

NEW PATHÉ AND ACTUELLE RECORDS

The "Cream" of the Current Big Selling Hits. Also an Exceptional Group of Old Favorites and Classical Selections.

NOTE: Actuelle records (needle played) are identified by prefix "O" to record number.

NEW POPULAR FOXTROT HITS

REMMEBR THE ROSE (Intro. "Always") Merry Melody Men 85c

ONCE IN A BLUE MOON (Intro. "Not Long Ago") Nicholas Orlando's Orchestra 85c

ILO Nicholas Orlando's Orchestra 85c

WHY DON'T YOU BELIEVE ME? Raderman's Orchestra 85c

I CALL YOU SUNSHINE, Piedmont Dance Orchestra 85c

ROSY CHEEKS Raderman's Orchestra 85c

WHEN THE SUN GOES DOWN Casino Dance Orchestra 85c

CANADIAN CAPERS Casino Dance Orchestra 85c

SOUTH SEA ISLES (From George White's "Scandals") Casino Dance Orchestra 85c

I LOVE YOU, WONDER GIRL Joseph Samuels' Music Masters 85c

NEAR ME (Intro. "Bundie of Joy") Merry Melody Men 85c

NEW POPULAR SONG HITS

BRING BACK MY BLUSHING ROSE (From "Ziegfeld Follies of 1921") Billy Jones 85c

TUCK ME TO SLEEP (In My Old Kentucky Home) Ernest Hare 85c

YOU Elliott Shaw 85c

MOTHER, I DIDN'T UNDERSTAND William Rees 85c

IMPORTANT

Pathé Actuelle Records play perfectly on any make of Talking Machine. A special needle is unnecessary. Use any of the well-known brands of steel needles.

The Forward Looking Dealer

Who has not yet done so will immediately investigate the profit bearing potentialities of a Pathé agency. From such, communication is invited.

PATHÉ FRÈRES PHONOGRAPH COMPANY

BROOKLYN, N. Y.
WE are glad to announce to the trade the cheerful and interesting fact that the Van Veen organization has shipped during the month of August twice as many installations of Van Veen equipment as the same month last year.

This proves that those dealers with judgment and foresight are buying the best the market affords, so they may profit most from the renaissance of good business which has already begun.

_Built to maintain a reputation—sold to meet competition._

---

**Van Veen & Company INC.**

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

**HEARING ROOMS • RECORD RACKS • COUNTERS •**

EXECUTIVE OFFICE
4749 WEST 34th STREET
NEW YORK CITY

SALES OFFICE
1711 CHESTNUT STREET
PHILADELPHIA

---

**SOME "CORN-FED" PHILOSOPHY**

An Interesting and Inspiring Talk on Selling Offered by Clifford A. Sloan in His Little Magazine, "The Wanderer"—Too Much Reading and Too Little Real Work

Clifford A. Sloan, one of the nationally known figures in the advertising field, issues each month a little magazine, called "The Wanderer," filled with human interest and what is described as "corn-fed" philosophy. Mr. Sloan has the knack of putting real human interest into his writings and gets away from the usual type of "gig" stuff, which is now so plentiful in the magazines but which really means so little. We reproduce below an extract from the September issue of The Wanderer, under the caption "Put Down the Book now!"

"It was in a Cleveland hotel. He was tall, clean-cut, well built. When he entered the lobby and swung up to the desk I took him to be a salesman, as his manner reflected familiarity with hotels and clerks and bell boys. He checked his bags and then sat down to read a book. It was just two o'clock. At half past two he was reading. At three o'clock he was reading. At thirty-one he snapped up an acquaintance with him.

"He was a salesman for a hardware house. He told me that he covered Ohio and a part of Indiana and that it was a good territory. He told me that he had been with this house for several years, and that he was ambitious to make a good showing.

"'I am going to make this territory the best,' he said, 'in the whole region.' He turned over the top of the page.

"'When I left him, at four o'clock, he picked up his book and went on with his reading.'

---

"That is the whole business trouble to-day; we are all busy reading, figuratively speaking, of course. We are busy reading—waiting for somebody to start something. Busy reading when we ought to be starting something ourselves by getting out and hustling harder than ever. A leading business man of Cleveland hits the ball when he says, 'Believe that it is your job and mine to work ten times as hard to put one business across now as we would in former times. And not purely from the selfish reason that it will make a little additional profit for ourselves, but because it will add impetus to the great wheel of business. Many in business and out are waiting for a mythical, all-powerful and yet hopelessly impossible someone to step in and start the wheels turning.'

---

**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.

---

"There is business. Orders are being placed in every line. Not too many orders as in previous years, no, but some. Just so long as we sit around waiting, however, there is going to be a business depression.

"Long enough, now, have been sitting in the lobby reading.

"Let's put down the book now!

"And get back to the territory—get back to business!"

---

**PREPARES EFFECTIVE DISPLAY**

Detroit, Mich., September 7.—Owen & Co., exclusive Columbia dealers in this city, recently arranged an attractive window display which was designed to appeal to practically all classes of buyers. Various Graffolina models were arranged in a semi-circle in the fore part of the window and two rows on either side featured recent national advertisements. In the background two racks elaborately arranged carried many of the recent selections by exclusive Columbia artists.

Lee S. Roberts, the versatile composer, says:

"What has made the talking machine business is the fact that it is fool-proof and reproduces as the artist intended to present his or her art!"

And he added, "Also it is instructive and educational."
Mr. Dealer:
Are you making enough profit on your phonograph needles? Let us show you how to get the best results and increase your needle sales.

We Help You Sell NUPOINTS
This Stand FREE

Some Jobbing Territories Still Open—Write for Proposition

NUPOINT MFG. CO.
1208 W. 39th Street
CHICAGO, ILL.

BLANDIN

TO enjoy a steady increase in trade under present conditions is proof positive of unusual merit. This is what the Blandin Phonograph is enjoying. The demand is brisk. Dealers find no trouble in interesting the customer because of the Blandin superiority in reproducing most difficult records without any discordant and marred sounds. Write for complete particulars.

Racine Phonograph Co., Inc.
RACINE, WISCONSIN.

NOVEL PUBLICITY STUNT

As a means of attracting people, a Columbia dealer had a number of holes punched in the iron cover over the coal hole in the sidewalk. Then he placed a phonograph in the cellar near the lower opening of the coal chute, and the music actually came up through the sidewalk.

There are a number of dealers who have the idea that where the phonograph is arranged so that the music comes out over the transition or through the doorway it cheapens the general aspect of the store. To such this plan would undoubtedly make an especial appeal.

The salesman who isn't sold on advertising is a good deal like an executive who is jealous of an ambitious assistant.
New Records

The Cardinal Records

We announce the advent of the new Cardinal Records—new quality—new recording arrangements—new pressing plant and our policy of new hits first.

LATEST VOCAL HITS

**OWNAT THE OLD SWIMMING HOLE**—Orelh. Acceomp. Sung by Ernest Hare and Billy Jones

**SUNNYSIDE SAL**—Baritone Solo. Accomp. Sung by Arthur Fields

**STAND UP AND SING FOR YOUR FATHER AN OLO TIME TUNE**—Baritone Solo. Accomp. Sung by Charles Harrison

**AIN'T YOU COMING OUT, MALINDA?**—Tenor Solo. Acceomp. Sung by Vernon Oalhart

**SLEEPIN' PRETTY-PRETTY**—Tenor Solo. Orcl. Sung by Charles Harrison

**MY SUNNY TENNESSEE**—Tenor Solo. Orcl. Sung by Charles Harrison

**THEY NEEDED A SONG BIRD IN HEAVEN SO GOD TOOK CARUSO AWAY**—Tenor Solo. Orcl. Sung by Antonio Urato

**THERE IS NO DEATH**—Tenor Solo. Orcl. Sung by Antonio Urato

**WHY, DEAR?**—Fox Trot. The Merry Melody Men

**MY BLUSHING ROSE**—Fox Trot (introducing "Silly, You Won't Come Back?" from Ziegfeld Follies of 1921). The Merry Melody Men

**SECOND HAND ROSE**—Fox Trot. Van Eps Quartet

**JUST BECAUSE**—Fox Trot. Van Eps Quartet

**OIXIE**—One Step. Van Eps Quartet

**FANCIESS**—Fox Trot. Joe. Knecht's Waldorf-Astoria Orchestra

**ONE KISS**—Fox Trot. Joe. Knecht's Waldorf-Astoria Orchestra

**REMEMBER THE ROSE**—Fox Trot (introducing "Always" from Ziegfeld Follies of 1921). The Merry Melody Men

**TIO-SAN**—Fox Trot. Green Bros. Novelty Orchestra

**EL RELICARIO (My Spanish Rose)**—One Step. Joe. Knecht's Waldorf-Astoria Orchestra

**MISSISSIPPI CRADLE**—Waltz. Green Bros. Novelty Orchestra

**CANADIAN CAPERS**—Fox Trot. Green Bros. Novelty Orchestra

**AIN'T WE GOT FUN**—Fox Trot. Laini's Roseland Orchestra

**MARIMA**—Fox Trot. Joe. Knecht's Waldorf-Astoria Orchestra

**CHERRY BLOSSOMS**—Fox Trot. Laini's Roseland Orchestra

**IN A BOAT**—Fox Trot. Laini's Roseland Orchestra

**WANG-WANG BLUES**—Cardinal Jazz Band

**WEARY BLUES**—Cardinal Jazz Band

CARDINAL IRISH RECORDS

**STACK OF BARLEY**—Jigs. Flanagan Bros., Accordion and Banjo

**THE GLAOSTONE**—Waltz. Flanagan Bros., Accordion and Banjo

**TRIM THE VELVET**—Reels. Played by Tom Ennis with Irish Pipes

**HUMORS OF BANDON**—Irish Long Dance. Played by Tom Ennis with Irish Pipes

**LITTLE JUDE**—Medley of Irish Reels. Played by Tom Ennis with Irish Pipes

**COOK IN THE KITCHEN**—Irish Jigs. Played by Tom Ennis with Irish Pipes

**SINN FEIN AWAH**—Tenor Solo. Sung by Dennis O'Hara

**WRAP THE GREEN FLAG AROUND ME, BOYS**—Tenor Solo. Sung by Hugh O'Connor

**THAT TUMBLE DOWN SHACK IN ATHLONE**—Orch. Accomp. Sung by Charles Harrison

**SLEEPIN' PRETTY**—Tenor Solo. Sung by Vernon Oalhart

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**WANG-WANG BLUES**—Cardinal Jazz Band

**WEARY BLUES**—Cardinal Jazz Band

CARDINAL PHONOGRAPH CO.

106 EAST 19th STREET, NEW YORK CITY

FACTORIES — NEWARK, OHIO — ZANESVILLE, OHIO — BRIDGEPORT, CONN.

DEALERS AND JOBBERS: Write today for full information regarding Cardinal representation in your locality. Secure this quality record for your Fall and Holiday business.

An exceptional catalogue of Jewish and Italian records ready next month.
CONVENTION PLANS OF IOWA VICTOR DEALERS' ASS'N

Elaborate Program Formulated for Annual Meeting of Victor Retailers to Be Held in Des Moines on September 19-20—Interesting Addresses to Be Made by Prominent Speakers

Des Moines, Ia., September 3—Elaborate plans have been completed for the fifth annual convention of the Iowa Victor Dealers' Association, which will be held in this city on September 19-20, the convention headquarters being at 411 Fourth avenue.

The visiting dealers will be welcomed by Mayor H. H. Barton, of Des Moines, and then attend an educational demonstration by Miss M. A. Jardine, of the Mickiell Bros. Co., in the afternoon of the first day there will be several open discussions in the form of debates. The first subject will be "Records on Approval," the affirmative side being taken by C. E. Wiel and the negative by J. Vance. The next subject will be "Interest on Contracts," affirmative, A. A. Murray, and negative, R. B. Townsend; third subject, "Outside Salesmen," affirmative, J. Donahue, and negative, J. C. Brit; fourth subject, "Trade-ins," affirmative, M. Sanford, and negative, C. B. McGregor. One of the principal addresses will be that of John Gregg Paine, of the Victrola Department of The Talking Machine World. The present officers of the Iowa Association are: President, H. M. Speer; vice-president, L. A. Murray, Davenport; secretary, H. B. Sitts, of Des Moines, and treasurer R. B. Townsend, also Des Moines.

The visiting dealers will be welcomed by a committee consisting of L. A. Murray, C. Dalton, M. W. Donnans, M. J. Suckap, F. H. Walker and H. L. Woodward.

INAUGURATES FALL CAMPAIGN

Norwalk, Va., September 1—Harry Coplan, field sales manager of the Granby Phonograph Corp., this city, has already inaugurated an intensive Fall campaign. After an extended trip covering territories from Atlanta to New York Mr. Coplan left for Boston, where he expects to spend a week with Mr. Wildener, of Wildener's Line, Granby distributors. Mr. Coplan also covered New York State and spent some time with the Iroquois Sales Co., Granby distributors of that territory.

Resc. Jacob, final inspector at the Granby factory, and E. F. Carson, assistant general manager, recently made a flying visit to New York. On the return journey he visited Western Ohio, where, it is rumored, he will renounce his state of single blessedness.

I. Beckhardt, credit manager, who is again at the helm, is on a trip to Boston and calling upon Granby dealers en route.

NOW IS THE TIME TO IMPROVE YOUR SERVICE

And increase your sales by using Ogden's Patented MODERN STORE EQUIPMENT

RECORD CABINETS TO FIT YOUR REQUIREMENTS

A FILING SYSTEM WHICH DELIVERS THE GOODS

PRIVATE SALESROOMS WHICH "SELL"

OGDEN'S COMPLETE MODERN STORE

Costs less than carpenter work.

Everything ready for business the day you get it—Sectional—Unpack and "Set it up Yourself."

Send us a pencil Sketch of your Store, Showing where you want Record Racks, Customers' Counters and Private Salesrooms, and we will quote you a delivery price on Sectional Equipment which you can install any evening and be "Up to Date" next day.

Ogdens Sectional Cabinet Co.
Lynchnburg, Va.
Ries' "Perpetuum Mobile," played by Duci de Kerekiarto as a violin solo, means sales for years and years to come. Columbia 79721.

The Cardinal Phonograph Co., of New York City and Newark, N.J., is bringing out a new Cardinal record this month. New recording arrangements have been made and new plating and pressing plants have been secured.

M. R. Clifford, sales manager of the company, is planning an extensive campaign on the Cardinal record and announces that a new catalog of Italian and Jewish numbers will be issued next month. Mr. Clifford plans to offer the Cardinal dealer a wide selection of artists on the Cardinal lists and states that the Cardinal policy will be to feature recordings from every prominent artist under exclusive contract.

The Cardinal Phonograph Co. reports a decided increase in business and this increase gives every indication of continuing straight through the Full season. In order to handle this increased business two extra men have been added to the New York staff of the organization, one of which, Jerome Sullivan, is well known throughout the trade through his former connection with the Emerson Phonograph Co.

INTRODUCE NEW CARDINAL RECORD
Extensive Campaign Planned—New York Staff Increased—New Catalog of Italian and Jewish Records—Business Shows Betterment

The trade will shortly receive the first catalog issued by the Silent Motor Corp., 325 Dean street, Brooklyn, N. Y. While it will contain much material covering a minute description of the silent motor, its plant and organization much space will also be devoted to interesting and comprehensive information upon talking machine motor problems.

FIRST VICTOR RECORDS BY MORINI
The Young Viennese Violinist Who Scored Triumph in America During Past Concert Season Makes Her First Records for the Victor—Heralded as Violin Genius

The latest addition to the notable list of Victor recording artists is Miss Erika Morini, whose first recordings have already been offered to the public. Miss Morini is heralded as a genius of the violin. She came to the United States in January of this year, unheralded as it were, and quickly won for herself a position among violinists today. Her first concert at Carnegie Hall, New York, was a triumph, and the triumph has continued since.

Not only has the young violinist given proof of her genius on the concert stage, but that genius is clearly reflected in the first of her Victor records. Doubtless her records will prove a prominent factor in the future that is before her.

TRY THEM AND BE CONVINCED
REDUCED PRICES
The Mutual Phono Parts Mfg. Co.
149-151 Lafayette Street
New York

Ask for New Price List and Samples

We Manufacture Tone Arms and Reproducers for High-grade, Medium and Low Priced Phonographs
PACIFIC COAST BUSINESS IS RAPIDLY FORGING AHEAD

Development of Musical Interest in San Francisco Due to the Talking Machine—Dealers and Jobbers Optimistic Regarding Fall and Winter Trade—Pathé Shop in Reno—Other News

SAN FRANCISCO, CAL., September 3.—With the end of labor troubles in the building field in sight, the trade looks for a decided turning-up of the general business situation during September. Talking machine dealers have had a hard summer for the most part; still, in spite of the business depression, there have been practically no important failures and there have been a number of new enterprises launched. The field is attractive to capital, large and small, and the talking machine business on the Pacific Coast is going to forge ahead faster than ever as the present-day problems are solved. The development of musical interest on the Coast is nothing short of marvelous in the last few years.

No longer can it be truthfully asserted that San Francisco is the only real music center of the Far West. Now every city is a music center. This development is due principally to the availability of good music in talking machine records and the high-class musical programs provided by the motion picture theatres. To-day San Francisco alone is paying more for music, in one form or another, than the whole State paid not very many years ago.

It is being commented upon frequently these days that the manufacturers of talking machines and records are certainly producing satisfactory merchandise and that the products of the leading producers conform to a general high quality standard. The market for "junk" seems to have been greatly reduced.

Sherman, Clay & Co., are having a better demand for talking machines of the larger types this month and the call for Caruso records has increased steadily since the death of the great singer. Billy Morton, manager of the retail talking machine department of this company, is down the San Joaquin Valley on a business trip at the present time.

F. P. Corcoran, manager of the talking machine department of the Wiley B. Allen Co., of this city, returns this week from his three weeks' vacation in northern California.

J. B. Black, treasurer, and Harold Proehl, sales manager, of the Wiley B. Allen Co., will leave September 1 to attend the annual "Flight" of the Family Club. which will be held at Family Club Park, near Woodland, Cal. Upon their return Mr. Black will go to New York with Frank Awers, vice-president and general manager of the company.

The San Francisco music homes of this month paid tribute to the genius of Caruso in various ways, but most of the stores had window displays with the tenor's portrait prominently displayed. The Wiley B. Allen Co. had a beautiful show window decorated in deep purple. Several of the leading motion picture theatres featured the Victor Records playing Caruso records, in company with the orchestra in their music programs.

C. H. Fyle, formerly one of the proprietors of the Menardi Music Co., of Reno, Nev., has opened the "Pathé Phonograph Shop" in the store of the Baldwin Piano Co., on Sutter street, this city. He has the full Pathé line and is featuring the new Actuelle machines and records. The Baldwin Co. has discontinued its talking machine department. Mr. Fyle is a progressive business man of high ideals and he reports opening business most satisfactory. The period designs of Pathé machines make a very attractive display in the show rooms and the new Actuelle is attracting special attention.

A number of civil suits have been filed against George A. Parker, sales agent for the defunct Mercantile Finance Co., of San Francisco, which is the concern promoted by Frederick Stern, of the Stern Talking Machine Co., also bankrupt, at the result of recent exposure. The complaints allege that the defendant falsely and fraudulently represented that the company was a solvent going concern, doing a profitable business and paying large dividends. Frederick Stern, the late president of the defunct concern, has been indicted by the Grand Jury on two counts, one charging that money was obtained under false pretenses in selling stock in the company and the other that he rendered a false financial statement of accounts.

Irving C. Franklin, Pacific Coast manager for the phonograph department of the Brunswick-Balke-Collender Co., has resigned his position to accept the post of general sales manager for the Burnham Phonograph Corp., with headquarters in Los Angeles. Mr. Franklin is a "go-getter" of the progressive type and his many friends in the talking machine fraternity will miss him in his new work.

F. E. Graham, phonograph salesman in the wholesale Brunswick department in San Francisco, who is calling on the trade 200 cities, reports good success with the Stratford model and also with the new table model Brunswick. The sale of Brunswick records shows a steady increase in this territory. The records of the recently acquired artists, Giuseppe Banile and Florinite Easton, are moving well and the demand for the records by Mario Chamlee is bigger than ever. Chamlee will sing in San Francisco the latter part of September with the Scotti Grand Opera Co.

H. D. Leopold, California representative of the Victor Talking Machine Co., is back on the Coast after his six week's stay in the East, where he attended Victor conferences and spent his annual vacation. He is at present in Los Angeles.

R. E. Kow, formerly of the travelling sales force of the wholesale Victor department of Sherman, Clay & Co., has accepted the position of assistant manager of the wholesale department in San Francisco in the place of Otto Rothlin, who has resigned. Mr. Rothlin is preparing to engage in the retail music business on his own hook at Richmond, Cal. He will carry pianos, players and talking machines.
Pacific Ocean Business Expands

(Continued from page 61)

It has just been announced that the Sonora phonograph shop on the Pacific Coast will carry the new Sonora piano. Samples of the new line are expected to arrive in the late Fall. J. N. DeHoff, manager of the Columbia store in Denver, attended the conference of Columbia dealers in San Francisco this month.

C. A. Arrick, manager of the local office of the Columbia Phonograph Co., is making a trip in the North, calling on the dealers. He is accompanied by his family and C. M. Kimmel, of the sales force. The Columbia idea of "selling by truck" in the various towns and cities is bearing good fruit in the form of many unusual sales of Columbia merchandise.

Charles Mackett, Racine, Sterne and Lorrin Nothing, Columbia artists, will sing with the Scotti Grand Opera Co. in San Francisco in September.

E. H. Morey, president of the Morse Stationery Co., at Hilo, Hawaii, has just taken a trip to San Francisco on a business and pleasure trip. He carries a full line of musical merchandise, including talking machines and records. He says the Japanese and native Hawaiians love the talking machine, but that the records made in Japan are more suited to the demand at present.

Miss Merv Forrester, formerly in the talking machine business in San Francisco, is now with the City of Paris phonograph department in San Francisco.

Keen Competition is Helping Trade in Cincinnati

Dealers Injecting "Pep" Into Their Sales Force by Offering Special Inducements—Columbia Week Scores—Many Merchandising Plans in Vogue That Are Helping Business—News of Interest

Cincinnati, O., September 6—Talking machine dealers in Cincinnati are highly pleased with business for August. The month, while not a record-breaking one, has strengthened the predictions of local dealers that business will continue on the increase each month until the first of the year, when it will then be normal. Keen competition isaccountable for the steady headway in this city. A great many dealers are staging contests and special sales offers. They are also injecting "Pep" into their sales forces by offering prizes to salesmen having the largest number of sales to their credit at the end of each month. Those who have had the latter plan in operation say it is doing wonders in developing business. With vacuous preposterously over the dealers, have started in to "do things." They are optimistic and they have their business nose to the groundstone.

Columbia Week a Success

The Columbia dealers of this city have just closed one of the biggest publicity campaigns that has ever been staged in or near Cincinnati by any talking machine company. Chester Park, one of the largest amusement places in the city, was taken over for six days ending September 2 for what was termed "Columbia Week." Nine dealers tied up on this proposition, each setting up a separate display booth of exclusive Columbia products. The dealers who had booths were: The A. & N. Music Co., The May Stern Co., Rodeo & Babbo Co., Smith Piano Co., E. M. Abbott Piano Co., R. Frerberg's Pharmacy, Casino Co., Kurk's and the Hoffman Music Shop. The gross sales for the week exceeded expectations.

Places G. A. Nennstiel in Charge

Alfred Wiley, of the Alfred Wiley Piano Co., at Huntington, W. Va., visited the local Columbia branch during the month. He announces a considerable increase in business for the Fall and Winter and has engaged G. A. Nenestiel, who was formerly with the Herman Strauss Co., of Louisville, Ky., to run his Cincinnati department.

E. M. Abbott Is a "Live" Wire

E. M. Abbott, proprietor of three stores in the city, predicts a large Fall business. All his departments are making good monthly reports. Both the outside and the drop-in trade improved very much during the last month. Mr. Abbott has two service trucks, seven outside men and two five-passenger touring cars, all working to bring customers into his stores.

Twenty thousand tags were distributed by Mr. Abbott during "Columbia Week" at Chester Park. The tags were in connection with a "duplicate tag contest," which he is staging this week, the winners of which will be given a talking machine.

P. H. Oelam Tells of Business Progress

A good sign that the trend of business is upward is the optimistic view recently taken by farmers who have been predicting a good Fall," said P. H. Oelman, manager of the New Edson Co. "The sales reports for the last three months, each showing an increase over the preceding one, prove that the turning point has been passed in the phonograph business," he continued. "The month of August was the best month we have had since the first of the year."

The sales contest being held by the Edison Co. has helped considerably to stimulate sales and inject "pep" into the sales force. The prizes, which are to be trips to the School of Salesmanship, to be opened up on some time after January 1 by the Edison Co., are worth while working for. Points in the contest are given for the number and kind of machines sold, by each individual. Edith McDonald will be in this territory on a six-weeks' "Tree Test" tour beginning September 5 and followed by a four-weeks' tour by Elizabeth Spencer.

Granby Line Going Well

Morris Paule, manager of Widener's Columbia Shop, returned last week from his vacation at Cedar Point, O. Reports for the month have been highly satisfactory, he says. August surpassed any month since the first of the year.
Attractive, Salable, Serviceable

In building a permanent Phonograph Business the Modernola forms a genuine asset. Here is a Phonograph built on entirely different lines from the rest, and with several added features that have instant appeal. A little careful study of the above illustration shows the points of the Modernola's uniqueness and its supremacy in sales possibilities.

To this is added the serviceability of the machine—its lasting qualities, due to trustworthy construction and conscientious mechanical finish in which you can place the utmost confidence. In other words, it is a guaranteed machine.

With the Modernola on display in your store you can rest assured that it will not take long to "put it over."

Put Your Order in Now

THE MODERNOLA COMPANY
Johnstown, Pa.

The Holiday Season is approaching rapidly, so that you should put this line in at once. We have a number of beautiful finishes, and would be glad to give you full information. Just address Dept. D.

Dealers and Distributors—
We have several choice territories open and would be glad to discuss the matter of closing with any live possibility. Address Sales Dept.—the earlier the better.
A Little Birdie
Whispered It To Me

A New One Step Novelty Song
Written and Published
By Jack Snyder
1658 BROADWAY, N.Y.

PUBLISHED FOR
BAND ORCHESTRA

COMPETITION HELPS IN CINCINNATI

(Continued from page 62)

Robert C. Clark, selling agent for Indiana, Ohio
and Kentucky for the Granby line, which the
Widener Shop added to its stock, still is piling
up sales in this territory. Manager Fantle
states the Granby line is the most successful
proposition ever taken over by the firm.

Takes on Talking Machine Line

O. C. Steelschneider opened a complete Gra-
nob shop in connection with his drug store at
Mill and Duno streets, Lockland, O. The new
dealer will cover a good territory that has her-
tofore been overlooked by other dealers.

Tributes Paid to Caruso

Tribute to Enrico Caruso was paid in the
Capitol Theatre here, when movies showing his
*weal cortege were being exhiliiicd. The else-
trometer was darkened when the procession Was
shown on the screen, the organize played a few
introductory bars and then a Victor record of
the golden voice of the famous tenor was
reduced, reproduced on a talking machine.

How Chubb-Steinberg Shop Attracts Novelty

Mr. Chubb, of the Chubb-Steinberg Music
Shop, which opened its doors to the public last
month, returned from a vacation trip last week.
He reported by voet of Indianapolis to Chicago
Business for the month was good, he says,
Frank Ritzenhouser, machinist and electrician,
has been added to the company and placed in
charge of the repair and service department as
not expert mechanic. Along with his ability
Mr. Ritzenhouser appreciates music and Mr
Chubb believes he will prove highly satisfactory.

Much attention is being attracted by a sales
developing plan which the Chubb-Steinberg Co.
is featuring this month. A painting by a widely
known artist, valued at $2,500, has been placed
in the window with a large plauard inviting
all to come in and guess the name of the artist's
name to the picture. A prize, consisting of $10
in records, is to be given to the winner. One
of the questions asked of all those who guess
is, "Do you own a phonograph?" In this man-
ner the company expects to get a line on a
large number of prospects. Mr. Chubb stated
the display is attracting the better class of
trade, to whom he desires to cater.

Upward Trend of Sales

"While the sales of machines have fallen o-
during the month our record sales are still on
the upward trend," remarked F. X. Donovan,
manager of the Shillito talking machine depart-
ment, and added, "However, everything points
to a good Fall business beginning September
1." Mr. Donovan was passing cigars this week
in honor of the arrival of a new son at home.
His friends think he will probably teach
him the phonograph business, so that he can
fill his father's shoes when the old boy gets
ready to retire.
THE OUTING OF TALKING MACHINE MEN

Association of Local Talking Machine Dealers Holds Annual Picnic on August 17—Paul Whiteman's Orchestra an Attractive Feature—Dinner and Dancing on the Program

Over 200 members of the Talking Machine Men, Inc., the talking machine dealers' organization for New York, New Jersey and Connecticut, together with their friends and invited guests, attended the Association's annual outing.

Ready to Start From New York

A number of selections, which were enthusiastically received, and if the diners were given their choice this orchestra would have been obliged to play for hours without interruption.

At two o'clock the athletic events were scheduled to commence, but the rain started when the ball game had only proceeded for one inning, and it was necessary to cancel practically all the events, with the exception of one or two minor affairs.

Dancing and other forms of amusement adaptable to a rainy afternoon kept the crowd in good humor until six o'clock, when dinner was served. One of the pleasing events at the dinner

The Crowd Enjoying Music

was the appearance of Miss Yanghi de Leath, well-known contralto and exclusive Oehl artist, who favored the diners with several numbers that were received with keen appreciation and enthusiastic applause.

After dinner many valuable prizes were given to the members holding the lucky numbers, and after the dance devoted had had an opportunity to practice the latest steps the party left for Midland Pier at 9:10, returning to New York on the ten o'clock boat.

E. C. RAUTH ENJOYS WESTERN TOUR

E. C. Raith, vice-president and secretary of the Kroer-Breimer Co., St. Louis, together with Mrs. Raith, has returned home after an extended tour through the Canadian Rockies, following the convention of the National Association of Talking Machine Jobbers in Colorado Springs in July.

Why Break Records? Just File Them!

The Marvelous MAGNOLIA

This is only one feature of many that will diminish your interest and attention. Let us send you some illustrated catalogues and information of how Plans for helping you to make money with MAGNOLIA.

MAGNOLIA TALKING MACHINE COMPANY

61 BARCLAY ST NEW YORK, N. Y.
Aladar Sio's Gypsy Orchestra plays the Columbia Novelty Record this month. "Evening Tales" and "Sari" are sentimental selections full of weird, sensuous Gypsy rhythm. E-7247.

Columbia Graphophone Co.
NEW YORK

DEMONSTRATING ROOM ESPECIALLY FOR CHILDREN'S USE

Talking machine dealers who are making a special appeal to children through the arrangement of records and record rooms are reaping a very generous reward. To secure results there must be a definite policy in mind, and that and record lists covering musical or educational records should be prepared especially for the children. A very attractive demonstration room especially designed to meet the requirements of the little ones, and which has done much to

FREE OFFER

The attractive metal and glass counter case given free with 3 cartons at $2.50, total $9.90.

MAGNEDO
THE OLDEST AND FASTEST SELLING TEN-PLAY NEEDLE

Seven years of constant advertising has developed an ever-growing demand from all over the country for MAGNEDOS solely because of merit. Magnedos offer substantial profit to Jobber and Dealer. Retail at 10c, a box

Dealer's price $3.30 carton of 60 boxes

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

INTRODUCES NEW DIAPHRAGM

W. D. De Gans Is President of New Manufacturing Concern-Chicago Territory Allotted

CHICAGO, September 5—W. D. De Gans, president of the De Gans Phonograph & Diapragm Co., reports considerable progress in the affairs of the company which was recently incorporated for $100,000. The company's principal activities are in relation to the manufacture of wooden diaphragms, which are made from raw spruce and undergo a heat treatment in connection with wax and shellac. They are concave, the average diaphragm ranging from forty-eight one-thousandths of an inch at the outer edge to eighteen one-thousandths of an inch at the center.

The officers of the company are: W. D. De Gans, president; Charles Mellenhan, vice-president, and M. D. De Gans, secretary and treasurer. On a recent trip to Chicago Mr. De Gans allotted the Chicago territory to W. F. McClellan, who is secretary of the National Association of Piano Tuners.

If your copy is placed in medium, read by people who can buy your product, your advertising plan is sound.
Records
October Bulletin

70401 LOHENGRI (Elsa's Song an die Lufte) (Ye Wandering Breezes)—Wagner—Soprano in German—Contralto with Orchestra...
    10 3/4-in. $1.25

72501 MEFISTOFELE (Son lo Spirito) (Boito)—Bass (in Italian) with Orchestra...
    10 3/4-in. $1.25

72601 NORMA (Casta Diva) (Queen of Heaven) (Bellini)—Soprano in Italian—accompanied by the Chorus of the La Scala Opera...
    10 3/4-in. $1.25

52102 BARBER OF SEVILLE—Largo al Factotum (Room for the Factotum) (Rossini)—Baritone (in Italian)
    12-in. $1.50

5005 LUCIA DI LAMMERMOOR—Mad Scene (Ardon grincensi) (Donizetti)—Soprano (in Italian) with Orchestra
    12-in. $1.75

6009 RIGOLETTO (E il sol dell'anima (Sun of the Soul) (G. Verdi)—Soprano-Tenor Duet with Orchestra...
    10-in. $1.25

4393 BEDOUIN LOVE SONG—Baritone with Orchestra, Bernard Ferguson...
    10-in. 85c.

72401 TRAUMEREI (Reverie) (Schumann)—Violin Solo, Franz Von Vecsey...
    10 3/4-in. $1.25

4394 ROMANCE, PART I (Rubinstein)—Violin Solo, Piano Accomp...
    10-in. 85c.

4385 ROMANCE, PART II (Rubinstein)—Violin Solo, Piano Accomp...
    8-in. 85c.

4384 MARCH RELIGIOSO (Onward Christian Soldiers) (Intro.: "Adme Fideles") (W. P. Chambers)—March
    10-in. 85c.

4388 THE WARBLER'S SERENADE—Bird voices by Sibyl Sanderson Fagan...
    10-in. 85c.

4396 SUNFLOWER DANCE (W. E. MacClymont, Op. 11, No. 1)—Whistling Solo with Orchestra, Margaret McKee
    8-in. 85c.

4398 KAWAKA—Hawaiian Guitar Duet, Feraza-Franchini...
    10-in. 85c.

O'ER WAITING HARPSHINGS OF THE MIND (Christian Science Hymn)—Contralto with Orchestra, Nevada Van Der Veer
    10-in. 85c.

SHOUT ALL OVER GOD'S HEAVEN (Negro Spiritual)—Southland Jubilee Singers
    10-in. 85c.

HOPE SENDS A LITTLE GIFT OF ROSES—Tenor with Orchestra, Sam Ash
    10-in. 85c.

HOLD FAST IN A BABY'S HANDS—Tenor with Orchestra, Liam O'Kennedy
    10-in. 85c.

MA—Tenor with Orchestra, Billy Jones
    10-in. 85c.

GOING HOME BLUES—Colored Vocal Quartette, Norfolk Jazz Quartette
    10-in. 85c.

HANS, THE HOLLANDER—ADVICE TO WOMEN—Holland Dutch Monologue...
    10-in. 85c.

DANGEROUS BLUES—Fox trot, The Tampa Blue Jazz Band
    10-in. 85c.

GET HOT—Fox trot...
    10-in. 85c.

ALL BY MYSELF—Fox trot...
    10-in. 85c.

ESSEX—Tenor with Orchestra...
    10-in. 85c.

WEESIE—Tenor with Orchestra...
    10-in. 85c.

O'REN—Tenor with Orchestra...
    10-in. 85c.

GREEN WAVE—Tenor with Orchestra...
    10-in. 85c.

RESERVATIONS—Tenor with Orchestra...
    10-in. 85c.

SHEPHERD, SHOW ME HOW TO GO (Christian Science Hymn)—Contralto with Orchestra, Nevada Van Der Veer
    10-in. 85c.

GENERAL PHONOGRAPH CORPORATION
OTTO HEINEMAN, President
25 West 45th Street New York City, N. Y.

TRADE NEWS IN BROOKLYN AND LONG ISLAND

Increased Sales of Machines and Records Reported—Jobbers and Dealers Perfect Selling Plan for Fall and Winter—Conditions in This Territory Most Encouraging—The Outlook

The talking machine trade in Brooklyn and Long Island is unanimous in stating that September to date has produced increased business in both machines and records. Many dealers have renovated and enlarged their showrooms, added improvements to their equipment in anticipation of increased sales, selling staffs have been reorganized and this Fall and Winter should place Brooklyn and Long Island dealers well in the lead in the metropolitan district in achieving totals in machines and records.

Equipped to Give Practical Service

The American Talking Machine Co., Victor wholesaler, is prepared to give Brooklyn and Long Island dealers practical service. H. H. Morris, general manager, states that no effort has been spared to prepare his organization to meet and acquaint the dealer with up-to-date selling methods in keeping with the times. C. F. Offerman, Long Island representative for this company, is visiting the trade after an enjoyable two weeks' vacation spent in motoring through New York State and the Thousand Islands.

Manor Music Co. Reorganized

The Manor Music Co. at 1774 Eighty-sixth street, Columbia and Victor dealer, has recently reorganized and is now ready for Fall business. E. Stange, for several years a partner of this concern, sold out his entire interest to his partner, Mr. Eskild, who will carry on the business as heretofore under the same firm name. The store has been entirely renovated and a modern equipment has been installed. Mr. Eskild, who caters to a large foreign population, especially in Scandinavian records, will continue making this department a special feature of his business.

Sales Campaign a Success

Siegman Bros., well-known Pathe dealers on Third avenue, report that Pathe sales have more than held their own during the past two months. Mr. Kraus, manager of this department, has been successful in selling many Pathe machines through an aggressive outside selling campaign, especially in the Bath Beach section.

Installs Selenex Equipment

The Sterling Piano Co., at 518 Fulton street, has equipped its talking machine showroom with the new Selenex equipment, which is creating considerable interest among the talking machine trade in Brooklyn. E. A. Catone, manager of the Victor department, is very enthusiastic about this new equipment, as it is proving an efficient and quick method of selling records and is meeting with favorable comment by customers when purchasing records.

Develops Foreign Record Sales

The possibilities of developing a foreign record trade are well exemplified in the unusual success obtained in this field by the Atlantic Talking Machine Co., at 144 Hamilton street. A. Mendel, proprietor of this store, has established for himself a business in this field that is exceptional. Mr. Mendel's activities have spread out all over Brooklyn and by direct circulation, newspaper advertising and continuous efforts, has built up his foreign record sales to unusual proportions.

Doubles Sales Facilities

James B. Russo, Columbia dealer, 187 Harrison street, is making extensive alterations and enlargements in his already attractive quarters. Mr. Russo is doubling the capacity of his store by leasing an adjoining store and combining the two into one large and commodious showroom. Sound-proof hearing rooms are being installed and Mr. Russo expects to be able to announce the formal opening some time during the present month.

Establishes Enrivable Record

To be known as one of the oldest exclusive Victor dealers in metropolitan New York is the distinction accorded A. Setaanni, at 1932 Fulton street. Mr. Setaanni, years ago, opened up a small musical instrument store near his present location and was one of the first Victor dealers established by the Victor Co. To-day Mr. Setaanni's Vicnon business overshadows his musical instrument business. His present store is arranged with every modern convenience, including eight private record hearing booths and an attractive display room for his machines.

Great Demand for Caruso Records

The talking machine department of Frederick Loeser & Co. has experienced a decided stimulus in the sales of records and machines during the past two weeks, states W. H. Bishop, manager. "The death of Caruso not only stimulated the buying of Caruso records, but also had an astonishing effect on the sale of all Red Seal records," added Mr. Bishop. "Our sales of the classics now exceed the sale of popular and dance records for the first time and there is a sudden demand for machines which can only be attributed to the passing away of the great tenor."

The above is merely an illustration of what other stores are experiencing to a greater or less extent and it proves conclusively what people will buy machines and records despite the so-called hard times if proper methods are taken by the dealers to arouse the desire for the possession of talking machines.

The Brooklyn dealers, without exception, are all alive to the great opportunities which the industry is facing the coming Fall and Winter.

An Objective

INDICATIONS point to an improvement in the general economic situation. It is well for Victor Retailers to prepare now in every sense to secure their full quota of Sales for this coming season.

To imbue a sales spirit in your organization, set a weekly or monthly quota to be obtained. Co-ordinate and focus the united effort toward this objective.

G.T.WILLIAMS CO. Inc.
217 DUFFIELD ST. ~ BROOKLYN, N.Y.

DO NOT DELAY

ARE YOU PREPARED FOR THE FALL TRADE?
YOUR STOCK AND EQUIPMENT SHOULD BE IN FIRST-CLASS SHAPE NOT LATER THAN OCTOBER 15

IS YOURS READY?
THE DEALER WHO IS PROPERLY PREPARED IS THE ONE WHO WILL REAP THE GREATEST BENEFIT.
Hyman Bros. & Co.
47 West 34th Street
New York
Eastern Distributors

The Windsor
Phonograph

Our Distributors sell at prices
same as direct from
factory

The Windsor
is the original Period Design
PHONOGRAPH
It is a Musical Instrument as
perfect
as human skill can make it. It is a
beautiful, well made
Piece of Furniture,
made by a firm which for 36 years has
produced the best Furniture in America.
All its productions are made of
Solid Wood
All Carving and
Finishing done by
hand.

made by

The Windsor Furniture Company,
CHICAGO, U.S.A.
Sold only through Dealers.
Los Angeles Dealers Honor Enrico Caruso

Stores Pay Tribute to His Memory—Public Memorial Held—Exhibitors at Industrial Exposition—Demonstrating Records by Wireless at Richardson’s—C. H. Yates’s New Move

Los Angeles, Cal., September 3: One of the outstanding events of the month of August—a very sad one—was the news of the death of Enrico Caruso. In every music house the deepest regret was felt and expressed at the loss of one whom everybody had learned to regard as a man of desirable personality and sterling qualities. In addition to his artistic gifts and marvelous God-given voice, there was an insatiable desire on the part of practically all the Los Angeles Victor dealers to refrain from any form of advertising or publicity which might suggest an attempt to rival the late great master. The highest degree, the announcement of the bereavement in Naples, The public, which notices these things, was quick to recognize this exhibition of good taste on the part of merchants, and there were many expressions of commendation and appreciation from leading people in the city. However, there was immediate and almost overwhelming demand for Caruso’s records; sales of fifty or hundred dollars’ worth of Caruso records have been frequent occurrences all through the month, with a rapid increase in the early days of the death news, people stood in line waiting to buy. Dealers’ stocks have been very greatly reduced, while the wholesale house is practically depleted.

The Burnham Memorial Recital Given

A free concert and recital was given at the great moving-picture house—Granum’s Million-dollar Theatre—on Friday, August 30. The program, which was attended by thousands, was arranged by the Los Angeles Evening Express and Sid Grauman, and was given as a memorial to a man of desirable personality and sterling qualities. A beautiful rendition of “Nearer, My God, to Thee” was played on the pipe organ by Harry Murtagh and was followed by a series of Victor records of Caruso’s played on a large period Victrola. Each Los Angeles Victor dealer was requested to send one record, with a representative to operate. The wonderful acoustics of the theatre were revealed by the remarkable clearness and fullness of each record and the audience showed its appreciation by calling for encore.

Exposition Held

A very successful industrial exposition was held August 15-20, inclusive, in the great Terminal Building on First seventh street. Buyers from the Western States attended and had the exhibit to themselves each morning from 9 a.m. until 2 p.m., after which time the general public was admitted. In the furniture section of the exposition exhibits were given of the Blue Bird, Burham, Sequoia and Sixkin phonographs, all manufactured in Los Angeles.

The Blue Bird exhibit by the Blue Bird Talking Machine Co. attracted a great deal of attention, owing to the fact that several new and unique models were shown. These new models represented a large degree of furniture, with concealed Blue Bird phonographs built in, for instance, an attractive desk, which would itself form an elegant piece of furniture for drawing or living room, had a Blue Bird phonograph constructed within which could be operated conveniently and, at the same time, lost none of its beauty of reproduction.

The same thing applied to a mahogany tea wagon and several other kinds of distinctive furniture. M. F. Fybush, general manager of the Blue Bird Co., also showed a new record filing device, invented by Arthur Hinerman, which, in an ingenious fashion, raised the record files from the cabinet, thus obviating all stooping and bending. Blue Bird records were also demonstrated.

The Burnham Phonograph Corp. had a very attractive display, featuring a number of its moderately priced period models. Each record, for which the Burnham Phonograph Corp. is the Pacific Coast agent, were used to demonstrate the merits of several of the instruments. C. A. Einstein, general manager of the Sequoa Co., was in charge of the exhibit of Sequoia phonographs and Sequoia automatic record files, as well as a new sound box, which drew many favorable comments from dealers and the general public.

The Sixkin phonograph is manufactured by the Angelus Furniture & Manufacturing Co., and the models consist of period living-room and davenport tables, with concealed sliding drawer phonograph attachments. The models exhibited were very much admired.

Records Demonstrated by Wireless

A novel arrangement has been made by Richard- son’s, Inc., with the Western Radio Electric Co., by which a Victrola has been placed at the open transmitter of a wireless telephone and enables hundreds of operators at a thousand-mile radius to “listen in” and hear the latest jazz or grand opera records. Many commendations have been received from all over the country, particularly from lonely stations, and Richardson’s, Inc., are receiving orders from all directions.

Several Visitors Here

Walter S. Gray, president of the Walter S. Gray Co., of San Francisco, spent two or three weeks in the Southland recently. Mr. Gray is known as the Needle King of the Pacific Coast.


George T. Hively, manager of Hale’s Victoria department, San Francisco, was in Los Angeles for his vacation. He states that the weather North has been unusually cool this year. Business with Hale’s has been very good.

L. J. Unger, assistant secretary of the Brillant Stone Needle Co., arrived in Los Angeles and spent several days here recently.

C. H. Yates Returns to Wholesale

C. H. Yates, who until recently was engaged in the retail phonograph business in Hollywood at an Edison dealer, has sold out to the Holly- wood Music Co. and will devote his time to the wholesaling of the Motrola and phonograph accessories.

Daynes Opens in South Pasadena

R. E. Daynes, who for a number of years has been employed in one of the large music stores in Los Angeles, has just opened a store of his own in South Pasadena and is carrying the Brunswick line of phonographs and records, together with pianos and player-pianos. Mr. Daynes contemplates opening one or two stores in the near future. Nobody can convince another man if he does not want to be convinced. Do not insist on rejected arguments, but feed new suggestions.

PRICES REDUCED

We wish to announce a decrease in price on our “FULTON” $35.00 MODEL TABLE MACHINE

Samples now $15.00, Three or more $12.50

There is a large demand for a good, serviceable table machine. Here is your opportunity to secure an instrument that will sell at any time and yet net you a large profit.

FULTON TALKING MACHINE CO.
253 Third Avenue, New York
When Frank Bacon and his Company left for their "Lightnin'" engagement in Chicago, an escort of 100,000 people gave him enthusiastic tribute at the train.

Frank Bacon
Noted Star and Co-Author of
"LIGHTNIN'"

MAKES
VOCALION RECORDS
EXCLUSIVELY

Amid the greatest demonstration of public approval shown any stage favorite in recent years, Frank Bacon has concluded his three years' New York run in "Lightnin'".

The Aeolian Company has the honor of announcing that the expressive voice of America's great actor will be reproduced exclusively on Vocalion Records.

Mr. Bacon's initial records from "Lightnin'" now on sale are the most remarkable speaking records ever recorded. Ask to hear "The Bee Story" and "In the Reno Divorce Court."

Vocalion Records Just Released
If We Get Them Out Special They're Good!

The Bee Story—"Lightnin'"
In the Reno Divorce Court
There's Only One Pal After All
Stand Up and Sing for Your Father an Old-Time Tune
Bring Back My Blushing Rose (Sally, Won't You Come Back?)—Ziegfeld's Follies 1921
Second Hand Rose (I Know) — Ziegfeld's Follies 1921
Remember the Rose—Snapshots of 1921
Leave Me With a Smile

THE AEOLIAN COMPANY
NEW YORK CINCINNATI CHICAGO DAYTON SAN FRANCISCO
Some Sales Pointers That Will Help to Make a Phonograph Store Profitable

By L. G. Lincoln

In the very interesting series of articles that he is writing for the Sonora Bell (Sonora Phonograph Co.) L. G. Lincoln, advertising manager of the Sonora Phonograph Co., has provided the trade with practical information on important topics. In his latest article, entitled "Selling a Phonograph in the Store," Mr. Lincoln comments, as part, as follows regarding a vital subject:

"The floor salesman or inside man has always been looked upon by the music trade as the indispensable, super-salesman of the establishment, supposed to know all about the instrument, about selling and all about human nature. He seldom calls at the home of prospective buyers, this work being delegated to outside salesmen who follow up names of people who have looked at a phonograph in the store but failed to buy, or names received from various sources of people who may be induced to buy a phonograph.

"The outside man must usually call on such people several times before he secures a sale and invariably becomes fairly well acquainted with them. But it is infrequent that the floor salesman is enabled to know anything about a customer before he calls at the store, nevertheless must work on the theory that every person asking for a demonstration may be sold at once. There are many reasons why the floor salesman will not always succeed, but the experienced man proceeds to work on his customer with this one idea in view and never lets up until something is said which convinces him otherwise.

"Dealers selling phonographs as a side line should realize that they cannot expect to make the sale of a phonograph with the same slight effort as in selling small articles. Selling a phonograph requires the salesman's or small dealer's undivided attention. When you realize that the large, experienced phonograph dealers employ only the most trained, expert salesman for inside work, it will be seen that the small dealer cannot hope for success unless he, too, learns the selling points and how to demonstrate them in the best way.

"The dealer must learn to be patient. People spending one, two or three hundred dollars for a phonograph cannot be hurried into a sale or given the same consideration as those buying records, music rolls, sheet music, needles, sundries, etc.

"Not being able to learn the buyer's disposition and attitude until the demonstration has progressed to some extent the salesman cannot make a mistake by playing one record before starting a conversation.

"By this time they have settled down and the salesman should say a few words in praise, with warmth and sincerity, so as to convince the customer that he believes what he is saying. The supply of demonstrating records should be sufficiently large to choose the kind that appeals to each purchaser. A simple song by a well-known artist should start the demonstration.

"Do not keep up a continuous flow of talk while a record is being played, because your customer cannot then concentrate either on your remarks or the music. Learn something about the desires and ideas of the purchasers before explaining all the features so that you can lay stress on those that are especially considered by the buyer.

"Some salesmen will play part of a record when, lifting the sound box, they call attention to a certain note which is very clear. This practice can be overdone, however, and should not be tried in the middle of a strain.

"People coming into your store for a demonstration who say nothing and let you do all the talking have the advantage over you. They know all about you but you know nothing about them. Ask questions. Anything to learn something about them, who they are, where they live, how long they have been thinking about buying a phonograph.

"You will find that the demonstration will proceed more satisfactorily, that you will get their confidence quicker and more easily by getting acquainted during the early part of your demonstration than if you wait until you see all through.

"If there are several people in the party you should quickly ascertain which is the buyer and direct your remarks to him. When the demonstration has reached the point where the customer expresses himself about the tone quality, etc., the salesman should explain the phonograph's advantages. It is impossible to deliver a selling talk to a prospective buyer which is practically a lecture unless it is seen that your customer is concentrating entirely upon what you say.

"When the demonstration has progressed where the question of terms is discussed it should be remembered that the prospective buyer, if a stranger to the salesman, should not be quoted definite terms. The customer should be asked how much could be paid as a first cash payment and how much thereafter—not ask how much per month, because some people will settle up in sixty or ninety days if it is not suggested to them that they pay it off in monthly installments. A purchaser who agrees to settle up the entire balance within sixty or ninety days invariably knows that the money will be forthcoming to meet the obligation so that there can be little fear that terms are being imposed on the buyer that cannot be met.

"When discussing terms it should always be remembered that it is better to make no sale at all than to demand terms which the buyer cannot meet. Most people who buy on installment, after failing to make one or two regular payments, become careless about the others unless the dealer understands the installment business and is constantly reminding them of the amount past due. Merchants who have been successful for years in selling articles for cash frequently fail to get the most out of the phonograph business for the reason that they do not realize that the more long-time business they do the more cash is required to finance it.

"Time sales should always be secured by a chattel mortgage, lease, lien note or conditional sales contract, whichever is most favorable according to your State laws. An attorney will advise you regarding this for a slight charge.

The Hub, one of the most prominent furniture houses in Washington, D. C., has secured the agency for the Sonora phonograph in this territory. The Pathé phonograph is also handled.

When You Have Seen Our Cabinets, You Will Do Our Advertising

We want you to see our cabinets.

Because it will be a better advertisement than we can print.

It will make you want to use our cabinets.

As you will quickly realize why our cabinets are the leader in the field.

Now more than ever people are looking for quality and price.

That is the reason why Celina Cabinets are so popular.

The Celina Specialty Co.

Celina, Ohio
DO YOU REALIZE that you can in a few days transform your Talking Machine department into the Musical Headquarters of your Community?

BETTER STILL—you need make but a very small immediate cash investment to accomplish this change.

THE UNICO Deferred Payment Plan enables you to finance your improvements out of profits from increased sales.

The Unico System Is a Sales Stimulator and Quickly Pays for Itself

COMPLETE UNICO DEPARTMENTS, including Demonstrating Room, Counter and Rack Equipment, may be obtained at a cost as low as $500.00. Whether your requirement amounts to $500 or $50,000 and irrespective of location, the UNICO SYSTEM is unquestionably your wise choice because of guaranteed quality, service and speed of delivery.

The most active machine and record demand of the year is just approaching. Now is the time to improve your selling facilities!

Phone, Wire or Write Our Nearest Office TODAY.

UNIT CONSTRUCTION COMPANY

NEW YORK
299 Madison Ave.
Corner 41st St.

Rayburn Clark Smith, President
58th Street and Grays Avenue
PHILADELPHIA

CHICAGO
30 N. Michigan
Boulevard
The new Columbia Counter Literature Displaye has four small and four large literature pockets, and a space at the top for six complete catalogues. It revolves, attracts customers, keeps your literature clean.

Columbia Graphophone Co.
NEW YORK

BROCHURE ON MOOD MUSIC

Extremely Interesting Volume Just Issued by Thos. A. Edison, Inc., Ardent Experiments Conducted by Dr. Bingham on the Effect Which Music Produces Upon the Listener

OESEMBER, N. J., September 1—Thos. A. Edison, Inc., has just issued a very interesting thirty-two-page brochure, entitled Mood Music. It is one of the most unique works ever published regarding the phonograph in relation to the effect which its music produces upon the listener.

The book is a compilation of 112 Edison Recreation, according to "What They Will Do For You," and is based upon psychological experiments conducted under the direction of Dr. W. D. Bingham, director of the Department of Applied Psychology, Carnegie Institute of Technology, who has for some time been associated with the Edison Co.

The following extract from the "Foreword" gives an idea of the unique character of this booklet:

"On the following pages you will find 135 musical selections, arranged in twelve lists, but do not think, therefore, that this booklet is merely a compilation. You will look in vain for 'Operatic Gems' or 'Band Music,' or any other of the familiar classifications. Instead you will find such helpful, suggestive headings as 'To Bring You Peace of Mind,' 'To Make You Joyous,' 'To Bring You Peace of Mind,' 'To Make You Joyous,' 'In Mood of Writfulness,' 'Jolly Moods and Good Fellowship,' 'For More Energy,' 'Love and Its Mood, Moods of Dignity and Grandeur,' 'The Mood of Tender Memory, Devotion is also Mood Stirring for the Children.'

In conclusion there is an article by Mr. Bingham on "Research of Moods in Music." The whole conception of this work on mood music is most interesting and is likely to have a far-reaching effect similar to providing a new type of sales ammunition for the salesman in the retail establishment.

OPEN NEW STORE IN TUCSON


R. H. Nielson, for the past fourteen years affiliated with the Fisher Music Co., Tucson, Ariz., has organized the R. H. Nielson Music Co., in that city, and recently held the formal opening of his new store in the Congress Hotel Building. The interior of the store is beautifully finished in French gray and ivory, and the same color scheme is carried out in the furnishings. Mr. Nielson is handling the Brunswick phonographs and records, together with Jesse French & Sons pianos, band instruments and sheet music.

TO MAKE AUTOMATIC LID SUPPORT

BLOOMFIELD, N. J., September 1—The Star Machine & Novelty Co. was recently incorporated for $100,000 under the laws of this State, to enter into the manufacturing of automatic cover supports. It has opened a factory at 81 Mill street, this city, and production has already commenced. This new company is now placing on the market a new channel type of lid support.

HELPS IN OLYMPIC EXPANSION

E. M. Dalley, assistant sales manager of the Olympic Record Corp., has had great success in the Middle West in bringing Olympic distributors in closer touch with the home office. Mr. Dalley also reports the establishing of additional dealers.

NEW LIST OF RECORDS

Very attractive proposition to Jobbers

write for Revised Prices

CLEMENT BEECROFT
5546 North 5th Street
PHILADELPHIA
FORWARD MOVEMENT OBSERVABLE IN BALTIMORE TRADE

Business This Month Shows Distinct Revival and Winter Trade—Southern Negro Quartet

Baltimore, Md., September 10—The talking machine business is improving in this city and summer sales of both machines and records last month went ahead of July, according to reports from both the wholesale and retail trade of this vicinity. And the business that has been done so far this month shows that it is not a "faint in the pan," but a genuine revival of business and an indication of a return to normal, if not normal, business this Fall and Winter.

Of course, the death of the humored Caruso, which created a big run on his records here as well as elsewhere, helped materially in swelling the average for the month, but the sale of other records was also brisk and August records generally sold better than for any previous month for some time.

With the Summer now practically over and the vacationists all home again, the outlook is very encouraging and the best-posted men in the business are confidently looking forward to a business this Fall and Winter that will be practically on a pre-war basis or as near normal as it is possible to get under existing circumstances.

Both the Columbia and Victor agencies will resume their regular monthly dealers' meetings the latter part of the month, which were suspended during the Summer, and this is expected to add considerably to the trade's business that has been noticeable the past month.

The records of the Southern Negro Quartet, "Sweet Mama," "Ain't Givin' Nothing Away," "I'm Wild About Someone," and "Anyoleapin' Blues," are going big in the South and especially in Norfolk, the home town of the quartet. This quartet was picked quite accidentally by a Columbia salesman in Norfolk, who heard them singing in an alley and immediately got in touch with Manager Parks, of the local branch, who went down to Norfolk and, after hearing them harmonize, wired the New York office of his "smi." The house office got busy at once and inside of a week the "Southern Negro Quartet" was signed up and singing for the company. This required considerable effort; however, as only one of the four could read, and very little at that, it was discovered. So each piece has to be taught them before they can sing it, but when once they get the words they never forget them. The above pieces are the first numbers put out and, judging by the demand for them in the South, Southern Negro Quartet productions are due for a big run in this section of the country, anyway.

Lexington Shop, Inc., of this city, has been incorporated, to deal in talking machines, musical instruments, etc. The firm is located at 168 West Lexington street and the incorporators are A. H. Fisher, M. P. Fisher and S. J. Fisher.

Trout's Music Store, 551 South Third street, Lexington, has been incorporated, to deal in electric klavnyogas and featuring Vosa Paulsley and several others of the highest violinist, exclusive Columbia violinist, a list of several of the best-known violin selections played by this artist and others, and balancing this violin card is an original-Symphony card, featuring Rosa Ponselle and several others of the Symphony vocalists. The three remaining units feature popular and novelty records, and in addition to the regular display units there is an artistic poster of Eddie Brown with a window streamer of the same artist.
TEACHING THE PUBLIC

"LIFT THE LID"

That's the valuable slogan for every Victor dealer. Say it—write it—advertise it—so that every man woman and child will "LIFT THE LID" to make sure it's a Victrola.

"Teaching the public" is the business and duty of every progressive Victor dealer. . . . It's a pleasant job too, that brings returns of a most substantial and profitable character.

C. BRUNO & SON, INC.
351-353 Fourth Ave., New York

VICTOR
WHOLESALEs TO THE DEALER ONLY
INDIANAPOLIS TRADE MOST OPTIMISTIC OVER OUTLOOK

Leading Dealers Look for Increasing Volume of Business—Stimulating Edison Trade—Change of Business Management—Sonora Dealers to Convene September 15—Kimbalp Activities—Other News

INDIANAPOLIS, Ind., September 8. Is the talking machine business in this city better now than it has been during the two thirds of a year just passed? That is the one question of greatest interest to all the dealers at the present time. Before a correspondent can gather any news he must first answer the query, "What are you finding among the other dealers?" What the correspondent knows for sure is that all the dealers are optimistic and confident of better days for the Fall and Winter.

C. P. Herdman, of the phonograph department of the Baldwin Piano Co., said his sales in August were decidedly better than in July, but that he doesn't know whether that was due to better business generally or to the fact that he and his salesmen worked harder. C. A. Grosart, of the Brunswick Shop, said the last two weeks of August showed much improvement in both machine and record business. People, he said, are indicating a tendency to give phonographs some consideration and prospects for later sales are indicating a tendency to give phonographs machine and record business.

Mr. Herdman showed much improvement in both of the Brunswick Shop, said the last two weeks of August, said his salesmen worked harder.

Mr. Grosart, said the last two weeks of August showed much improvement in both machine and record business. People, he said, are indicating a tendency to give phonographs some consideration and prospects for later sales are indicating a tendency to give phonographs machine and record business.

The Kipp Phonograph Co., his sales in Ant -

L. E. Alter E. Kipp, "agents," who are the "buying agents" in the persons of the mothers, and following them will come the "buying agents," who are the fathers, with the family pocketbook.

Stirring Up Edison Dealers

The Kipp Phonograph Co., Edison distributor, started a prize contest August 15 among its dealers that Walter F. Kipp, president, announce has already produced noteworthy results.

One thousand one hundred and seventy-five dollars in cash prices are to be distributed between August 15 and November 1, as follows:

- $400, first prize; $300, second prize; $150, third prize; $100, fourth prize; $50, fifth prize; $25, sixth price, and five prizes of $10 each. The company offers also for a second contest, to run concurrently with the first and to continue until December 31, prizes of ten free trips, with all expenses paid, to the Edison School for Salesmen, in this city, next January, and also ten trips to the school with only the railroad fare price.

The award of prizes will be governed by means of 400 hole punch boards, and as each sale is made of an Edison disc machine the salesman will be allowed one punch if the sale is a Chalet or a Modern model; two punches if a Hopplewhite, a Sheraton or a Chippendale, and three punches if it is a William and Mary, a Jacobean or an Art model. Each sale will count for as many points as shown on the numbers revealed by each punch. The contest is governed by rules necessitating strict accounting of stock by each dealer and careful attention to sales letters and talks.

Get Control of Indianapolis T. M. Co.

Interest in the control of the Indianapolis Talking Machine Co. passed entirely from the hands of M. Stewart, president of the Stewart Talking Machine Co., Victor distributor, last month, when H. L. Richards and William G. Hoag, purchased about one-third of the stock of the retail concern from Mr. Stewart. The transaction gave Mr. Richards and Mr. Hoag a controlling interest. There are several other stockholders, chief among whom are Dr. J. F. Gillespie, of Greensbille, Ind., and Walter T. While and Samuel Brown, of this city. Purchase of a 350-acre farm near Greensbille by Mr. Stewart was involved in the transfer of the stock held by him.

Mr. Richards is president of the reorganized Indianapolis Talking Machine Co. and Mr. Hoag vice-president. Mr. Richards succeeds F. B. Dunwell, F. E. Dickie, remains as secretary and treasurer of the concern. A. C. Hawkins, of St. Paul. Minn., has been employed as general manager, to succeed William S. Cook.

Mr. Hawkins formerly lived in Indianapolis. During the last five years he has been sales manager for Olson & Boettger, electrical jobbers of St. Paul.

Sonora Dealers to Convene

O. C. Mauher, manager of the Sonora department of the Kiefer-Stewart Drug Co., has invited the 125 Sonora dealers of the State to attend a sales convention, to be held at the Severin Hotel, in this city, September 15. The convention will be followed by a banquet. Mr. Mauher says a similar convention last year was very successful and, judging by the attendance then, he anticipates an attendance of at least 100 this year.

Mr. Mauher has joined with Chas. Mayer & Co., retail Sonora dealers of Indianapolis, in the equipment of a Sonora booth at the State Fair. The booth will contain eight white columns and the decorations will be in colors, with the background of the bough comprising a sign stating forth the merits of the Sonora. On panels between each column will be the names of the Indiana dealers.

Pathé at Indiana State Fair

O. M. Kiess, of New York, general field supervisor of the Pathé Friess Phonograph Co. and president of the H. N. Ness Co. owner of the Pathé Shop of this city, has assumed active management of the Pathé Shop until the first of the year. Edgar Eskew, former manager, Mr. Kiess announces, is on a vacation during that period. Mr. Kiess says he is studying present-day retail conditions for the benefit of the Pathé Co. and its jobbers. His first merchandising effort is being made in connection with the Indiana State Fair being held the week of September 5. He has prepared for distribution 50,000 tags.

The Secoy Stop—The Recognized Standard

Read the following Telegram and Letter

AUGUST 9, 1921.

SECOY COMPANY, Piqua, O.

EXPRESS IMMEDIATELY TWO HUNDRED MODEL X STOPS AS PER SAMPLE SUBMITTED

The Secoy Company, Piqua, Ohio.

Gentlemen:

Referring to your Model X automatic start and stop we wish to say that we have been using this device for the past three months and must say that we have found it very satisfactory. In fact, we consider this the best and most serviceable device of this kind in the market. We have adopted it as standard equipment on our machines, and will mail you order for our requirements in the next few days.

Yours very truly,

THE SECOY COMPANY, Piqua, Ohio.
letter to his dealers
visited.

Mr. Kevia said he was prepared to dominate the phonograph advertising at the State Fair. He has obtained the exclusive concession to furnish music with the Actuella for the official dining room of the Woman's Building. As an added attraction he will have a Pathé red rooster in a cage in the Rhode Island Red portion of the poultry exhibition. The projector will bear the sign "Pathé always takes the blue ribbon among phonographs."

Big Increase in Victor Wholesale

George Stewart, general manager of the Stewart Talking Machine Co., says that the business in the State for Victor was nearly 50 per cent better in August than in July and that all signs point to a "dandy" business for the Fall and Winter. He anticipates a shortage in Victor goods. All Victor dealers in Indianapolis say that their business in August showed an improvement that speaks well for the remainder of the year.

Kimball Manager on Trip

E. H. Jarrard, manager of the Kimball phonograph department of the Capital Paper Co., has returned after spending nearly the entire Summer among dealers in West Virginia, Michigan, and Illinois. He says he found the only dealers doing any substantial business were those whose salesmen were making a house-to-house campaign. He has employed N. W. and B. G. Gerg to take up that work for the Kimball in Indianapolis. There are two general managers, generally, he says, are about the same in the three States he visited. Mr. Jarrard is sending the following circular letter to his dealers:

"How about Kimball's for this Fall?"
"There is no question but that there will be a solid, substantial business for those dealers who are handling phonographs that have merit. Any number in your locality will buy good phonographs. Are you going to sell them? We have not pushed you for business this Summer, but with the coming of Fall and Winter we want every live dealer who expects to hold his agency to be aggressive.

What would you say if we were to tell you that some Kimball dealers are selling fifteen in forty months a month right now? It is being done and you can get your share if you only replenish your stocks and manage. We are enclosing folder showing different styles. Check the ones you want and return folder to us."

Tell of Business Activity

C. H. Becherer, manager of the Sonora department of Class, Mayer & Co., says business is a bit better. Mr. Becherer, of the Daytime Piano Co., says the number of prospective phonograph buyers is so large that if they all come after him he will be wearing diamonds by Christmas. T. W. Rives, manager of the phonograph department of the Pearson Piano Co., says business in all machines is gradually getting better. W. C. Weldon of Weldon's Grand Piano Shops, says the sales on the Grand pianos recently taken on by Widener's, are encouraging and steadily increasing. Columbia machines and records have been moving much better in the last two weeks, he says. Reports of increased sales in American phonographs are also made by the Jewel Phonograph Co. As a part of its display at the State Fair that company will have a factory exhibit, showing the process through which Emerson records pass in the course of manufacture. This is bound to attract considerable attention.

SCHIRMER MUSIC STORES MOVE

Los Angeles, Calif., Sept. 3.—The Schirmer Music Stores announce that they will move their business from the George J. Birkel Music Stores to the Musician's Emporium, 13 South Hill street, September 1. H. G. Neville, manager of the local branch of the Schirmer Co., states that the move is due to the necessity for more floor space. In the two quarters special departments will be installed for piano music, vocal music, orchestral music and foreign publications. The new quarters cover an area of about 3,000 square feet and are splendidly equipped.

STAMPING LAW POSTPONED

Ottawa, Ont., August 29.—It is intimated officially that the provisions in the Budget of Low for an area of about 3,000 square feet and

TINTED PHOTOGRAVURE OF McCORMACK
at your choice of any of the following Victor Records
GALLI-CURCI, KREISLER, SCHUMANN-HEINK. A familiar and well-known entertainers, licenced, suitable for framing in drawing room or demonstration booth.

Send Postage ONLY

These phonographs are FREE to Victor Dealers, who send requisition form stationery and envelope 6 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 phonographs will be filled as long as a limited supply last. Send immediately.

STEWARD
TALKING MACHINE CO.
Victor Jobbers
INDIANAPOLIS

START SHIMMY SHIMMY—YOU'LL WAKE UP THE WHOLE BLOCK

Great Window Display. A Business-getter and a help to sell records. Shimmies has a flashy silk skirt, a silk hat with white plumes and daily many different jazz and Shimmy steps.

SHIMMY—Item 100, $2.50

RAGTIME RATUS
PETTESWORTH WAREHOUSE, IN. M.
An Automatic Dancing Doll For Your Phonograph

Rattles canisters filled with the music is playing. Delights the children and amuses the older people. Moving, talking,就能 dancing in four colors. Dances well on any lively tune.

Ragtime Ratus, Item 100A, $1.50

THE BOXERS

Painted October 1915

Three original songs by the famous straw-hat collective, "The Boxers," to be sold in 12 five-cent sets and drawn daily. Regularly sold with phonographs. Other three-cent sets, in one of which the "Constantine's Decoy" Boxers appear. Boxers etched in ink on the phonograph record and sold with the phonograph.

Boxing Darkies, Item 100B, $1.75

Combination Ratus and Boxer

"You, dear listener, and dear Ratus will find the love of all ages in this lovely music. It has an appeal for all ages and all peoples in this world."

Combination Ratus and Boxer Item 100AB, $2.00

NOTE: Rattles and records can be sold on the boxers, if ever taken in 50 cents each. For the Country, write the manufacturer of the phonograph record which contains the Boxers etched in the phonograph record and sold with the phonograph.

National Company
Cambridge, Mass.
The Last Word in Electric Phonograph Motors

The Electromohophone
Absolutely Silent

Adjustable to any voltage. Tone arm equipped with electrical stopping device, which operates in conjunction with the Electromohophone—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
Announcing

The CLARION RECORD
A NEW POPULAR-PRICED QUALITY PRODUCT
Up-to-the-Minute Releases—Song, Dance, Etc., Etc. Immediate Releases.

WRITE FOR OUR PROPOSITION—AT ONCE

CLARION RECORD CO., 56 Bleecker Street, New York City
PITTSBURGH DEALERS LAUNCH BIG CAMPAIGN FOR TRADE

Jobbers and Dealers Report a Dissolutely Better Tone to Business—A. B. Smith Pushes the Granby

Pittsburgh, Pa., September 7.—With the passing of Labor Day the talking machine dealers of the Steel City have launched an intensive campaign for the revival of business, the majority of the trade here seeing that the time has come for marked activity in the sales of talking machines and records after the past Summer, which has been a most backward one as far as actual sales have been concerned.

An optimistic tone is given to the conditions in the talking machine market here, due to the general activity that has been apparent since the closing week of August. This is reflected in trade reports at the Chamber of Commerce, which show that the “turn” has finally come in the business world and the prospects are for a very busy Fall season. While this is contingent on the continued operation of the iron and steel mills of the Pittsburgh district it is now assured that from September 10 on there will be a steady and continuous resumption of mills that have been idle for many weeks. Orders are now being placed by large consumers of fabricated iron and steel and this all tends to better business.

Pleased With World Editorial

Talking machine dealers here were much pleased with the tone of the leading editorial in the August Talking Machine World, under the caption “Planning the Successful Fall Campaign.” As one downtown dealer stated: “The editorial had the right ring and it showed the way to educate the buying public and to bring about a movement that will result in increased sales.”

Better Tone to Business

A. R. Meyer, manager of the talking machine department of the Joseph Horne Co., who is back at his desk after a vacation outing spent with his family at Conesus Lake, Pa., in response to a query by The Talking Machine World, more sensational said: “We have observed a better tone in the volume of business handled in our department the past week and it appears to us that we will enjoy a very satisfactory Fall trade.”

Mr. Meyer is also secretary of the Talking Machine Dealers’ Association of Pittsburgh and it is thus kept in close touch with the activities of the dealers who are affiliated with the Association, which is one of the most influential of its kind in the country.

Local Association Plans

John H. Phillips, the well-known president of the Talking Machine Dealers’ Association, who conducts an exclusive Victor shop on the North Side, is also looking forward to a brisk business in his Victor parlors, which are among the most attractive on the North Side. Mr. Phillips also is planning for a busy Fall and Winter season for the members of the Association. The first meeting will be held early in September. The meeting will mark an informal reunion of the various talking machine dealers who have not sat around the “festival board” for the past three months. The other officers of the Association are Herman Lecham, vice-president, and Henry Word, treasurer.

With the Vacationists

C. L. Hamilton, secretary-treasurer of the S. Hamilton Co., enjoyed a motor trip to Ligonier, where he spent some time on the golf links. Edward Hoffmann, of the J. A. Hoffmann Co., spent his vacation at Atlantic City. Miss E. M. Logan, of the office staff of the Hoffmann Co., enjoyed her vacation outing at Lake Chautauqua.

Caruso’s Memory Honored

A handsome window display of Caruso records and Caruso photos and placards was made the past week by the S. Hamilton Co., the enterprising Victor dealer. The design was outlined by T. F. Shortell, the well-known manager of the Victor department, and his associates. In connection with the display an arrangement was made with the Olympic Theatre, a prominent downtown motion picture house, for a display of the well-known film, “My Cousin,” in which Caruso figured as the star. The coupling together the Hamilton Co. and the “movie” house was well arranged and the mutual benefit for both was very flattering.

To Represent the Granby

A. B. Smith has been appointed sales manager for western Pennsylvanians of the Granby Phonograph Corp. and has opened temporary offices and salesrooms at 23 East Main street, Carnegie, Pa., one of the suburban towns of the Steel City. Mr. Smith has sent out a circular letter to the trade calling attention to the Granby line, which now comprises seven console models and six upright models. Mr. Smith also is distributing the Okeh records. He is well known in the Pittsburgh district particularly in talking machine circles.

Miss H. H. Taude, of the C. C. Mellor Co.’s retail Victor department, spent her vacation at Marion, Ind.

With the Mellor Co. Forces

Copies of the educational booklet, “The Victory in Rural Schools,” are being distributed by the C. C. Mellor Co.’s wholesale department, which is under the management of Thomas T. (Continued on page 82).

ORO-TONE FEATURES

MODEL L S

Component Hook-up Action

The highest grade and most serviceable moveable arm offered on the trade.

ASK FOR ILLUSTRATED AND DESCRIPTIVE CATALOGUE

1000 to 1010 GEORGE ST.
CHICAGO, ILLINOIS

PAT. APR. 14/09

The Oto-Tone Co.

PAT. APPL. FOR.

Jib-Leading Angle Throw Back Improvement. Permits shoveling-in to play long arm when thrown back regardless of whether it is in position for playing Mill and Hole or Lateral cut records.
Capitol!

A Phonograph of Beauty

The Choice of Every Woman

This beautiful combination lamp and phonograph is made from the best grade of material. Electrically lighted, and electrically operated by a "Tru-time" Efficiency Electric Motor.

The Lamp is a beautiful creation, on the inside of which is concealed a phonograph that has been declared by the musical profession as having the sweetest and most natural tone of any phonograph on the market.

Every living room has its lamp; every family wants a phonograph, the CAPITOL combines a perfect phonograph and handsome table lamp in one compact piece of furniture. There is no indication of the phonograph being concealed within the lamp.

The CAPITOL is made in three models:

- Model E (24 carat Gold Plated) retails at $350.00
- Model L (Silver Plated) retails at $250.00
- Model O (Statuary Bronze) retails at $175.00

The CAPITOL is sold through exclusive dealers only.

Manufactured and distributed by

Indiana Harbor, Indiana

Located within Chicago's great Manufacturing District

As a Phonograph

As a Lamp

Dimensions:
- Height: 22" 
- Diameter of shade: 20"
- Spread of feet: 16"
Display your attractive Columbia literature neatly in the new revolving Counter Literature Displayers. Do not spread this expensive literature over your counters to be scattered and soiled.

Columbia Graphophone Co.
NEW YORK

LAUNCH BIG CAMPAIGN FOR TRADE
(Continued from page 89)

Evans, Miss Lillian A. Wood, who is the educational supervisor, is back at her desk, after spending theummer at her home in Bradford, Pa. Miss Wood is planning an extensive Fall and Winter campaign in the schools and other educational institutions in western Pennsylvania, eastern Ohio and West Virginia.

Edison Shop Reports Progress
L. A. O'Neill, manager of the Edison Shop of the Boston Phonograph Co., reports an increased demand for the Edison phonographs and also states that Edison records are having a brisk sale. He attributes the business movement to judicious advertising and the use of an excellent mailing list.

Opinions Annot the Future
S. H. Nieder, manager of the Pittsburgh office of the Columbia Co., is most optimistic concerning the future of the Columbia line in the Steel City and adjacent territory. He said: "We believe that we are on the eve of a magnificent business revival. All things point in that direction and the Columbia dealer who is ready to meet the requirements of his patrons will score most handsomely."

Doing Well With the Kimball
The J. H. Wood Music Co., at 301 Smithfield street, is handling a full line of Kimball phonographs. Demonstrations and rentals are given every business day and a very live business is being built up.

Sells the Widdicomb
The Widdicomb phonograph is being sold in the downtown section of Pittsburgh by the Forney Music Co., which has a very attractive office and showrooms in the Jenkins Arcade. It reports an increasing demand.

Vocallion Jobbers Open Offices
The Clark Musical Sales Co., which in the future will be the distributor of the Vocallion and Vocalion records, as well as the Modernola and Circs, has opened offices and showrooms at 505 Liberty avenue, with J. A. Ponte in charge as sales director and Clark A. Breen as sales manager. The two assistants are J. H. Russell and C. Boyd. N. Hecks, who is well known in talking machine circles, is the manager of the retail Vocalion Shop in the Jenkins Arcade, which is operated by the Philadelphia Show Case Co.

Mrs. John Taylor is now connected with the Victor deparment of Kaufmann's (The Big Store). Mrs. C. H. Walrath, manager of the department, is back at her post, after spending the Summer at her home in Bradford.

ENTHUSED OVER FALL PROSPECTS
Leon Tobias Closed a Good Business for Van Veen & Co.—Some Recent Installations

Leon Tobias, who recently canvassed a considerable portion of the country, has returned to the offices of Van Veen & Co., Inc., New York City, of which firm he is secretary, much enthused over Fall prospects. Mr. Tobias stated that he believes good conditions are rapidly reviving in the talking machine trade and in confirmation of this statement reported a number of extensive installations that have been closed and placed at a good list of excellent prospects ready for installations.

Among recent installations closed by Mr. Tobias for Van Veen & Co., Inc., was one in the Columbia warerooms of Philip Pravada, on Main street, New Rochelle, N. Y., which is an exact duplicate of the model installation in the Columbia Co. It is said that this installation represents the last word in rangearoom equipment. Six hearing rooms are provided, each one of double construction. Equipment is also provided for music rolls, musical instruments and records. The windows have also been especially treated to minimize click effect and the entire installation is in ivory finish.

Van Veen & Co., Inc., have also been awarded the contract for the equipment of the new Victor warerooms of N. E. Estrin, to be opened on Main street, Poughkeepsie. These warerooms, fifteen feet wide by one hundred and forty feet deep, will consist of six hearing rooms, a complete record department accommodating 10,000 records, two counters, showcases, wall cases for musical instruments and cases for music rolls and sheet music. They have supplied an installation for the new Victor department of William H. Rider, located at Kingston, N. Y.

B. G. Paradias, of 694 Main avenue, Passaic, N. J., has sent his fourth reorder for Van Veen equipment. Six rooms and additional record racks have been added to the existing equipment. The entire installation has been finished attractively in silver gray.

Harry Cohen, of 607 Ninth avenue, has given up his stationary department and is confining his activities entirely to the merchandising of Grafonolas. A complete new department of four hearing rooms, record racks, wall cases, etc., in ivory and blue, has been installed.

Talking machine dealers at Evansville, Ind., are planning to participate in the style show which will be given in connection with the Evansville Exposition, from September 20 to October 1.
DELIVERING THE GOODS, AND THEN—

VICTOR Service that extends beyond the mere filling of the dealer’s order—that really helps in solving retail sales and stock problems—is vital right now. The spirit of practical helpfulness is characteristic of

DITSON VICTOR SERVICE

With TWO Points of Contact

OLIVER DITSON CO.
BOSTON

CHAS. H. DITSON & CO.
NEW YORK
Assistant Manager George P. Downey, of the Columbia force, has finished his vacation at Northport, N. Y., and is back again at work, after enjoying the first real vacation that he has had in seventeen years. Indeed, it was with difficulty that Manager Mann was able to get him away from business, for Mr. Downey is one of those energetic individuals who are wuddled to work and the hardest kind, too.

Vocalion Business Continues Good

Manager Wheatley, of the Vocalion Co., got back from his vacation just in time to encounter some very hot weather, which was quite in contrast to what he had been experiencing at Brookfield, Vt., where he had been with his family. He says this little village is a beautiful spot, which he has found extremely restful for several summer's past. Manager Wheatley says the August business was very good and he is quite hopeful for September. There has been a large call for the red records, numbers which are peculiarly popular being "Learn to Smile" and "All by Myself," both forasts.

A C. Berg, of the wholesale end of the Vocalion business, got back to the Boylston street headquarters right after Labor Day, having been touring around New England for a fortnight. Charles Poore also arrived back at the same time, having spent his vacation in Con-way, N. H.

Harvey Store an Artistic Location

It would be difficult to find a more artistic interior than that of the C. C Harvey Co. in Boylston street now that all the contemplated changes have been effected. All the ground floor is now given over to the talking machine department, wherein are exhibited the Edison Victor and Brunswick machines. On the floor of the main lobby is laid a new composition in imitation of marble, which is extremely effective; on opposite sides are long French plate mirrors of composite design, while the eban- deities are of the crystal product type, the main feature being large and very expensive. It was imported from England and reconstructed for the purposes of this store by one of the biggest lighting fixture houses in the city. The sales room proper is reached by a short flight of steps in which some ornate iron grill work forms an effective use, and over this will be hung, from time to time, some rich decorative fabric. The entrance was done in black and gold.

Practica White, manager of the talking machine department, spent his vacation at Cambridge, N. Y., where he visited some relatives going and coming by train.

Large Territory for C. B. Estabrook

U. B. Estabrook, traveling representative for the Victor Co. in the Eastern Massachusetts territory, has come back to town, following his vacation, taken with relatives in the Middle West. In the meantime Mr. Estabrook, who makes his headquarters in Boston, has been given an extended territory and henceforth his hold will include New Hampshire and the larger cities in Maine. At the present time he is invading the Maine territory for the first time and getting pleasantly acquainted with the Victor dealers in the Pine Tree State.

Sears Great Improvement in Conditions

There is little news but good news to report from the Eastern Talking Machine Co. at this time. Manager Shomaker is on the job from morning till dewy eve, and he says he sees a decided improvement in the general conditions. He speaks especially of the success of the Corno records, of which the house fortunately had a large stock on hand at the time of the death of the great singer, and these have gone fast.

Working on New Sound-amplifying Device

Charles Poore, traveling representative for the Columbia Phonograph Supply Co. of New England, has returned to his office after a vacation at Alton Bay, N. Y., where he had a pleasant rest, following his arduous duties in connection with his new electro-ampliphone, a new sound-amplifying device which he and his brother, Bernard Silverman, have been working on for some time and which promises to be a revelation when it is put out. When this new device, for which patents have been applied for at Washington, has been given

(Continued on page 85)
Lloyd Spencer Tries His Skill in Boston

Lloyd Spencer, sales manager of the Silas E. Searsall Co., of New York, was in Boston over Labor Day and was the guest of Kenneth E. Reed, manager of the Victor department of M. Steinent & Sons. Kenneth and his guest went out on the golf links, but it isn't for us to give away the secret which of the two was vanquished.

Combines Business With Pleasure

Arthur J. Collier, president of the Lansing Sales Co., took a very profitable trip the latter part of August, going by auto to several of the cities in southern New Hampshire, and he was able to place a large number of Emerson machines, in the handling of which his house has been extremely successful the last few months. Rudolph Lipp, who is associated with the Lansing Co. and is a valuable adjunct to the progress of the concern, has just taken a house in Westwood, one of Boston's handsome suburbs, where he is to make his home. When he gets his Ford in good running shape he plans to go back and forth by auto.

Splendid Quarters for Sonora Display

By a new arrangement which went into effect at a special meeting of the concern, Joseph Burke now becomes vice-president and general manager of the Musical Supply & Equipment Co., this to take effect immediately and to continue until the next annual meeting, which, of course, is only the formal way of putting it. Through this arrangement it is likely that Mr. Burke will not have to make such frequent trips over to New York as formerly, and he will be able accordingly to give more immediate attention to the Sonora business at this end. Manager Burke has found the new quarters on the second floor of the Columbus avenue building splendidly adapted to the business and the new showroom is especially of advantage, for it is large enough to hold twenty-six pitched models, a number which few individual dealers could carry. Consequently, it works out this way: Whenever a dealer has a prospective customer he can bring him into the Boston Sonora head quarters and there can make a selection of the particular model he wishes under the best possible conditions.

Amos Russell "on the Job"

Amos Russell, associated with the F. C. Henderson Co., is back on the job after a rapid convalescence following an operation at the Melrose Hospital. Prior to joining the force of the F. C. Henderson Co. Mr. Russell was connected with the Aeolian and Cluett companies. Mr. Russell's many friends are glad to see him again in harness.

Miss Mann and Gregory Hall Married

Fred E. Mann, head of the local wholesale department of the Columbia, played the role of the bride's father at a hotel for the latter part of August, when his daughter, Miss Emily J. Mann, and Stuart Gregory Hall were united in marriage. The bride's parents live in Newtonville and it was in the Newton Club in that city that the ceremony was performed by Rev. William E. Strong. There was a maid of honor and best man, but no ushers, as the ceremony and reception were limited to a few friends and relatives. Following a honeymoon in the White Mountains the young couple will make their home in Brookline.

Ditson Co. Closes Good Summer Trade

The Oliver Ditson Co.'s Victor headquarters during all this warm Summer was one of the coolest places in the city, let alone among the talking machine establishments, and those favoring Henry Winkelman with a call remarked upon the pleasant atmosphere in which he and his staff worked. Business with this house has been good all Summer and Manager Winkelman is quite hopeful of the immediate future. Otto Piesendell found the greatest pleasure during his vacation in just staying at home. John Canavan went to Ocean Point, Me., for his vacation.

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

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L. A. Schwarcz, Inc., 1265 Broadway, New York City
The "Record" Is Broken

The Eastern Co. has lately opened up a new account in Chicago, to be known as the Chelsea Shop, with Morris Kirschen in charge. It will carry the Victor line exclusively.

Dealers' Prices NOW:

- **$6.00** medium size
- **$6.50** large size
- **$7.35** extra large

Boston, Mass., September 3.—"Shimandy," the new dancing talking machine toy, produced by the National Co. of this city, has met with instantaneous success. Ross L. Douglas, president of the company, in a recent interview with The World, remarked: "Within a few days after our initial announcement of 'Shimandy' in the August issue of The Talking Machine World orders were received for this jazzy Shimmy dancer from various parts of the United States and within fifteen days after the date of publication we received orders from Canada and Cuba. We find that the toy is a great success and very well pleased with 'Shimandy' because of the different steps and shoulder motions which it does and which are so true to the extreme modern dances. We find that a number of dealers are making use of 'Shimandy' as a window attraction and that this toy is also doing excellent work in record sales. We are also making a drive, as usual, for the Fall and holiday season on Ragtime Rastics, Boxing Darkies and the combination of Rastics and Boxers. Although these last-named toys have been on the market several years they are continuing in strong popularity and good Fall business is expected."

THE TRUCK SALES PLAN

Columbia Dealers in New Haven Use New Stalling Plan to Splendid Advantage

New Haven, Conn., September 6.—Amendols Bros., of this city, progressive Columbia dealers, took advantage of the recent suggestion offered by the Colombo Graphophone Co. and instituted a campaign featuring the truck sales plan. This campaign has proven remarkably successful and this live-wire Columbia concern has closed many sales as a direct result of the drive.

There are three brothers associated with the firm of Amendols Bros. and during the campaign each of the trucks was in charge of one of the brothers, and this fact undoubtedly contributed to the success of the work. Amendols Bros. covered the entire State of Connecticut and also worked through Massachusetts and New York States in delivering the Columbia message during the truck sales drive.

MIDDLETOWN GAINS NEW STORE

Middletown, Conn., August 30.—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 Glenn M. Hall, of this city, who is well and favorably known.

"Nameplates With a Personality"

For Musicians 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!
BUNGALOW SHOP PROVES A SUCCESS

New Retail Establishment in Lowell, Mass.,
Accorded Enthusiastic Reception—Furnishings
Are Unique and Attractive—Fred H. Walter
Is President of This Enterprising Company

LOWELL, MASS., September 9.—The recent opening
of the Prince-Walter Bungalow Shop in Prince's
Arcade, on Merrimack street, as an exclusive
Brunswick dealer has attracted the general
attention of music lovers in this section. As a
feature of the opening Carl Fenton's Orchestra
was present, and this well-known dance organi-
zation, which records exclusively for the Bruns-
wick library, was given an enthusiastic recep-
tion by the hundreds of visitors to the Bunga-
low Shop.

Fred H. Walter, formerly New England dis-
trict manager for Kraft-Bates & Spencer,
Brunswick distributors, is president and gen-
eral manager of the Prince-Walter Co., and

View of One of the Bungalows

Arthur D. Prince, well known in Lowell busi-
ess circles, is treasurer of the concern.

The equipment of the Prince-Walter Brunsw-
wick Shop is unique to a degree, for instead of
using ordinary demonstrating rooms Mr. Walter
decided to use two houses, built in the form of
bungalows, which accounts for the name of the
establishment. Each bungalow contains three

One of Rooms of the Bungalow Shop

rooms and these rooms are artistically decorated
throughout. Colonial chairs, mirrors, tables and
photographs of exclusive Brunswick artists are
included in the furnishings.

Two rooms in one of the bungalows can be
converted into one large display room for
Brunswick phonographs whenever the occasion
requires. The tables are specially constructed
with three compartments, giving ample room for
record catalogs, monthly supplements, etc. For
the special convenience of the store’s patrons a
rest room has been equipped with green bamboo
furniture, together with a writing desk, maga-
zines, books and other details incidental to an
up-to-date comfort room.

The Prince-Walter Co. has made arrange-
ments whereby tickets for all the local theatres may be
secured at the Bungalow Shop. Time-tables, auto route books and general traveling informa-
tion may also be secured and, judging from the
enthusiastic reception accorded the new estab-
ishment, the Bungalow Shop will soon be recog-
nized as one of Lowell's most successful retail
establishments.

Clever Float Attracts Notice

United Talking Machine Co. Boosts Victor
Products in President's Day Parade

PLYMOUTH, Mass. September 1—A float which
attracted considerable attention in the parade
held here last month on President's Day was that
of the United Talking Machine Co., exclusive
Victor dealer. The float consisted of a Ford
automobile entirely covered with red, white and
blue bunting. On the hood directly over the
engine was a large Victor logo and on the sides
a sign, which was the length of the truck body.

The bunting was arranged in the form of the
square. The large flag had a large picture of
President Roosevelt and on the side of the truck
was the following legend: "What the Pilgrims
Did for Liberty the Victrola Has Done for
Music."

This concern handles a complete line of Victo-
rola phonographs and musical instruments
and has branch stores in Brockton, Mass.; We-
ster, Mass., and Willimantic, Conn.

Thomas Young, of the Economy Drug Co.,
Pendleton, Ore., Brunswick dealer, has just re-
turned from an auto trip through Washing-
ton, Idaho and Utah. He called upon a number
of dealers en route and they all expressed confi-
dence in Fall business.

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 ex-
perience enables us to give you the desired results.

KEYSTONE PRINTED-SPECIALTIES COMPANY
321-327 Pearl Street
SCRANTON, PA.
CLEVELAND TO HAVE VICTOR EDUCATIONAL CONVENTION

Jobbers in Ohio and Adjacent Territory Arrange for Big Conference—Artistic Cheney Waterrooms—Exhibits at County Fairs—Sales Campaigns for Fall—Tributes to Caruso—Other Items

There was September 9—Victor jobbers are completing arrangements for an educational convention in the Ohio and adjacent territory, which will take the form of a sales-building campaign in which experts will outline business-building features. The meetings will be held in Cleveland, this being the most central point in the territory. One of the big hotels will be the scene of the gathering. About four hundred dealers are expected to attend. The series will be conducted by Mrs. Frances I. Clark, educational director of the Victor organization, and a staff of capable assistants. Initiative in the move is being taken by J. K. Bennett, general manager, the Eclipse Musical Co., and Howard J. Shartle, general manager of the Cleveland Talking Machine Co. Co-operating are the C. C. Moller Co., the W. F. Frederick Piano Co., the Standard Talking Machine Co., of Pittsburgh; the C. S. Andrews Co. and the Buffalo Talking Machine Co.; Buffalo; the Houlahan Wurlitzer Co. and the Ohio Music Co., Cincinnati; and the Perry B. Whitney Co., Columbus. It is planned to hold the convention early in October, in time for dealers to shape their holiday arrangements.

Exhibits at Music Merchants' Convention

Two important talking machine jobbing firms were to be well represented among exhibitors at the Music Merchants' Association of Ohio Convention at Columbus, September 13-14. The Cheney Phonograph Sales Co. planned to have a complete exhibit of all of the models produced by the Cheney Co., as well as a display showing the different processes of manufacture. The Cheney Co.'s entire official stock, including George R. Madison, president, were to be present. The fifteen or more models of the Granby Phonograph Corp. were to be displayed by the Kennedy-Schults Co. Cleveland branch of the

General Offices of the Company

new saloon type and stock headquarters at 161 East Sixty-sixth street, just off Euclid avenue. Here is an ideal location and an ideal building for a wholesale talking machine industry. The

Service Department of Cheney Sales Co.

storage space for machines will accommodate 4,000 instruments, and the record stock department will be sufficiently large to accommodate what is expected to be the largest record supply in the city. A repair and parts department will be complete in every detail to facilitate service to dealers. Shipping facilities have been improved to the maximum by the use of a large elevator, which will raise a loaded truck, thus permitting the loading or unloading of machines or supplies right in the warerooms of the company. The showroom contains one of every model made by the Cheney Co.

Record Sales Co. Organized

Officers of the Cheney Phonograph Sales Co. have organized the Record Sales Co. to handle the distribution of Odeon records in Ohio, Pennsylvania and West Virginia. It is believed this is the first firm to be awarded distribution rights in this country. It will feature at the beginning the popular numbers. The officers are: President, George R. Madison; vice-president, J. K. Stengel; secretary-treasurer, T. R. Buel.

The Grafonola in Playground Work

Use of the Columbia Grafonola in outdoor playground work probably will be extended here next season as a result of successful experiments with the instrument in the East Thirtieth street playground this Summer. The instrument has been in operation for several weeks and has proved beneficial in folk song and dance work, according to Miss Liehlein, playground director. The first instrument was supplied by the Columbia branch here, and has been carried on since by the Payne Music Shoppe, in whose district the playground is situated.

Co-operating With Dealers at County Fairs

County fair work in Ohio is being ably aided in the interest of dealers by Cleveland jobbing firms. Among those lending assistance to this work is the local branch of the Columbia Co. All materials needed by dealers exhibiting at the fairs is being prepared by Assistant Branch Manager H. C. Cooley and Service Manager E. F. Muehle, and shipped direct to the different fair grounds. The Fischer Co. Party distribu

"WE SERVE THE SOUTH" WITH

Okeh Records

Correspondence Solicited from Dealers in this Section interested in Okeh Agencies

WHOLESALE PHONOGRAPH DIVISION

OF

J. K. POLK FURN. CO., Inc.

294 Decatur Street

Atlanta, Ga.
The Southern Negro Quartette sings "Anticipation Blues" and "I'm Wild About Moonshine" in a manner to make you anticipate sales that will really set you wild. A-3444.

Columbia Graphophone Co.

NEW YORK

Protecting Cover for the Victrola No. 50

The VICTROLA No. 50 Portable is an instantaneous success—and on account of its splendid appearance and finish, it is worth while protecting. Our new protector does this—in five or six weeks—against bruises—scratches on the polished cover. It is easy to use—it is made of card stock and the model is H." It has a pocket that will hold 6 to 8 12-in. records. List price $5.00 (not including trade). Dealers price, 40% discount.
THE illusion of reality is at its best when music is reproduced by the Steger Phonograph. Every note that issues from the Steger is true to life, a faithful echo of the human voice or instrumental skill of the master.

The wonderful Steger tone-chamber of even-grained spruce and the unique, patented, adjustable tone-arm make perfect rendition of every disc record certain.

The Steger Phonograph is as beautiful in the artistry of its design and the attractiveness of its finish as it is charming in its tone-reproducing qualities. There is a variety of pleasing designs that will 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 "Dime" Highways meet.

"If it's a Steger--it's the most valuable Piano in the world."
August Sees the Turning of the Tide in Canton District—Getting Ready for Annual Fall Exhibition—Collectors Rather Slow—Recent Business Changes of Importance

CANTON, O., September 6.—Although considered a dull month, August proved one of the best of the year for Canton music dealers, it was learned following a survey this week of downtown music stores. There was a decided improvement in the talking machine trade and some merchants reported that during August their business in this particular line topped sales of the corresponding months of a year ago. The hot weather of the last week of August retarded sales somewhat and was felt generally by the retailers, it is said.

This was very little doing from a rural standpoint, for salesmen who have made the three county districts claim farmers are not interested now in music, but that their undivided attention is being given to the harvesting of the crops. Some dealers earlier in the season landed a nice volume of business from the farming districts and are making established routes every two weeks. The modern farmer in sixty cases out of one hundred has a talking machine in his home and watches with interest the issuance of the monthly record lists and in many cases is just as educated as the city folks as to what are and what are not the popular records.

Although many dealers report talking machine sales on the increase, they admit collections are slow, but believe an improvement will be noted with the lapse of another month. Steel mills of the Canton district are increasing operations and few are now idle, which improvement is expected to be reflected soon in the retail music business.

Many Canton music dealers, as well as salesmen and department heads, plan to attend the annual meeting of the Music Merchants' Association of Ohio, to be held September 12 to 14 in Columbus. C. M. Alford, president of the Canton Music Dealers' Association, expects to attend the meeting and be present at least two days of the sessions.

Music dealers will lend every assistance possible in the staging of the annual Fall exhibition, an event fostered by the retail merchants of Canton. On this occasion three days and nights are given over to the display of new Fall merchandise, with special window displays. Prizes are given the best-decorated windows and judges are selected from out-of-town merchants.

Band concerts, special features of all kinds at downtown music shops.

The George Wille Co., Market avenue, north, experienced a busy August, with the exception of the last three days of the month, when the hot weather affected business decidedly. George C. Wille, head of the firm, said he knew nothing in particular to which the excellent business could be attributed, for he declared that there were fewer popular numbers issued this season than ever before.

The new console model Victrola promises to go big with the Wille Co., who is giving it much publicity.

As the turning of the tide, the record lists and in many cases is just as educated as the city folks as to what are and what are not the popular records.

The Victor dealer remains true to Victor products because he realizes that the Victrola and Victor records are superior to all other products of a similar nature.

Also the policies which govern the Victor T. M. Co. are of the highest type conceivable.

The Victor dealers served by Curtis N. Andrews have continued their dealings with this company because they have secured the highest type of co-operation and service.

Curtis N. Andrews
Victor Wholesaler
BUFFALO, NEW YORK
SPECIAL SEPTEMBER PRICES FOR LONG CABINETS—(Illustrated)

Style 21—Mahogany and Golden Oak, Height 21 in. Top 19 7/8 in.
SEPTEMBER SALE PRICES:
Flat top rocks : $10.00
Flat top shelves : 1.50

Style 22—Oak, Height 20 in. Top 19 7/8 in.
SEPTEMBER SALE PRICES:
Flat top rocks : $10.50
Flat top shelves : 1.50

There is also a special September price list for LONG Player Roll Cabinets—Write for Details.

The Geo. A. Long Cabinet Company
HANOVER, PA.
Philadelphia, Pa., September 7,—The talking machine business in the month of August was more satisfactory than was the business during either July or June. Weather conditions were a little more favorable, but that was not the only reason a healthy condition developed, which seemed to be due to general trade betterment.

During the month there have been little or no changes, and it would appear that the dealers are awaiting to get a little further into the Fall to see what their business is going to require of them. H. A. Weymann & Sons, however, have entirely re-arranged their talking machine wholesale department and have added very much to its completeness and its effectiveness. They have built an office front for Mr. Bails adjoining the one occupied by Harry W. Weymann, the head of the firm. Back of Mr. Bails' office they have a large reception room for the use of the dealers as they come in, something they have never before had, and there are a number of individual desks, with writing material, etc., so that each dealer will have the room to place their orders.

The resignation of Walter E. Eckhardt, as president and general manager of the Interstate Phonograph Co., which was referred to in last month's World, did not come as much of a surprise to those who know Walter Eckhardt intimately, but it created considerable excitement among those who did not. The Paris business here has been taken over by the Pathe Co. and it will be conducted by them at least that being the present arrangement.

Mr. Eckhardt is still looking after his former office and is settling up his affairs gradually, as to correspondence and other details, and very shortly we may expect to hear an important announcement from him, as he has the choice of several large propositions, either one of which would be most inviting.

Regarding his resignation Mr. Eckhardt said, "This is not entirely unexpected, as I have given my friends to understand for the past several months that negotiations were pending that would enable me to gain a free footing from business cares, at least temporarily. I am now, for the first time in my business career of twenty-seven years, breathing perfectly free, with nothing ahead of me. It does seem that after all these years given to the phonograph industry, in which time I have managed factories, general distribution and sales and established and operated many wholesale and retail branches, my experience should not be lost entirely to an art which is so important and so prominent in the world's enterprises of the day. It was my first impression that at this time it would be profitable to hesitate and survey the entire commercial field before deciding upon plans for the future, and although my arrangements for retiring were consummated but a few days ago I find myself at the present moment reviewing them with much deliberation, for the time being, and will put on brakes and see how things are from the outside in. As soon as I am able to caliper life, in my own mind, just what my plans will be, I will notify my friends through your newspaper columns. I wish, in temporarily retiring, to express my full appreciation of the many, many courtesies extended to me by your paper, your staff, my clients and competitors."

THE GREATEST SINGER OF ALL TIME HAS GONE. In his place stand the Victrola and Victor Records.

Put special efforts on Caruso Records—mail work, window display and selling plans—for the public is anxious to purchase them. Buehn Service will aid you in securing the proper sales volume this Fall.

The Louis Buehn Company
Victor Wholesalers
Philadelphia
THE TRADE IN PHILADELPHIA AND LOCALITY—(Continued from page 93)

Order Through Your Victor Distributor

PENN PHONOGRAPH COMPANY, Inc.
Victor Distributors—Wholesale Only
913 ARCH STREET
PHILADELPHIA, PA

THE TALKING MACHINE WORLD

THE TRADE IN PHILADELPHIA AND LOCALITY—(Continued from page 93)

Vacation of two years...

exclusive representatives in the territory for the

nimbi, of machines, and they have made

Alai arcane, this city.

Phillip, Soolli Bethlehem, Pa.; W. H. Burets, of

H

lion from the Widener Shop, aprot eosuklerable

graph Co., Beading, ('a.;

N. J.; Mr. (feller, of the Metropolitan Phono-

THE TRADE IN PHILADELPHIA AND LOCALITY— (Continued front page 93)

49 

and prove our assertions.

vasser when he calls at the home to secure a hearing.

dealer of whom we know did 53.000 in three day.

of the month as during all the corresponding months in the previous

handy so there will be little delay in filling out the questionnaire.

A. 3, Heath & Co. report sisal

Desks' Who Have Taken on the Granby

(Continued front page 93)

Big Demand for Penn Victor Dogs

The Penn Victor Dog business was good during

the month, some of the largest orders being received from C. J. Schmidt, of Titin, Ohio, who ordered 3,000; the Morris Music Shop, of Ports-

mouth, Vt., 1,000 dogs, and 500 each were or-

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Brother, Portsmouth, Va.; the White Music Co.

and at Atlantic City. C. A. Mallite, his partner,
spent his two weeks' vacation during the month at Reho-

both Beach, Del. fishing. Among the Heath

visitors during the month was A. Thallmayer,

manager of the foreign department of the General

Phonograph Co., of New York.

T. W. Barnhill Returns

T. W. Barnhill, the head of the Penn Phonograph

Co., returned to his desk on September 1

after an extended trip to the Pacific Coast

where he was accompanied by Mrs. and Miss

Barnhill. He reports having had a delightful
trip. During the month the Penn business has

been good and the death of Curran stimulated the

sales of his records to a remarkable degree.

Victor Moore spent his two weeks' vacation

at Atlantic City; Alexander Stevens went on a fishing

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Phonograph Co., of New York.
the Colorado Springs convention, returned to Philadelphia on Tuesday of this week. At the home office there it has been reported that business was good—quite good. Caruso records have been going very big. It is reported that the Victor Co. has a number of recordings by the great artist that have never been listed, and it is quite likely that they will have new Caruso announcements for a long time to come. Among the most recent of the Bushi visitors were: Joseph J. Stein, of Mt. Carmel, Pa.; Frank Talfen, of Chester, Pa., and Mr. Werner, Sr., of the Werner Co., of Easian, Pa.

Opens New Store
The People's Talking Machine Co., of 502 South Fifth street, which specializes on foreign records, has opened a new store at Seventh and Wolf streets. It is doing the largest Hebrew record business of any store in this city. It has a very fine place at its new branch, which was formally opened on September 1.

Everybody's T. M. Co.'s Expansion
J. A. Fischer, head of the Everybody's Talking Machine Co., has brought his family up and opened his city home after spending the Summer at Atlantic City. The firm reports that it has been enjoying a very excellent business. Recently it had a visit from J. S. Christophe, of the Christophe Co., San Francisco, Cal., and I. Meyers, of Birmingham, Ala.

Everybody's Co. has started the establishing of a number of jobbers to handle its line exclusively from one end of the country to the other, and within a short time it expects to announce a list of these jobbers. It has been adding a new few types of springs to its already long list. Everybody's will feature among its needles one it is having especially manufactured for this company and which is under its exclusive control, entitled the Unian-Tone needle, a three-tone needle. It has already had great success with this product. Philip Grabbusky, the Southern salesman of the firm, spent his two weeks' vacation at Betterton, Md.

Many Circlea Improvements
The Cirola Distributing Co., of this city, distributor of the portable machines of that name, reports a continuance of generally good business throughout the month of August. A new tone arm with a pivoting pin on the side, rather than center, is now being used on the Cirola phonograph. This new tone arm is more strongly built, which allows greater amplification of sound. A new leather-covered handle and a sliding door with felt cover to protect the nickel parts are other improvements which are reported to be much appreciated by the dealers.

Langford Joins Cheney Staff
G. D. Shevwell, president of the Cheney Sales Corp., of this city and New York, reports the appointment to his staff of Douglas Langford, formerly connected with the Aeolian Co. Mr. Langford will be connected with the New York office of the company and cover New York and Connecticut. Mr. Shevwell reports that a larger number of advance orders have been received for the two new models of the Cheney talking machine and that every indication points toward big Fall business.

Placing Big Orders for Victrolas
H. W. Weymann, of H. A. Weymann & Son, Inc., Victor wholesalers, this city, reports that the new No. 50 Victrola portable and No. 50B art model have been received very favorably by the buying public. Dealers have placed very substantial orders and recorders for further shipments of these numbers. The month of August has shown a decided improvement over June and July on all type Victrolas. Mr. Weymann stated to a representative of The World: "I believe there is every reason to be optimistic regarding the Fall business. All indications point to a shortage of Victrolas if the demand is anywhere near what the indication shows."

National Publishing Co. Optimistic
H. C. Fry, of the National Publishing Co., manufacturer of albums, this city, reports that he finds that dealers are making energetic plans for the Fall season. The National Publishing Co. has closely kept in touch with the many dealers which it serves and predicts a revival of generally good business during the Fall months.

Reports Decided Improvement
Harry Fox, head of the Emerson Phonograph Co., reports a decided improvement in dollars and cents for the last two weeks of August. The revolving-door model of the Franklin phonograph, which this company is featuring, is proving popular and good Fall business is expected in this and the other models comprising the Franklin line.

Extensive Fall Campaign Planned
C. S. Tay, of the Chicago office of the Interstate Phonograph Co., was a recent visitor to the Philadelphia headquarters. All employes of the company are back from their vacation and an extensive Fall campaign has already been inaugurated. C. W. Flood, of the Interstate organization, is present in Florida, where he made a special trip for the factory.

Keen Talking Machine Supply Co. Opens
Jacob H. Keen, formerly connected with the Keen Talking Machine Supply Co., has opened business under the firm name of the Guarantee Talking Machine Supply Co., at 113 North Ninth street, this city. He will conduct a wholesale and retail business in talking machine supplies and parts.

The salesman who possesses a deep knowledge of human nature invariably produces the biggest results.
NEW MOTROLA IN DEMAND


Philadelphia, Pa., September 6—H. A. Weymann & Son, Inc., of this city, Victorian wholesalers, who were recently appointed exclusive wholesale representatives for Jones Motrola, Inc., for eastern Pennsylvania, New Jersey and Delaware, report an active demand for the new Motrola with the Universal motor. This device was recently reduced materially in price, and now retails at $19.90 as compared with the former price of $20.

The Motrola, which has attained country-wide success, may be attained by any type Victor or any other make of talking machine, and accomplishes what the self-starter, does for the automobile. By pressing a button, the new Motrola winds the spring to the proper tension and then automatically starts winding. An extensive publicity and sales campaign has already been inaugurated for the benefit of dealers, and window displays, signs, together with other material, are now ready for distribution.

GRANBY AT CHILDREN’S PICNIC

Annual Children’s Picnic Given by Harry Cohen Enlivened by Granby Phonograph.

Philadelphia, Pa., September 3—At a children’s picnic held recently at Fairmount Park, this city, the Granby phonograph furnished music for the dancing. The picnic was given by Harry Cohen, who makes it an annual event. It was a huge success and the Granby was the center of attraction for the kiddies, who used it for singing as well as dancing purposes.

R. L. Perrett, manager for the Widener’s, this city, recently sold a Louis XVI model of the Granby phonograph to a customer. Mr. Perrett was much surprised a couple of days later when the man returned stating he wanted to buy another, which Mr. Perrett was not at all loath to sell him. It developed that the customer’s father, whose home is in Italy, was visiting him and was so pleased with the machine that his son wished him a present of it. The father took the Granby back to Italy with a generous supply of American records.

FIGHTING TAX ON HOME GROUNDS

Congressional Recess Affords Members of Music Industry an Excellent Opportunity for Presenting Arguments to Senators and Representatives While at Their Homes.

Whatever may be thought of the wisdom of the members of Congress in voting to recess at this time, the Music Industries Chamber of Commerce declares that by closing up shop at Washington and going home the Senators and Representatives will afford the members of the music industry an excellent opportunity to tell them in their faces what they think of the excise tax on music.

The Chamber urges all members of the trade to establish personal contact with both of their Senators and their Representatives during the Congressional recess. Write to them at Washington at once, the Chamber suggests. Tell them what you want, be sure to have the opportunity to talk with them about the burdensome excise tax on your industry. This in itself will constitute an argument which they will not forget even if they do not go home for the recess.

Have a heart-to-heart talk with your Congressman who come home. Tell them the women of your acquaintance, wholly regardless of your direct interest in the matter, are becoming alarmed lest the added cost of instruments due to excise taxes will force music teachers into other lines, thus depriving the youth of the land of the foundation for that future love of music which is beginning to brighten the lives of Americans of all ages. If your Congressman doesn’t come home, write to him to this effect. The women are watching tax revision, and the men who fail to take the burden off music are going to lose the woman vote. Tell them so in no uncertain manner.

During a previous recess of Congress a certain industry in an Eastern State affected adversely by proposed legislation appointed a committee to tour the State to hold conferences with the Congressmen in their homes. The result justified the experiment. The Chamber suggests that our people in all parts of the country adopt some such scheme in the tax fight.

The Horse Tax Bill, the Chamber declares, does not solve the problem. It will not bring in the necessary revenue. It is suggested, therefore, that the members of the industry couple their demand for the repeal of the excise tax with the suggestion for the adoption of a sales tax.

DEMONSTRATES ACTUELLE AT RACES

Aggressive Pathé Merchant Creates Sensation and Incidentally Boosts Actuelle Sales.

Philadelphia, Pa., September 1—George Ross, proprietor of the Pathé shop at 4546 Frankford Avenue, this city, believes in the energetic presentation of the line he sells. He not only believes but, as a number of recent events have proven, has actually put into practice a number of exceptionally impressive methods of featuring Pathé merchandise. Recently, at the Frankford race course, Mr. Ross demonstrated the great volume of the Actuelle. This demonstration created a sensation and tangibly resulted in a number of Actuelle sales. Mr. Ross also has extended his progressive merchandising methods to his windows, which are a decided attraction in his section of the city.

STREIFF HAD NARROW ESCAPE

John Streiff, Remington dealer and distributor, of 73 Flatbush Avenue, Brooklyn, N. Y., recently narrowly escaped injury in an accident which damaged his main show window. Due to the breakage of the front wheel of a passing auto the machine jumped the curb and sunlit through his window before it stopped, ruining two Remington phonographs displayed therein beyond repair. Mr. Streiff was standing in the doorway at the time and only through quickly jumping did he escape being crushed.

FOWLER STORE DESTROYED BY FIRE

Mitchell, S. D., September 5—The talking machine department of Fowler’s Drug Store, this city, was entirely destroyed by an early morning fire recently which was caused by defective wiring. The loss is estimated to be about $4,000.

It is a mighty good thing to seek ideas for increasing business, but the time spent in looking for ideas is lost if they are not carried through to the finish.
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, plinth 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
READY TO DELIVER NEW RECORDS

Clarion Record Co. Announces That First of the New Clarion Records Are Now Ready for the Market—Popular Numbers on First List

The Clarion Record Co., formed some time ago for the purpose of manufacturing and marketing a standard quality, popular-priced record, the particular features of which will be the rapidity by which the latest songs, dance and other similar works are released, now announces deliveries of this product. The executive office of the company at present is located at 56 Hlecker street, New York City, but negotiations are under way to lease larger quarters in the Forty-second street district.

J. M. Kohner, formerly sales manager of the Lyrophone Co. of America, who some time ago severed his connections with that organization, is general manager of the new company. In speaking of the future of the Clarion record he stated:

"We have acquired a pressing plant in Bridgeport, Conn., which at present has a capacity of 10,000 records a day. New machinery is being installed and this production will be considerably increased in the near future. It is one of the best-equipped pressing plants in the country and has much available space for further enlargements."

"While the Clarion product will feature the popular songs and instrumental works, we will, at a later date, announce a standard catalog of no mean calibers. It is our intention to release popular works just as rapidly as they reach the class that is known as the "hits."

Sales campaigns for Fall should now be planned.

SALES AHEAD OF LAST YEAR

Wm. Maxwell Gives Some Facts Which Lead to Optimism Regarding Business Generally—A. H. Curry Tells of Conditions in Texas

ORANGE, N. J., September 1st—In an interview with William Maxwell, first vice-president of Thomas A. Edison, Inc., the world was advised that the business of Edison dealers in nearly every section of the country made a decided leap forward during the month of August. In some localities the sales are now running ahead of last year and the underlying tone indicates that business this Fall will be of a very fair volume for the retail merchants who are going after business in an aggressive, scientific manner.

A. H. Curry, second vice-president of Thomas A. Edison, Inc., confirmed the report given by Mr. Maxwell, especially insofar as Texas is concerned. Mr. Curry controls substantial wholesale and retail Edison interests in that State.

WADE CUTTER ACTIVITIES

Fibre Needle Cutter Factory Now Located in Indianapolis—Jobbing Organization Announced

INDIANAPOLIS, Ind., September 8—J. O. Wilking, president of the Ready-File Co., of this city, has announced the completion of the work of removing the Wade & Wade factory from Chicago to its new factory in Indianapolis. The Wade fibre needle cutters, which have been standard accessories in the trade for years, will henceforth be produced at the new factory on North Liberty street which has been built adjacent to the old Ready-File plant.

"We will continue to maintain the Wade name and standard and to improve our distributing methods," said Mr. Wilking. "The Hartwell Sales Co., of Huntington, W. Va., will represent us in the South and in Pittsburgh, and F. A. Bliss will cover the West, traveling out of Kansas City. In the East we will be ably represented by Louis A. Schwartz, 1225 Broadway, New York."

A New Model in the Natural Voice Line

The models already manufactured to meet the needs of the trade have added this new style.

The NATURAL VOICE is a high-quality product selling at a popular price. It is a complete line including several period models.

Manufactured by expert cabinet makers it has achieved a position of prominence as a sales creator and profit maker.

Also a Full Line of Cabinets Without Equipment.

Write for Prices

ST58
H37W40023

ST59
H50W23024

Natural Voice Phonograph Co.
ONEIDA, NEW YORK
STEADY IMPROVEMENT EVIDENT IN MILWAUKEE TRADE

Milwaukee, Wis., September 10.—So much improvement in the general situation of Milwaukee business has taken place these last weeks that Milwaukee dealers are planning to have a very busy fall. The new element in the situation is the fact that the demand for record machines and other articles of merchandise is coming at a time when the climatic conditions are such that people are putting off their purchases until the fall months. The large proportion of out-of-town buying which has characterized the last few years has been replaced by a return to the local trade which is being done as the result of the better general economic conditions.

Farmers are getting their crops in and are buying more of the various goods they have been economizing on, while the return of confidence by the general public is apparent in the increased demand for the various articles of merchandise. The dealers are looking forward to a very busy fall and are planning to make the most of the opportunity.

One of the most important features of the fall season is the increased demand for record machines. The dealers are anticipating a much larger trade than they have had in recent years, and they are planning to make the most of the opportunity. The demand for record machines is being met by a large number of manufacturers who are producing a wide variety of machines to meet the needs of the trade.

The demand for record machines is being met by a large number of manufacturers who are producing a wide variety of machines to meet the needs of the trade. The dealers are looking forward to a very busy fall and are planning to make the most of the opportunity.

JOBBERS ARE MOST OPTIMISTIC

Milwaukee jobbers, whose territory as a rule covers all of Wisconsin and the Upper Peninsula of Michigan, are more optimistic to-day concerning the future outlook than they have been at any time this year. They look forward to a relatively excellent holiday trade and their views are substantiated by the early orders now being placed by dealers for instrument and record stocks for prompt and nearby shipment in anticipation of brisk demand in November and December. As a rule, dealers are not ordering more than moderately, although they are not disposed to buy only on a hand-to-mouth basis than for the past six to eight months. Many dealers are placing conservative orders with the expectation of buying in frequent rush orders as the holiday demand opens and proceeds. They are thus taking a chance on being left in the cold in some extent in getting their wants filled promptly at the time when goods are needed most urgently, but there is still a certain element of uncertainty in the situation which they feel they do not over

THE TALKING MACHINE WORLD

ASSOCIATED No. 70

UNIVERSAL TONE ARM

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

Associated Phonograph Supply Co.
Dept. 71
Cincinnati, Ohio

R. H. Zinke Mfg Co. The Zinke Co. was established in May, 1920, by Richard H. Zinke, who was proved an outstanding degree of success as a Victor dealer while managing for several years the Badger Talking Machine Shop at 435 Cramer avenue. The American Co. one of the largest general instrument dealers in the country, has long been desirous of getting a Victor franchise and made the Zinke Co. an attractive offer that it was accepted. The lease of the Zinke store by other interests from September 15 forward has been widely discussed by the business. The recent death of Mrs. Zinke's father has placed the responsibility of handling several large business projects in Mr. Zinke's hands and will occupy all of his time.

F. C. KENT CO. :: Specialty Manufacturers

IRVINGTON, N. J.

whose phonograph accessories "win their way by their play!"

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IRVINGTON, N. J.

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The KENT MASTER ADAPTER

plays ALL RECORDS at their best on the EDISON DISC PHONOGRAPH

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

We specialize in attachments for Edison and Victor machines; also soundboxes, diamond, sapphire and steel needles. Drawn brass tine arms made to order. Tube or wood heads of all kinds successfully executed.

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IRVINGTON, N. J.

whose phonograph accessories "win their way by their play!"
The Talking Machine Cabinet that sets firmly upon the floor, that is not, so to speak, upon stilts, is more sightly and a handsomer piece of furniture—therefore more desirable to your customers.

This is the reason why so many Talking Machine manufacturers are today equipping their models with Domes of Silence.

They realize that these slides permit of the Cabinet setting closer to the floor, thus giving an added charm to its appearance as well as saving strain upon the legs and saving floors and rugs.

Henry W. Peabody & Company
Domes of Silence Division
17 State Street
New York

Specify Domes of Silence
Riccardo Stracciari sings "La Spagna" with all the fervor and zest for which he is famous. Lovers of popular as well as operatic music will buy this record. How many have you ordered? Columbia 79719.

Columbia Graphophone Co.
NEW YORK

CREATING A SENSATION!
The Tour to Pacific Coast of Julius and Nestor Roos With The Gift Edge Needle Scores Big
Progress is reported by Julius and Nestor Roos, who are conducting a tour from New York to Chicago in the interest of the Gift Edge needle made by the Refco Products Co., of New York. The progress reported not alone refers to their near approach to Chicago, the largest on the South Side of the city, has increased its capital stock from $75,000 to $150,000. The new issue consists of $40,000 common and $100,000 preferred stock and is made of the Chicago branch.

Gilt Edge Needle Interests Pittsburgh goal, but the popularity that the Gilt Edge needles are meeting with en route. Immense crowds continue to surround the Gilt Edge auto whenever and wherever it happens to stop. The accompanying photograph taken in Pittsburgh shows a representative audience surrounding the car. The trip has proved, thus far, so successful that the Roos brothers will probably make a return trip of the same kind through different territory.

G. M. SOULE WITH DUAL-TONE
Well-known Piano Man Will Travel Through New York and New England, Commencing September 15 in Interests of This House
Announcement was made this week of the appointment of G. M. Soule as traveling representative for the Dual-Tone Phonograph Co., of Manor, Pa., of which C. W. Bowes, whose headquarters are in New York, N. Y., is sales manager. Mr. Soule will start on the 15th of this month on a trip through New York State and New England. He is well known in the piano industry, for in the past he has visited practically every State in the Union in the interests of various piano manufacturers with whom he has been connected and he has a wide acquaintance in the talking machine trade.

OFFER MESSAGE OF CONFIDENCE
"The Ball Is Rolling" and Business Is on the Mend, Declare Collins & Co.
In their monthly house organ, The Record, Collins & Co., Victor distributors of Newark, N. J., present the following optimistic message under the caption, "The Ball Is Rolling": "Business is on the mend. New confidence has been inspired by the public's response to the aggressive merchants' appeal to buy. Stimulated retail sales have encouraged the dealer to purchase not only present requirements, but to anticipate future needs. "The trend of trade is reflected by the wholesalers' increase or decrease in volume. This barometer indicates a revival in Victor retail business. Since July we have encouraged the trade to start buying for Fall. We have not adopted a shortage as our slogan. Just the reverse. Our advice was buy early and prevent a shortage. That very appeal is the gist of our advice today. "Confidence in the Fall business is not lacking by our dealers, especially those who are making a study of the steady improvement in industrial affairs. "So much for conditions. How are you prepared to meet them? How far will your machine stock carry you? This is September, you know—the standard month which registers the opening of big business.

FARNESWORTH'S RESEARCH WORK
Prof. Charles H. Farnesworth, of the Department of Music, Teachers' College, Columbia University, who is allied with the Edison Co. in the field of school research, is conducting very special work along this line during the Summer of 1921 at his school for young ladies, Honons Camp, Thetford, Vt. The principal purpose of this research is to determine what particular selections of high-grade music appeal most to young women.

Sensational Fox Trot
"The Ball Is Rolling" and Business Is on the Mend, Declare Collins & Co.
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Where "Service" is more than an advertising catch-word

Badger Talking Machine Co.

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NEW CONCERN IN WASHINGTON

Louis & Co. Take Over the Retail Victor Business of Rogers & Fischer in That City—New Home for Latter House as Exclusive Wholesale—Other Recent Developments in Trade

WASHINGTON, D. C., September 6. The opening of an exclusive Victor retail house and conversion of one of the leading Victor retail houses to an exclusive wholesale concern marked one of the biggest milestones in the history of the local trade.

The new concern, Louis & Co., has taken over the retail trade of Rogers & Fischer, Victor wholesalers, at 1313 F street N. W., and opened one of the largest stores for an exclusive retail talking machine trade in the city, at the corner of Seventh and G streets N. W.

Louis & Co. are headed by Gus Louis, who is the active head, and Joseph Goldberg. Mr. Louis has been a Victor sales representative in Washington for the past nine years. He left their employ January 1 to take active charge of the formation of the new company. The informal opening of the new store was held September 1 and the formal opening will take place October 1. The store is 20 by 70 feet in size, with show windows across the front and one side. Ten large booths are provided, three of them against the display window. The interior is finished in old ivory and blue, with white ceiling and the floor. In each booth is a music wall desk and record holder.

The sales force includes Miss M. Drury, who has been in the local Victor trade for the past four years, and Mrs. Selma Kline, well-known local offerer and former secretary to Mrs. Wilson-Greene, prominent as a concert singer.

The firm of Rogers & Fischer and its predecessor, the Robert C. Rogers Co., had been in the Victor business exclusively since 1909 at 1313 F street N. W.

The new wholesale store, under the same firm name, will be conducted in a modern three-story fireproof concrete building, now under course of construction at 1219 I street N. W. The building covers a ground space of 20 by 126 feet. Though the building will not be entirely completed until the middle of October or the first of November, the two lower floors will be opened for business October 1. The moving of goods from the old to the new building has already begun.

Starting September 1, Russell Bishop & Turner, 1221 F street N. W., who are handling the Victor line, added an extra four hours to the business day, remaining open until 10 p. m., thus making them the only talking machine establishment in the city open after 6 p. m.

During the past month the talking machine record business has shown a slow but steady increase in Washington. In the majority of cases sales are considerably above the normal for this season.

Enlargement of the talking machine department is under way at the store of J. Edgar Robinson, at 1366 G street N. W. In addition to the installation of a number of new shelves, two new booths are being built, bringing the number to six. The firm handles the Columbia and Brunswick lines and reports the sale of records "very good."

Acadian-Vocational sales are reported steady by O. J. DeMall & Co. and unusually high sales for August are reported in Victor, Sonora and Silvertone lines, handled by the Arthur Jordan Piano Co.

SEITZ JOINS PUTNAM-PAGE CO.

PENN, Sept. 7.—The Putnam-Page Co., Inc., Victor distributor, has acquired the services of H. W. Seitz, of the educational department of the Victor Talking Machine Co., Camden, N. J., as special representative in educational work. The broad experience in the use of Victor products gained by Mr. Seitz through years of work with the Victor Co. will be at the command of Putnam-Page dealers.

PLANS EDUCATIONAL CAMPAIGN

The Remington PhonoGraph Corp., New York City, is sending out to members of the music industry a twelve-page booklet describing the musical qualities of its product, as part of an educational campaign which will be national in scope. National advertising, which will be placed in the near future and is designed to reach the consumer as well as the dealer and the wholesaler, is a feature of the project.

CAPITA INCREASED

The rapid growth of the Robert Blair Co., of Pocatello, Idaho, wholesale and retail music house, has necessitated an increase in the capital stock of the company from $15,000 to $25,000.
In an Interesting Article in Collier's Weekly Vice-president of Columbia Graphophone Co. Offers Some Pertinent Selling Suggestions—Putting Over "Music by the Ton"

George W. Hopkins, vice-president of the Columbia Graphophone Co., has contributed a most interesting article on salesmanship to the current issue of Collier's Weekly, dated September 10, under the caption: "And Then He Started Something." Mr. Hopkins, in his writing, presents his arguments and makes his point as clearly and forcefully as he is known to do in his direct address.

In the article Mr. Hopkins emphasizes the point that real success will be attained right now by those who present their selling arguments along new lines and get away from old methods. He illustrates by telling how in helping dealers dispose of records in Georgia there was coined the slogan: "Music by the Ton." The fact that a certain dealer was going to get a ton of records was widely accepted conditions as they were supposed to be. It is supposed to be depressed they are semi-luxuries and therefore in result in the quick sale of the entire shipment.

The sale of them does not result in the highest boom record. The sale of them does not result in the highest boom record. The sale of them does not...
WORKERS GETTING RESULTS IN KANSAS CITY TERRITORY

Interesting View of Conditions—Reasons for Optimism—Music Appreciation Course Planned—Caruso Records Scarcity—Noted Artists Expected—Columbia's Educational Campaign

KANSAS CITY, Mo., September 8—According to a letter to Victor dealers just sent out by the J. W. Jenkins Sons' Music Co., "Business is good now, but it is going to be better—some say the rush will start early this month, others say January; but our close-up on the situation during the past forty-five days prompted us to prepare for a big Fall business." The expectation of better business has already been realized by the dealers as well as jobbers, and both in the sale of records and of machines the revival is on. The August sales were better than those of June, and the sale of machines for the month was much better than the first. The ensuring thing among the jobbers is that the dealers are not only placing orders for immediate use, but are placing them for future delivery—a thing they have not done since the beginning of the business depression.

Reports from over the territory are to the effect that the dealers who are going out after the business are getting it. The Jenkins Co. reports on the activities of a number of dealers who are working out the "Survey" plan, or the going from house to house and gathering the information concerning the musical conditions of the families. This information is carefully studied and then the "Follow-up" is based upon an intelligent appreciation of the situation. The age, nationality, the amount of musical education and the likes of the family have had and the preferences of the persons for various kinds of music are all taken into consideration and are reported on the cards when the survey is made. Then the appeal is based upon the facts and the sales increase in a very gratifying degree.

Another of the follow-up methods is to work out from the home in which there is a talking machine to the neighbors and friends. At the recent meeting of the $100 Club of the Illinois Life Insurance Co., the president of the club was a man who had sold two million dollars of life insurance in two Illinois townships in two years. He has stretched of road ten miles long on which every man has either a five thousand or a ten thousand-dollar policy in his company. He works out on the policy of taking it clean, all down the road. There are talking machine dealers who are trying out the same general plan. It works. In fact, the dealers are finding that any old plan that is worked will work.

Many Prominent Artists Expected

During the coming Fall musical season Kansas City will be visited by some of the very prominent Victor artists, including Sousa's Band, Harry Lauder, Sophie Bratslau, De Gogorza, Erika Morini, Tito Ruffo and a few others not as yet definitely announced. The visit of any Victor artist in the past has meant quite a revival in the sale of that particular artist's records and it is anticipated that in this territory there will be the usual increased demand. It is announced that the factors will be able to meet the demand for these records this year, as they are in better position to fill orders promptly than in the past few years. This will be all the more appreciated, because the inability of the factories and, therefore, the jobbers, to furnish the records at the time of the artists' visit has caused the dealers to lose a lot of good business to which they were otherwise entitled.

Can't Get Enough Caruso Records

The sale of Caruso records has been limited because of the fact that the supply has not equaled the demand. Jobbers in the Kansas City territory have sent to the factory and received what was available and in addition have sent S. O. S. calls to other Jobbers, asking for supplies to meet the demands. In reply they have been told that the jobber appealed to has no Caruso records to send them, but that, on the other hand, they stand ready to take all they can get from any source. The buyers are taking anything they can get so it is a Caruso, seemingly not aware that there will be issued from the factories other records of all his songs so far released and also that there are some twenty new songs, it is reported, that are to be released at later dates.

Quite an Achievement

To make money in a town where business conditions are just re-adjusting themselves to after-the-war conditions has been considered an achievement worthy while during the last few months, but to make money where added to the usual conditions there has been a slump of more

BLACK SWAN RECORDS

HAVE

Another Smashing Hit

"HOW LONG, SWEET DADDY, BLUES"

No. 2008

SUNG BY ALBERTA HUNTER, of the Dreamland, Chicago

"BRING BACK THE JOYS"
on the other side

You can stimulate your trade and reach a demand we have created by selling

BLACK SWAN RECORDS

Send for complete list LATERAL CUT Regular Discount

PACE PHONOGRAPH CORPORATION

257 W. 138th STREET

NEW YORK, N. Y.
ing enterprises of Kansas City. It is about three and a half years old and has enjoyed a constantly increasing business from the beginning. The name is a distributing company, buying its machines from a Kansas City factory. Starting in an office in the Victor Building, in which it had "desk room," it has continued to grow until it has now the entire sixth floor at 1320-1322 Main street. The success of the company has largely depended on the financial backing the company has been ready to give to its dealers. This has been of the most liberal kind and it has been unlimited. After the dealer invests his first $200 and pays his annual fee the system practically carries itself and the merchant can handle an unlimited amount of business on a liberal plan and not invest any more money in the business. The plan has been popular with the merchants and their number has been increased.

**Brunswick Activities**

Among the new Brunswick dealers is Rorabaugh-Brown Dry Goods Co., Oklahoma City. Betts Bros., of Independence, Mo., will soon open another store on Thirty-ninth street, this city. The new Brunswick Shop, at 1109 Walnut street, will be opened about October 1. Large orders for Brunswick records have come in during August and the orders for both records and machines for future deliveries are among the encouraging features of the Brunswick business.

**A Love Note**

The Porter Drug Store, of Hugoton, Kan., is a new Victor dealer. Mr. Porter is one of the live wires of the town. He handles pianos, is the agent for the Buck and gets all over the country pushing his business.

**Great Music Appreciation Program**

Miss Ruth M. Phillips, supervisor of music of Joplin, Mo., is preparing to put on an extensive music appreciation program in the seventeen public schools of that city during the coming winter. There will be a circulating library of Victor records which will be sent from room to room and the teachers will explain, in accordance with the program, the significance of each record. The supervisor will visit the schools from time to time and supplement the work of the teachers and hold conferences with the teachers to make sure that they are properly instructed as to the work they are to do in presenting the appreciation lessons. Miss Phillips reports that music created by the Memory Contest during the spring of 1921 is showing itself in inquiries as to music and music courses, and the sidewalk book, wholesaler of the Victor products, states that this increase in interest has been reflected in the increase of sales of machines and records.

**Good Wishes for D. R. Walsh**

D. R. Walsh, who has been the supervisor of the educational work for the Schruder Co.'s Victor department and the leader in their dealers' conferences, has tendered his resignation and will return East in a short time. His family interests are all near New York, and, as he has had a number of opportunities to work with the Victor in that territory, he has decided to accept one of them and combine the business of distributing Victor products with living near his "folks." He will carry with him the best wishes of the department. The Columbia branch had with it the manager of the Kansas City and State offices and Miss Florence Hazlett, of the department. Professor Mohler during the post Summer gave a six weeks' course of instruction in the summer session of the Teachers' College, at Columbia University, New York City. The music lovers of the Kansas City territory considered it quite a treat to have him with them. The meetings were held in the auditorium of the wholesale department of the Columbia Co. and were well attended. The course was very valuable in creating enthusiasm for educational work, and in introducing approved methods in the use of the work in educating the public and thus increasing the sales of music-playing instruments.

**Had Handsome Float in Parade**

At the formal opening of the new Twenty-third street dudies, connecting Kansas City, Mo., and Kansas City, Kan., one of the leading floats in the large parade was that of the F. B. Gilles Hardware Co., which featured a large Grafonola, with the use of the Magnusone. No other float in the parade scored so much commendation, due to the fact that Mr. Gilles' Grafonola could be heard the length of the entire parade.

**Joins the Jenkins Force**

In anticipation of the larger business of the Fall the Jenkins Sons' Music Co.'s Victor department has added M. J. H. Haskell to its force of traveling representatives. He has had large experience as retail salesman and department manager and will be able to render real service to the dealers he visits.

**Pleas of Business When It Is Dry Out**

The contest of the Edison Co. is developing the fact that there is a large business right under the noses of the dealers, in places where they have not been in the habit of looking for it. A Missouri dealer had been giving his attention almost exclusively to the farmers. He turned his energies on the town for a week and surprised himself by selling a dozen Edison's right in town. Others who have been working the towns find that there is a good business in "the regions round about." The contest has the Edison dealers on their mettle and many of them are "finding themselves." The contest closes September 15.

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**Tear this off and mail it To-Day**

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**“Show Me” Coupon**

**JEWETT PHONOGRAPH COMPANY**

958 Penobscot Building

DETROIT, MICH.

You say the Jewett will sell faster, make me more profit and give my customers more for their money than any other phonograph on the market.

That's a pretty broad statement, but it's worth investigating.

Frankly, you've got to "show me." I know phonographs and I'm open to conviction. I can tell you in a very few minutes if the Jewett really has exceptional tone quality, whether it is a fine piece of cabinet work and how it compares in value with other instruments.

Let me have a demonstration and I'll tell you pretty quickly whether or not we can do business.

Your Name ____________________________

Street Address ____________________________

City and State ____________________________

Queen Anne

Console, $225

JEWETT
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.
1001 to 1019 George St., Chicago, Ill.

SPECIAL MEETING FOR CLERKS

Chas. D. Isaacson to Talk on "How to Sell Good Music" at Meeting of Talking Machine Men, Inc., to Be Held on September 28

A special meeting of the Talking Machine Men, Inc., the organization of talking machine retailers of New York, New Jersey and Connecticut, will be held on Wednesday afternoon, September 28, at the Warbler Court, Forty-second street. On this occasion all clerks will be invited to attend and listen to a talk delivered by Chas. D. Isaacson, editor of "Our Family Music Page" in the New York Globe, whose subject will be, "How to Sell Good Music." There will also be a concert for the benefit of the clerks. Strong efforts are being made to have a representative attendance of retail sales people at the meeting.

NEW LOCKPORT STORE OPENS

Lockport, N. Y., September 1. A new music establishment has been opened here by George Haney at 52 Pine street. A complete line of the best-known makers of pianos, including the Gulbransen, Behring, Apollo, A. P. Humes and Luidgard, are carried in stock. Mr. Haney also has the exclusive agency for the Brooks automatic repeating phonograph in this city.

The business man who does not hesitate to praise his salesmen gets the best results.

NEW COLUMBIA FIXTURE
Dealer Service Department Announces Literature Display—Has Practical Sales Value

The Dealer Service department of the Columbia Phonograph Co. has just announced a new display fixture which will be known as Columbia No. 10 counter literature displayer. This fixture is lithographed in imitation mahogany with three colors, for decoration and display copy.

The No. 10 fixture has four small and four large literature pockets and a space at the top for four complete catalogues. Referring to the sales value of the new display, a recent bulletin issued by the Columbia Dealer Service department said:

"The No. 10 counter literature displayer will immediately attract attention and the fact that it contains just enough of the literature so that the customers' curiosity is excited will prompt them to take out one or a few of the booklets which it contains and in most cases they will keep it for future reference.

"The fact that the fixture revolves gives it another point of appeal, for it is a well-known human trait that everybody likes to see how it works.

"Furthermore, the No. 10 counter literature displayer provides a much needed and a more satisfactory method of keeping advertising material than to spread it about promiscuously on counters and tables, which actually defeats the main function of the literature itself because of the fact that it becomes scattered and soiled and its attractiveness is greatly reduced.

"It saves time because once a quantity of material is put in the fixture it is never necessary to spend time arranging and tidying up after customers as in the case of literature displayed loosely on tables and counters.

"This fixture calls attention to classifications of music that customers in a great many cases never knew were obtainable. Many of your 'A' industry to work effectively with the Committee and the Senate for the repeal of the wartime excess tax and the adoption of a sales tax.

CONNORIZED PHONOGRAPH RECORDS
Music Roll Co. Announces Ten-inch Lateral-cut Discs With Hit on Each Side

The Connorton Music Co., 817 East Fourteenth street, New York, has just announced the Connorton phonograph record. The company has produced ten-inch, double-disc, inter-card records. Each record will contain two hits and besides the number of the record appearing on the label the number of the Connorton music roll of the same selection is also printed thereon. The Connorton Music Co. has been manufacturing music rolls for many years which are well known throughout the music industry.

Greater City Phonograph Co., Inc.
511 SIXTH AVE. Tel: Chelsea9237 NEW YORK
SONORA DISTRIBUTORS EXCLUSIVELY
for New York, Staten Island & the lower Hudson Valley

The superiority of the Sonora is as marked as the ease with which it sells

"Sonora & Sales are Synonymous"
A DEPARTMENT DEVOTED TO PROMOTING RETAIL SALES

THE FALL SEASON IS COMING ON AND WHILE WE SEE THE DOORS OF OUR OWN STORES PUSH OPEN MUCH MORE FREQUENTLY THAN THEY DID LAST YEAR, IT IS THE IDEAL TIME TO PROMOTE THE SALE OF YOUR TALKING MACHINES.

THERE will be many shoppers in your store in the early weeks of the fall. As Ervin S. Cobb says: "Shopping implies business for clerks, buying implies business for the home." Be sure to check the service department of your store. An easy way to do it is to give away some practical souvenirs which will keep the name of your institution always before them. At this season of the year a pencil always comes in hand in a man, and at this time when there is so much shopping going on and when the women wish to get comparative prices, you will find the woman a very valuable customer of the men. These pencils can be easily obtained from several sources.

PERHAPS the word Service has been played to death during the last few years. However, it is still the watchword of success for any concern. Here is a new wrinkle in service which will create sales. Two or three weeks after the sale of a machine has been made, have a representative of your company call at the residence. Instruct this individual to present himself to the owner of the machine and state that he is from the service department of your concern. Have him look over the machine and find out whether it is running properly. Instruct him to ask questions of the owner to find out whether there is anything there can be done to improve it. This service man should be equipped with a case for carrying records and a few tools to make necessary adjustments. When playing the instrument, to test it out, he should use records which he is carrying, which should be taken from new releases. Any woman who will always take time off to watch anyone doing repairing in or about her house. The chances are that when she listens to the new records she will inquire as to what they are. The service man should not sell the records; he should only take orders for them.

If the customer is not home the service man should leave a card which reads as follows: "Dear Mr. (fill in the name): "My call today was for the purpose of having a personal interview with you in order to obtain your opinion and to receive any suggestions which you may have to offer of the service rendered by your talking machine (insert name of the machine you handle)." I will appreciate your giving me when it will be convenient for you to see me. Respectfully yours,

JOHN DOE
SERVICE DEPARTMENT.

These cards should be printed in a neat, conservative manner and bear the name and address of your store across the top.

SUCCESSFUL dealer recently worked up a campaign through the American Legion of his city. He went to the secretary of the Legion Post, and inquired as to whether or not the members were interested in raising more funds for their post. Practically every post is anxious to increase its bank account. He sold it a floor model machine. In return chances were sold on this machine, letting it be known that the money received, less the cost of the machine, was to go toward financing the American Legion Post of that city. The idea met with enthusiasm and the post raised considerable money. The dealer then went farther and offered to take part payment for the machine in advertising which appeared on the back of each chance sold. In return he received the list of those who took chances. Practically every name obtained in this manner is a live prospect. During the time that the Legionnaires were selling the chances he tied up with it again in the form of an American Legion window.

EVERYONE realizes that first impressions count for a good deal. Perhaps he showed his disgust when he heard the clerk say to another clerk, "Well, I guess the boss can get along without his 75 cents." Perhaps the boss can. You can't buy many theatre tickets on the profit from a single record, but that isn't the point. An impression was created, an impression that may not only keep this individual but possibly other customers out of this particular store. It is not only up to the manager, but it is also up to each and every employee to see that the other clerks by their attitude toward customers do not handicap the efforts of more efficient salespeople.

HAVE you heard the story of the little boy who was asked by the teacher to give a sentence with the word "notwithstanding"? He replied, "Wtillie wore out the seat of his trousers, but not with standing." The talking machines you have placed in the many homes around your city can net you many a sale of records, but "notwithstanding" in a corner. Be sure that you thoroughly circulate with your local stores and let them know that they can get records by the dozen with菔 any small monograph. Write them letters recommending this or that particular record. By featuring those records which are "stickers" on your shelves you will create considerable sale. Remember that people are coming back to their homes at this season of the year, and that they are particularly susceptible to any type of literature which promises to make their home more cheery and attractive.

WITH school commencing this is a splendid time to begin propaganda on the value of talking machines and records for children, entertainment and education. A very clever window with a child appeal can be gotten up very simply in the following manner:

Divide your show window into equal parts by running a partition of cardboard from the pane of glass to the rea. In one side of the window place a large reproduction of the cover of a book, bearing the title "A Child's Garden of Verses." Place this book in a mount which should be covered with a throw of dark velvet or other cloth. A neatly printed card should be in the front of this half of the window, bearing the following inscription: "Robert Louis Stevenson gave us 'A Child's Garden of Verses,' which is one of our sweetest and dearest books of child lore." In the other half of the window place a mount covered with a throw of material similar to the first half place a small model talking machine. Group about it three or four records, the titles of which appeal to children. In the front of the window place a card similar to the card in the first half of the window, bearing the following inscription:

The (insert name of your machine) brings to us 'A Child's Garden of Music.' The happiness, the contentment, as well as the education which can be brought to a child through music cannot be realized unless you have a machine and records in your home for their use."

Such a window as this will attract considerable attention and at the same time will carry a good selling argument.

CERTAIN States in the Union recognize the anniversary of the date when some four hundred years ago Christopher Columbus first put foot on this great land of ours. Whether or not this particular day is celebrated in your city or State, you should by all means run a window display of Italian nature on the 12th of October, when this anniversary is celebrated. Your window for this occasion should be draped in red, white and green, which are the national colors of Italy. Place in a semi-circular design a number of records on a card. Use only those records which are of Italian origin. A long narrow strip bearing the following inscription should be placed along the very front of the window:

"More than 400 years ago Christopher Columbus brought the glad tidings of the discovery of America to the Queen of Spain. To-day the music of great Italian masters brings happiness into the home of His Royal Highness, the American Citizen."

And let us not forget, the Italians are very good patrons and purchasers of high-class music.

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.
"WHAT WE HEAR IN MUSIC"

Fourth Revised Edition of Interesting and Valuable Text-Book Just Issued by Educational Department of Victor Talking Machine Co.

There has just been issued by the educational department of the Victor Talking Machine Co. the fourth revised edition of that most valuable and interesting book on music history and appreciation, "What We Hear in Music," by Anne Shaw Faulkner. The volume, which comprises over four hundred pages, is profusely illustrated, and is divided into four distinct parts, each part in turn divided into thirty lessons, all of them to be given with the aid of the Victrola and Victor records.

It is doubtful if there is any member of the Victor trade who is not familiar with, and enthusiastic over, "What We Hear in Music," and it is certain that educators in all sections of the country have found the volume of inestimable value in carrying on instruction in music. The fact that the demand for the book has been so substantial as to warrant the publication of the fourth edition in itself testifies to its value.

The first section of the book is devoted to the history of music and handles that broad subject in a thoroughly comprehensive manner. The third section is devoted to the orchestra, with detailed descriptions of the instruments of the orchestra and the manner in which they are combined to produce desired effects. The fourth and last section is devoted to the opera and the oratorio and summarizes that class of music in a succinct manner.

Over 100 pages of the book are given over to analyses of the records listed in connection with the different lessons and these analyses in themselves have a literary and musical value that cannot be overlooked—in fact, they should be included in the library of every record owner. A pronunciation table and various indexes go to complete the volume.

Anne Shaw Faulkner, author of "What We Hear in Music," is a recognized authority on musical instruction and has drawn upon her wide and practical experience for material. The result is indeed satisfying.

"PEDDLER USES TALKING MACHINE"

Instrument Announces "It's Here for You" for St. Louis Ice Cream Vendor

Mr. Louis, Mo., September 6.—The fact that music of the proper sort really has a practical value in being demonstrated most successfully here by Mack Tao, a negro ice cream vendor, of 1225 Merchant street, Tao, who does not believe in

Growing Tremendously

Here's an Up-to-date "Merchant," wishing his voice, has equipped his ice cream cart with a talking machine and finds that the library of "blues" never fails to attract a goodly crowd of prospective customers about his cart. It is a rather inspiring sight to see Tao busy filling up cones and taking in the money front a hungry crowd while the talking machine grinds out loudly and appealingly, "It's Here for You. If You Don't Get It, It Ain't No Fault of Mine."

He declares that there is something about a "blue" number that seems to aggravate the thirst and develop a craving for ice cream cones.

Publication advertising plus salesmen plus follow-up literature make a hard-to-beat combination.

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
YOUR OPPORTUNITY

Mr. Victor Dealer

The law of supply and demand takes its toll, but also gives corresponding rewards.

For several years the problem was more one of being able to buy than to sell. Demand exceeded supply.

In the Victor business we were in duty bound to fulfill our obligations first to those dealers who by long and steady patronage had earned our best support during the great shortage. We regretfully found it necessary to decline business which would have been sought otherwise, and was desirable under normal conditions.

Your opportunity, Mr. Victor Dealer, lies in the fact that the supply of Victrolas and Records at the present time enables you to be more discriminating in your source of supply.

It is our judgment that the present business depression will be followed by an extreme shortage, likely to occur this Fall, and will find many Victor distributors and dealers unprepared.

Our new offices and warerooms reflect not only our confidence in the future of Victor product, but a determination on our part to be prepared for a revival of good business.

If you are not a Blackman Dealer now, but are of the progressive, dependable type, and will need the very best possible support from every angle through "thick or thin—good times or bad times," this is your opportunity.

You cannot realize what Blackman Service is going to mean to Victor dealers until you come in and make it the subject of an interview, after looking over our new quarters.

Your opportunity is to promptly connect with the dependable combination—"The Victor and Blackman."

Opportunity is now knocking on your door, Mr. Victor Dealer.

Blackman
TALKING MACHINE CO.
28-30 W. 23rd ST. NEW YORK N.Y.
VICTOR WHOLESALE DISTRIBUTORS
A FIELD WORTH DEVELOPING

The Sale of Talking Machines and Records to Churches and Church Organizations and Clubs Should Prove Profitable to Dealers

A talking machine as a substitute for the church choir is the plan adopted in the First Methodist Church of Norwalk, O. As the records are put on the machine the minister announces the name of the singer, the music is turned on and the voices of the finest artists in the world fill the church. The plan has proved an undoubted success and will be continued.

The above news item is worthy of serious consideration by talking machine dealers everywhere. In every community, both large and small, there are two or more churches, many of which entirely lack an adequate choir. Others possess choirs of inferior ability and one solo singer. Of course, the larger churches are well fixed in this respect, therefore it is a waste of time to approach them with the idea of selling a talking machine as a substitute for a choir, but there are possibilities of sales even here, due to the fact that in the modern church parties and choirs are given from time to time.

The small church offers the dealer the best opportunity. It is an easy matter for the merchant to get a list of the churches in his community which lack choirs or have very poor choirs. If no other way is possible, the dealer can attend the services of these churches and gain first-hand information. With the necessary information at hand the next step is to visit the minister or pastor and impress upon him the fact that his services can be made very much more effective and church attendance increased by the purchase of a talking machine. In many cases ministers are antagonistic to radical innovations, but every effort must be made to change this viewpoint, no matter how the minister, as a rule, can influence the business borders of the church in anything pertaining purely to the service.

In many churches, especially the larger ones, there are clubs of young people and societies and organizations composed of the older members of the congregation. Many of these societies and clubs have their own meeting rooms in the church, and besides church, various social affairs are given. Here is indeed a splendid opportunity for dealers to make sales, due to the fact that in only rare instances have the members thought of purchasing a machine. In many cases when a choice is given one of the members of the congregation loans the talking machine and various other programs supply the records. A personal letter from the proprietor of the establishment to the president of a club or society in many cases will result in a sale.

QUARTET PROVES POPULAR

Columbia Records by Southern Negro Quartet Well Received—Artists Well Known in South

The Columbia records produced by the Southern Negro Quartet, a new recording organization, are meeting with considerable success, and dealers are ordering these records in good-sized quantities. This quartet makes a specialty of topical songs and negro jazz numbers, and the popularity of their records is steadily increasing. The members of the Southern Negro Quartet are Johnny Johnson, Albert Johnson, George Perry and Walter Harris. They were all born and raised in Norfolk, and until the Columbia Graphophone Co. secured their services their popularity had not been passed over the Mason and Dixon line. Their Columbia records, however, have given them a country-wide reputation that is steadily growing.

The sale of a talking machine to a church also results in a number of record sales, not only for exclusive church use but also to those members of the church who hear the records played. The records placed have an appeal to them, and which they have neglected to include in their library often stimulates the desire to the point of purchasing a similar selection for his own private use. Thus the advertising value of one sale of this character to such an institution is well worth the effort.

PLACE ORDERS NOW!

Optimistic Special Bulletin Issued by International Mica Co. States Timely Facts

An entirely encouraging and optimistic special bulletin recently issued by the International Mica Co. of Philadelphia, Pa., calls attention to the fact that good times are ahead in the talking machine industry during the coming four months. It is stated that stocks are practically at a minimum due to the past liquidation throughout the industry, and should that business be any normal there will be the usual scrambling for supplies, such as was experienced in the fall seasons prior to 1920. It is urged that orders be placed now in order to allow the manufacturer to give maximum service.

The International Mica Co. conducts a service department which is being used by increasing numbers of members of the talking machine industry. This department is open to answer any request relative to the phonograph industry and also maintains the services of a specialized reproduction expert.

PATHE OFFERED AS A PRIZE

Photograph to Be One of Awards in Fort Dodge Newspaper Contest

Fort Dodge, Ia., September 3—The Times of this city, has announced a seven weeks' subscription campaign for this newspaper. Among the awards offered is a Pathé model No. 12. The Pathé instrument, which is being featured in this extensive advertising, is an exhibition at the Glouster Music House, Pathe dealer of this city. This exhibition is attracting a great many visitors to the warehousa, where demonstrations are being made of the instrument.}

TAKES OVER JOBING BUSINESS

The Northwest Photograph Supply Co., of St. Paul, Minn., has taken over the jobbing agency in this territory for Olympic records.
PHOTOGRAPHIC illustrations showing the very complete facilities of the New York Talking Machine Company in its new quarters.

Light, airy, well arranged Offices.

Record Department with a capacity of 890,000 records in working stock and reserve. Steel equipment throughout.

Ample floor space in the Shipping Department for efficient handling of goods.

Privately operated Lunch Club for the convenience of the Company's workers.

Everything is keeping with the Company's policy to present to the Victor Retail Trade capable cooperation and quick service.

NEW YORK TALKING MACHINE CO.
521 West 57th Street.

CHICAGO TALKING MACHINE CO.
12 North Michigan Ave.
WESTERN DIVISION OF THE WORLD, CHICAGO, ILL., SEPTE 10, 1921.

The World man whose duty it is to maintain contact with the Chicago talking machine trade has recently witnessed two rather unusually interesting occurrences. Both took place in the wholesale offices of large manufacturers and consisted in the entrance thereto of parties who desired to buy a machine at retail. On inquiry it turned out in each case that the name of the machine wanted was well known, but that the prospective purchasers in neither case knew where to go to buy. Now, this is interesting in two senses. In the first place, it shows that the manufacturers and distributors are certainly on the job; while on the other hand it tends to show that some retailers at any rate are distinctly not on the job. For when members of the general public know the name of a talking machine and feel that they want it and no other we have immediate proof that the national advertising, that we have been maintaining, is being maintained. But when also those members of the general public do not know where to go to buy the machines of their desire at retail, then the retail advertising in that particular community is certainly not up to the mark. There is something very wrong here. During the last two months especially there appears to have been a very decided let-down in retail advertising. This view is supported by the opinion of many trade observers with whom we have talked. And the result of the neglect will soon be apparent, as incidents like these quoted clearly show. Now, of all times, the retailers ought to be up and doing. One does not advertise for fun or to oblige the advertising medium, but to get business, and to keep it once it has been secured. Advertising is the only key which will open the locked door of business in times of public caution, and it is the only chain which will hold that door open when the public is spending freely. Incidentally, it might as well be added, to put a finish to the story which has furnised the basis for this paragraph, that in each of the cases mentioned a sale was made at retail prices to the inquiring prospect and a credit memorandum for the commission thereon was sent to the dealer in whose sphere of influence the prospect’s residence lay.

Speaking of dealers, a well-known wholesaler has been remarking to the Western Division of The World that the country retailers are showing up just now much better than the city men. Why this should be so does not at first appear; but on second thought there is a probable explanation. The country district usually serves a wider territory, where territory is more plentiful than folks are, and where the services of Elizabeth de la Fordde, pride of the highway, are in constant requisition, for the dual purpose of covering the country and keeping up with the inhabitants thereof. The country dealer, in fact, never has what can be called an easy time, and usually has it fairly hard all round in comparison with his city brother. The latter sits in his store a great deal, if not too much, and business walks in to him. The natural consequence is that, whereas in the one case bustling is no new thing and so does not alarm or surprise, in the other case any demagogy of the accustomed routine provokes yells of agony and shrieks of pain. Which is a parable. For obviously the man who always has to hustle anyway is always, as it were, in training; and when the lean years come he simply tightens the business belt, spits on his hands and bends to the task a little more earnestly than usual. Acquainted to fight for all he gets, anyhow, he never has time to become fat and soft in his business body. Puffy degeneration of the selling faculties never attacks him. He never gets a chance. Whereas those who have suffered, and are again in suffering, from that distressing disease know well that it is both insidious and fascinating. It is easily caught and hardly shaken off. Yet shaken off it must be. The remedy is very simple and one well worth of trade consideration. It lies in the one phrase: Hard Work and Smiles!

Last month we made some observations in the Chicago department of The Talking Machine World for the purpose of comparing the talking machine business with the trade in those useful little animals known as Lizzies, Henrys, Fords, etc., etc. The remarks were prompted by the fact that a few weeks ago Ford No. 5,000,000 left the big plant at Detroit, where a complete machine is turned out every sixteen seconds. We said that it is nonsense to talk about our field being overdone when the demand for automobiles cannot be filled even by Ford and all the other makers put together, allowing even that these others are not at the moment working at full capacity. To which it has been objected by a critical reader that the comparison is not good. We have been told: "No doubt five million Fords have been built already and a new one is being turned out every sixteen seconds. But then automobiles of any make do not last like talking machines. They get wrecked or worn out in a comparatively short time. Talking machines wear much longer and already there are four million talking machines, or thereabouts, in existence." Well, the answer to this is fairly simple. In the first place, the average automobile lasts ten years. In the second place, the average talking machine lasts no longer. For even if the thing continues to work all right mechanically, which it ought to, for more than ten years, the American family has a rooted dislike to put up with old, or what it considers to be "out-of-date," goods. Wherefore, as styles change and prosperity increases, new machines are bought. And this is true of every line of articles that can be mentioned. And even so, suppose there are four million talking machines in the country already. Suppose there are five million, for that matter, as many as there are Fords. What of it? There are twenty millions of families in the country and their number increases steadily as the marriage figures show. Well, when every family in the land has a talking machine, and each newly married couple considers one as necessary as a roof to the house, then it will be all very well to talk about the field being exhausted. Meanwhile, such talk is perfect nonsense and can only be made in seriousness by those who either have no faith in their business or have never done any thinking about it. The first ought to be in some other business. The others ought to learn to think.

We learn that Chicago's Pageant of Progress brought in to the exhibitors on the Municipal Pier returns fully recompensing them for their expense and trouble, not to mention prospects for the future of the most encouraging nature. The talking machine firms which had booths on the pier are all glad now that they took the chance. Many visitors talked business at the time and have been coming around to the stores ever since, examining machines, trying records and buying. The fact that the Pageant had a local significance and exhibited the greatness of Chicago was not without its effect upon the patriotism of our citizens of both sexes who flocked in their thousands. It is now expected that the Pageant will become an annual affair, a sort of Chicago Commercial Fair, to which visitors from all over the country may be expected and which will be a veritable exhibition of Chicago-made wares. Considering Chicago's position at present as a center for the production of musical instruments, and for the cultivation of musical art, it seems to us that it would be the part of wisdom for the music industries of our city to boost the Pageant idea for all they are worth.

An excellent point was made by a prominent advertising man recently when he classified window displays as a direct factor in the advertising campaign, and not a thing apart. As the character of newspaper advertising is improved and kept up to standard, so should the window displays be equally improved, for they both fit in together. There is nothing more incongruous than to see elaborate and high-class advertising and upon visiting the store of the advertiser find window displays that are in every sense most ordinary.
Chicago, Ill., September 8.—We have been hearing expressions likening the business of the country to the ocean, with its waves of prosperity and troughs of depression. The last few years have been looked upon as the crest of a wave. This was followed by a slide into the trough. If business does simulate waves, there is every indication that we are again on the ascending side of another wave. Perhaps it will not be as great as the one just passed. Again we have had the feeling that business was very depressed and that the position of the try was heart-breaking. June, July, and August, pick and not what it should be.

Whereas the city dealer is content to handle the trade but who ping around in the Met that the position of the try has been bearing that business was very depressed as great as the one just passed. Again we have acknowledged that the tendency of trade is to slide into the trough.

Every indication that we are again on the ascend-

trough.

The years have been looked niacin as the crest of a

country to the ocean, with its waves of prosper-

expressions likening the

territories the city
time the members get together and have a car-

Take for example the business situation on the

both sides of the fence we ram only see one thing

when lie gets conveyance lie nay have, and scours the country-

side for miles and miles around. When he gets

back after a trip, as a rule, his machine is empty.

So after looking over the business situation on

they are doing very little good business, but a

vass their respective neighborhoods.

scarce, especially in Chicago.

The country dealer has learned the lesson that if

vass their respective neighborhoods.

am even taking the trouble to get out and can-

vass their respective neighborhoods. Therefore, they are doing very little good business, but a
great deal of bellowing about bad business. The

country dealer has learned the lesson that if he

attempts to exist on the turnover in a small town alone he will be out of luck. Therefore, he loads his little flivver, or whatever other conveyance he may have, and scours the country-

side for miles and miles around. When he gets

back after a trip, as a rule, his machine is empty.

A new talking machine known as “The Wolf” has just made its appearance on the Chicago market. This instrument is being manufactured by the Wolf Manufacturing Industries, of Quincy, Ill. This concern has for many months been affiliated with the Knittel Co., of that city, in the production of talking machine cabinets. The product of the Wolf Industries is now going directly to the trade under the supervision of Carl Knittel, who has the reputation of being one of the best talking machine builders in the country.

The Wolf Industries occupy a modern factory at Quincy, which has a capacity of approximately 150 machines per day. It is equipped with the very latest machinery and this enables them to produce in volume an instrument of excellent

quality and with low production cost. The en-
tire thought of the Wolf Industries, according to Mr. Knittel, is toward a line of instruments

that are satisfactory in workmanship and finish, and yet something that will appeal to the public in design as well as price. These tilings, coupled with their immediate service plan, they believe, will make them a very desirable source of supply for both dealers and jobbers.

Captures First Prize

Out in Ravenswood, a suburb of Chicago, the business men have an organization known as the North End Business Men’s Association. It has been in existence now for nine years. Once a year the members get together and have a car-

pull off the parade they offer a prize to that

member of the association who has the most attractive float. This year the prize went to Wm. J. Fregin, who is the proprietor of the Ravenswood Music Parlors at 4725 Lincoln ave-

neue. This store is exclusively Victor and a
client of the Chicago Talking Machine Co.

There were in all sixty-five other floats in com-

petition with Mr. Fregin’s, but his proved the

most attractive. The entire body of the float

(Continued on page 115)

The Sterling No. 41 ball bearing tone arm is the

newest Sterling achievement in phonograph con-

struction. This arm swivels accurately on a double

row of ball bearings, practically eliminating friction. If there is any beauty or character in the record, the Sterling Reproducer with Sterling No. 41 Ball

Bearing Tone Arm will bring it out.

The Sterling No. 41, ball bearing tone arm is the

newest Sterling achievement in phonograph con-

struction. This arm swivels accurately on a double

row of ball bearings, practically eliminating friction. If there is any beauty of character in the record, the Sterling Reproducer with Sterling No. 41 Ball

Bearing Tone Arm will bring it out.

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
HELP!

You need help in sales promotion. We can furnish it to you. A Victor dealer frequently hasn't the time to lay out advertisements, write mailing literature, and create sales helps. Besides, the cost to any one dealer, working alone, would be prohibitive.

Lyon & Healy do it for you—device real Sales Helps. By selling these Sales Helps to hundreds of dealers, the cost is divided until it is very small. And because we sell our services (excepting the window cards) to only one dealer in each town, the service is as individual as if it were all your own.

Bill Board Posters

They give you city-wide publicity. But you, as an individual dealer, possibly couldn't afford to have a poster drawn and then lithographed. We'll sell you this 24-sheet poster, 10 by 25 feet, lithographed in four colors, at the remarkably low price of....

$2.95

Write for a miniature sample in color.

For Windows

A set of four large cards issued each month. Handsome illustrations in many colors featuring the four record hits of the month. Use them in the window, on the counter and about the store. Price per month........... $2.00

Write for free samples.

Dress up your Supplements

The Victor supplement that you mail is just the same as the one your competitor on the next block mails, so if you wish yours to attract more attention than his, put it in a fancy dress. That's why we print the Victor Art Cover, a six-page container that takes the place of an envelope and can be mailed for one cent. Printed in the most striking colors, featuring the best records each month. Your name is imprinted.

Write for prices and free samples.

LYON & HEALY
Victrola Distributors
CHICAGO
was covered with a banana festooning, interspersed with amethyst chrysanthemums. This in turn was surmounted by a harp, the symbol of music. On the front of the float was a huge Victor disc, chiseled in the shape of the disc of the float. A decided realistic touch was carried out in that the harp was composed of Victor machines covered with gold paper and held together by Victor needles.

New Ambassador Headquarters
The Ambassador Phonograph Co., one of the latest entrants into Chicago's trade, has just opened its new headquarters in Room 306, 19 West Jackson boulevard. The affairs of this new organization are being looked after by Fred H. Snow, sales director. The firm of Fletcher-Wickes Co. has on display at its headquarters its entire line of talking machines, consisting of nine models, which embrace consoles, up-rights and a portable. During the Pageant of Progress the Ambassador Co., through the efforts of Mr. Weston, gained a great deal of valuable publicity by reason of the many novel stunts he pulled, such as booking exhibits between Ben Tarpin, movie star, and Miss Frances Weston, aged three. Other publicity stunts that were worked for the benefit of Ambassador by Mr. Weston was the sending aloft of an Ambassador machine equipped with a Magnavox on board the gleam airship Santa Maria. When at the height of several hundred feet the talking machine began to play, and the music was wire- lessed to the listening crowds below.

Two New Victor Stores
Chicago's happy family of Victor dealers welcomed the opening of two new stores this month. That is to say, one is absolutely new, whereas the other one moved into a new location which is said to be one of the most handsomely fitted up in any in the west side section of Chicago.

The new store was opened by George Glick, at 629 South Ashland Avenue. The change of business location of the other store was made by Mr. Glick's father, who conducts Glick's Music Store at 2100 West Division street. Both of these accounts are in charge of Mr. Glick. The opening on Labor Day was attended by L. C. Wulschlager, manager of the Wulschlager department, and other officials who happened to be in the city.

The Division street store occupies a ground floor of a double store building, and the work of enlargement, such as the installation of booths, record racks, counters, etc., was done by the George Peterson Mfg. Co., of Chicago, newcomers in the talking machine store equipment business. Arrested in the employment of the Peterson Co. did some exceptionally clever work in laying out the new headquarters and are to be congratulated on the clever and efficient manner they handled the situation.

New Manager A. J. Perrin
A. J. Perrin, of Grand Rapids, Mich., was recently a visitor to the Chicago offices of the Columbia Co. Mr. Perrin has been connected with the talking machine industry in various capacities for quite a number of years, and he was recently made manager of the talking machine section of the Kingman Sample Furniture Building at Grand Rapids.

Outworks Twenty Men
There was recently installed at the Chicago plant of the Boston Book Co., a machine which is about the most unique we have ever seen in our travels throughout the trade. This automatic wonder is known as a case maker and was especially built for the Boston Book Co. It was two years and two months under construction and is said to be the only one of its kind in the country.

Formerly it was necessary for the Boston Book Co. to employ sixteen men, who, when working at top speed, turned out 600 albums in one day. With this new machine the company is enabled to produce over 800 albums per hour. The machine is twenty-five feet long and glides, cuts corners, and fits the lining and turns, the four sides of the album before it drops out complete at the other end. It is only necessary for one man to operate this automatic machine, and he is enabled to turn out the same amount of albums per day as it formerly took sixteen men a week to do.

The business of this concern is being looked after by Mrs. L. Gelbspan, who, by the way, is not only manager of the concern, but proprietor as well.

Take Additional Space
The firm of Fletcher-Wickes, manufacturers of the well-known tone arms and reproducers bearing their name, have just taken on some additional space in the building wherein they have been located since their entrance into the talking machine field.

The additional space is on the third floor of the building and measures thirty feet wide by seventy-five feet long. The new space has been turned over to the exclusive assembling of tone arms and Edison attachments. The space on the fifth floor is given over to the executive offices and reproducer assembling.

The treasurer of the concern, R. L. Wickes, is still corresponding in the North Shore Health Resort, where he has been for the past six months, and word comes from there through his physician that he is getting along very nicely and may be able to return to his desk in a few weeks.

Good Roads Count
Dealers throughout the State of Michigan are doing an exceptionally good business, according to a recent report given out by E. A. Fearn, of the Consolidated Talking Machine Co., upon his arrival in Chicago after a recent tour of that state.

SEPTEMBER 15, 1921
FROM OUR CHICAGO HEADQUARTERS
(Continued from page 113)
W. W. KIMBALL CO.
Wholesale Distributors for
Okeh Records

Our co-operation means an increase in your sales.

For Dealer Proposition Consult
W. W. KIMBALL COMPANY
Established 1857
306 So. Wabash Ave., at Jackson Blvd.
Kimball Bldg., 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
The NEW Scotford Tonearm and Superior Reproducer

A new external shape of grace and beauty—without changing the internal design:

The OLD

The NEW

That same angle turn with the solid inclined plane deflecting the sound waves straight downward into amplifying chamber. That same famous Scotford tone—the tone of refinement—genuinely musical.

Now in a tonearm of accepted, conventional, popular design. WRITE FOR SAMPLES.

NEW CONSTRUCTION

The long straight tube is of drawn Yellow Brass. Tonearm Base, Main Elbow and Connection Elbow and the Reproducer Frame, Face Ring and Back Plate are cast of TENSO White Brass Alloy—an alloy more than double the tensile strength of cast iron—much stronger, harder and lighter in weight than ordinary white metal alloys. New dies have been produced for casting all parts. The new parts are solidly cast, and are very substantial and durable.

STYLE NO. 1 FINISH
A combination of Nickel or Gold Plate and Black Rubber Japan

STYLE NO. 2 FINISH
A different combination of Nickel or Gold Plate and Black Rubber Japan

STYLE NO. 3 FINISH
All parts Plated in Nickel or Gold

In ordering specify whether Reproducer should have Plain Gold Plate or "Superior" Name Plate. To obtain Individual Name Plate, customer must furnish Decalcomania Transfer.

The new parts are solidly cast, and are very substantial and durable.

SAMPLES Will be Submitted on Approval

No. 1 New Scotford Tonearm and Superior Reproducer Nickel $7.00 Gold $ 9.00
No. 2 New Scotford Tonearm and Superior Reproducer Nickel 7.75 Gold 10.00
No. 3 New Scotford Tonearm and Superior Reproducer Nickel 8.50 Gold 11.00

Samples Prepaid at the Above Prices

Write for Our Specification Sheet and Quantity Price List

BARNHART BROTHERS & SPINDLER
Monroe and Throop Streets
CHICAGO, ILLINOIS
FROM OUR CHICAGO HEADQUARTERS—(Continued from page 116)

Evelyn and Stanley met and were married when the discovery was made that they had a wedding ring. So the Justice and the Clerk took Stanley and Evelyn across the street to a jeweler and had him make an order. When they were in and Stanley purchased the ring the Justice of the Peace stood them up in the show window and pronounced them man and wife. May they live happily ever after.

On Business Trip to Canada

Charles E. Cohen, vice-president and treasurer of the Nupoint Mfg. Co., is making preparations for an extensive trip throughout the Northwestern States and western Canada. "This trip is warranted," stated Mr. Cohen, "because of the numerous inquiries received through advertising in The Talking Machine World." In fact these inquiries have been so great that Mr. Cohen believes it his duty to establish a personal relationship with his company and the inquirers; hence the trip. "We have been doing some very nice business," Mr. Cohen stated, "and things are beginning to pick up faster than we expected."

M. M. Cole Elected President

M. M. Cole, a well-known member of the trade, has affiliated himself with the Illinois Musical Supply Co., and has been made its president. The new company was recently formed for the purpose of devoting its activities to the supplying of retail stores with talking machine accessories and small musical instruments, such as ukuleles, banjos, fiddles and accessories adaptable for these instruments. Since Mr. Cole's installation as president he has made a trip through Illinois, Indiana and Michigan, and upon his return to Chicago made the statement that the retail business in these sections is picking up very rapidly and that indications point toward a steady increase in business for the balance of the year.

Talking Machine Co.

W. E. Burr, sales manager of the Cheney Talking Machine Co., has left with Mrs. Burr for Toronto, Canada, where he expects to take up a protracted vacation. Before leaving Chicago he stated that he was going to do a lot of golfing upon the links in and around Montreal, and when he returns to Chicago he expects to be in the championship class. He also intimated that if his anticipations bear out, a great many of his friends in the trade who are golf enthusiasts are going to lose their laurels.

Mr. Burr recently returned from a long trip throughout the Southwestern territory, where he successfully established jobbing relations between the Cheney Co. and the Riddle Phonograph Co. of Dallas, Texas. The new jobbers will look after Cheney business throughout southern Texas and southern Oklahoma. The president of the Riddle concern is George W. Riddle, a well-known business man of Dallas, and vice-president of the Security National Bank of that city.

Upward Trend Now in Evidence

That business is now on the upward trend is an established fact, according to the views of C. E. Swanson, general manager of the Cheney Talking Machine Co. He is of the opinion that the trade has seen its worst depression during the months of May, June and a part of July. "From the reports and evidence of better business that we are receiving from our travelers, the retailers, as a whole, are steadily reviving themselves and are looking forward to large increases during the coming Fall and Winter months. From present indications it looks as though the holiday trade would be greater in the larger centers, but at present it is just the reverse. The country dealer is working harder than the dealer in the city and his business is, therefore, greater."

Help! Success Policy

The thriving gentry of Chicago have recently inaugurated a campaign, so it seems, that is directed toward the talking machine trade. Apparently, these gentlemen of the taking way have a predilection forolumbia dealers. The police of Chicago this week received complaints on two occasions from local dealers.

WRITE US FOR SUGGESTIONS, IDEAS, PLANS AND SPECIFICATIONS

GEO. PETERSON MFG. CO.

1801 to 1811 No. Lincoln St., Chicago, Ill.

Incorporated 1880
The first complaint was made by the Central Piano Co., a Columbia account, at Adams and Wabash avenue. This concern had an advertising stunt in its window, showing where the purchaser on a Columbia Grafonola was ten dollars in when he bought a Columbia machine. To further carry out the idea they had artistically arranged around the window twelve brand new ten-dollar bills. During the week's hours of the morning somebody heaved a brick through the Central company's show window and managed to get away with nine of the ten-dollar bills before the cops came.

The second complaint was made by A. Cooper, owner of the Cooper Music Shop, a Columbia store, at 2414 West Sixteenth street. Mr. Cooper had been down to the Columbia headquarters and purchased fifty Chinese records. After leaving the Columbia company he drove over to a restaurant at Wabash and Madison, parked his car and left the records there while he ate his lunch. After leaving the restaurant he discovered his package was gone and reported his loss to the police.

**Columbia Shop Opens**

The Matalectic Temple Song Shop is the name of the new Columbia store that was recently opened at 161 North State street. This shop is now the second ground-floor music establishment on State street within Chicago's Loop. It is conducted by Max Shubinski and Abe Glatt. Papers of incorpora-
tion were recently issued for this concern by the Secretary of the State of Illinois.

Mr. Shubinski was for eleven years connected with the firm of Waters, Berlin & Snyder in their professional department, and more recently he was manager of the music department of the Chicago Xerogene stores. Mr. Glatt is a piano player and has gained some prominence as a song-
writer. Several of his compositions have been published and some of them are recorded on Columbia records. Mr. Glatt was also connected at one time with Waters, Berlin & Snyder.

**A Slogan That Gets Results**

Walter Fuldgham, Victory dealer, located at Richmond, Ind., last May conceived the slogan of "A machine a day during the month of May." Starting in with the first of May he commenced posting this slogan into operation, and at the end of the month found his business so good as a result of said slogan that he decided that even though the slogan "A machine a day during the month of June" lacked alliteration, he would go ahead with the good work, and "A machine a day" slogan has been in effect right along ever since the first of May. May, June, July, and August have all brought Mr. Fuldgham their quota of business, and over at the Chicago Talking Machine Co. they are marveling at this dealer's energetic efforts and phenomenal success.

**Two New Victor Travelers**

C. E. Johnson has been added to the traveling forces of the Chicago Talking Machine Co., and will have as his territory the States of Michigan and northern Indiana. Mr. Johnson comes to the talking machine industry from the automobile field, where he has had considerable experience. He started out the first of September on the above-mentioned territory.

H. E. Fricke is the other traveler added to the Chicago territory. He takes as his territory the State of Wisconsin, northern Illinois, eastern Iowa and southern Minnesota. Mr. Fricke comes from New York, where he has had lengthy sales experience.

C. W. Hyde, who formerly traveled the Michi
gan and northern Indiana territory which Mr. Johnson now travels, has been brought into the office and will assist the city sales depart-
ment here. Another change at the Chicago Talking Machine Co. has been the placing of Joseph Walsh at the city sales desk. Mr. Walsh will now work on the inside and have the title of city floor salesman.

**Eddie Cantor Comes to Town**

Emerson dealers throughout the city are mak-
ing plans for a royal reception in honor of Eddie Cantor, the exclusive Emerson artist, who came to town the first of the month. Eddie is now touring, but while here he made his business to call on many of the Emerson dealers and help boost business by giving recitals in their stores.

This year Eddie came to Chicago singing a big bunch of new hits for more popular than the ones he used last year, and for this reason Emerson dealers are making early prepreations for Mr. Cantor's recitals. Eddie opens the greater part of Labor Day in going over his plans with F. W. Clement, manager of the Chicago branch of the Emerson Phonograph Co. A number of the songs, Eddie sings in "The Midnight Rounders" have already been recorded by the Emerson company, and just as soon as they are released the Cantor campaign will begin.

**Another Aeolian Dealer**

The Goldstein Furniture Co., one of the biggest dealers in Chicago with Ziegfeld's Follies last year for a number of weeks, and while here he made his business to call on many of the Emerson dealers and help boost business by giving recitals in their stores.

This year Eddie came to Chicago singing a big bunch of new hits for more popular than the ones he used last year, and for this reason Emerson dealers are making early prepreations for Mr. Cantor's recitals. Eddie opens the greater part of Labor Day in going over his plans with F. W. Clement, manager of the Chicago branch of the Emerson Phonograph Co. A number of the songs, Eddie sings in "The Midnight Rounders" have already been recorded by the Emerson company, and just as soon as they are released the Cantor campaign will begin.

**Edison Diamond**

**Amberolas—Plus Service**

You know the quality of Edi-
son products. If you have
placed a trial order with
us you are familiar with
SERVICE.

**A TRIAL CONVINCES**

Our Service Covers the Country.

William H. Lyons
Formerly Jan. 1, Lyons
17 W. Lake St., Chicago.

**Price Reductions on Enclosed Motors**

We have recently made sharp reduc-
tions in the prices of enclosed, self-
hubbricated motors—due to decreased
costs in labor and materials, and a larger
output.

This will put the Enclosed Motor with-
in the reach of those manufacturers
whose desire has been to use this motor,
but whose prices 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 run-
ing. It reaches your customers in the
same condition.

Ask about various models and prices.

United Manufacturing and Distributing Company

536 Lake Shore Drive

CHICAGO.
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

THE TALKING MACHINE WORLD
SEPTEMBER 15, 1921

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 119)

One of the Striking Columbia Billboards launching an impressive advertising campaign in Chicago with billboards as the principal feature. Columbia dealers in Chicago are to reap the benefits of approximately three hundred large-size billboards posted about the most prominent parts of the city. The message of Columbia Grafonolas and records will be carried to inns and to those who ride on street cars and elevateds, reaching probably a quarter of a million people daily.

"Columbia dealers in Chicago are to be brought to the front in a most impressive way," said John McKenna, manager of the Chicago office. "This is a cooperative proposition and one which offers the dealer the best sort of advertising at the lowest possible outlay. It is a proposition the value of which Chicago dealers have immediately grasped, and to our original plan for two hundred billboards we have been forced to add almost a hundred more. Chicago is to be called "Columbia" in impressive tones. The posters will be of the large size, twenty-four sheet type attractively made up with human-interest pictures, illustrating the Columbia message. At the bottom of each advertisement will appear the name of the dealer working in cooperation with the parent house. Not only are we going after the business with billboards, but we shall carry on, in addition, an effective newspaper campaign to support the regular national advertising appearing in national weeklies. When it is known that the billboard campaign alone will cost us $5,000, it can immediately be seen that our present advertising plan is quite a scale operation."

Speaking of business during the month of August Mr. McKenna reported that there has been a slow pickup over previous June. July was ahead of the latter month and August was ahead of July. The last week in August showed a most satisfactory business and augurs well for the future Fall trade.

Hermann Goes With Conacak

G. T. Hermann, for several years past advertising manager of the phonograph division of the Brunswick-Balke-Colodex Co., has resigned and will become associated with the Thomas Console Co., the large outdoor advertising concern. Mr. Hermann has been in the advertising game for twenty years, has always been a firm believer in outdoor publicity and is well equipped by virtue of experience and ability for the new position he assumes.

Improvement in Melody Portable

The Melody National Sales Co., through its general manager, C. C. Slack, made the announcement this month that several changes have been made in its Melody portable machine. The changes in particular are in the single door which had been held in place by pegs. When the machine was being played it was necessary to remove the door completely. Now, however, the pegs have been done away with and hinges are being supplied in their place. They are also equipping their instrument with a new combination needle cup and reproducer rest. This is a welcome little idea that was recently put on the market. The needle cup and reproducer rest are made in one piece of stamped metal. When the needle is in the reproducer and resting in its proper position, instead of coming down flat on the hard metal, it comes to rest on a little disc of green felt. Plans have also been recently completed at the factory that will offer a better finish throughout the Melody portable in its entirety.

Popular Talking Machine Man Weds

H. Ray Smith, formerly Illinois traveler for the talking machine department of Lyon & Healy, and now in the retail talking machine business for himself in Philadelphia, took to himself a wife on Tuesday of this week in the person of Miss Eleanor Miner, at Oak Park, Ill. A member of his old friends in the trade were present, including L. C. Wiswell, his old boss at Lyon & Healy; E. P. Bliss, formerly Michigan traveler for Lyon & Healy and now with Louis Butha, of Philadelphia, officiated as best man.

Vocaloners Homeward Bound


"Does It Play All Records?"

Certainly MAGNOLA does, and without any extra attachments, too. This is only one feature, I believe the most important one, in the thoroughly complete equipment of the MARVELOUS MAGNOLA.

MAGNOLA "Built by Tone Specialists"

May we lead you to our handsome illustrated catalog full of information concerning the wonderful reproducing system of Magnola, the manipulation of its marvelous reals, its artistic appearance and its moderate price?

Send your name and let us tell you more!
FROM OUR CHICAGO HEADQUARTERS—(Continued from page 120)

The Brunswick-Balke-Collender Co., of New York, and T. W. Barnhill, president of the Penn Phonograph Co., of Philadelphia, were all in Chicago this week on their way home from the Pacific Coast, where they have been journeying since the talking machine jobbers' convention at Denver.

The Brunswick-Balke-Collender Co. announces this month three new Brunswick models. The company states that these models embody greater values, which are made possible by the lower cost of labor and materials. All of these models are equipped with the Union oval amplifier and other exclusive Brunswick features. The models are known as Numbers 200, 207 and 210. The retail prices of these new models are in keeping with those popular with the trade of to-day.

Model No. 200 comes in finishes of Adam brown or red mahogany and fumed or golden oak. The cabinet in itself is forty-three and a half inches high, nineteen inches in width and twenty-one inches in depth, and the trimmings are all nickel-plated.

Model No. 207, as well as No. 210, may also be had in the same finishes as mentioned above. The dimensions of No. 207 are forty-five and a half inches high, nineteen inches in width and twenty-one inches in depth, while Model No. 210 comes forty-seven inches high, twenty inches in width and twenty-one inches in depth. Further equipment than herefore mentioned as contained in the new models consists of Brunswick double-spring motors, with twelve-inch turntables, automatically balanced lid, automatic stop, tone amplifier and seven albums for filing records.

The Brunswick sales force anticipates that as a result of their announcement of these three new popular-priced models there will be a strong demand, and in this connection they recommend that their dealers anticipate their Fall requirements as early as possible.

In commenting upon present Brunswick business A. J. Kendrick, sales manager, made the statement that back orders at the factory have increased from August 8 to August 28 approximately 60 per cent. Mr. Kendrick also stated that it is estimated by the Brunswick Co. that for the balance of the year from August to December, inclusive, they will produce a quantity of goods over 20 per cent in excess of the corresponding period of last year.

Benson's at Marigold Gardens

The Benson Orchestra, which has become popular the country over through Victor records, will be the attraction at the Marigold Gardens, Chicago's popular North Side resort, this Winter.

Sterling Devices Co. Reports Expansion

W. O. Steinman, vice-president of the Sterling Devices Co., Chicago, reports increased business this month. This company has, during the past year, brought out a number of new tone arms which have met with favor and which have helped to stimulate business during the extremely dull period through which we have just passed. The latest Sterling production is the No. 41 tone arm, which introduces the ball-bearing element into tone-arm construction, resulting in a practically frictionless swivel which, the company states, makes it possible to get the most out of the record.

Another Sterling item which has attracted considerable attention is the new No. 31 tone arm equipped with a center automatic stop. The inquiries and orders received thus far would indicate that there is much business in store for the Sterling company on this item. This company has also announced a new schedule of prices.

(Continued on page 122)

The Wolf Manufacturing Industries
QUINCY 
ESTABLISHED 1850 
ILLINOIS

Looks Well, Sells Well, Wears Well

We invite your inspection of THE WOLF—MASTER OF THEM ALL—in Tone, Design, Cabinet, Construction, Motor and Service—guaranteed for one year.

A MUSICAL INSTRUMENT—Not an Off Brand, But Just as Good as Money Will Buy.

THE WOLF has just that little necessary Touch in Design that will cause the shopper to Notice it Specially—and then—with its Cabinet, Construction and other Details well carried out in proper proportions goes a step farther—It creates that certain Desire to Purchase.

THE WOLF IS A MEDIUM TO INCREASE YOUR SALES MADE WELL TO SELL—NOT TO BUY CHEAP—AND KEEP
which are proving interesting to the trade. Substantial reductions have been made in line with the universal effort to bring prices down to a point where they "talk" and induce buying.

Returns to Old Love

John D. O'Malley, who for a year and a half has been manager of the Victor department of the Lock & Tool Co. of Peoria, has returned to the management of the Root Dry Goods Co., at Terre Haute, Ind., with whom he was formerly connected.

Advertising the Town of Steger

In the Chicago Journal of August 12 there appears a full-page advertisement of Steger & Sons Piano Mfg. Co., in which the city of Steger, Ill., is prominently featured. "This model town, situated twenty-nine miles south of Chicago, is made up of a permanent, contented, prosperous population, and is a striking testimonial to the broad-gauge, liberal policy pursued by the founder of the Steger institution. Good wages, combined with good treatment, have produced a unity of purpose that finds no parallel anywhere in the piano industry. The employes of Steger & Sons are remarkable alike for their length of service, their loyalty to the house and their pride in producing a pianoforte of musical and artistic excellence."

The above is quoted from the advertisement. It is good publicity, and along with a photograph of the Steger factories and illustrations of four Steger instruments it makes a forceful and slightly different appeal from the general run of ads.

Change Company Name

The Talking Machine Shop, one of the oldest and most exclusive Victor representatives in Chicago's Loop district, has changed its corporate name to that of Davidson's Talking Machine Shop, Inc. The personnel, which consisted of C. L. Davidson, president; L. Davidson, secretary and treasurer; and F. P. Yesley, auditor and credit manager, remains the same. The change, according to C. W. Davidson, was merely made as a matter of better identification.

The Greatest Sensation of
the Pageant of Progress

THE AMBASSADOR PHONOGRAPH

Invites Live Wire Dealers to call at our new Chicago Loop Sales Office

19 West Jackson Blvd., Room 300
TELEPHONE WABASH 4940

Inspect our line—Hear our Business Volume Plans and join us in our march to PHONOGRAPHIC SUPREMACY

"Others May Follow, None Shall Lead
THAT'S THE AMBASSADOR"

Ambassador Phonograph Company
19 West Jackson Blvd.

FILING CABINETS

of the Art Model Console Type especially adaptable for Victor IX's.

This company was formed in 1901 at No. 169 Alhambra avenue, a small store, which consisted of two small hearing rooms and record cases. The first three weeks of this store's existence were not very encouraging. The entire sales for that period amounted to some $55, but the men behind it were determined to succeed and before two years had passed business grew to a size that warranted the opening of a second store. The second shop was opened in the Steger building, and both places were operated in con
junction until 1916, when the company moved into its present location at 234 South Wabash avenue. The Davidson Talking Machine Shop, Inc., now occupies the entire building wherein it is located. The building consists of four floors and basement. The first and second floors are divided into thirty demonstration rooms and the balance of the building is given over to talking machine display space, stockrooms and offices.

The successful progress of this company is most convincing evidence that it pays to be constantly on the alert for new ideas.
Hints on the Care of the Phonograph
A copy of a very handsome folder has just been received from the Jewel Phonograph Co. of this city, illustrating the Jewel attachment for Edison Diamond Disc phonographs. This attachment, which was designed to play all records on the Edison phonographs, has met with phenomenal success, and the new folder is in keeping with the quality of the product.

One feature of this folder of more than passing interest is a section entitled "Hints on the Care of a Phonograph." This article, which was written by A. B. Cornell, sales director of the Jewel Phonograph Co., is well worth the close attention of manufacturers, jobbers and dealers. It reads as follows:

"A reproducer is made as carefully as a watch. Handle it carefully. Do not handle stitches or ashes by the reproducer. If it is wet, it is fragile, easily broken, destroying its quality.

"The needle should touch the record at the proper angle as shown; if too straight, it jumps, and if too flat the sound will not be brought out.

"Lateral cut records have selections remade on one side of recorded grooves, such as Victor, Columbia, Emerson, Brunswick, American, Granata, Panamonic, Okeh, etc. Play these with a steel needle with reproducer facing right side of phonograph.

"Use a steel needle made for each record.

"Push the needle up as far as it will go in the needle-hole and firmly hold with screwdriver. Use care not to scratch record.

"Do not use a heavy, flat steel needle except for dancing where tone and noise are of more importance than tone. Play the record with a heavy needle just as if it were the instrument. Strain, wear and noise, not music, results. The best reproductions are obtained by using a hypo medium-sized needle. It also greatly prolongs the life of the record.

"If the record does not sound exactly right at first, stop at once and change the needle. Poor ones are often found and will likely ruin a record. Vertical cut records, sometimes called "Victor and "Phonograph," have selections remade on the other side of recorded grooves such as Edison 'Reproducers' and Pathé. Edison "Reproducers" are played only on the Edison phonograph. Pathé reproducers are always played with a ball-penetrating sapphire needle. In playing a record, the reproducer should be turned down, listing the record.

"Do not use the reproducer with a diamond or sapphire tip there out of reach of the record. Play the record with a steel needle, otherwise the diamond needle nearest were out of reach of the record. See that the jewel point needle for 'Edison Reproducers' has a perfectly sharp symmetrical diamond-pointed point. With a properly shaped diamond or sapphire jewel tip, the "Edison Reproducer" can be played very much better than a lateral cut record can be played with a steel needle.

"If you think that a blunt, razor or house music always has to be sharpened, you are very unwise. If you find that the music is soft, thin, and everything momented with the reproducer is performed with a good needle, examine the tongue of the motor and the whole machine to see if anything is loose. See if your needle is a good one. If the reproducer is thick or anything momented you will have an easier time of it. It is far better to replace the reproducer on the machine board for it is always the reproducer that would cause sympathetic vibration. Sometimes it is in the record itself or in some article in the room that responds to some vibration. Remember that sound vibrations are like a solved child: they get into everything."

"Wind motors slowly with Sc, but do not wind too tightly. Do not wind the motor after starting each record. Let it play natural sounds so that the motor is not heated. Occasionally let it run down entirely before shutting off. This will prevent the graphic in the sapphire from breaking, which causes breakage in the motor.

"If you have your dealer put new grapple to the motor once a year. Occasionally put a drop of very fine oil on movable parts of motor where there is friction. Do not run motor too much.

"Be sure the turntable is revolving at the proper speed. Seventy-five revolutions per minute for lateral cut records and 89 revolutions per minute for vertical cut records. Test it by sound half of a quarter. Put a quarter on the turntable and play it, feelings played a small piece of paper between record and turntable. Count the revolutions for 5 full minutes, then examine the needle indicator on the sound board, making it firmer or slower as required. Most metal indicators on phonograph set out of adjustment and the figures shown must be ignored. Many beautiful reproductions are ruined merely by playing them too quickly or too slowly.

"Clean records before using. Perfect results cannot be obtained from dirty and dusty records. Dust inflicted causes false tones and always increases the scratching noise. Edison worn-out records. Many are played long enough after they are not fit to use, much to the disgust of those who really know what good music is and are compelled to listen to them.

"Never place the phonograph near a stove. Put it on a rug or carpet. These are always a reaction to a room where phonographic music sounds the best. Do not place it above any open space such as a door or window, or near a radiator or in any location where it sounds perfectly well. Care for a phonograph properly and it will last a lifetime."

Columbia Auto in Parade

In the course of the parade incidental to the recent Pageant of Progress, one of the most attractively decorated automobiles belonged to Joseph Klenberg's Decorated Auto

Joseph Klenberg, Columbus dealer at Forty-ninth street and Ashland avenue. Mr. Klenberg loaned this automobile to the Chicago Branch of the Columbia Phonograph Co. for use in the Pageant of Progress parade. "Hail Chicago," the official song of the Pageant of Progress, was played continuously by the Magnavox. The Steger Exhibit at the Pageant

One of the three attractive piano exhibits that marked the recent Pageant of Progress, held on Chicago's Municipal Pier, was that of the Steger & Sons Piano Mfg. Co., which throughout the Pageant received splendid praise."

COLE & DUNAS MUSIC CO.
50-56 W. LAKE ST.
CHICAGO

Write for Bulletin

We have sold about 3,000 of these Electric Motors. Are you getting yours?
Sample, $1.40
Sample, $19.50

LAKESIDE PHONOGRAPH PRODUCTS

LAKESIDE SUPPLY CO., 416 So. Dearborn St., Chicago, Ill.

S A A L M O T O R S
AT SPECIAL REDUCTIONS
Write for prices. Sold in quantities only.

Have you tried our No. 776 Arms?
We say they are the best small arms on the market.

Sample, $2.75
Send for our proposition on complete electric phonographs known as the "Electrophone"
Send for our parts catalogue

ORDERS SOMETIMES SHIP IN 24 HOURS

SALES OFFICES: 400 W. Jackson Blvd., Chicago

PHONES 23840

Pageant of Progress Parade. "Hail Chicago," the official song of the Pageant of Progress, was played continuously by the Magnavox.

The Steger Exhibit at the Pageant

One of the three attractive piano exhibits that marked the recent Pageant of Progress, held on Chicago's Municipal Pier, was that of the Steger & Sons Piano Mfg. Co., which throughout the Pageant received splendid praise."
...the former helps to make sales pull and drives away customers...
AT THE MINNESOTA STATE FAIR

Several Lines of Talking Machines and Records Exhibited by Local Distributors

Sr. PAW, MINN., September 6.—A goodly number of music houses were represented with exhibits at the Minnesota State Fair, which was formally opened yesterday with a very heavy attendance. The fair usually attracts about a half million visitors, and it is expected that the attendance record this year will be very satisfactory. The exhibitors consider that the advertising value of a display at the fair is very high.

The State Fair management unfortunately does not appear to regard the industrial arts very highly judging from the crude structure allotted to displays of that character, but nevertheless the music men did their best to overcome the handicap.

W. J. Dyer & Bro. have two booths at the fair. In one of which was displayed a full line of Victor Oil and Victor records for which the Dyer house are wholesale distributors. This booth was in charge of George Mairs, Jr., and Frank Cecka.

Laurence H. Lukeer and the Minnesota Phonograph Co. displayed a complete line of Edison phonographs with the various period models receiving much attention.

The Pathé line was shown by G. Sommers & Co., local jobbers, with Samuel Levinson, manager of the phonograph department of the company, in charge. The Actuelle model was the hit of the display.

The Stone Piano Co. local distributor for the Aeolian Vocalion and Vocalion records, had a special booth devoted to that line in charge of O. E. Tiller, and the Weyand Furniture Co. of St. Paul, had a handsome exhibit of Cheney phonographs.

DEATH OF A. N. SCHELL

A. N. Schell, president of the Schell Music Co., piano and talking machine dealers of Chico, Cal., died recently at his home in that city. The business will be discontinued.

NOVEL PLAN TO BOOST TRADE

Attention Attracted to Lohr's Talking Machine Shop by Message Printed on Strip of Linoleum Placed in Front of Store

MUSCATINE, Ia., September 7.—Ralph G. Lahr, manager of Lohr's Talking Machine Shop, Victor dealer of this city, is beating the depression by his novel advertising and sales ideas. One particularly profitable innovation was the placing of a bright colored piece of linoleum in front of his store on which the words "New Victor Records on Sale To-day" were printed. Opposite the message was a painted arrow pointing to the door of the Lahr establishment. According to Mr. Lahr nine out of every ten persons passing stopped and read the sign and an appreciable percentage of them entered the store. People whose gaze was elsewhere when they stepped on the linoleum invariably looked down and read the sign when they felt the difference underfoot. This proved to be a very clever and profitable merchandising idea.

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 Booklet and Discount to Dealers. We have got something good for you.

PLAYER-TONE TALKING MACHINE CO.

967 LIBERTY AVENUE, PITTSBURGH, PA.
IT PAY!
IT PAYS!!
IT PAYS!!!

To meet the customer with a smile instead of a frown.
To approach the customer with a brisk, businesslike air instead of a downcast slouch.
To talk quality instead of price when closing a sale.
To boost your own wares instead of "knocking" others.
To interest yourself in the customer's problems, even if you do not feel inclined to do so.
To respect the judgment of others instead of slighting it.
To demonstrate and convince instead of holding an argument.
To answer questions with a show of polish instead of a bored air.
To treat every "looker" as a potential customer instead of conning away in disdain.
To show the taller the merchant is asked for instead of trying to sell "something just as good."
To keep in mind the wants, wishes and interests of your caller instead of working averse lines.
To say "good morning" and smile instead of a "toner nod a fraud.
To treat every call with the same politeness as you yourself expect when making a purchase.
To "get" down the name of your customers instead of resorting to memory for names and faces.
To keep your store display neat, clean and businesslike instead of having goods in a disordered heap.
To read the customer away from your store with a feeling of good will.
To say "thank you" every time a sale is made instead of allowing the customer to carry away a wrong impression as to the store's appreciation.—Women's Wear.

PUSHING THE ACTUELLE ABROAD

E. A. Widmann Returns From Europe—Pathé Co. of Paris Buys Pathé London Plant

Engrèse A. Widmann, chairman of the board of directors of the Pathe Freres Phonograph Co., of Brooklyn, N. Y., arrived in New York during the latter part of August on the "Aquitania." It is reported that the Pathé Co. of Paris has bought the London plant of Pathé Freres Phonograph Co. and that the French house is also planning in put rigorous effort behind the Actuelle. The Actuelle was originated and is controlled by the Pathé Frères Phonograph Co., of Brooklyn, N. Y.

CARUSO FEATURED IN DISPLAY

Window Display of H. A. Weymann & Son Pays Tribute to Great Tenor—Photographs of the Singer, Records and a Harp Form Setting

PHILADELPHIA, Pa., September 3.—The show windows of H. A. Weymann & Son, Inc., with their strategic position on Chestnut street, the great shopping thoroughfare of this city, have

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.
A REVIEW OF CONDITIONS IN TORONTO AND VICINITY

TALKING MACHINE SUPPLIES AND REPAIR PARTS

The superiority of RENE MADE SPRINGS and PARTS is not accidental but is the result of years of painstaking de- 

evotion to the highest standards of machine shop craft. 

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evention to the highest standards of machine shop craft.
The Sensational Successes of the new season on Records and Word Rolls

"JUST LIKE A RAINBOW"
by Mary Earl & Ted Fiorito, writers of "Beautiful Ohio," "Love Bird" and others

The stupendous "Ziegfeld Follies" Fannie Brice Hit

"SECOND HAND ROSE"
Composed by James F. Hanley, composer of "Rose of Washington Square"

The tremendous song fox-trot success

"MANDY 'N' ME"
By the composers of "Margie," "Bright Eyes," "Palestenna" and others

The sensational college comedy song hit

"I AIN'T NOBODY'S DARLING"
The greatest gang song in America

Ted Lewis' sensational fox-trot hit in the Greenwich Village Follies

"I'm Coming Back To You
MAYBE"
The sensational hit in George White's "Scandals"

"MOTHER EVE"
By Ballard Macdonald & James F. Hanley, writers of a dozen tremendous hits

ALL FROM THE GREAT MUSIC HOUSE of
SHAPIRO BERNSTEIN & CO.
BROADWAY AT 47th St., NEW YORK
PROMISING SEASON FOR MUSIC

Music Publishers Report Increased Demand for Popular Numbers, Which Would Indicate a Similar Increase in the Record Demand—Co-operation That Brings Results

That there is to be renewed activity in the demand for popular record numbers is a foregone conclusion inasmuch as popular publishers who, up to several weeks ago, experienced one of the greatest sales slumps in the history of their industry, now report that the demand of the past several weeks has increased from 25 to 50 per cent.

This increased interest developed during the last two weeks in August and is hardly to be taken as a normal Fall demand, but rather as an improvement in general business conditions. Now, with the Fall season upon us, the publishers look forward to a continuance of the activity shown.

The catalogs of all the leading publishing houses are not lacking in salable works. Indeed, there hardly has been a time in the history of the music publishing business when a greater number of meritorious works were active.

The publishers anticipate a normal season. Almost without exception plans have been arranged to exploit songs on an extensive scale, the publishers believing that while the season will bring normal it will require more than the usual publicity to capitalize and get the most out of their products.

If the popular publishers have material that has a wide sale and a national demand this will be reflected in the sale of popular records. From the publishers' angle there is to be nothing lacking in their efforts to closely co-operate with record manufacturers, distributors and dealers.

During the past year several of the publishing houses made campaigns on their leading numbers in close "tie-ups" with the talking machine trade. Results of the linking up of the retail record dealer simultaneously with the sales drive made in other directions proved most fruitful and will be continued, without doubt, by those who have found these methods successful.

The plans are along the line of selecting a particular number during a given month and making it the feature in vaudeville, orchestra and motion picture houses, as well as having the sheet music trade give the particular number window display, etc. At the same time the player roll manufacturers and dealers are encouraged to give particular attention to the song in question and the talking machine record field is likewise covered actively during the period.

After all, there are only a limited number of songs during the year that are really big and if the sales drive on these numbers is distributed over the twelve months of the year the most can be realized on them in all directions.

No doubt, in a given month a drive of this sort could be made by two or more publishing houses and while this would not be the most advantageous situation it would contribute toward the general activity, there always being room for more than one number an active seller and it is up to the retailer to use his own judgment as to what song he wants to give the greater preference.

ATTRACTIVE WINDOW TREATMENTS

Good Work of Prominent Concerns Acts as Example to Retailers in General—The Use of Sheet Music in Show Window Exhibits

Practically each month since the opening of the new Wurlitzer store on West Forty-second street, New York City, some music publisher has secured one of the large windows for a special display of a record for which he publishes the music. The window being quite large, it lends itself to displays that could hardly be used advantageously in a majority of dealers' windows.

It has been the means, however, of developing the window dressing in connection with talking machine records on a quite extensive scale and as these are often photographed and reproduced in circular form and forwarded to the trade in general it has, undoubtedly, encouraged more elaborate displays throughout the country.

There has been some talk of syndicating displays of a more elaborate kind and with some numbers, particularly of the waltz variety, this is a most feasible idea. With the majority of numbers there would not be the likelihood of so much success as much as the popularity of numbers of that type is often too short. With a waltz, however, and numbers of the better sort, having a popularity of over a six-month period, an elaborate display would lend itself to syndicated purposes and with the progress that has been made in displays of this sort on elaborate lines there will, without doubt, be marked developments.

The present Wurlitzer display is of the Jack Mills, Inc. number, "Sleepy Head.

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 LOW, KISS MISS."
Making Profit on Sheet Music
Talking Machine Dealers Have Met With Considerable Success in Handling Popular Sheet Music in Their Stores During Past Year

Reports from leading sheet music jobbers of the country have shown that during the past year there have been a considerable number of talking machine dealers who have stocked the faster selling popular numbers in sheet music form and generally with success. Particularly has this been true in the larger trade centers, the dealers of which have taken kindly to the handling of popular numbers. This leads the way to the dealer in smaller communities following suit. After all, there is probably no other industry that has as little distribution as that found in popular sheet music. There are far less than 5,000 dealers who stock such goods. Thus the field is wide open for those interested.

In most communities the talking machine dealer can look around him and if his territory is not covered by a sheet music dealer, which he will find exists more often than not, it will probably pay him to consider the advisability of stocking such goods himself. The present wholesale and retail prices of popular numbers allow a good margin of profit and quick turnover. The newer method of displaying the goods in music racks gives a good display of titles and takes up little floor space. In fact, the racks can be hung upon the walls. There are at least fifty popular numbers, including better sellers from the musical shows, which are always quite active, and as titles can be obtained from distributing houses in centrally located points depleted stocks can be filled overnight, thus a great quantity of goods need not be carried and the wholesaler would require an investment at the very most of $200 to $300.

The dealers who handle such prints are almost unanimously of the opinion that the sale of sheet music in no wise affects the record sale of the same number. In fact, over a period it is generally found that both the sale of the sheet music and records of popular numbers will show an increase under such an arrangement.

Start Campaign on "Sweetheart"
Leo Feist, Inc., has just started an elaborate campaign on "Sweetheart," which is being featured by a number of the leading orchestras. Paul Whiteman and his orchestra of ten men, who play twenty-six instruments, gave a novel interpretation of "Sweetheart" recently, using all the instruments in the record time of one minute and fifty-nine seconds.

Issues "Blue and White Series"
Irving Berlin, Inc., announces the issuance of a new series of high-class standard publications to be known as the "Blue and White Series." The first of these new issues will include the popular numbers, "Paisley Flower," "There's a Corner Up in Heaven," "Purple Lily" and "Down on the Farm."
EUROPE'S BIGGEST DANCE HIT

MY MAN (MON HOMME)

AMERICA'S BIGGEST DANCE HIT

Songs by MISS FANNY BRICE in

ZIEGFELD FOLLIES of 1921

'Ask to hear it" "You can't go wrong with any Feist song" A "Tune" 'You Can't Forget"

INTEREST IN CARUSO'S SONGS

Much interest has been aroused through the death of Enrico Caruso in several songs published by Leo Feist, Inc., of which he was the composer. Chief among these is the song "The Song of Spite" and "Olden Times." A new edition of "Dreams of Long Ago" has just been published for the Victor Talking Machine Co.

The company will start an aggressive campaign in various parts of the country during September, and a big output is expected.

GET RIGHTS TO "VIOLET SONG"

Big European Success to Be Published Here by

Wintzmann as "The Violet's Dream"

The American rights of "The Violet Song," the latest number by Maurice Yvain, composer of "Mon Homme," have been secured by M. Wintzmann & Sons, who carried on the negotiations for the rights by cable. The number is a fox-trot and was introduced in the prevailing Paris review, "Ciao! Toi Plume," by the well-known artiste, Mme. Rose Amé, and is also being used in "The Whirligig," the review at the Palace Theatre, London. The English version of the number is published by West & Co., London, under the title of "The Golden Butterfly," but the American publishers will issue it under the title "The Violet's Dream".

WINS PRIZE FOR MUSIC SETTING

Franz C. Bornschein's Setting for "The Four Winds" Judged the Best

Franz C. Bornschein has been awarded the prize of $100 offered to composers of the United States for the best setting for the poem "The Four Winds," by Charles Luders. The prize was offered by the Swift & Co., male chorus, Chicago, and attracted the attention of many composers. Mr. Bornschein is a teacher of violin and composition and is also connected with the Peabody Conservatory of Baltimore.

PURCHASES "MONASTERY BELLS"

The Sam Fox Publishing Co., Cleveland, Ohio, have just purchased from Lee S. Roberts, Inc., the song "Monastery Bells," the music of which is by Pete Wendling and the lyric by Edgar Leslie. The company will start an aggressive campaign on the number during September, and a big output is expected.

THE COUNTRY'S QUICKEST "BLUES" HIT

'Ia De Da 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"
OCCIDENTAL TRAITS OF BUYERS INTEREST THE DEALERS

Talking Machine Retailers Have Their Pleasant as Well as Provoking Experiences in Catering to Buyers—The Music Maniac a Problem That Compels Special Trade Consideration

Talking machine dealer, in every section of the country who have had provoking experiences with so-called music "shoppers" who apparently come into the store and have records played simply for their own entertainment will appreciate the following story from the Bronx Home News, of New York.

The music maniac is with us. He locates the local talking machine and player-piano stores, listens to his favorite artists or melodies, and makes his appearance when expected to make a purchase. Proprietors of stores are trying to recognize the music maniac when he makes his appearance. Unlimited hours and expense have been wasted in dispensing the around trade.

As described by one dealer, they enter stores with a pensive confidence, summon a clerk or the proprietor himself and give the names of a half-dozen titles they would like to hear. They recite on the best choices while the clerk begins collecting the desired numbers, order them played as their faster dictates, and when finished slip out of the store, generally unobserved.

The music maniac knows music, dealers agree. Most of them have Eudaimon taste, have a contempt for jazz, a fanatical devotion to the highly technical and almost impossibly a critical faculty built up with long association with the art. Jazz buffs are never music maniacs. The lover of syncopation is the devotee of Terpsichore, not Orpheus. His love of music is predicated on his love of rhythm.

The music maniac, on the other hand, is a fervent disciple of the modified art. Music store owners have confessed that many of them possess a knowledge of music superior to that of the owners.

Called a Public Nuisance

As a public nuisance the music maniac has been regarded by the unanimous approval of all who have come in contact with him.

Detailing incidents involving specimen transactions of the clan, one dealer said:

"I think the chief of the gang was in my store the other day. His gall was positively epic. It was Saturday and it was one of the busiest days we had known for a long time. I was playing some Paul Whiteman numbers for a young girl who needed a half-dozen dance records for the same night for a party at her home.

"The music maniac made his appearance while one of the records was being played. He heard the first few bars of jazz with a distinct frown. With a contemptuous gesture he called me and told me to get out one of each of the Caruso records I have in stock. Anticipating a large sale I rushed about, forgetting everything and brought him the records. I played every one of them, listening to his comments, which were decidedly interesting.

"When I had played all the records," continued the dealer, "I turned to the counter to replace the records in their envelopes and once, as I turned, I saw him leaving the store. I was so suddenly shocked by his gall that I shouted after him. He turned and faced me, 'Aren't you going to buy anything after asking me to play more than a dozen records?' he asked me.

"Debora Serman

"Like myself he was a Hebrew, and glared at me in grooved surprise. After a moment's hesitation he asked: 'What I should buy on Saturday?' Well, he didn't let me return to the store until he had delivered a sermon on the Orthodox observance of the Hebrew Sabbath.

"With the progress of mechanically produced music the music maniac has multiplied, so that now he is classified by his preferences. Some of them prefer the Pianola to the phonograph; they cause the greater mischief.

"They are the ones who get us angry. You know playing a Pianola is work. Well, they come in and, like the phonograph fiends, ask for a selection of music and listen to it. They even seem to enjoy watching us work. We pump away while the melody transports them to their musical Paradise. Then they best us. You can't say anything to them. But it's an awful temptation."

As a result of his experience with the music maniac a Prospect avenue dealer said that he believed it was a good policy to ask all those who requested operatic arias or any music of classical distinction whether or not they were asking for a concert or intended to make a purchase.

"I say this without feeling that it exaggerates
HAVE YOU HEARD EDITH WILSON
and the Original Jazz Hounds?—Well, they have made

"NERVOUS BLUES"

On a Columbia record backed by

"VAMPIN' LIZA JANE"

NOTE: I wrote "Crazy Blues" and made Mamie Smith—so watch Edith—she is a winner.

PERRY BRADFORD, Inc., 1547 Broadway, New York

the condition," he said. "The jazz-lover never bothers us in this way. He or she comes in with the name of a piece, or asks for the latest to dance orchestration. Generally we don't have to play it through. They hear the first few bars and tell us to wrap it up.

"But the classical fans, they sit around while we grind the box or pump the Pianola, waste our needles, occupy our time, then leave without a word of thanks. It is a curious condition and while known to some other businesses it is not practiced to the same extent as in our own."

GOOD MUSIC IN "PUT AND TAKE"

"Put and Take" is the title of a new musical comedy, the book, lyrics and music of which are by colored writers and the cast of which is composed of colored performers. The show opened recently at the Town Hall, New York, and evidently is to have a lengthy Fall run. Among the song numbers are "Nervous Blues," sung by Edith Wilson; "Old-time Blues" and "My June Love." The latter is apparently the outstanding song of the show and has created much coin among colored people. Akin Dale, the New York American critic, describes it as a wonderful melody. The music for "Put and Take" is published by Perry Bradford, Inc., New York City.

TIMELY WORDS OF A GREAT MAN

"Go, sir, gallop, and don't forget that the world was made in six days. You can ask for anything you like except time." These were the instructions of Napoleon to his chief of brigade on the occasion of his leaving for Russia, and illustrate the value which this great strategist placed upon the element of time. They are words that can well be taken to heart by many business men.

NEW FEIST'S SONG RELEASED

"Mother, I Didn't Understand," a new song, has just been released by Leo Feist, Inc. It is by Bud Green, Howard Johnson and Al Pianta.

MEETING OF SCHOOL TEACHERS

Omaha Teachers Attend Lecture at Columbia Model Shop

OMAHA, Neb., September 3.—More than one hundred Omaha school teachers met recently in the Model Shop of the local wholesale branch of the Columbia Graphophone Co. The meeting was addressed by Miss M. Middleton, superintendent of music in the schools of Council Bluffs, Ia., and Miss Juliette McCann, superintendent of music of the Omaha schools. This interesting meeting was arranged by:

JOE HOWARD'S LATEST SONG

"Baby Face" is the title of a new song by the veteran popular singer and composer, Joe Howard, of "I Wonder Who's Kissing Her Now" fame, which is being published by the Edward B. Marks Music Co.

"TANGERINE" OPENS IN NEW YORK

Late in August there opened at the Casino Theatre, New York, the musical comedy entitled "Tangerine," which at least, according to newspaper reports, is the best of the newer musical offerings. Among the song numbers deserving special mention are "Sweet Lady," "Listen to Me," "Love Is a Business" and "In Our Mountain Bower," "Sweet Lady" and "In Our Mountain Bower" are already acknowledged successes. Leo Feist, Inc., publishes the score.

MARKS MUSIC CO. AS SALES AGENT

The Edward B. Marks Music Co. has been appointed sole selling agent for the Sophie Tucker song, "Daddy, Your Mammy Is Lonesome for You," originally published by the Triangle Music Co., New York City. The Edward B. Marks Music Co. also handles exclusively other works bearing the Triangle trade-mark, including "President Harding March" and "The Rambling Blues." There is an increasing demand for these numbers.

It Has Arrived

Charley Straight and Roy Bargy have Written an Unusually Attractive Fox Trot Ballad

IT MUST BE SOMEONE LIKE YOU

Starting Splendidly!

CHICAGO McKinley Music Co., New York
Retail Experience

In order to be of the greatest possible assistance to the Victor dealers whom we serve, we have built an organization, every member of which has had considerable retail sales experience in the Talking Machine business. Our recommendations are made only after thorough consideration from a retail viewpoint. Someone in our organization can help solve your particular problem.

C.C. MELLOR CO.
Victor Wholesalers
1152 Penn Avenue
PITTSBURG, PA.

FROM FACTORY TO DEALER DIRECT
TALKING MACHINE PARTS FOR EVERY MAKE

WE MANUFACTURE—

SUPERIOR Motors, Springs, Tone Arms, Sound Boxes, Attachments, Cabinet Hardware, Accessories and parts for all makes of Phonographs and Motors

FOR—
Victor, Columbia, Brunswick, Heineeman, Meisselbach, Krasberg Saal, etc.

Our New Catalog and Price List is ready—Write for your copy

SUPERIOR PHONO PARTS CO.
Brooklyn, New York

"FROM FACTORY TO DEALER DIRECT—TALKING MACHINE PARTS FOR ALL MAKES"
bia department to take care of the increased Grafonola and record business that will result from its favorable location on one of the busiest corners in the city.

**Tower Music Shoppe Change**

The Tower Music Shoppe, 1915 East Grand avenue, has been taken over by Samuel A. Berger and Samuel Shulman, who succeed Morris Sernkoef, former proprietor. They will continue it as an exclusive Columbia shop.

**Some Recent Visitors**

Other Columbia dealers who have paid visits to the St. Louis branch are W. E. Griswold and wife, of Hannibal, Mo.; Mrs. D. Howard, of the same department, has returned from a vacation trip to Kansas City, Mo. Mrs. F. H. Kaplan, former proprietor. They will continue it as an exclusive Columbia shop.

**MORRIS SHOP RENOVATED**

Second Floor of Shop Given Over to Victor Display Room and Demonstrating Booths

Norfolk, Va., September 7—Extensive improvements and renovations in the Morris Music Shop, 206 High street, that have been under way for several weeks, have just been completed, and the second floor constitutes the principal change made in the building. The establishment now has eleven demonstration rooms.

Just when the wins-
THE STEPHENSON MOVEMENT

Power

To meet the requirements of the most exacting phonograph user, there must be sufficient power to permit the pull of high notes and a reserve easily maintained by a few turns of the handle. Greater power than this will accomplish nothing; but rather, makes necessary a design both awkward and clumsy. In the self-contained springs of the Stephenson Movement, there is sufficient power with suitable reserve, and the design is most compact. The Stephenson Movement is Precision-Made.
When Rosa Ponselle, supreme soprano of the New York Metropolitan Opera Company, sings “A Song of India” from Sadko, she makes you feel the charm of the Far East surrounding you. Columbia 49920.

Columbia Graphophone Co.
NEW YORK

OTTO HEINEMAN BACK FROM EUROPE

President of General Phonograph Corp. Returns
From Visit to Leading European Countries—
Gives Interesting Resume of Conditions
In the Various Countries He Visited

Otto Heineman, president of the General
Phonograph Corp., returned on the steamer
"Orduna" a few days ago, after spending six
weeks abroad. He was accompanied on his re-
servation, secured invaluable data relative to
business activities in Europe and the trend of
industrial affairs.

Commenting upon general conditions in the
leading European countries, Mr. Heineman said:
"When I visited England this country was suf-
fering from the effects of the coal strike, although
I was glad to note that there was an under-
current of optimism in practically all industries
which was substantiated by signs of a trade re-
covery generally.

"France is recovering more slowly than any
of the great European countries, and this must
be expected, as this country is facing exceptional
economic conditions. The improvement will be gradual,
although by next year I feel sure that France
will be on the road to steadily increasing pros-
perity.

"Germany was a revelation in many ways.
Although I had heard that German industries
were in excellent shape, I had not imagined that
they had improved so remarkably as evidenced
on my visit to this country. Germany is secur-
ing a material proportion of English trade, own-
ing to the fact that she is producing merchant-
dise at very low prices. Internal conditions
throughout Germany are excellent, and in prac-
tically every manufacturing field the factories are
working to capacity. Orders are being received
from all over the world, and an important fac-
tor in German manufacturing activity is the labor
question, for at the present time German labor is
receiving one-eighth of the wages paid to labor
by the rest of the world, owing to the present
rate of exchange.

"The phonograph business in Germany is very
prosperous and the larger companies are paying
20 per cent dividends. Export trade is rapidly
increasing and I found that the quality of Ger-
mian merchandise had improved greatly as com-
pared with previous years. The phonograph
business in England is fairly active, with the out-
look for the future very promising and a gen-
eral spirit of optimism exists that is encouraging."

PROTECTION FOR TRADE-MARK

Patent Office Now Recording Articles of Incor-
poration of Companies

Clarence J. Loftis, of Chicago, counselor in
patent and trade-mark cases, has called attention
to an order recently entered by the Commiss-
ioner of Patents in Washington which provides
in substance that for "the present the Patent
Office is recording the articles of incorporation
of companies, so that their names may be avail-
able for trade-mark searchers."

Mr. Loftis points out that the new order
should prove of interest to and be taken advan-
tage of, by mercantile and manufacturing cor-
porations and their representatives in the pro-
tection of their patent and trade-mark interests,
for the system of registration should tend to
eliminate largely the possibility of unauthorized
and mischievous persons registering in the Pat-
ent Office trade-marks which are the principal
part of a corporate name.

RETURNS FROM WESTERN TRIP

PHILADELPHIA, PA., September 7—Harry A.
Beach, vice-president of the Unit Construc-
tion Co., this city, manufacturer of Unico equipment
for talking machine warerooms, returned on
August 30 from a seven weeks' trip throughout
the West. Mr. Beach reports that a very opti-
mistic spirit is manifested throughout that sec-
tion of the country and that the dealers expect
good fall business with the increased activity
lasting throughout 1922.

L. C. WIRES HEADS ORCHESTRA

LITTLE FALLS, N. Y., September 12—Leland C.
Wires, manager of the Victrola department of
the B. Feldman & Sons store, has resigned to
accept the position of manager and leader of the
Liberty Temple orchestra in Herkimer.

MASTER WAX

Special Waxes for Recording and Black Diamond Business Blanks

Due to our increased business, we announce that we have moved from 57-59 Paris St., Newark, N. J., to a new and larger factory at 165-167 Bloomfield Ave., Bloomfield, N. J., where we are equipped to produce at a maximum.

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

The Wax and Novelty Company
165-167 Bloomfield Avenue, Bloomfield, N. J.

F. W. MATTHEWS
NEW OFFICES FOR FAVORITE CO.

Headquarters To Be Established In New York. With Branch Shipping Department In Brooklyn-To Announce New Machine Line

Announcement was made early this month that the Favorite Mfg. Co., 1506 De Kalb avenue, Brooklyn, N. Y., had acquired a lease of the quarters formerly occupied by the Wonder Talking Machine Co., 105 East Twelfth street, New York City.

The New York building will house the executive offices and the main shipping departments of the company, the Brooklyn address becoming a branch shipping point for service to Brooklyn and Long Island dealers.

The company was recently appointed distributor by the American Odeon Corp. and now carries a full line of that firm's foreign records. Particular attention is to be given the German catalog.

In addition to the foregoing the Favorite Mfg. Co. is distributor for the General Photophone Corp. and handles a full line of Meisterbach and Heineman motors, as well as tone arms, sound boxes, etc. The company also distributes the Hubber harmonia and a complete line of union springs, cabinet hardware, parts and accessories.

It is understood the company will shortly announce a new line of popular-priced table talking machines.

CAPITOL SHOP OPENS IN DETROIT

Stanley Grzegowski to Open Chain of Similar Shops Through Michigan

DETROIT, Mich., September 8.—Mayor Comerio of Detroit and a group of his intimate friends were guests of honor at the opening of the Capitol Photophone Shop this week. The new store, at the headquarters of the Burns-Pollack Electrical Mfg. Co., of that city, and while there made arrangements with this concern to represent them throughout the State of Michigan. Plans are now well under way for the opening of a chain of exclusive and attractively arranged Capitol Shops throughout the State of Michigan.

The Capitol phonograph, which is being placed on the market by the Burns-Pollack concern, is a combination horn and talking machine of rare beauty and design. The lighting is done by two fifty-watt incandescent bulbs, concealed within the shade. The turntable and tone arm are also polished therein. The shade is so arranged that the upper portion may be fitted up in order to gain access to the turntable. The motor and all working parts are mounted in a case of solid copper, which is entirely hidden from view. The base of the lamp is of the flared pedestal design, and this base is utilized as an amplifier.

The new Capitol Shop is handsomely fitted up to represent an up-to-date drawing or music room; in fact, the modern home is carried out in every detail throughout the entire shop, the idea being to give the patrons a better suggestion of how the Capitol phonograph is in keeping with the popular styles of home outfits.

GIVING PRAISE WHEN IT IS DUE

The dealer who is big enough to praise a salesman when he performs a commendable bit of work is inspiring his men to greater loyalty and efforts. Salesmen are human and they like to receive credit when credit is due. Many merchants hesitate to do this for fear that the salesman will develop a swelled head, but, as a rule, nothing of the kind happens. On the contrary, a little encouragement goes a long way in bolstering the determination of the salesman to make a better showing.

REPORTS BUSINESS IMPROVING

John Symott, Columbia dealer in Fort Scott, Kan., was a recent visitor at the Kansas City Columbia store. He reports business conditions improving and the outlook good for a large business for talking machine dealers in Fort Scott this fall.

Our sale to a satisfied customer is worth a dozen sales to unsatisfied customers. The satisfied customers always come back.

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
New Creations in Phonographic Art

Blue Bird phonographs are the last word in scientific construction, artistic appearance and tone reproduction.

Blue Bird phonographs play all records

The "Blue Bird" fills a place all its own in phonographic achievement. Three new models here shown have been created by Blue Bird craftsmen to round out a complete line of authoritative models which will satisfy the most exacting tastes.

The "Emanator" — an automatic record container, practical and efficient, is a special Blue Bird feature.

Variety of styles in Blue Bird phonographs range in price from $65 to $325.

— and now Blue Bird records are ready for distribution to all dealers, whether they handle Blue Bird phonographs or not.

Their tone purity, infinite range and freedom from surface noise distinguish them from all other instruments.

The Blue Bird factory is devoted exclusively to the manufacture of phonographs and is one of the strongest and best equipped organizations of its kind on the Pacific coast.

If you are not selling Blue Bird phonographs, there is a big opportunity for you in your city.

Write for full information and special discounts to dealers.

BLUE BIRD TALKING MACHINE CO.
Los Angeles, California
NEW YORK TALKING MACHINE CO.'S HANDSOME NEW HOME

Prominent Victor Wholesaler Established in New Quarters on West Fifty-seventh Street—Maximum Conveniences for Employees a Feature—Luncheon Club Proves Success

The New York Talking Machine Co., Victor wholesaler, is now completely established in its new home on the twelfth floor of the Willys-Overland building, at 521 West Fifty-seventh street. In addition to providing exceptional facilities for every department of the company's organization, the new home is noteworthy for the comforts and conveniences that are afforded the company's personnel.

One of the features of this spacious floor is a comfortable luncheon room, which is meeting with the enthusiastic approval of the employees. In fact, it is becoming more than a luncheon room and may well be considered a luncheon club, for the members of the organization gather there daily to exchange views and promote good fellowship.

Arthur D. Griswold, president of the New York Talking Machine Co., is a firm believer in the value of personal comfort for his employees, and with this idea in mind there are being provided on the roof of the building extensive facilities for appropriate sports. The new home of the New York Talking Machine Co.'s present quarters is one of the most important being a record stock vault, with a capacity of over 500,000 records. Shipping facilities are ideal, as the building is adjacent to practically every freight terminal of the city.

Mr. Griswold returned to his comfortable quarters in the fore part of the floor, where the space furnished there has greatly increased since he had been away and he has returned feeling fit to handle the largely increased business that he predicts for this Fall.

Soss Invisible Hinges

are essential to preserve the beauty of design, particularly when it is desired to disguise the talking machine cabinet. In many of the better cabinets of today Soss Hinges are used. They are mechanically accurate and can be installed quickly and easily.

Write for Catalogue

Soss Manufacturing Company
778 Bergen Street, Brooklyn, N. Y.
OPEN HANDBOEDE NEw DEPARTMENT

Cleverly Arranged Opening Recital of Edison Department in Store of Robinson & Son's Co.,
San Jose, Cal., Brings Surprising Results

SAN JOSE, CAL., September 3.—The Robinson & Son's Co. recently installed a fine Edison phonograph department in their big hardware store in this city, and have equipped the department in a way that has aroused great interest locally. The department is equipped with several glass enclosed sound-proof booths, a main display and demonstration room, a turntable room, all located under the balcony of the main floor, utilizing that space to excellent advantage.

The opening of the new department proved a real event in the local musical world. Warren M. B. Reilly, the store manager, sent out handsomely engraved invitations to a selected list, and advertised the fact in the newspapers that a recital and reception would be held at the store on a certain Saturday afternoon, admission being by card only. Cards were obtainable at the store, each applicant being called upon to give name and address, which meant the Wilding rule that a recital and reception would be held at the store on Saturday afternoon.

New to the thing to stock the "Phono-Movies" for the hobby trade and ordinary customers to enjoy this exhibit of phonograph, Edison phonograph department to make their own record for the outfit to be within reach of all.

-looking either an autographed photo of one of the Edison artists or a reproduction of a famous painting free of charge. This card, too, was to be filled with the name and address of the applicant, which was called upon to answer at the bottom the following questions: Do you own a phonograph? and "What make?" It is hardly necessary to say that, with the prospect of getting something for nothing, several hundred people filled in the information requested without a question.

Attractive programs of the recital were handed in each guest, together with a pencil so that the desirable selections could be checked off on the list as they were rendered. The number of record orders that resulted from this scheme surprised even Manager Reilly. There were also several immediate machine orders booked.

BARKER HOME FROM COAST TRIP

W. H. Barker, of the American Talking Machine Co., Brooklyn, N. Y., Victor wholesaler, has just returned home after a trip to Seattle to visit his brother, Mr. Barker attended the Jubbers' Convention in Colorado Springs and went to the Pacific Coast following the meeting. He joined up with the Elks' Convention party on the Queen and came on the Elks' special train. He is still suffering from a cold in the neck caused by too much sleeping in Pullman berths.

FEATURE OF OLYMPIC LIST

In the October list of Olympic records, made by the Olympic Disc Record Corp., of New York, appear the first recordings on disc records of the Ritz-Carlton orchestra. It is expected that the recordings of this famous orchestra will prove very popular and create a very strong retail demand.

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

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.

JEWEL PHONOPARTS

154 West Whiting Street

Chicago
Distributors Wanted

To Take Over Wholesale Business in Established Territories for ARTo RECORDS

The ARTo Co. is ready to appoint Distributors to take care of its rapidly increasing National Business. All established accounts will be turned over at once to these Distributors, and they will be accorded full co-operation from the main office.

This Is a Real Opportunity for either large or small organizations with aggressiveness and ability—responsible firms who are already organized, or who can immediately become organized, to handle big volume business.

Nine Sound Reasons for ARTo Distributors' Success

ARTo Records—"Hits Always First"
ARTo Records are of the highest quality
ARTo Records have practically no surface noise
ARTo Records excel in physical appearance
ARTo Records are long wearing
ARTo Records rank high in musical value
ARTo Records lead in "Blues"
ARTo Records comprise all classifications
ARTo Records are selling in daily increasing volume

The ARTo Co.

CAN and DOES Make Prompt Deliveries

Actual performance has gained for ARTo an enviable reputation for Prompt Deliveries and has also won national recognition for "Hits Always First." These two established factors mean TURN-OVER—and "Turn-Over" is the Twin Brother of "Profit."

The new ARTo Distributor's Proposition provides liberal discounts and insures large and constant profits to the right kind of Distributor. Extensive Advertising Campaign now ready to launch. Prompt action necessary.

Address:

THE ARTo CO.

1658 Broadway :: :: :: :: New York City
Get Ready For a Big Fall Business in Victrolas and Records

Business is constantly improving. Many who have delayed purchasing an Instrument or Records for their home will buy soon. Aggressive dealers all over the country are reporting increased activity. You are just entering upon a busy Fall season. Don't let the demand find you unprepared.

We Are So Located and Equipped to Give You the Utmost in Helpful, Business-Building Service

—from list of Records selected by our committee as the best sellers for the coming season. To allow us to furnish this will not obligate you in the least—and will help you in making up your order.

—An order, large or small, will convince you of this. We make it a rule to fill orders same day received—to fill them carefully and correctly—and, with the excellent and varied transportation facilities at our command, we are in position to get the merchandise to you with special promptness.

Grinnell Bros

Wholesale Distributors of Victrolas and Records

First and State Streets, Detroit
The "Say It With Records" Idea Has Made a Big "Hit" With the Talking Machine Trade

The "Say It With Records" idea, which was described—and along with one special line worked out—in the last month's Talking Machine World, is based upon an wonderfully correct principle, and one of our friends has suggested that its possibilities ought to be further developed.

Some New Ideas

Merchants and manufacturers alike are looking for new ways and means to sell records. Everybody in the trade is thinking along these lines. What we have to say here opens up a great many suggestive possibilities.

The Great Gift Business

Last month we showed that the mercantile or advertising man who thinks closely about the habits and ideas of the community he serves cannot but be struck with the immense amount of business done through the desire of the average young American to make himself solid, as it were, in the sight of his girl. It is an unproved American girl and spends money on her. Hitherto that money has been spent mainly on candy, flowers, theatre tickets and taxi fares. We suggested some of that money going into a drive toward talking machine records. It is now time to carry the same notion a step further.

Another Slogan

Suppose we get up a new slogan, running somewhat as follows:

"If you cannot find the words to say it,
Let the record say it for you,"
and consistently use this in our advertising at all appropriate times, we shall find it a powerful weapon for getting under the consciousness of the community. A few instances of what we mean will be useful. The American family has an enviable reputation as a good neighbor, who is fond of his wife and spends a good deal of money on her. But it always takes a powerful stimulus to change well-settled habits, and the American husband’s habit has been, for long, to give the candy box and the flowers. He ought to be told constantly that his wife has her own ideas about music and that very often those ideas are quite different from the ideas of her husband and her family.

The mistress of the household is likely to be musically more refined than the others in the family, and it is likely that when the purchases of records are made exclusively for the young folks and represent a class of music which does not particularly appeal to the wife. Hence the fact that the great success of a high-class record once in a while will be highly effective in proving to Madame that Monsieur her husband loves her as of old and has time to think of her in the intervals of making a living.

Then "Mother" Enters

A good many different changes can be run on this idea. For instance, there is the well-known "Mothers’ Day," which has long been taken up and cleverly worked out from the talking machine standpoint by the advertising department of the Brunswick Co. The "Mothers’ Day" idea is a true gift-giving idea, proven to be effective. It is intended to teach the young men and young women to show their appreciation of what their mothers have done for them by bestowing on her, once a year, all the connnected with the American husband has always been unselfishly bestowed on them. American sons and daughters need the reminder. Now, it is not difficult to couple with this idea the other, less broad but equally acute, that small picture postcard conveys the whole thought more beautifully and in more definite form than anything else.

We can readily apply our "Let the Record Say It" in this case. Mother, who appreciates music and very often cares only for the children. Here is the same idea, then, coming back with renewed force, to provide for the advertisement of records in a theme on which they can play indefinitely more than anything else.

Think of her in the immensity of making a living. Think of her in the immensity of making a living. Here is the same idea, then, coming back with renewed force, to provide for the advertisement of records in a theme on which they can play indefinitely more than anything else.

The Great Gift Sexiness

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The mistress of the household is likely to be musically more refined than the others in the family, and it is likely that when the purchases of records are made exclusively for the young folks and represent a class of music which does not particularly appeal to the wife. Hence the fact that the great success of a high-class record once in a while will be highly effective in proving to Madame that Monsieur her husband loves her as of old and has time to think of her in the intervals of making a living.

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THE TALKING MACHINE WORLD 145

THE BIG HIT FROM "TANGERINE" —
A CATCHY MELODY YOU CAN'T FORGET

"Sweet Lady"

Sung by JULIA SANDERSON and FRANK CRUMIT

ASK TO HEAR IT

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

Mother, let us beware of the temptation to become sloppy when writing advertising copy. It is not true that "Mother" is necessarily a feeble-looking old female person in a gown of 1800 vintage, with large spectacles and white hair and a general air of being rather weak and helpless, not to say afflicted with rheumatism. The advertisement writer is too often in this as in other cases, afraid not to be sloppy, on the ground that the thing must be fearful if it is to have "heart interest." All wrong! The modern Mother reads, thinks, votes, finds time to belong to a club, wears her hair pretty, dances, is not afraid to show her legs and dresses in style. Ask the milliners, the dressmakers and the manufacturers of women's garments. They know. In carrying out the plan, then, of connecting Mother with the gift of records, let the work be done neatly, not sloppily.

And Still Another Way

Mothers' Day leads one to think of anniversaries, of which every family has its little lot in the forming of the domestic calendar are always coming around. It always is worth while saying to fathers, brothers and husbands:

"When that anniversary comes around, let the record say it for you."

One can go still further. Observation of holidays and patriotic anniversaries is fortunately still an American custom and one which, apparently, will not die off in a hurry. The modern Mother reads, thinks, votes, finds time to belong to a club, wears her hair pretty, dances, is not afraid to show her legs and dresses in style. Ask the milliners, the dressmakers and the manufacturers of women's garments. They know. In carrying out the plan, then, of connecting Mother with the gift of records, let the work be done neatly, not sloppily.

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Solving the Record Adjustment Problem from the Retailer's Standpoint

By Harry Drew

**$2.40**

**EACH** month spend a two-cent stamp on the home that has no Victrola, and hammer away at it every month for ten years, and your bill for stamps will be $2.40!

Think of it! Circularize a thousand people each month at an expense of only $2.400 at the end of ten years. If you said only "Jones—Victrolas" to a thousand Victrolaless homes every month it would develop your business enormously.

We can tell you how to organize for selling by mail.

We can supply you with the material you need, and an efficient envelope-addressing machine, and, furthermore, can supply our customers with the Victrolas needed to back up a campaign of this sort.

Write to us today.

Buffalo Talking Machine Co., Inc.

Wholesale Victor Distributors

Buffalo, N.Y.
"Honey Lou" and "Honeymoon Home" are two fox-trots by Art Hickman's Orchestra. That means that all dance lovers will buy them. How many of these have you ordered? A-3440.

Columbia Graphophone Co.
NEW YORK

Main-Springs

For any Phonograph Motor
Best Tempered Steel

| Size | Price
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For well dressed, best lost, motor, $1.50 extra.

SAPPHIRSES—GUARANTEED

For all phonographs, $1.50 extra.

TONE BARS
The best selection of Columbia, $1.00 each. Standard, $1.50 each.

ORDER RIGHT FROM THIS AD

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

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.

HOW AND HOW NOT TO SELL

Prospective Customers Entertain by Procrastination—You Are Unable to Pay for the Best—Dress No Indication of Finances

The writer was standing in a music store not very long ago when waiting to receive attention he overheard the salesman say to a poorly dressed customer who had entered a moment before. "That machine is too expensive for you." This was the answer the prospective buyer received in response to his inquiry as to the price of the machine. Did the clerk (who surely was not a salesman) make a sale to this man? He most emphatically did not, and, what is more, he probably loses a great many sales for the firm by which he is employed. It is wise to get rid of such a salesman at once, because if his services are retained for any length of time he will cause incalculable harm.

A person who enters a store usually does so for the purpose of looking over the stock with the idea of buying. Perhaps the prospect is not in a position to make a purchase at the moment, but if the proper courtesy is extended and a favorable impression is made by the establishment the customer is pretty sure to return when he or she is ready to do business.

Whether a man is poorly or richly dressed, he is human and resents any inference that he is unable to pay for the best. Another angle of the situation is that one can seldom tell from the dress of the prospective buyer what his finances are. Many men with very substantial incomes are engaged in occupations which prohibit the wearing of smartly pressed, expensive apparel all the time. There are also many persons whose love for music is so great that despite their small incomes they are willing to assume the responsibilities involved in purchasing the best talking machine, and they will make sacrifices in other things to meet the payments regularly. It is not always the customer with the least money who will try to cheat by avoiding and delaying payments. In many cases this class of people take great pride in their honesty and as a result they pay with the greatest promptitude.

The friendship of many a customer is lost through lack of attention at the store.

September 15, 1921

THE TALKING MACHINE WORLD

147
ETCHED METAL NAME-PLATES
FOR MANUFACTURERS AND DEALERS
SMITHOLA
MAD BY
JOHN SMITH & CO.
NEW YORK
EVERLASTING
ELECTRO-CHEMICAL ENGRAVING CO., Inc., 52 Vanderbilt Avenue, New York, N. Y.
Write for prices stating quantity desired
GOLD BY
HENRY JONES & CO.
ALLENSBY, PA.
NEAT IN APPEARANCE

Stop! Look!! Order!!!
Sem-Annual Inventory Shows a Small Stock of Odd
HARMONICAS
ACCORDEONS
CONCERTINAS
VIOLINS
BOWS
TRIMMINGS AND OTHER STRINGED INSTRUMENTS
WE WILL NOT LIST THESE IN OUR FALL CATALOG, THEREFORE CLOSING OUT BELOW COST WHILE THEY LAST. MAIL YOUR ORDER FOR ASSORTMENT AT ONCE
A few of the numbers—Write for special list of others

VIOLINS
2414/4 (Larimex Stradivari) Tight bows. From $5.00 to $9.00
2447 Strad Model, undercut figured backs and necks, French polished. From $6.00 to $9.00
1200 Initial violin, highly figured backs. From $3.00 to $5.00

HARMONICAS
2419 The single hole. From $0.25 to $1.00
267 "BmLL BmLANcE" 2 holes, 2 double holes. From $0.25 to $7.00
437-25 hols, 50 double holes, 27 reeds. From $5.00 to $7.00

ACCORDIONs
142 13 holes, 20 keys, 2 levers, 2 sets of STYLIZED BRIEU TREMOLOS. From $5.00 to $10.00
131 20 keys, 20 professionally point. From $4.00 to $6.00
277 4 holes, 4 levers, 2 sets of STYLIZED BRIEU TREMOLOS. From $4.50 to $8.00
260-1 24 holes, 22 metal keys in 6 consecutive rows. From $10.00 to $12.00
Fold extra long bellows. STYLED BRIEU TREMOLOS. From $17.50 to $20.00

Write for our new Fall Catalogue.

Buegeleisen & Jacobson
5-79 Union Square
New York

THE CABINET and ACCESSORIES COMPANY
Otto Goldsmith, Pres.
145 E. 34th St.
NEW YORK

MORE ACTIVITY IN NEW ORLEANS

Leading Jobbers and Retailers Report Increasing Demand for Machines and Records—Some Attractive Window Displays—News of Month

NEW ORLEANS, La., September 7—September heralding the Fall months, is later and it finds the talking machine dealers of this city getting ready for an unusually busy season. Reports from the nearby country districts are very favorable, as a splendid crop of sugar cane, rice, corn, etc., giving rise to much optimism and with the prospect of 25-cent cotton the situation is exceedingly bright.

Parham Werlein, of the house of Werlein, along with Mrs. Werlein, is receiving congratulations upon the recent arrival of Parham, Jr. The youngster is a "great fellow" and the illustrious owner of the house of Werlein, both past and present, assures his future as a music merchant.

The Maloney & Marks Co. got off to a good start for September with a drive on Victoria Model 40 and Manager J. D. Moore looks for a big month in this feature. Much advertising in local papers, as well as large Canal street window displays, is contemplated.

Manager Will Berry, at Dwyer Piano Co.'s department, reports an unusual demand for large-type machines of late and believes this augurs well for Fall.

The Dugan Victrola Club is "going over good," to paraphrase June Bernice Jankau, who manages John Dugan's Victrola department. "Dol-lar down" on cabinet models with cash purchase of records is the feature.

Paul Ashton expected little for August, but last month, so things are hummimg at the Ashton Music Co. in preparation for a big Fall business.

A clever window featuring a beach scene, effectively showing the possibilities of the new portable Model "SO" Victrola for outdoor entertainment, has kept Ned Wilson and the Collins Piano Co. in the limelight the past thirty days.

And speaking of clever windows, Manager Powell, at Werlein's retail department, has had so much to crow about himself. An Arctic scene, with the aurora borealis, Eskimo hats, polar bears, six "Victor" dogs looked to a sled, etc., in the rug for Canal street crowds, driving home the "Keep Cool With a Victrola" idea, during the past several sweltering weeks.

Paul S. Feiler, secretary-treasurer of Philip Werlein, Ltd., visited the Victor Factory early in the month and later will spend some time vacationing with his family in North Carolina.

Over at Croswedid's Manager Ralph Young is happy over his big business score for August.

Miss Emma Delery, of the Werlein wholesale, is back from a pleasant two weeks' stay in the North Carolina mountains. She was accompanied by her little niece and they had an enjoyable trip.

Walter Schaeffer, traveler for Werlein's wholesale, was recently missed Mr. Boulah Bedgood, of Montgomery, Ala. They are receiving the well wishes of their many friends.

ENTIRE FLOOR FOR DEPARTMENTS

Piano and Talking Machine Departments of Burgess-Nash Co., Omaha, Now Located on Fifth Floor of Company's New Building

OMAHA, Neb., September 5—The piano and talking machine departments of the Burgess-Nash Department Store, this city, are now located on the fifth floor of the company's new nine-story building, the departments occupying the entire floor. The floor space is now being divided into separate demonstration parlors for player pianos and talking machines, and it is planned to provide an auditorium seating several hundred people, to be used for giving demonstration concerts and also to be placed at the disposal of local music teachers for recital purposes.

Eugene M. Francis is manager of the depart-ment and is enthusiastic over the new quarters.

ONE-MAN TRUCK A SUCCESS

Lea Truck Well Received by Trade—Has Many Valuable Features

FIREWAY, O., September 6—The Self-Lifting Piano Track Co. of this city, is receiving many letters of commendation from talking machine dealers relative to the value of the Lea talking machine truck which this company introduced some time ago. This truck, which can be handled by one man, loads and delivers to any floor the largest type of talking machine, thereby cutting down overhead expense. It may be quickly adjusted to any size of machine and is equipped with rubber-tired wheels. The company is finding a ready sale for this truck in all parts of the country.
TALKER MUSIC AS AN AID TO GOLF

Well-known Golfer Improves His Driving by Half Per Cent by Practicing Swings to the Rhythm of Music Produced by Talking Machine—What Will Be Next in Line?

Talking machine men addicted to the golf habit, and who oftentimes complain about their inability to make their expected scores, can now be of good cheer, for music, and particularly talking machine music, having found its way into practically every other line of endeavor, has now been introduced into golf, according to a story told by Robert Edgren in the New York Evening World recently.

According to Edgren the adoption of music as an aid to golf is to be credited to Alex Morrison. In this connection he says:

"When I began playing golf, a few months ago, Alex was in his back yard practicing swings with a driver. In the house someone turned on a phonograph. Alex began unconsciously whistling the tune, at the clever tops. After a moment he suddenly became aware—that's the way he explains it—that his swing was as smooth as oil and the club head was going through with no effort and a speed that amazed me.

"That afternoon Alex went out on the golf course and took his phonograph along. Swinging in time to the music, which was a waltz, he began popping out 250-yard drives right down the middle of the course.

"Next day Alex had a game out with his friend, Ed Flannigan. He figured on getting an extra caddy to carry the phonograph along, set it down at each tee and keep it cranked up. But it was too bulky. He left it home.

"On the first hole he hooked his ball off the course, which was some hook, so he told Flannigan about the musical drive, and Flannigan composed a tune which he hummed loudly whenever Morrison drove. The words were nothing much—they just went "da-da-da-da-da-da-da-da-da"—but the tune was so rhythmic that Morrison increased his drive by twenty-five yards.

"Then Flannigan began working on the musical drive. He used a phonograph for practice. I'd played with Flannigan before that. His maximum drive was about 125 yards. He is now driving a consistent 250, and he can do it with an iron if he wants to.

"He keeps his swing timed to a new tune that he hums under his breath, so that no one else can get it. And he's thinking of going after a major championship.

"As for Morrison, he has added a new feature. After taking his stance Alex blindfolds himself with a scarf, hums his tune, swings his driver up, down in time, and drives a Babe Ruth straight down the fairway every time. Alex says that the blindfolding is another improvement on the great old game, for when you don't see the ball your swing can't be influenced by any hesitation about just where you're going to swing it."

A. A. FAIR VISITS NEW YORK

Sales Manager of Jewett Phonog. Co. Arrives Here for Important Conferences—Jewett Factory Working to Capacity

A. A. Fair, sales manager of the Jewett Phonograph Co., Detroit, Mich., arrived in New York recently for a few days, in connection with important details relative to New York representation. Mr. Fair was in conference with several of the leading retailers in this territory, who had requested him to give them details regarding the company's plans for the future.

Mr. Fair brought with him one of the new Jewett console models, which he exhibited at the Hotel Pennsylvania. Many of the local dealers evinced keen interest in this instrument, commenting particularly upon the attractiveness of the cabinet design and the tone quality. Mr. Fair states that the Jewett factory is working to capacity and within the very near future an announcement will be made relative to several new models that will complete the Jewett line. The console models have attained phenomenal success and under Mr. Fair's able direction the Jewett sales staff is opening new accounts in all of the leading trade centers.

MOVES INTO LARGER QUARTERS

The Alex Robinson Type Writer & Phonograph Exchange, of Ilen, N. Y., has moved to larger quarters in this town. A full Brunswick line is carried. Odeon Clesebrough, well-known local tenor, is in charge and has started an active drive for Fall sales.

THREE GOOD REASONS

WHY YOU SHOULD INSTALL A SHEET MUSIC DEPARTMENT

1.—Substantial Profit.

2.—Small Investment.

3.—Draws Trade for Other Merchandise.

Hundreds of Merchants in your line are now enjoying active trade as a result of installing a Sheet Music Department.

A New Department can be opened with a $100 Investment, including necessary Display Racks.

Let us tell you about our guarantee offer. It enables you to start a Sheet Music Department at our risk.
DEPARTMENTIZE YOUR BUSINESS


Every business should be departmentalized for the purpose of knowing just where you stand. According to The American Business Manual the following is the way it should be done:

Departments—Following the division indicated, there will be, in a wholesale mercantile house, under the supervision of the general manager or proprietor, the following departments which are to a certain extent interconnected:

1. Purchasing department, whose duty it is to replenish stock.
2. Stores department, which receives and stores goods still needed.
3. Sales department, which has charge of the selling.
4. Advertising department, which is often an adjunct of the sales department.
5. Credit department, which passes upon all sales and accounts.
6. Order department, which fills all requisitions.
7. Traffic department, which decides upon the routing and shipping of goods and freight bills.
8. Shipping department, which assembles all outgoing goods, packing and shipping them as directed.
9. Collection department, which has charge of outstanding accounts.
10. Accounting department, which records all transactions.
11. Correspondence department, which has charge of all letters and documents, and general filing work for all other departments.

W. C. Griffith, formerly in the talking machine business in Dallas, Tex., recently went to Blairsted, W. Va., where he accepted a position as director of the division department of the Goodyear Drug Co.

F. P. OLIVER INJURED IN ACCIDENT

Popular Talking Machine Man Injured in Automobile Accident—Escapes Serious Injuries

Fred P. Oliver, vice-president and sales manager of the Blackman Talking Machine Co., New York, Victor wholesaler, is suffering from the effects of a serious automobile accident which took place near Mr. Oliver’s Summer home at Lake Malomere a fortnight ago. Mr. Oliver, accompanied by several friends, was riding in an open touring car on route for the golf course when a reckless driver of a semi-passing car smashed into the side of the touring car. Mr. Oliver was thrown out of the car, but through a miracle escaped serious injury, falling on his right arm, which may possibly be sprained. His left arm is also slightly injured, but he hopes to be in first-class shape before the month is out.

NEW PATHE POSTER FOR DEALERS

Special Twenty-four Sheet Poster, by Cugot, New Available for Dealers’ Use

The Pathe Freres Phographie Co., Brooklyn, N. Y., has announced a new twenty-four sheet poster which it has provided for free distribution to Pathe dealers. This poster, 9 x 21 feet, has been painted specially for Pathe by Cugot, the brilliant French poster artist. It depicts an ensemble of opera stars in various roles which are available on the Pathe record list, together with an excellent reproduction of the “Pathe machine. Across the top is the Pathe slogan, “This costs no more than the ordinary phonograph.”

To Sell the Victrola IX’s

Get immediate action. Clear out your Victrola IX’s. With the price that’s now on this Cabinet no 1403, you can put it with a Victrola IX, sell it for less than $100, and make money. Your Victrola IX’s will stay on your floor until you hook them up with cabinets. Write today for at least one sample.

$14.85 F.O.B.

The UDELLWORKS

1309 West Twenty-Eighth Street
AT INDIANAPOLIS

GRETCH BANJOS

Tenor Banjos and Banjo-Mandolins

Eight handsome models, ranging in price from $15.00 to $65.00, make up the line of GRETCH Professional Banjos. The series is complete, providing a Banjo, Tenor Banjo and Banjo-Mandolin in each model.

Laminated, 3-ply rock-maple rime—built-up necks that can’t warp—those are points of construction that mean rugged strength and staying power.

Artistic beauty of finish and finish brilliance are other features that make them really sellers.

With these instruments in your store you are prepared to please the professional player (and the amateur as well) with the kind of a banjo he needs— and wants.

But the prices are right—just to your customer and just to you. You’ll find it easy to sell and get a generous margin of profit. And better still, you’ll have the satisfaction of knowing that you’ve served your customer to his satisfaction when you sell him a GRETCH Banjo.

WRITE us, on your own letterhead, for descriptive Circular of GRETCH Banjos and also for our Confidential Trade Price List—the latter quoting wholesale and retail prices on our entire line of Quality Musical Merchandise.

The FRED. GRETCH MFG. CO.

Musical Instrument Makers Since 1883

60 Broadway
BROOKLYN, N. Y.

Percy Hemus in "The Impresario"

Percy Hemus, well-known baritone and exclusive Olympic artist, is starring in the new musical play, “The Impresario.” This production will start on a tour early in October and the present bookings cover 100 different cities. The Olympic Disc Record Corp., of New York, will feature Percy Hemus records in the various cities in which he is to appear.
How many talking machines will be delivered to new buyers this Fall

Not so many as last year. But certain retail merchants will make sales equal to or better in volume than their sales for the Fall of 1930. Other merchants will do a greatly reduced volume and may "pass out of the picture" altogether.

The class that does a good business will be handling reputable merchandise and selling it by every conceivable, practical method of sales promotion—not the least important of which will be by advertising.

In this latter connection we have worked out, by actual experience, a proven method of producing GREATER RESULTS from newspaper advertising. Does that interest you in your effort to increase your sales?

The retail talking machine merchant in every city in the country stands squarely between two troublesome fires today. On one hand there’s the increasing difficulty of getting business and on the other the unceasing climb in advertising costs. Briefly, he is obliged to pay more for less results, and this means prompt, well-directed action, if he is to forge ahead. He cannot afford to cut down his advertising appropriation without starting backward, nor can he afford to continue to use the same big space of the past, unless it can be made to produce greater results than ever before!

It is a situation which requires a progressive economy.

By actual test of several hundred merchants like yourself, in their respective newspapers, we have established the fact that talking machines and records can be successfully advertised with smaller space than most stores are now using, and that by increasing the variety of appeal, by dovetailing your window display and direct mail effort with your newspaper advertising, and by being brief and to the point, a small appropriation can be made to bring a substantial volume of people and sales to your store.

This, then, is not the kind of economy that will retard your progress, but one that will carry you further ahead!

Write us to find out how you can, by prompt action, secure the exclusive use of this unique Business-Bringer in your city. We don’t object to your taking the “Show me” attitude of the man from Missouri, but we do want you to give us the chance to show you the details of a proposition which you cannot procure from any other source.

Our Service will help you economize in your sales promotion effort and at the same time enjoy a prosperous 1921 Fall season.
Bought as you tell her to buy

Once you gain the confidence of a customer, she tells you to buy. She will repeat your knowledge and explain things, and can be advised to clean records for the sake of the life of the player and the smoothness of sound. She will agree that a finely cleaned and repaired phonograph should be furnished and quoted promptly by a new one. Start her right away using phonograph, samples of which we will be glad to furnish and quote on request.

We also make the well-known Beyer, Syren, Velox and Other Brands.

E. T. GILBERT MFG. CO., Rochester, N. Y.

ANNOUNCING -

THE RECORDOPHONE CO.

Complete "Recordola" outfit, handsomely

RECORDOPHONE CO.
1045 Westchester Ave., New York, N. Y.

THE "RECORDOLA"
Just what you have been waiting for

Every Phonograph Owner a Prospect

Send for Samples and Quotations on our latest style envelope-smith

REPAIRS
TALKING MACHINE TROUBLES AND
HOW TO REMEDY THEM

Conducted by Andrew H. Dodds

REPAIR ADJUSTMENTS HELP TRADE

The coming of September means to many thousands of homes the ending of the vacation season, with the occupants straightening out their homes in preparation for the coming winter. It also means, officially, that the talking machine again comes into active use, after a rest of two or three months. How many dealers take advantage of the opportunity thus offered at this season of the year to have a salesman or repairman make an inspection trip among their customers to look over the various talking machines and adjust the many little things which may require it after the machine has been idle for some time?

Perhaps nothing may be found wrong with the machine and, in fact, in most cases the machine will be in first-class condition; but the mere fact that the dealer has shown enough interest in his customers to see that the machine is in perfect running condition should strike a responsive chord in the customer and sooner or later bring him, or her, to the store in quest of new records, or perhaps a larger or more elaborate type of machine.

Seeing to it that the customer's machine is in proper playing condition is not to regard it as profitless service to that particular machine owner. The idea behind the move is that the customer is likely to have friends call at intervals and for them to hear a perfect-playing machine and to learn of the dealer's interest in his customer to see that the machine is in first-class condition will strike a responsive chord in the customer and sooner or later bring him, or her, to the store in quest of new records, or perhaps a larger or more elaborate type of machine.

"The Music Without the Blur!"

"The Music Without the Blur!"

"Built by Tone Specialists"

"Magnet's Tone Defector eliminates the scratch.

If you want to know how to make money with MAGNOLA, and how MAGNOLA can be your cash cow on the Talking Machine Market today, send us your name and address, and we will send you our "MAGNOLA TALKING MACHINE COMPANY"

 Otto Schulz, President

 Service
Dependable--Constructive--Intelligent

Putnam-Page Co.

Peoria, Ill.
sell with it upkeep service to a reasonable degree. It is one of the finest business-building opportunities at the drayer's command.

The dealer may say: "I do not maintain a repair department" or "I have all my repair work done at the shop of my jobber and he could not possibly do this for me."

The conclusion is wrong, for this particular service should be the duty of one of your salesmen—the man who is in a position to take immediate advantage of buying interest. The salesman should be sufficiently versed in the minor adjustments of the motor or sound box to be able to make them in the home without difficulty. The motor that needs a new mainspring, or the sound box that needs a new diaphragm should be sent to the repair shop.

When the machine has been adjusted and put in good condition, the salesman should bring into play his selling ability. He has been observant; he has found out by looking at the records what class of music the machine owner favors, and he can suggest new records of the same type. If he has with him samples of the latest records he can demonstrate them and sell them on the spot. This is being done every day in the week by certain dealers I know and with surprising results.

The salesman who calls at the door with the request that he be permitted to demonstrate the new record cannot certainly be sent on his way, but the one who calls on the plea of its merits, suggests that he be permitted to demonstrate the machine and he can suggest new records of the same type. If he has with him samples of the latest records he can demonstrate them and sell them on the spot. This is being done every day in the week by certain dealers I know and with surprising results.

The adjustments that a salesman is competent to make depend largely upon the salesman himself and the interest he has taken in studying the mechanical features of the machine. I suggest that he obtain from the manufacturer of the particular machine he is selling all the printed matter possible in reference to the construction and repair of that particular product. Let him study the matter carefully, take one of the motors in the store apart and then reassemble it and he will be able to make his minor adjustments of the motor or sound box with little effort.

Experience is always the best teacher and practice makes perfect. A few days of study and practice should make the salesman competent to judge when the sound box bursts whether the trouble is in the tensioning of the arm or in the fact that the gaskets have become dead and do not hold the diaphragm tight enough.

Experience is always the best teacher and practice makes perfect. A few days of study and practice should make the salesman competent to discover and adjust the minor talking machine troubles and, in fact, to tell what is the matter with a machine that doesn't work. Every time a machine is put into perfect playing condition through his efforts he has won a friend in the customer and has opened the way for a substantial increase in record sales.

OPEN EASTERN OFFICES
Walbert Mfg. Co., 925 Wrightwood Ave., Chicago, arrived in New York a few days ago to open up Eastern offices for the company. Mr. Fuller is now established in the Fifth Avenue Building, at 200 Fifth Avenue, and arrangements are being made to open the Eastern trade efficient service.

The Walbert Mfg. Co. is producing the Geer record repeater, a repeating device which is gaining considerable success in the trade. A sales campaign has already been inaugurated and, judging from the orders already received, the dealers are giving this repeater a cordial reception. Particular attention will be paid to developing Fall and holiday trade.

Let One Man Deliver Your Talking Machine

The Geer Talking Machine "Repeater" will handle the large machine with ease and safety. The machine is quickly adjusted in any size or make of machine, equipped with rubber-tipped sound box. The cutting of the record is sent on the wagon with each truck.

Write for Circular and Price List

Also Piano Trucks, Hoists, Covers and Straps

Made only by Self Lifting Piano Truck Co.

FINDLAY, OHIO

AT LAST!!

A PERFECT RECORD REPEATER

As simple to use as a record.
Instantaneous—sure fire—fool-proof
Has absolutely no effect on record, machine or needle.

NOW READY FOR DELIVERY

U. S. Patents and Foreign Patents Pending

WALBERT MFG. CO.
925 Wrightwood Avenue, Chicago
New York Office: 200 Fifth Avenue

September 15, 1921
THE TALKING MACHINE WORLD 153
THE TALKING MACHINE WORLD

GOVERNMENT ENDORSES USE OF MUSIC IN HOME

Official News Letter of U. S. Department of Agriculture Emphasizes the Big Part Played by Music in Civilization—An Argument to the Farmer That Should Assist the Trade

Except when considering the question of raising revenue the Federal Government, through its various departments and bureaus, has indicated a strong appreciation of music and its value. Not only are there schools maintained for the instruction of musicians by both the Army and the Navy, but other departments of the Government have occasion to use or support music in one way or another.

The most direct “boost” that has been given to music by any one Government department, however, was that offered recently in the weekly news letter issued by the U. S. Department of Agriculture. In a box in the middle of the title page of the August 21 issue there appeared under the heading “Music Is a Blessing” the following statement:

“Have you music in your home? Are you making any effort to supplement the splendid offerings of talking machine records and player pianos with home-produced vocal and instrumental melody?

“Will there be a singing school in your community this Fall?

“Good music in the farmhouse will contribute much toward a wholesome contentment and a happy family life,” Secretary Wallace recently wrote in response to a request for an expression on the subject. “Music is one of the good things of our present civilization, which, in common with other blessings, is as readily available to those who live in the open country as to those who dwell in the cities. In the old days music was an important factor in rural community life.

“Many of us remember the old-fashioned singing school. Community singing should be revived generally. The township music teacher should be working in every community. Since the weekly news letter is intended as the official publication of the Department of Agriculture, and is sent free as a news service to the press of the United States, it is believed that the influence wielded by the publication of the statement with Secretary Wallace’s opinion concerning music will be enormous. It is expected that the article on music will be reprinted in a great many newspapers of the country and especially in the rural press. This should cause a general awakening of the farm population to the benefits of music and will be reflected in the commercial sale of music, which has been suffering to some extent in the past year by reason of such demand from farmers.

“To those retailers who are devoting much attention to the farm trade the statement of the Department of Agriculture should prove a great help in overcoming the strong sales resistance that has been encountered among the farmers largely by reason of their stubborn attitude against buying, growing out of the shyness in prices of crops.

“There are already indications in the leading farm sections of the country that the agriculturists are inclined this year to sell their crops they have been holding, together with the new crops, and take a loss rather than hold out indefinitely for the return of war prices. In many cases the farmers realize that there is little basis for hoping for war prices, and that cash in hand is worth more to them than wheat or corn in the elevator.

“The rural trade promises to prove a most important factor in the business of the present Fall, and is looked to by merchants in and out of the music trade to fill up the gap caused by depression in industrial circles. Any propaganda that will influence the farmer to buy musical instruments is therefore doubly welcome, particularly when it bears the official stamp of the Government.

“This new attitude toward music in official and semi-official circles should prove most welcome to members of the music industry and unquestionably should have a definite effect upon the business. Within the last two or three years the propaganda for music has been widespread and sufficiently varied in character to appeal to all classes of prospective purchasers. An endorsement of music such as that offered by the Department of Agriculture, having an official status, is calculated to prove as helpful to the music trade proper as many pages of straight display advertising.

"VICTROLA AS YOU GO"

The Portland Free, branch of Sherman, Clay & Co. has taken a leaf from the advertising book of the Kaikate people and has adopted the vacation slogan, "Victrola As You Go." The slogan properly presented through the medium of window displays influenced considerable business during the Summer season just closed.

Smashing Hit

A. F. Co.

American Felt Company

BOSTON
100 Summer St.

NEW YORK
114 East 13th St.

CHICAGO
325 S. Market St.
LATHAM JOINS PEARSLY STAFF

Popular Talking Machine Man Will Cover New Jersey and Pennsylvania—Elected In Trade

Lloyd L. Spencer, sales manager of the Silas Pearshall Co., New York, Victor wholesaler, announced this week the appointment of Eugene M. Latham as a member of the company’s sales staff. Mr. Latham, who assumed his new duties a few days ago, will cover New Jersey and Pennsylvania territory.

Mr. Latham is not a newcomer to the Pearshall organization, having been a member of the Pearshall staff for a number of years prior to his appointment to several important retail posts in the local trade. He is thoroughly familiar with the problems confronting the Victor dealer, and his many years’ experience in the trade will enable him to co-operate with the Pearshall clientele to excellent advantage.

DANCING GIRL HELPS WIN PRIZE

Proves the Feature of the Display of the Poin- dexter Co., Ft. Worth, Tex., During Style Show—Talking Machine Provides Music

A handsome period model talking machine has been winning for the Poindexter Furniture & Carpet Co., Ft. Worth, Tex., the first prize at the recent Style Show in that city. The various awards were for the most handsome displays and the Poindexter Co. arranged a series of rooms simple and practical and representing the well-furnished rooms in the average home. The feature of the display, however, was the living room with a commodious apartment, in which Miss Evelyn Burgess, a local dancer of some reputation, did classical dances several times a day to the accompaniment of talking machine music. The dancing served to attract a crowd that packed the street practically the entire day.

FEATURES NEW RECORD REVIEWS

Perry B. Whislt Co., Victor Wholesaler of Co- lumbus, Inaugurates Daily Paper Feature of Genuine Value to the Retail Trade

Colu-umbus, O., September 6.—As a service un- usual as it is beneficial to the dealers is one just inaugurated by the Perry B. Whislt Co., Victor wholesaler, 211 North Fifth street, through its publicity director, T. T. Frankenberg, in securing a monthly review of Victor records, written by H. E. Cherrington, well-known music and dramatic critic, on the Columbus Dispatch. Mr. Cherrington, who has written for the Dispatch for many years, before they are released and runs the review in the Sunday music section of the Dispatch immediately following their release.

TRIBUNE DISCUSSES RECORD MAKING

Newspapers Throughout Country Devoting More Space to Talking Machine Problems

An air article appearing in the New York Tribune of Sunday last describes the various processes necessary to the manufacture of talking machine records and discusses the quality of different voices and diction of recording them. While the article was written in a non-scientific vein, the facts were faithfully adhered to. There is nothing new in this particular article, but the fact that the newspapers of the country are devoting more space and more space to factors of talking machine manufacture and are thus educating the masses is in itself an indication of the interest which is being manifested by the public in this industry.

EBERSON-TOPP, INC., GETS CHARTER

Eberson-Topp, Inc., Chicago, has been granted a charter of incorporation under the laws of Illinois for the manufacture of musical instruments, supplies, etc. Incorporators are John Eberston, James Topp and Maxwell H. Frost.

Sophia "CLEAR AS A BELL" Semi-Permanent NEEDLES are made through sales of the instrument of quality Sonora...
DEVELOPING RECORD SALES
Dealer Sells Polish Record by Mail—Value of Intensive Follow-up
Pittsburg, Pa., September 6—W. Crainowicki, a Columbia dealer in this city, received recently a letter requesting a catalog of Polish records. This letter, translated from the Polish, read as follows:

"Be kind enough to send me a catalog of all Polish records you may have in stock, for bringing an American copy does not have a dollar for which I am compelled to buy Columbia records made in America."

On receipt of this the dealer in question complied with the request for a catalog and enclosed an order blank. In the course of time it was returned, ordering twenty records with a remittance which represented the equivalent of about $2,000 in Polish marks.

Some salesmen talk too much and say too little. Think this over.

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 after your first warning that

YOU PLACE YOUR STOCK ORDERS NOW

If you want to get AMORITA in your warerooms for the Holiday Trade.

Amorita shimmers 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 East 18th Street

Phone: 2293-6055 Stuyvesant

New York City

LARGE AND SMALL STORES

Many Merchants Lose Money by Having Too Large Stores and Others Lose Profits on Account of Excessively Cramped Quarters

Many merchants who do a fairly good business find that their profits at the end of the year are not in proportion to the amount of business transacted. This is due to one thing, and that is overhead expenses. It is very well to have a large store, but it is never better to have a store in keeping with the size of the business. It is a foolish policy to pay a high rent for a big store when the business does not warrant it. On the other hand, there are many small stores which are doing a big business that really need larger quarters. People like an establishment where there is sufficient space to provide for attractive displays.

A new talking machine establishment handling the Kinetoscope phonographs has been opened at Madison, N. Y., by Mr. Way, of Hudson, N. Y.

It is the consensus of opinion that conditions have improved materially the past fortnight.

ACME-DIE CASTINGS

ALUMINUM-ZINC-TIN LEAD ALLOYS

Acme Die Casting Corp

Baltimore, Md.

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 RUBBER CO., CLAREMONT, N. H.
COMPOSED BY ENRICO CARUSO

DREAMS of LONG AGO

You can HEAR IT and BUY IT HERE

You can't go wrong with any feist's song

TO ENCOURAGE USE OF MAHOGANY

Mahogany Association Forms to Educate Trade and Public to the Value of That Wood and to Urge Its Use More Generally

For the purpose of teaching the consumer what is meant by mahogany; its value and intrinsic worth in furniture and cabinet work, including piano cases and talking machine cabinets, importers of, and dealers in, mahogany wood and veneers recently formed the Mahogany Association.

The purpose of the Association is to further the use of mahogany by a campaign of education carried on among housewives, merchants, architects, interior decorators, musical instrument manufacturers, etc., to interest them in mahogany.

The publicity plan as at present contemplated calls for an advertising campaign running in eleven national magazines and an intensive direct mailing to housewives, mere housewives, architects, interior decorators, etc., and emphasizing the good qualities of mahogany, its honorable antiquity and the Net that the great masters of the past have done toward teaching the people what is meant by mahogany, its value and intrinsic worth in furniture and cabinet work, in point of fact it is said, especially in view of the fact that genuine mahogany is again available to the trade in quantities. Hence the campaign of education.

It is stated that the new Mahogany Association has nothing in common with interests who have been threatening legal action against furniture manufacturers and dealers who are manufacturing and selling furniture or cabinet work as mahogany which is made of inferior wood.

NEBRASKA DEALERS MEET IN OCT.

The 140 annual convention of the Nebraska Victor Dealers' Association will be held in Omaha, Neb., October 17 and 18. William Zirmann, treasurer of the House Co., is arranging the program. Secretary Hugo G. Heyn says he expects a large attendance.

PHONOGRAPH CABINETS

1,000 phonograph cabinets, first-class construction and finish. We are compelled to realize the cash quickly and sell cheap. If necessary, will complete with first-class parts at a reasonable price. All new mahogany and many of their original masterpieces are in use today.

The Most Dependable and Inexpensive Lid Support on the Market

The new channel support is constructed of one piece of metal and it works automatically perfect. The hinges are made in two styles—flexible and best. Guaranteed on receipt.

STAR MACHINE & NOVELTY CO.
81 MILL STREET
BLOOMFIELD, N. J.

SHERMAN, CLAY & CO.'S FINE WORK

Sherman, Clay & Co., whose success is a monument to their progressiveness, are in active touch with the National Bureau for the Advance-ment of Music and have been utilizing their assistants in stimulating interest in music in the Pacific Northwest. Substantial results have already been secured. A very successful Music Memory Contest has been put on in Portland, calling attention and co-operation from the whole community, but Mrs. McClintock, the head of Sherman, Clay & Co.'s educational department, not content with one city, is pushing the idea throughout the entire States of Washington and Oregon.

FILE BANKRUPTCY PETITION

CHICAGO, Ill., September 9.—A petition in bankruptcy was filed yesterday against the Endless Graph Co., of this city, by Cyriel Hlak, Wm. Hlak and Wykysta Hlak. It is alleged that the three petitioners leased the company notes which it failed to pay.

The average person is apt to be suspicious of the dealer who throws in accessories to make a sale. They have a suspicion that the goods are not up to requirements and the thought enters their minds that the machine is overpriced or the dealer would not make such offers.

Supplement Envelopes for Everyone

Supplement Envelope, green sulphite or brown kraft, 10 and 12 inch plain* and printed.

Deliveries Done, grey or brown kraft, 10 and 12 inch plain* or printed.

Featuring seasonal displays in a way to attract attention.

Blue, pink, green and white — dealer's choice of paper color. Prices and samples on application.

* Can be delivered upon receipt of order

HALSTED WILLIAMS CORPORATION
815-819 Monroe Street
Brooklyn, New York
BLACKMAN AND BUEHN
RETURN FROM TRIP

Prominent New York Distributor, accompanied by President of Jobbers' Association. Had Delightful Trip to Pacific Coast—Mr. Blackman Tells The World of his Experiences.

J. Newton Blackman, president of the Blackman Talking Machine Co., New York, Victor wholesaler, returned to his desk a few days ago after making a coast-to-coast tour, which included a visit to many of the important points between Colorado Springs and the Pacific Coast and in Western Canada. After attending the annual convention of the National Association of Talking Machine Jobbers, held at Colorado Springs the first week in July, Mr. Blackman, accompanied by Louis Buehn, president of the Los Angeles branch, and recently elected president of the National Association of Talking Machine Jobbers, laid out plans for a most interesting trip to the Pacific Coast and surrounding territory. The members of the party included Mrs. and Mrs. Blackman and Miss Blackman, and Mr. and Mrs. Lewis Buehn, Miss Allicene Buehn, Miss Idle Buehn and Loni. Buehn, Jr.

After leaving Colorado Springs the party visited Salt Lake City, where they were entertained by John Elliott Carl, Victor wholesaler. A journey was made through Yellowstone Park, the party at that time comprising, in addition to the Blackman and Buehn families, several other Victor wholesalers, including L. C. Wiswell and family, of Chicago, and W. E. Williams and family, of Los Angeles, N. Y. After going through Yellowstone Park, the Blackman and Buehn party returned to Salt Lake City, while the other travelers left for their home cities where they spent the remainder of the trip. The tourists left for Los Angeles, where they were entertained by Sherman, Clay & Co. Victor wholesalers. They were also met there by A. C. Irwin, who was formerly one of Mr. Blackman's neighbors at East Orange, N. J., and who is now general manager of Phonograph, Ltd., Hudson jobbers at that point. Many enjoyable side trips were made from Los Angeles, including a visit to Catalina Island and to Hollywood, the center of the moving-picture industry.

At the latter city the Blackman and Buehn party was entertained by Theodore Roberts, famous movie-picture star, who is a cousin of Mr. Blackman's. This was their first meeting in twenty years and they took advantage to reminisce over the progress of the talking machine industry since the days when Mr. Roberts had made several records in the Academy of Music at Mr. Blackman's request.

In commenting upon his trip to a representative of The World, Mr. Blackman spoke particularly of the prosperity that is evidenced in Los Angeles, stating that he witnessed a considerable measure of this prosperity to the fact that labor is working on the open-shop plan in that city and building is therefore going ahead at full speed.

At Riverside, Cal., the party visited the famous Glenwood Mission Inn, which is one of the show places of the Pacific Coast, and after leaving Riverside the next steps were Santa Barbara and Del Monte.

San Francisco was the next city on the schedule where the visitors were met by Andrew G. McCarthy, of Sherman, Clay & Co., and Mrs. and Mrs. Trum, who had journeyed north from Los Angeles to welcome them. A feature of the five days' stay at San Francisco was a visit to the magnificent estate owned by Lewis F. Douglas, chairman of the board of directors of the Victor Talking Machine Co. This estate, with its fifty-six rooms and 1,000 acres of land is famous along the Pacific Coast, and a tour of inspection was keenly enjoyed. At San Francisco the party left for Portland, Ore., making the trip along the beautiful Columbia River drive. They were entertained in this city by Sherman, Clay & Co., who also welcomed the party at Seattle. At this point they were invited to inspect the super-dreadnought of the United States Navy, the U. S. S. Tennessee. The command of the battleship is Lieut.-Commander Payne, who was one of Mr. Blackman's neighbors at his Summer home, Brightwater, L. I.

Vancouver, B. C., was the next stop, with a visit to Victoria, B. C. The trip through the Canadian Rockies was a feature of this trip, and several days were spent at Lake Louise, the most beautiful spot in this region. At Banff the party stayed three days and Mr. Buehn took advantage of the opportunity to roll up new golf scores. In fact, Mr. Blackman states that outside of swimming and swimming, his entire outdoor exercise consisted in an honest endeavor to be the first one in the dining room three times a day.


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TONES ARMs and SOUND BOXES

Especially designed for portable phonographs. Special designs made to order. We also manufacturer 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.

---

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


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.


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

321-323-325 Dean Street Brooklyn, N. Y.
Something New and Profitable for Victor Dealers

The Two Greatest Novelties Ever Presented to Victor Followers Are Now Ready For You.


Order Through Your Distributor.

The Juth Toy Mfg. Corp.

HARRY BURGER, President

404 OAKLAND STREET

BROOKLYN, N. Y.

Originauters and Safe Manufacturers of the Caruso Busts and Plaques Illustrated

J. Newcomb Blackman

Co., that a forecast of trade conditions does not and will not make necessary radical adjustments or reductions in the prices of Victor product. I mention this in order that the above remarks about the readjustments of prices will not be misunderstood when applied to Victor merchandise. The demand for the new 300 and the number 45 portable type is beyond expectations, and indicates in my judgment a certain scarcity of these models, particularly of the former.

"In conclusion I might add that I am more optimistic than ever, and those talking machine dealers who are preparing for the Fall and holiday trade by securing sufficient stock will cash in without question. Economy curtailment has been necessary, owing to the unprecedented drop from reckless buying to almost a refusal to buy, and when the revival of business comes this Fall it will be impossible for the Victor factory, or, in fact, any large factory of similar character, to take care of the demands of the trade in time to satisfy everyone. I would, therefore, recommend to Victor dealers that they buy ahead of actual requirements, with the suggestion that they buy cautiously but wisely, and their confidence will be well justified."

RECORD-MAKING FIRM INCORPORATES

The Harmony Recording Laboratories have been granted a charter of incorporation under the laws of Delaware, with a capital of $150,000, to make talking machine records. Incorporators are: Howard Burns, Stewickley, Pa.; A. A. Allen, Aspinwall, Pa., and W. Crow, Pittsburgh.

HOUSTON DRUG COMPANY

HOUSTON, TEXAS

Are pleased to announce to the trade that they are now distributing Okeh Records

and are prepared with a large up-to-date stock to give prompt and efficient service to dealers of

"THE RECORD OF QUALITY"
REVOLUTIONARY

I have for sale patents covering a new type of talking machine that can be produced cheaper than any machine ever manufactured. A complete manufacturing concern desiring to make this machine will find my proposition attractive. The patents are basic and the tone quality of the machine is excellent. Full details upon application. Address "Box 1018," care The Talking Machine World, 373 Fourth Ave., New York City.

PHOTOGRAPH CABINETS AND DRE 
Record Filing Cabinets

Samples below cost. Period and artistic photograph filing cabinets. Also direct plain cabinets. Write for price and specifications.

WANTED

Give me price per line.

POSITION WANTED

C. M. Stirling, 2014 Fourth Ave., New York City.

REPAIRMAN

No gratuities. No obligations. Send for one and it will be mailed to you promptly. Passage prepaid. Address "Box 1000," care The Talking Machine World, 373 Fourth Ave., New York City.

FOR SALE

Columbia Graphophone Shoppe

Beautifully equipped Columbia Shoppe. High class mahogany furnishings, ten booths, small stock of Columbia records and machines on hand. Will close out at a bargain at quick sale. Located in city of 80,000 with showing power of 65,000 discos. "Box 1015," care The Talking Machine World, 373 Fourth Ave., New York City.

OPPORTUNITY

We have about 2000 phonograph cabinets of various makes, which we wish to dispose of whether in either the WHITE, or COM- FRETTE. Splendid proposition for jobbers or operators. Write for address for anyone wishing to enter the talking machine field, without the burden of manufacturing. Mount Klein Wood Working Co., Mt. Klein, N. Y.

WANTED


SACRIFICE SALE OF 25,000 STANDARD 
H-BOX DOUBLE DISC RECORDS

All designs—no patterns.

In 50 boxes, 300 each. 15 cts. each. 100 boxes, 100 each. 20 cts. each. 500 boxes, 25 each. 75 cts. each. 1000 boxes, 10 each. 25 cents each. For whole sale, write for catalogue and terms. Advance Notions, Box 104, Chicago.

FOR SALE


OPPORTUNITY

WANTED—Salesmen calling on the talking machine trade to sell our line of record-cleaning brushes. Address "Box 1002," care: The Talking Machine World, 373 Fourth Ave., New York City.

FOR SALE

Talking Machine World, 373 Fourth Ave., New York City.

WANTED

Dealers and distributors in several choice districts with prior connections, the Modernola—the most modern of phonographs. The Modernola is a thoroughly trustworthy machine of a different shape and cost the manufacturer the same as a real sales proposition. Write at once. The Modernola Co., Johnston, Pa.

WANTED


FOR SALE

Convenient line. Popular line of pianos and players. Benches will find it entirely profitable to sell our line. Talking Machine World, 373 Fourth Ave., New York City.

PROFIT

One acquainted with the trade, salary, commission and expenses. Talking Machine World, 373 Fourth Ave., New York City.

POSITION WANTED—Technical labor.

WANTED—Technical labor.

T. A. Lyons, 112 East 14th St., New York City.

REPAIRMAN

Free—gratis. A little tool every repairman needs. It is FREE for the asking. No obligations. Send for one and it will be mailed to you promptly. Passage prepaid. Address "Box 1000," care The Talking Machine World, 373 Fourth Ave., New York City.

FOR SALE

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Beautifully equipped Columbia Shoppe. High-class mahogany furnishings, ten booths, small stock of Columbia records and machines on hand. Will close out at a bargain at quick sale. Located in city of 80,000 with showing power of 65,000 discos. "Box 1015," care The Talking Machine World, 373 Fourth Ave., New York City.

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H-BOX DOUBLE DISC RECORDS

All designs—no patterns.

In 50 boxes, 300 each. 15 cts. each. 100 boxes, 100 each. 20 cts. each. 500 boxes, 25 each. 75 cts. each. 1000 boxes, 10 each. 25 cents each. For whole sale, write for catalogue and terms. Advance Notions, Box 104, Chicago.

FOR SALE


WANTED

Victor Red and Black Seal Records in all languages. Also parts and motors. Spot Cash Paid. Victoria Phonograph and Record Exchange, 150 East 59th St., New York City.
Sales Developments Along Progressive Lines 

New in Evidence With Holidays at End—Conditions Steadily Bettering—A New Portable Gramophone—Export Trade Increasing—Analise Co.'s New Capital Issue—Window-Advertising Competition Interests—Caruso's Passing—Trade Activity in Germany—Merry a Visitor—Brunswick Activities in London—Alfred Clark Matted—Other News

London, England, September 1. The month of August is known as a holiday month, more or less the world over, I suppose. Anyway, it has lived up to this side. Quite a number of prominent gramophone men are out of town seeking a well-earned rest in preparation for the expected early trade revival. Sales developments along progressive lines may certainly be looked for within the next week or so. At this time trade prospects appear very healthy. An examination of the situation brings uppermost the fact that industrial labor trouble is non-existent fact that industrial labor trouble is nation of the situation for within the next week or so. At this time prominent gramophone men are out of town head no to less the world over.

Trade, a condition of things which during the past six months has certainly not been experienced by any section of the British musical instrument industry. However that may be, the relevant fact remains that gramophone and record sales are at an all-time high for some time and once on the welcome road of progress it puts every one concerned in good heart for real effort during the forthcoming season.

Of these good influences manufacturers, wholesalers and large dealers will almost certainly take full advantage. They realize that a change has set in with scope for trade expansion dependent upon energetic methods. By the ordinary course of things gramophone sales must naturally show substantial improvement, but that is good enough. The great army of dealers, who are rather prone to take things as they come without making any special attempt to stimulate sales, will need considerable encouragement. That encouragement is best given by the manufacturers, in the direction of general publicity, advertising literature, free advertising cuts and propaganda work. Because of this very complete service, which, at present, is provided only by two or three companies, a great number of dealers are enthusiastic and encouraged to maintain consistent enterprise in making sales where otherwise things would be flat. With few exceptions it is actually a fact that the success of any retail business depends upon the man in charge. So the salesman I would say—it is not what the people buy so much as what you sell them that sums up your degree of success in business. Though it may not be a record one, this season, I am convinced, will be just good according to the amount of individual push exercised. Everything is in favor of a trade revival—gradual, but sure. Let each one see that the most is made of it.

Termination of the Excess Profits Duty

The Commissioners of Inland Revenue draw the attention of taxpayers to the provision of the Finance Act, 1921, dealing with the termination of the excess profits duty and granting relief in certain cases in respect of losses arising from a fall in value of trading stock. In regard to the relief in respect of trading stock the Commissioners bring to the notice of taxpayers that any claim for relief specifying under which parts of the schedule the claim is to be made must be given in writing to the Commissioners of Inland Revenue before March 31 next.

Congratulations


A Good Proposilion for the States

In view of the fact that the American public has come to look upon the portable gramophone with increasing favor I am sure that a first-class American house will find the "Master's Voice," a wonderful portable instrument, worthy of consideration because of its ingenious arrangement.

Great Britain:

The Gramophone Company, Ltd.

HAYES - MIDDLESEX - ENGLAND
Y. "POPULAR" RECORDS
Double-Sided
Supernb Needle Cut "10 Inch" "Listener"

FOR "HIGH GRADE PRODUCTS"
6,000 Lots and up "Your Selection" or a Sample 1,000,
made up with "One Example" from Catalogued Pairings.

FROM OUR LONDON HEADQUARTERS—(Continued from page 161)

construction. It is the invention of H. J. Colbath, M. B. E., managing director of Perphone, Ltd., 76-78 City Road, London, who, in the course of ordinary conversation, said that he was trying to make available to the U. S. A. and all other important countries—Mr. Colbath believes in the probability of securing master patents in America, as he is assured very recently that you have nothing nearer way approaching the style of construction and unique automatic action of the Grippo portable in Mr. Colbath's own opinion and to the result of much experimentation over a considerable period.

This little gramophone measures 12 1/2 x 10 1/2 inches, weighs nine pounds, and costs half pounds and three pounds (according to the model) and is put up in six different models, with four styles of cases, i.e., polished wood, leatherette, solid oak, solid walnut, and solid walnut, each of records can be carried in the lid and the equipment includes two sliding locks. The Grippo will play ten and twelve-inch records. There are no loose parts, doors or other fittings to bother in later. The simple action of raising the lid automatically brings the tone arm in position ready to play—a very clever arrangement this. Though comparatively small, of necessity, the sound-resonating chamber bears a similarity by reason of its special shape and general design to ensure, as does, a full, evenly distributed tone almost in the equal volume of a large gramaphone machine. The material used is stout sheet metal. Certainly the Grippo represents remarkable value, it can be mass-produced on a very competitive price basis, and from these facts one can surmise that its sales have reached a substantial figure this side.

British Export Trade Increasing
For the past several months an enormous decline of our trade has been registered. It is, therefore, the more satisfactory to report that the July figures show a slight increase over those for June. Taking round figures, the July exports at £2,000,000 show an increase of £5,000,000 over last month. This is still enormously behind the figure for July, 1919, by £8,000,000. It is a significant illustration, firstly, of the general decline in world trade and, secondly, of the stagnation to which our industries have been brought by the miners', coal and other strikes and labor disorganization generally.

Acolian Co., Ltd., New Capital Issue
Of interest is a statement made by the chairman of the above company at a meeting of the preference shareholders. It appears that a resolution passed at a meeting in June, 1920, gave the directors authority to raise £500,000 at 5% per annum interest at 3 1/2 per cent. Owing to the slowness in the new market it was afterwards thought best not to issue these notes. The dividends are now advised to raise the interest on debenture stock, bearing interest at 8% per cent—which would permit it to be made practically at par and would thus make available the necessary amount of new capital. This new stock is redeemable at any time after the first five years. A resolution to the foregoing effect was duly put to the meeting and carried.

Under a new arrangement the ordinary shareholders who at present own the Aeolian Co. (Proprietary) Ltd., of Australia, which, it was stated, has surplus assets of £116,000, agree to transfer that business to the London Co. in exchange for an equivalent amount of ordinary shares. In closing the meeting the chairman further remarked, urging shareholders to attend their company's meetings, "I think and hope that we have not through difficult times, and things look much more encouraging than they were."

An Attractive Window-dressing Competition
Open in "Winners" dealer's very interesting window-dressing competition has just closed. Messrs. R. B. Hough, Ltd., devised a generous scheme involving the payment of money prizes to the value of over £200. Its introduction during a short period of the year gave dealers an opportunity of developing their window in the interests of the business. Some excellent window shows of Winner records and machines resulted; indeed, the response all over the country was remarkable for the very keen interest displayed and the number of dealers who participated in the competition. It was significant in its demonstration of the ability of the retail trade to dress effective and eye-compelling windows, and if for no other reason the enterprises of the Winner people will serve to awaken a keener regard for the selling effect of attractively arranged windows than has perhaps been the case heretofore.

The Passing of a Great Artist—Caruso Records
All the newspapers have commented in terms of keen regret upon the lamented death of the world's greatest operatic star, describing his loss as irreparable. Many writers find some consolation in the fact that Signor Caruso's magnificent voice still remains with us in the form of gramophone records. And such records as only "His Master's Voice" can produce. Some of them were recorded as long ago as 1900, but I doubt if these early ones are still on the list. Special Caruso window shows at the Gramophone Co.'s Oxford street and Cheapside premises were made. Surrounding a portrait of the great artist (laped in black) were a number of his records, and the whole being so reverently arranged the respectful attention of passers-by. As may be expected, Caruso's records are in special demand at this time. Some enthusiasts are content with nothing less than a complete set, one enthusiast ordered as many as 200.

The manager of the "His Master's Voice" Co. is reported as having informed a newspaper that "We are going to take care of the originals for quite a while, but the records preserved in museums will, of course, in themselves immortality Caruso. For twenty-six (sic) years.
German Trade Activity

Remarkable tales of German trade revival are reported here. There is said to be a minimum of unemployment among the people. The German market for our goods is partially closed by higher tariff restrictions. So-called pianos are turned out in Crefeld at about £21, it is said, for £3 more than before the war. Industries dependent upon raw materials from abroad are more or less stagnant, owing to the low exchange value of the mark.

William Mermod, Visits London

The above member of Messrs. Mermod Freres, St. Croix, was a recent visitor to London. His firm is the manufacturer of the well-known gramophone motor that bears his name, and of which the Stensmo Mfg. Co., this city, is the United Kingdom agent. Mr. Mermod was here primarily to consult with Mr. Steenberg upon business matters affecting their mutual interests. During the course of an interview with your correspondent Mr. Mermod referred to trade conditions in Switzerland as being none too good at the moment, although signs of improvement were visible. "In my country," said Mr. Mermod, "labor is anxious to work longer than the legal eight hours permitted per day. The men have unsuccessfully petitioned the Government to remove this eight-hour restriction so they can earn more money when trade revives."

Colonel Tatum to Visit America

It is to be recommended to the grand council of the Federation of British Music Industries that its organizing director, Colonel R. H. Tatum, should visit America and Canada to study the work of associations similar to the Federation existing in those countries.

The Brunswick Phonograph Seen in London

"Homochord"-A New Record

It was exclusively reported in these columns some few months ago that the extensive Homophone record repertoire would become available in this market. Full particulars of the plans and policy of trading were then disclosed by David Steenberg in the course of an interview with your correspondent. A price list of Homophone has now been furnished to carry these plans into effect.

The Homophone Co., Ltd., have been in the hands of the trade and I understand that the records in point of quality and general value have met with a general reception. The two or three numbers played over in my presence were of the highest quality and stamped with the "Homochord" record, as it is styled, is being pressed in ten-inch (double-sided) size only and will retail at 5s. each.

Miscellaneous Items of Interest

Edison phonographs and records are being increasingly featured here by factors and dealers. In particular, the Blue Amberol cylinder enjoys quite a following from the nucleus of the cylinder trade.

The instalment sales plan initiated by Keith Puckett on Edison phonographs and records are being introduced. Messrs. Rosetti & Co., Ltd., in connection with Sonora phonographs and records, have adopted the same plan.

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Horn, Hornless and Table-Grand Gramophones

The recent announcement of a reduction in the price of a well-known record, to take effect in October, has evidently caused a certain amount of speculation among dealers as to its effect upon the general market.

That has been of undoubted advantage to Win-
In the accompanying drawings Figure 1 is a perspective view of a phonograph, showing the position of the releasing mechanism in respect to the cover; Fig. 2 is an enlarged vertical sectional view showing the cover in full lines locked in the closed position, and in dotted lines, in its raised locked position; Fig. 3 is an enlarged perspective view of the lock-carrying plate and its locking member.


This invention is an improvement in reproducers for talking machines, and has for its object to provide a new and improved connection between the needle and the diaphragm controlling lever, for improving the tone, making the reproduction more faithful and distinct, and eliminating the disagreeable machine element of the tone.

In the drawings: Fig. 1 is a front view of the improved reproducer. Fig. 2 is a section on the line 2-2 of Fig. 1. Fig. 3 is a partial plan view of the spring. Fig. 4 is a front view of the needle holder and support. Fig. 5 is a plan view of a modified form of needle holder.

Fig. 6 is an edge view of a modified form of spring before bending. Fig. 7 is a partial front view, showing a modified mounting for the reproducer lever. Fig. 8 is a section on the line 8-8 of Fig. 7.


Another object of the invention is to provide a bilarifed stylus lever straddling the diaphragm and connected with opposite sides thereof by means of articulating elements arranged substantially perpendicular to the plane of the diaphragm and the longitudinal axes of the forks of the lever whereby the diaphragm will be positively vibrated by the radulations in the groove of a record and also whereby the molecular vibration set up in the stylus and lever by the surface inequalities in the groove will be neutralized and not transmitted to the diaphragm to distort a true note. The high "C" of a tenor vibrates 512 times a second and, if in the record reproduction 1000 supplemental vibrations should be set up during this second by the surface inequalities in the record groove, the note is thinned and reproduced as a higher pitch, but the invention overcomes this by permitting this molecular vibration to pass to the ends of the tines without effect on the elements joining the same to the diaphragm, for the reason that the line of direction is changed by the perpendicular arrangement of the said elements with respect to both the lever lines and to the diaphragm and the tines of the stylus have an articulating connection with said lines and with said diaphragm whereby the lever may have longitudinal molecular vibratory movement without effect on the diaphragm and the times.
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LESLEY'S PAVING VARNISH

of the lower counterbalance each other in the molecular vibration.

Fig. 1 is a side view of a reproducing device embodying the invention. Fig. 2 is a section through Fig. 1, approximately on line 2-2. Fig. 3 is an edge view of the device when turned so as to use a record having vertical indentations. Fig. 4 is an enlarged fragmentary sectional view approximately on line 4-4 of Fig. 4. Fig. 5 is a front view of a slightly modified form of the invention. Fig. 6 is a sectional view through Fig. 5 approximately on line 6-6 of Fig. 7. Fig. 7 is a side view similar to Fig. 6, but showing a further slightly modified form of the invention. Fig. 8 is a fragmentary sectional view showing a slightly modified form of the invention that to which Fig. 7 was referred.


This invention relates to a sound regulator designed for use with talking machines of the 'Victor' type, wherein the sound box or reproducer is mounted at the free end of a pivoted arm or goose neck.

In order to soften or reduce the volume of sound of a talking machine it is now necessary to reduce the speed of rotation of the record, which takes time for adjustment and results in the record being played in a different or lower pitch or scale, or to change the speed of the motor.

If Fig. 1 is a perspective view of the invention as applied. Fig. 2 is a sectional longitudinal section of the same, partly broken away. Fig. 3 is a detail perspective view of the controlling lever.


This invention relates to talking machines and the modulator for providing a talking machine and modulator for varying or modulating the tones or sounds produced in the operation of the machine.

The invention comprehends, among other features, a modulating device which is so arranged and incorporated with the construction of the tone converter and amplifier that the tones and sounds produced can be increased or decreased in volume by the mere operation of a suitable lever or other operating element provided, in conjunction with a pallet, to bring about an increase or decrease of the area of the throat of the tone or sound converter.

Various kinds of modulating devices have been employed hitherto in connection with talking machines, the purpose of modulating the tones and sounds produced, but in a majority of these instances the pallet, or modulating device, consists of a flat disk or plate disposed in the sound converter or amplifier in such a manner that when it is desired to diminish the volume of sound or tone the disk or plate is arranged to choke, or partially choke, the tone converter or amplifier. Similarly, the modulation of the tones of a talking machine has been accomplished by partially or entirely closing the larger end of the amplifier, through the medium of doors or slides. This latter form of arrangement, however, again, is but a choking off of the sounds and tones produced.

In this construction it is aimed to provide a modulating device which is so arranged that the modulation of the tones produced will be accomplished without the interposition, in the path of the sounds, of any kind of an obstruction, the design, construction and arrangement of the apparatus being based somewhat upon the principle of the restriction or modulation of the molecular vibration as it would issue from the throat and mouth of the performer.

Fig. 1 is a fragmentary vertical sectional view taken through a talking machine, showing the construction applied thereto, parts being broken away to disclose the underlying structure with the modulator plate or element shown in full lines to one position and dotted lines in another position. Fig. 2 is a fragmentary horizontal sectional view taken substantially on the line 2-2 in Fig. 1, looking in the direction of the arrow 2-2. Fig. 3 is a fragmentary vertical sectional view taken through a slightly modified form of the invention. Fig. 4 is a horizontal sectional view taken on the line 4-4 in Fig. 3.


This invention relates to talking machines or phonographs, the object being to provide various improvements in the mechanical construction thereof. In the accompanying drawings Fig. 1 is a view in side elevation, partly broken away, of the improved phonograph showing the

doors in open position. Fig. 2 is a section on the line 2-2, looking down. Fig. 3 is a detail perspective view in sections. Figs. 4 and 5 are relatively enlarged views of detailed details.


This invention relates to phonographs, and has for one of its objects to provide a attachment whereby the reproducer device, after passing over a record, may be returned to the starting point, or disposed in position to repeat the record, without stopping the movement of the motor or injuring the record.

Another object of the invention is to provide a device or this character which may be adapted without material structural change to the various makes and constructions of talking machines.

A further object of the invention is to provide a device of this character which may be adapted to the instrument without structural change therein and without disfiguring or changing the cabinet or casing.

Another object of the invention is to provide a device of this character which may be operated by a simple pull button, or knob, or similar device, from the exterior of the cabinet.

Fig. 1 is a plan view of a portion of a conventional phonograph cabinet, including a portion of the motor board, the invariable, the tone arm and sound box.

Fig. 2 is an enlarged detail in section on line 2-2 of Fig. 1. Fig. 3 is a side elevation of the base and a part of the needle arm or tone arm, with a part of the controlling mechanism attached. Fig. 4 is a front elevation of the parts shown in Fig. 3, with the tone arm in section on the line 4-4 of Fig. 4. Fig. 5 is an enlarged detail of a portion of the supporting post or standard and a part of the supporting arm. Fig. 6 is a plan view, enlarged and partly broken away of the part of the device which is attached to the motor board. Fig. 7 is a front elevation of the parts shown in Fig. 6.

Fig. 2 is a section on line 6-6 of Fig. 2, looking in the direction of the arrows. Fig. 3 is a transverse section on the line 10-10 of Fig. 8, looking in the direction of the arrows.


This invention is an improvement in reproducers for talking machines, and has for its object to provide a new and improved connection between the needle and the diaphragm controlling lever for transmitting in as perfect a manner as possible the movement for the needle to the diaphragm, to provide for a softening of the tone and elimination of mechanical elements therefrom, as well as for increasing the volume of tone. In the drawings Fig. 1 is a perspective view of the improved reproducer. Fig. 2 is a front view. Fig. 3 is a section on the line 3-3 of Fig. 2.

WHY THE "DALION" IS POPULAR

Milwaukee, Wis., September 8—The Milwaukee Talking Machine Co., maker of the Dalion phonograph, is entering the Fall campaign for trade, following a busy Summer, with distinct assurances from retailers that its product will play no unimportant part in the trade field during the next four or five months. The beautiful cabinet designs, the individual constructive features of these instruments and their most convenient auto-file system, have helped to make these phonographs extremely popular.

SEPTEMBER 15, 1921

REVIEWS

THE TALKING MACHINE WORLD

LATEST PATENTS RELATING TO TALKING MACHINES—(Continued from page 164)
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

TRIBUTE TO G. W. HOPKINS
Silver Bowl and Bound Volume of Letters of Prance Presented to Vice-president of Columbia Graphophone Co. by Advertising Club

Geo. W. Hopkins, vice-president and general sales manager of the Columbia Graphophone Co., was presented recently with a magnificent silver bowl, together with a bound book of letters by his associates in the New York Advertising Club. Mr. Hopkins has just completed two terms as president of this well-known organization and his regime was noteworthy for the tremendous strides achieved by the Ad- vertsing Club during this period.

The bound book of letters contains hundreds of communications from members of the Advertising Club, all of which speak in the highest terms of praise of the success attained by Mr. Hopkins as president of the organization, constituting as a whole a remarkable personal tribute to his efforts in behalf of the Advertising Club of New York.

MEETING OF TALKING MACHINE MEN
The monthly meeting of the Talking Machine Men, Inc., the organization composed of progressive talking machine dealers of New York, New Jersey and Connecticut, was held on August 11 at Nero's Chop House, 72 West Thirty-sixth street, and over fifty members of the organization were present.

Resolutions were read by E. G. Brown, secretary of the Association, on the passing away of Enrico Caruso and M. Gourlayville, the well-known talking machine dealer of Yonkers, N. Y. 

Al Dow and Richard Finch, of the professional department of Watson, Berlin & Snyder, demonstrated several songs which are to feature in the Fall season. These included: "Stolen Kisses", "Sunny Tennessee" and "I Wonder If You Still Care for Me?"

Charles D. Issacson, editor of the "Music in the Home" page of the New York Globe, will early in September, address a gathering of the retail dealers of the metropolitan district in the auditorium of the Hotel Astor. Arrangements were completed by the Talking Machine Men, Inc., to join the National Association of Music Merchants.

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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Why the Sales and Collection De-
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operate
Why It Is Wise to Help Musical Ad-
vance Work
Trade Continues to Show Improving
Trend
The Great Mission of the Talking
Machine
The Importance of Constructive
Ideas
Where There Is Need for Co-opera-
tion
A Constructive Plan of Increasing
Record Sales Through the Aid of
Boy Scouts
Arouses Buying Interest of the Pub-
lic by the Employment of Original
Propaganda
Featuring the Musical Possibilities of
the Talking Machine
3
17-18
19

The Importance of Following Up
School Sales
Value of Unified Organization
Turning Record Stocks Into Ready
Cash
Convention Plans of Iowa Dealers'
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Demonstrating Room Specially for
Children's Use
Some Sales Pointers That Will Help
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