

The TALKING
MACHINE
WORLD

For the
makers &
sellers of
talking
machines

Published Each Month by Edward Lyman Bill, Inc., at 373 Fourth Ave., New York, January 15, 1922

Victrola

REG. U. S. PAT. OFF.

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



"HIS MASTER'S VOICE"

REG. U. S. PAT. OFF.

Victor Talking Machine Company, Camden, N. J.

THE INSTRUMENT OF QUALITY

Sonora

CLEAR AS A BELL



THE SONORA STORE

A National Institution

Throughout the great cities of this country the best music stores are rapidly becoming *Sonora Stores*.

The "Sonora Store" has become a national institution—one of the landmarks of retail business.

Without universal recognition of Sonora Quality—Sonora Leadership—Sonora Profit—this result could never have happened.

For it has been the more substantial Dealers, and the Dealers most closely in touch with the public, whose combined efforts have made "Sonora Store" synonymous with *leadership* wherever you go.

Equipped with the highest class talking machine in the world—developed in the most attractive and popular models, the prestige of years of National Advertising—and a Dealer Service of real daily benefit—Sonora Dealers have the very finest proposition in the Phonograph Industry. *Hence their success.*

Write for information—today

SONORA PHONOGRAPH COMPANY, Inc.

GEORGE E. BRIGHTSON, President

New York: 279 Broadway

Canadian Distributors: I. Montagnes & Co., Toronto



The Imperial
\$140

*Two New Sonora
Phonographs
of wonderful value*



The Intermezzo
\$175

The Talking Machine World

Vol. 18. No. 1

New York, January 15, 1922

Price Twenty-five Cents

"TALKER" INTERESTS INVENTORS

Articles Appearing in Scientific Magazines Indicate That Inventors and Theorists Are Watching the Talking Machine Trend These Days

That young inventors and persons with an original trend of thought are more and more considering the development of the talking machine as a field for their activities is evidenced from the number of new ideas both practical and fantastic which are appearing in a number of publications devoted to various branches of science and invention.

In a recent issue of Science and Invention there appeared no less than seven articles dealing with the talking machine. One article deals with a recordless talking machine, on which selected selections may be played by pressing a series of electrical buttons, which make contact with a central exchange, similar to the telephone exchange. At the exchange there are hundreds of miniature records electrically connected and any number of people can listen in.

Another article deals with a novel talking machine cabinet which was presented to E. C. Morse as a surprise by the joiner shop in his shipyard. Dr. Harry A. Knauss, inventor of a metal phonograph record, describes his invention and other articles deal with a home-made electric talking machine and a patented apparatus for recording and reproducing sound.

A lengthy article entitled "A Scientist's Dream of Future Movies" describes a motion picture theatre which is equipped with various electrical switches at the seats. Several different photoplays are flashed on the screen simultaneously and spectators can view either picture by simply pressing a button. This also has the effect of providing synchronized talking machine music for the picture which the spectator desires to see. The music is heard through an apparatus similar to a telephone receiver which fits over the head. Verily, the world does move!

JONES CO. OPENS IN GRAND ISLAND

GRAND ISLAND, NEB., January 7.—The Jones Music Co. has recently opened a new music store at this point, carrying a complete line of Brunswick phonographs and records, and also the leading lines of pianos and sheet music. Mr. Jones is very well known throughout the Middle West, having formerly been connected with the Gaston Music Co. as manager of its Grand Island branch. He was connected in this capacity for a good many years, and has proved himself a real live musical merchandise man.

Mr. Jones has one of the finest music houses in Grand Island, and anticipates a wonderful amount of business from this new location. He has working with him in the business his two sons, who are both very aggressive salesmen.

NEW VICTOR SHOP IN JOHNSON CITY

JOHNSON CITY, N. Y., January 6.—A new exclusive Victor establishment, to be known as the Music Shop, has been opened at 237 Main street here. This is one of the most attractive stores in this vicinity. Complete modern equipment, consisting of record demonstration booths and record racks and a complete stock of Victrolas and Victor records, has been installed.

THE BRUNSWICK IN MOUNT VERNON

E. Brodbeck & Sons, the well-known music dealers of Mount Vernon, N. Y., have secured the representation of the Brunswick phonograph and records in addition to their other lines for the Mount Vernon territory.

The chronic kicker has a bootless occupation. Most generally he hasn't a leg to stand on.

GETTING IDEAS THROUGH EMPLOYEES

Merchant Forms Idea Club and Awards Prizes to Employees Submitting Best Suggestions

There is great danger in every business establishment of getting into a rut. The talking machine business is no exception and when the manager or head of the business depends upon his own ideas exclusively and neglects to weigh the opinions and suggestions of the members of his staff he is soon operating his business on a stereotyped basis and that vital element which we know as originality is lost.

One merchant has overcome this danger by instituting an "Idea Club," of which all the employes of the establishment are members. Each employe is expected to submit a number of ideas in written form each month to the manager, the most practical of which are selected by the head of the firm and then discussed in a general meeting of the staff. Prizes are awarded each month to the three employes submitting the best suggestions. The success of the innovation is evident from the fact that out of thirty-five suggestions submitted twenty-one were adopted and put into immediate practice.

NEW RAINBOW RECORD DISTRIBUTOR

Cabinet & Accessories Co. to Look After Wholesale Distribution of the Rainbow Records in Rapidly Growing Metropolitan Territory

The Rodeheaver Record Co., manufacturer of the Rainbow records, with headquarters in New York, announces the appointment of the Cabinet & Accessories Co., Inc., 145 East Thirty-fourth street, New York, as exclusive jobber for Rainbow records in the metropolitan district, and all orders from dealers will be handled through the new distributor in the future.

A. J. Heath & Co., recently appointed Rainbow record distributors in the Philadelphia and Baltimore territories, have done a substantial business in those records during and since the holiday season, according to reports received at the Rodeheaver Co. offices.

URGE PATENT OFFICE PAY RAISE

Victor Talking Machine Co. and Edison Co. Notify Congressmen of Their Desire for Action on Patent Office Pay Raise Bill

The Victor Talking Machine Co. and the Thos. A. Edison Co. are actively engaged in the move to stimulate action on the bill providing for increases in the pay of patent office employes. In addition to a large delegation of patent attorneys and business men from New York and New Jersey which visited Washington to attend a conference with New Jersey Congressmen for the purpose of speeding up action on the bill, which is in committee in the House of Representatives, the Victor Talking Machine Co. and the Edison Co., as well as other business houses, sent letters to the Congressmen strongly urging that action be taken immediately.

CONCERTS AID SALES CAMPAIGN

George M. Burt Co. Inaugurates a Series of Concerts as Part of Its Sales Campaign

ENDICOTT, N. Y., January 7.—The talking machine department of the George M. Burt Co.'s store here has been making an effective sales drive in the interests of Victor, Edison and Brunswick machines, which it handles. A series of concerts and extensive advertising in the local papers are proving of considerable value in increasing sales. In addition to the talking machines an extensive stock of Victor, Brunswick and Edison records has been installed for the benefit of patrons.

AUTO OWNERS ARE GOOD PROSPECTS

Names of Automobile Owners in the Community Can Be Secured From Local Garages

A live prospect list is one of the most important adjuncts to a successful business; therefore the talking machine dealer should pay particular attention to the formation of these lists and he should be sure not to overlook any good tips. Automobile owners now form a large part of any community and as a rule this class of people have the money to indulge their tastes in music.

One way of getting the names of automobile owners is through the local automobile agencies and garages. Some of these may be reluctant to give out any information which they have, but the dealer can overcome this by making a trade; that is, by offering in return for the desired information a selected list of names which he already possesses and which might make good automobile prospects—with the understanding, of course, that the matter be entirely confidential.

AN INGENIOUS ADVERTISING IDEA

Victor Dealer Gains Publicity and Stimulates Caruso Record Sales by Furnishing Musical Prologue to Moving Picture Show in His City

LYNN, MASS., January 2.—Some valuable advertising was obtained recently by John Z. Kelley, Victor dealer of this city, through an ingenious publicity stunt. Mr. Kelley persuaded the manager of the Waldorf Theatre in Lynn to allow him to furnish a free "act" consisting of Caruso records exclusively, to be used as a prologue to the regular moving picture show. Permission was granted and when the curtain was raised there appeared a room in the center of which was a Victrola. On one side of the stage was a sign bearing in letters large enough to be seen at the back of the theatre the announcement "Memories of Caruso," and beneath this, in smaller letters, the name of the dealer who furnished the instrument. In the lobby of the theatre was shown a large picture of Caruso.

The reception of this novelty was enthusiastic and the sale of Caruso records was considerably stimulated. The manager of the theatre, who operates several of them, is trying to arrange to have this same feature embodied as part of the program in his other theatres.

MAKES RECORDS OF INDIAN MUSIC

Indian Songs and Chants of Seven Tribes Recorded by Native Singers for Miss Frances Densmore, Who Is Doing Much Good Work

RED WING, MINN., January 2.—A valuable and interesting series of records of Indian war songs, folk songs and chants has been made by Miss Frances Densmore here. Miss Densmore goes among the various tribes, selects the best and most typical musicians and persuades them to sing into her talking machine. The songs of seven tribes of Indians living on reservations have been gathered in this manner. These include songs of all phases of their every-day life, those used in treating the sick, dance songs, war songs and Indian drum playing.

GOES AFTER TRADE AND GETS IT

BURGETTSTOWN, PA., January 3.—"If Mahomet won't go to the mountain the mountain will come to Mahomet." L. M. Lytton, of this city, believes in this proverb and is proving it every day by taking a Granby on the rear of his Ford and going out through the mud-roads to the mining communities. Mr. Lytton also believes in selling the higher-priced Granby, and is now introducing Granby consoles. He wastes no time in his store, but puts his faith in the above quoted proverb.

Making Record Buying Too Easy for the Customer and Some of Its Obvious Dangers

A question that interests a number of talking machine dealers is just how far to go and when to stop in their efforts to make record buying easy for the customer and save him from the confusion that results when he is handed the complete catalog or a supplement and left to select the records that he may feel desirous of buying.

The practice of having close at hand, either as the part of a supplement or a separate hanger, a list of a dozen or more specially selected records calculated to appeal to the average talking machine owner is not a new one and has been found quite effective from the fact that the selections are changed at intervals and after a time give to the talking machine owner an insight into practically all the good things in the catalog.

The practice, too, of determining the particular musical taste of the customer and putting before him either by word of mouth or in printed form the titles of a half dozen or a dozen records of that particular type of music from which to make his selections has also been used effectively and is still a standby of many retailers.

In the way of publicity, of course, it has been found highly desirable to feature one or two records at a time, changing the titles sufficiently to enable the prospective purchaser to become acquainted with practically all the good things in the list before the next supplement appears. All these methods, of course, are used by the majority of record dealers and may be termed standard to the trade. In view of this fact, therefore, there is brought to light at intervals new ideas developed by various dealers for presenting the new records and particularly standard selections to talking machine owners in ways that will appeal by their originality and at the same time produce the desired results in the matter of sales.

As has been said before, however, there is a question as to just how far the dealer should or can go in limiting the list from which his customer may select without either killing all interest in the main catalog or at least interfering with the sale of the general line of records.

One retailer, for instance, conceived the idea of having a local musical authority of considerable reputation pass on the new records each month and select four or five of those which he considered to be the best along musical lines,

perfection in recording, etc. On the face of it the idea seems to be a good one, giving the average purchaser the benefit of expert opinion to guide him in selecting the new additions to his record library. From another angle, however, as has been pointed out by another retailer, the announcement that the musical authority considers three or four records to be the cream of the list, from both musical and mechanical standards, intimates that the balance of the records in the current month's list are below par. Meanwhile it may be that the great majority of those who read

Too Much Concentration on Special Numbers Liable to Force Main Record Catalog in the Background

the announcements or have the expert opinion brought to them some other way may not stop to analyze the matter so carefully, but the thinking individual will naturally feel that after he has listened to or purchased the selected records the balance of the list are mediocre. It is self-evident that the average person is not enthusiastic over buying a product that is not the best in his own opinion and particularly one that is not the best in the opinion of the expert in the employ of the seller.

On the face of it the employment of an expert to give to the record purchaser the benefit of his mature and trained judgment regarding the offerings on the current record lists represents a highly commendable bit of service on the part of the dealer. But the question to be considered is just how far it is liable to react and affect the sale of records not among the chosen few.

On a straight merchandising basis all records are deemed to be well selected and salable and are issued on that basis. For a musical expert

to advise his particular friends, or to offer his opinion to those who seek it, is as it should be. For him to call attention to some of the special features of the list as being worth while from his viewpoint is also quite in order, but when he publicly announces a half dozen records or less as being far ahead of the rest of the list from every angle, then there is danger of killing possible sales of other records.

One has but to put himself in the position of the purchaser of some other article of merchandise. Say he is about to select a cravat from a line of a hundred or more all offered at the same price. The salesman does not tell him that only five of the cravats are worth while and far superior to the rest. He simply calls his attention to the desirable features of the design and texture of several of the line and lets him use his own judgment regarding the rest.

The services of a musical expert are highly desirable in the talking machine store, for his advice should prove of inestimable value to those who, being more or less in the dark regarding music, are somewhat at a loss about selecting records that will tend to improve their musical culture. In offering such advice he can do it without reflecting upon other records.

To have him make definite selections from the list, however, and advertise the fact seems to be a good idea gone wrong.

HOSPE CO. ADDS BRUNSWICK LINE

Large Omaha Concern Adds Brunswick Line to Its Extensive Stock of Talking Machines

OMAHA, NEB., January 7. The Brunswick line was recently added to the talking machine department of the A. Hospe Co. of this city. This concern is one of the oldest and largest musical instrument houses in the Middle West, and for the past twenty-five years has been an exclusive Victor dealer and until recently also a Victor jobber.

This is quite an important addition to the list of Brunswick dealers as the Hospe Co. will naturally dispose of a great many phonographs and records in the Omaha territory. Mr. Zitzman, general manager of the Hospe Co., is very much enthused over the latest acquisition to his talking machine department.

NYACCO RECORD ALBUMS for 1922

THE TALKING MACHINE'S HELPMATE



EQUIPPED WITH
NYACCO ALBUMS

MEAN:

RIGHT PRICES	QUALITY
SERVICE	STRENGTH
INCREASED SALES	DURABILITY

Keep in mind our two factories and order from nearest point.

It means a saving in transportation to you.

Quotations and Prices on Request.

New York Album & Card Co., Inc.

NEW YORK
23-25 Lispenard St.

A. W. CHAMBERLAIN
New England Factory Representative
26 Broad St., Boston, Mass.

CHICAGO
415-417 S. Jefferson St.



The Only Loose-Leaf Record Album on the Market

Victor Supremacy is lasting

It is built on the solid foundation of great things actually accomplished.

And the success of every dealer in Victor products increases with every new development of this wonderful instrument.

"Victrola" is the Registered Trade-mark of the Victor Talking Machine Company designating the products of this Company only.

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

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

Victor Wholesalers

- | | |
|--|---|
| <p>Albany, N. Y......Gately-Haire Co., Inc.
 Atlanta, Ga......Elyea Talking Machine Co.
 Phillips & Crew Piano Co.
 Baltimore, Md......Cohen & Hughes
 E. F. Droop & Sons Co.
 H. R. Eisenbraudt Sons, Inc.
 Birmingham, Ala....Talking Machine Co.
 Boston, Mass......Oliver Ditson Co.
 The Eastern Talking Machine Co.
 The M. Steinert & Sons Co.
 Brooklyn, N. Y.....American Talking Mach. Co.
 G. T. Williams Co., Inc.
 Buffalo, N. Y......Curtis N. Andrews
 Buffalo Talking Machine Co., Inc.
 Burlington, Vt.....American Phonograph Co.
 Butte, Mont......Orton Bros.
 Chicago, Ill......Lyon & Healy.
 The Rudolph Wurlitzer Co.
 Chicago Talking Machine Co.
 Cincinnati, O.....Ohio Talking Machine Co.
 The Rudolph Wurlitzer Co.
 Cleveland, O......The Cleveland Talking Machine Co.
 The Eclipse Musical Co.
 Columbus, O......The Perry B. Whitsett Co.
 Dallas, Tex......Sanger Bros.
 Denver, Colo.....The Knight-Campbell Music Co.
 Des Moines, Ia.....Mickel Bros. Co.
 Detroit, Mich.....Grinnell Bros.
 Elmira, N. Y.....Elmira Arms Co.
 El Paso, Tex.....W. G. Walz Co.
 Honolulu, T. H.....Bergstrom Music Co., Ltd.
 Houston, Tex.....The Talking Machine Co. of Texas
 Indianapolis, Ind....Stewart Talking Machine Co.
 Jacksonville, Fla....Florida Talking Machine Co.
 Kansas City, Mo.....I. W. Jenkins Sons Music Co.
 The Schmelzer Co.
 Los Angeles, Cal....Sherman, Clay & Co.
 Memphis, Tenn.....O. K. Houck Piano Co.</p> | <p>Milwaukee, Wis.....Badger Talking Machine Co.
 Minneapolis, Minn...Beckwith, O'Neill Co.
 Mobile, Ala......Wm. H. Reynolds
 Newark, N. J......Collings & Co.
 New Haven, Conn....The Horton-Gallo-Creamer Co.
 New Orleans, La.....Philip Werlein, Ltd.
 New York, N. Y.....Blackman Talking Mach. Co.
 Emanuel Blout.
 C. Bruno & Son, Inc.
 Charles H. Ditson & Co.
 Knickerbocker Talking Machine Co., Inc.
 Musical Instrument Sales Co.
 New York Talking Mach. Co.
 Ormes, Inc.
 Silas E. Pearsall Co.
 Oklahoma City, Okla......Oklahoma Talking Machine Co.
 Omaha, Nebr......Ross P. Curtice Co.
 Mickel Bros. Co.
 Peoria, Ill......Putnam-Page Co., Inc.
 Philadelphia, Pa.....Louis Buehn Co., Inc.
 C. J. Heppie & Son.
 The George D. Ornstein Co.
 Penn. Phonograph Co., Inc.
 The Talking Machine Co.
 H. A. Weymann & Son, Inc.
 Pittsburgh, Pa.....W. F. Frederick Piano Co.
 C. C. Mellor Co., Ltd.
 Standard Talking Mach. Co.
 Portland, Me......Cressey & Allen, Inc.
 Portland, Ore.....Sherman, Clay & Co.
 Richmond, Va.....The Corley Co., Inc.
 Rochester, N. Y.....E. J. Chapman.
 Salt Lake City, U....The John Elliott Clark Co.
 San Francisco, Cal...Sherman, Clay & Co.
 Seattle, Wash.....Sherman, Clay & Co.
 Spokane, Wash.....Sherman, Clay & Co.
 St. Louis, Mo......Koerber-Brenner Music Co.
 St. Paul, Minn.....W. J. Dyer & Bro.
 Syracuse, N. Y.....W. D. Andrews Co.
 Toledo, O......The Toledo Talking Machine Co.
 Washington, D. C....Cohen & Hughes
 E. F. Droop & Sons Co.
 Rogers & Fischer</p> |
|--|---|



Victrola VI, \$35
Mahogany or oak



Victrola IX, \$75
Mahogany or oak



Victrola No. 120, \$275
Victrola No. 120, electric, \$337.50
Mahogany or oak



Victrola No. 300, \$250
Mahogany or English Brown



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

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

What Is a Live Prospect and How Much Is He Really Worth to the Dealer? :: By G. H. Howe

What is a prospect and how much is he worth to the dealer? That was the question recently brought up at a meeting of talking machine dealers and proved a greater problem than appeared on the surface. One dealer, for instance, declared that he had practically 1,500 live prospects on his cards and stated that they had only cost him between \$75 and \$100, or a little over 5 cents apiece. Another said he had about 1,200 prospects and they had cost him something over 10 cents apiece. Finally an old veteran in the game declared that he had about 150 prospects, that they had cost him over \$1 apiece, and were worth the money.

The difference between the various figures offered by the dealers naturally brought forth some quick questioning. It resolved itself into the query, "What is a prospect?" The old-timer, who has been selling musical instruments for a quarter of a century or more, practically settled the matter when he gave as his definition of a prospect a person who, to the best of the dealer's knowledge and belief, is going to buy a talking machine and some records from that particular dealer. When it comes down to lists, he declared, "I have lists of probably 3,000 names and out of these 3,000 names I have one thousand that may be considered in the selected class, and of that thousand there are at least 500 who are worth following up right now, but when it comes down to prospects I have only about 150, but these people are going to buy from me within the next few months. I know in most cases what they desire, what they want to pay and how. I know their financial standing to be satisfactory and I am all ready to deliver the goods when the opportune moment arrives.

Some are waiting for birthdays—some are going to move into new homes—some are waiting for this event or that, but they know what they want and I know what they want, and it is simply a question of getting together. Those are what I call prospects.

"A good list of several thousand names is not to be sneezed at, because it gives the dealer some basis upon which to work, but that list is simply a directory of possible customers. A careful weeding out will bring the list down to a

How One Veteran Salesman Differentiates Between Lists of Names and Lists of Definite Prospects

few hundred or a thousand names of those who probably will buy talking machines some day, and then the process of elimination is carried out until we have the final list of those who have committed themselves definitely as to price, terms and style, have agreed that we have what they want and are simply waiting. It may be a few days or several months.

"When I was a younger man I worked for a

piano dealer, and finally one day ran across a woman who said she had no piano, but hoped to buy one some day in the future. I came in very cheerfully and reported to the dealer that I had discovered a prospect. 'When will she be in to buy?' he said. 'Oh, some time when she has the money,' was my answer. 'In other words, son, what you got is a name,' and I have never mixed names and prospects since that time.

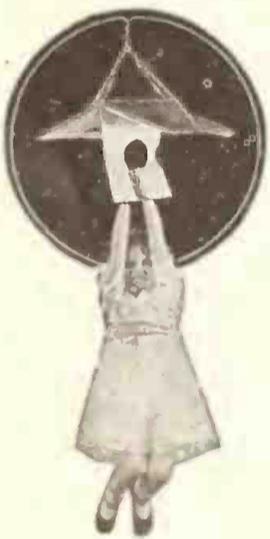
"I can best describe my idea this way: When a man puts an advertisement in a newspaper the entire circulation of that newspaper represents his list. The answers to the advertisement represent his selected list and those who eventually get down to the closing point, or to the point that promises a definite closing within a reasonable time, are his prospects. Perhaps my idea may appeal more to the pessimist than to the optimist, but at the same time it does not raise false hopes and gives the dealer a better and more certain working basis."

ARTHUR HAMANN OPENS BUSINESS

Former Manager of Starck Piano Co. Returns to Old Home in Sheboygan to Open Store

SHEBOYGAN, Wis., January 2.—Arthur Hamann, who for the past eighteen years has been manager of the Starck Piano Co. in Chicago, has returned to Sheboygan, his old home, to open a talking machine business at 922 Michigan avenue. Although Mr. Hamann will specialize in talking machines he will eventually branch out into the piano business. His plans include the erection of a modern building on the site now occupied by his present store.

JANUARY SALES



The large distribution of records over the holidays makes this the one month of the year to develop the "home library of records" idea among your customers.

This set of Peerless Classification labels is designed to sell Peerless albums in your store.

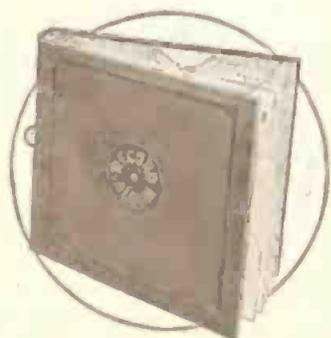
Every labeled Peerless album you sell to-day paves the way for the sale of twelve more records later on.

A set of Peerless album labels is furnished free with each set of albums lettered for Victrolas Nos. 80, 90 and 100.



Peerless albums are covered and bound with Interlaken cloth.

Write for Our Reduced Prices



Peerless Album Company

Phil Ravis, Pres.

636-638 Broadway

New York City

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

San Francisco Representative
WALTER S. GRAY CO., 942 Market St.



Victrola IV, \$25
Oak



Victrola VI, \$35
Mahogany or oak



Victrola VIII, \$50
Oak



Victrola IX, \$75
Mahogany or oak



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



Victrola No. 100, \$150
Mahogany, oak or walnut

Victor Supremacy

Victor supremacy points the way to success for every music retailer.

It marks the "path of least resistance."

"Victrola" is the Registered Trade-mark of the Victor Talking Machine Company designating the products of this Company only.

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

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

Victor Talking Machine Co.

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



Victrola No. 110, \$225
Mahogany, oak or walnut



Victrola No. 120, \$275
Victrola No. 120, electric, \$337.50
Mahogany or oak



Victrola No. 130, \$350
Victrola No. 130, electric, \$415
Mahogany or oak

The TALKING MACHINE WORLD

For the makers & sellers of talking machines

(Registered in the U. S. Patent Office)

PUBLISHED BY EDWARD LYMAN BILL, Inc.

President and Treasurer, C. L. Bill, 373 Fourth Ave., New York; Vice-President, J. B. Spillane, 373 Fourth Ave., New York; Second Vice-President, Raymond Bill, 373 Fourth Ave., New York; Secretary, E. L. Bill; Assistant Treasurer, Wm. A. Low.

J. B. SPILLANE, Editor

RAY BILL, B. B. WILSON, BRAID WHITE, Associate Editors

L. M. ROBINSON, Advertising Manager

L. E. BOWERS, Circulation Manager

Trade Representatives: A. F. CARTER, WILSON D. BUSH, C. CHACE, EDWARD LYMAN BILL, V. D. WALSH, E. B. MUNCH, C. R. TIGRE, SCOTT KINGWILL, A. J. NICKLIN

Western Division: Republic Building, 209 So. State Street, Chicago, Ill. Telephone, Washash 5242

Boston: JOHN H. WILSON, 324 Washington Street

London, Eng., Office: 2 Gresham Buildings, Basinghall St. W. LIONEL STURDY, Mgr.

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

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

SUBSCRIPTION (including postage): United States, Mexico, \$2.00 per year; Canada, \$3.00; all other countries, \$4.00. Single copies, 25 cents.

ADVERTISEMENTS: \$5.50 per inch, single column, per insertion. On quarterly or yearly contracts a special discount is allowed. Advertising pages, \$150.00.

REMITTANCES 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 5982-5983 Madison Sq.
Cable Address: "Elbill," New York.

NEW YORK, JANUARY 15, 1922

VIEWS RETROSPECTIVE AND PROSPECTIVE

WE have turned over a new leaf—we have started a new chapter—1922 is with us. It is a period for retrospective and prospective thought. We have just witnessed the passing of one of the most trying years in the history of the industry—a year in which every manufacturer, distributor and merchant had to fight strenuously to score any kind of accomplishment. This striving has brought with it many evils consequent upon the unusually keen competition in the price field, due to overproduction and overstocking. Indeed, the closing months of the year witnessed a veritable orgy of price-cutting in machines and selling on terms that can only be considered unhealthy and dangerous to the stability and progress of the industry.

Such a condition should not be allowed to continue during the year 1922. It should be the aim of every business man to discard those policies which work to the detriment of his business and the industry as a whole. The talking machine industry has long been recognized for its splendid trade practices—its adherence to price-maintenance and the utilization of business methods that have come in for no inconsiderable amount of commendation. A departure from this high standard is to be deplored, and it is time that manufacturers, distributors and dealers arrived at a common understanding that this price anarchy in the retail field should cease.

There must be a close line of demarcation drawn as to the kind of men who are entrusted with the retailing of talking machines. A man has the right to be a free agent, but he has no right to endanger the entire industry in his desire to make money at the expense of the well-being of the entire trade. The situation in the retail field to-day needs remedial action, and the question arises: What policy can best be adopted to make the talking machine business better for 1922? Are there weaknesses discoverable when we analyze the several policies and systems now in vogue? These and other queries are timely and worth considering by talking machine men everywhere.

There is something more in life than the mere acquisition of money—there is honor and reputation. The dealer who desires to build a business that will be enduring must have a definite selling policy—one that will augment the reputation of his house for correct business methods. It is not a time to inject any methods which detract in any way from the stability of the trade. There is no good reason why dealers should announce that a talking machine can be purchased for so many cents a day, or no initial payment on a time

sale. Such publicity has the effect on the public mind of cheapening the talking machine, and that is the very thing that men interested in its future should avoid.

When we consider the wonderful strides made by the talking machine musically and commercially within recent years it seems criminal for any member of the trade to indulge in practices that cheapen this instrument and undermine the industry. To our mind the public should not be encouraged in the belief that a talking machine can be purchased in this way. It is much more advisable to educate the public to a higher conception of trading ethics.

The Talking Machine World has always preached and believed that price-maintenance is the foundation upon which the security of this industry rests. It believes that the trade should oppose strongly the attempt on the part of any of its members to shatter this foundation by indiscriminate price-cutting.

NO ROOM FOR THE MAN WHO DRIFTS IN 1922

SOME members of the industry, both manufacturers and dealers, have drifted into the new year without any fixed plans, and have simply waited for developments, hoping for the best. Others have entered the new year with a comprehensive program elastic enough to meet any conditions, but sufficiently firm to permit of development and the carrying out of definite plans calculated to bring in the maximum amount of the business available.

During some of the past years in the trade the drifter has managed to get along without any great difficulty because there was more business than all the dealers combined could take care of, and he naturally got a substantial share simply through accident. The dealer who drifts along to-day, however, and has not developed a definite advertising and selling campaign is putting an awful burden on Lady Luck.

We have found retailers who have talked a good deal but have not had one concrete idea regarding special exploitation plans for the year; meanwhile they dwell upon the things they are going to do when "the time is right." On the other hand, we have run across dealers who have mapped out regular advertising campaigns; have arranged for concerts and recitals; have surveyed new fields which they hope to conquer and, altogether, are in a position to give an outline of what their activities are going to be for every month of the year.

It may be that conditions will cause a switch in the program, either in the matter of curtailment or expansion, but at least there is a definite foundation upon which the dealer may work. He is not spending his money for exploitation work in spurts, but has a fixed schedule, knows what it is going to cost him each month and realizes how much business he will have to do to cover that cost, in addition to his other overhead. It is simply a necessary factor in conducting all modern business, whether in selling talking machines or carpets. No merchant can simply drift along. He must have his trade compass and his business charts and be prepared to steer a straight course.

THE TREND IN CABINET DESIGNING

THE putting on the market in recent years of many new styles of talking machine cabinets, including those known as period styles, and particularly the various console models, has naturally encouraged the seekers after new business to endeavor to evolve case designs which would have a strong appeal through their distinctiveness.

For years the trade, and public for that matter, were satisfied with the ordinary upright type of talking machine. Everyone knew what it looked like and recognized it in the home. Eventually it was felt that distinctive designs would make an appeal to those who, although in a position to spend substantial sums for talking machines, found that though they could buy more elaborate cabinets of an accepted design they could not secure anything that was really exclusive and emphasized the fact.

Then came the craze for something different—something that was a talking machine and yet was not a talking machine so far as appearances went, with the result that the console models and the other new styles that have become familiar to the trade were evolved.

It is now maintained, however, that, in the effort to get away from sameness in cabinet design, the pendulum has been swung too far in the other direction, and we are now faced with the danger of seeing a number of freak styles offered to the public. In fact, there already have been evidences of a tendency in this direction.

It is very likely that a variety of styles of talking machine cabinets is to be desired in order that all tastes may be satisfied, but it is a grave question whether the talking machine revealed by the opening of a desk or the moving of a shelf of books, or the sliding of a wall panel, is calculated to help trade development.

There is a wide difference between the artistic and the freak styles. There are so many opportunities for casing the talking machine mechanism so that the result will be distinctive and artistic, while still remaining a talking machine, that there seems to be no real reason to resort to camouflage. It is much better for the industry to offer something that is recognized as a talking machine, although beautifully and expensively cased, than it is to offer some article of furniture or equipment that unexpectedly turns into a talking machine.

Bitter medicine is sugar-coated in order to fool children and placate elders, but the talking machine of to-day is too well known and too widely appreciated to require this coating of camouflage. It is all right to have it different, but at least have it sensible and artistic.

MUSICAL EDUCATION BY MEANS OF RADIO

THE transmitting of talking machine music by radio has become so prominent and so universal within the past few months that the stories of such events have been crowded off the front pages of the newspapers and are now handled as ordinary events, but the opening of this new field for the exploitation of the talking machine is a matter that is of general interest to the trade, for it all means publicity and publicity means business.

The Westinghouse Co. has been for some time past holding a series of nightly radio concerts from its sending stations in Newark, N. J.; Pittsburgh, Pa., and other cities, covering a radius of practically a thousand miles and interesting many thousands of amateurs and radio enthusiasts and their friends.

The sending of music by radio may be considered in the nature of a novelty and without any great value, but the fact that the talking machine has been so closely associated with such work at the outset is a matter of congratulation.

THE NEEDS OF THE PATENT OFFICE

FOR a number of years there has been a persistent demand for Congressional attention to the needs of the United States Patent Office, but the demand has been neglected to such a degree that a situation has developed that represents a real menace to the business life of the country. Two years ago, for instance, the Patent Office was 15,000 applications in arrears, and to-day, according to the Commissioner of Patents, it is 56,000 applications in arrears. These figures offer convincing proof of the seriousness of the situation.

The efficient handling of the business at the Patent Office is a most important matter, for both the development or the ruination of a business may depend upon the decision of the Patent Office regarding the strength of patents under which it operates. There

is no question but that the revival of business is hindered to a material extent as a result of this situation, for, of the thousands of patents being handled, there are unquestionably many that, put into force, would mean the establishment of new industries, the employment of many new workers and a material increase in the business activity of the country.

Expert examiners in the Patent Office are paid only from \$1,500 to \$2,700, ridiculously small salaries in the face of existing conditions and the work the men are called upon to perform. The result is that skilled examiners are resigning from the Patent Office service and finding more profitable employment elsewhere.

In view of the situation, which is now so generally recognized, it would seem that members of the music industry, as well as business men generally, should support strongly the bill now before Congress providing for fair increases in the salaries of Patent Office employes. The fact that the bill provides for an increase of \$5 in the patent fee (from \$35 to \$40) should not serve to weigh against the great relief that the passage of the bill may be expected to afford to industry as a whole.

AIDING SELLING ABILITY OF RETAILERS

WHEN the word school is mentioned in connection with business there is, naturally, a feeling that it is intended for the instruction of the amateur—the man who is seeking to break into the field. It has been demonstrated most impressively, however, during the past couple of years that the veteran salesman and dealer is in a position to gain quite as much from a course in salesmanship as is the beginner and, in fact, to gain more, because he has been drilled in the fundamentals of the business and can profit the greatest from the suggestions offered in the selling course.

The Victor Red Seal School is perhaps an outstanding example in this trade, for not only has it served to add immeasurably to the selling ability of retailers, but it has offered instruction that has proven profitable to leading wholesalers—men who have been in business almost from the time of its inception. Other salesmanship courses and classes have been conducted by various manufacturers and wholesalers, with excellent results in every case, where the instruction is based upon actual experience, and where the classes provide for an interchange of ideas. The individual is handicapped, indeed, who cannot secure from that mass of practical information ideas that can be introduced immediately and advantageously into his own business.

Many of the general salesmanship courses represent simply a mass of theory which depends upon the natural intelligence of the student to put into practical use; but in this industry, at least, the selling instruction has been practical and has, without doubt, proven a tremendous factor in not only keeping the business going as well as it has during the past few months, but it has helped to give many retailers handling talking machines a proper conception of the importance and dignity of the industry.



NEW TELEPHONE NUMBER
FITZROY 3271—3272—3273



VICTOR SUPREMACY

meant much to the Victor retailer during the past year—particularly the retailer who was exclusively Victor.

We believe that the Supremacy of Victor merchandise, plus the wholehearted efforts of the retailer, will make 1922 the biggest and best Victor year.

To this end we extend our services.

ORMES, Inc.

Wholesale Exclusively

15 West 37th Street

New York

Developing a Valentine Music Campaign and Other Business-Building Means :: :: By W. B. Stoddard

"Say It With Music," one of the most popular songs of the past season, suggested to the Rudolph Wurlitzer Co. store in St. Louis, Mo., the idea for a Valentine Music Campaign, which proved very successful as a sales maker. Through the papers a special Valentine concert was announced, scheduled to take place a week before St. Valentine's Day. To all of the company's patrons who had purchased machines or records during the past year special invitations were issued. These were heart-shaped, red in color and bore the invitation in gold letters on the first page. Inside was the program: "Little Gray House in the West," Gluck; "Last Rose of Summer," Tetrassini; "Sunshine of Your Smile," McCormack; "Call Me Thine Own," Garrison; "Mighty Lak a Rose," Farrar and Kreisler; "Roses of Picardy," McCormack; "A Dream," Caruso; "Kiss Me Again," Garrison; "For You Alone," Caruso; "When You Look in the Heart of a Rose," McCormack.

The newspaper invitation was a double-column ad, with a border simulating a lace paper valentine, and after extending an invitation to the concert, the date and hour being mentioned, the ad concluded: "Real Love Messages of All Sweethearts—Victor Love Records in Valentine Envelopes. Come and hear these tender songs by the world's greatest artists and then pick out one or more of them and let them be your valentine. Say it with music."

The concert lasted an hour, with an intermission of twenty minutes, during which the operation of the machine was explained, special request records played and any questions answered. No one was asked or expected to buy, but many were anxious to avail themselves of

the opportunity, especially after hearing some of the concert records played. Particular interest centered in the valentine records, which were displayed on a table in a bower of red and white, set off with a number of hearts and darts. All of the records played at the concert, and fully a hundred other ballads, ancient and modern, were included in the list. Each was enclosed in a stout manila envelope, with lines for the address of the recipient, and in the corner a fat Cupid and the little verse:

I wish you'd be my Valentine, I haven't words to say it;
I'm sending you this record, so put it on and play it.

The window that complemented the other publicity features showed an outline heart six feet high, the wire frame being completely covered with red paper roses. Inside the heart was a Victrola, and red ribbons ran from it to a number of records set in racks down close to the glass. Each record had a red heart pasted to the center, on which in black letters was the name of the selection, and all of them were records to be played at the Valentine concert. A card set on an easel and bordered with red hearts extended a cordial invitation to the general public to attend the concert.

Catering to the American Legion

The glorious American Legion is an organization that will have to be reckoned with from now on. Its numbers are increasing daily, as more and more of the boys join, and it will pay dealers to make an occasional special appeal to its members. Of course, the most advantageous time to do this is when there is a district or State meeting and large numbers of them are gathered together. Such a plan was adopted during the national gathering at Kansas City last Fall. In order to make a more forcible appeal,

instead of individual advertising, all of the leading music dealers joined together in a full-page co-operative ad:

BOYS OF THE AMERICAN LEGION
Here's the best thing you've seen or heard since you first caught sight of the Statue of Liberty. While P. W. L. drop into any of these dugouts and hear the new Legion song, "Hurrah, American Legion!" It's a whiz bang!

Then followed the list of firms: Paul Talking Machine Shop, J. W. Jenkins Sons' Music Co., Eddie Kuhn Song Shop and S. S. Kresge Co. Of course, any other desired records could be substituted for the one advertised here.

Hamburger Gives Wireless Concerts

Hamburger's, Los Angeles, Cal., recently introduced a distinct novelty in the way of increasing the sales of its phonograph department. A short time ago wireless operators, both amateurs and professionals, were surprised to get the following announcement through their receivers: "This is experimental station 6XAK speaking, Hamburger's wireless station, located on the roof of the store. Commencing to-day and continuing for an indefinite period there will be various concerts and other announcements. We will now have a selection from the phonograph." Then followed one of the latest records and thousands of radio operators—there are 10,000 within reach of the instrument—listened in while Hamburger's gave a concert lasting from 4 to 5 p. m. Announcement of the new service was made in the papers, with the statement that in addition to the afternoon concerts the store will give concerts on Monday, Wednesday and Saturday nights, from 8 to 9 o'clock, and will later establish a service between 8 and 9 o'clock in the morning.

Linking Up With the Concert Artists

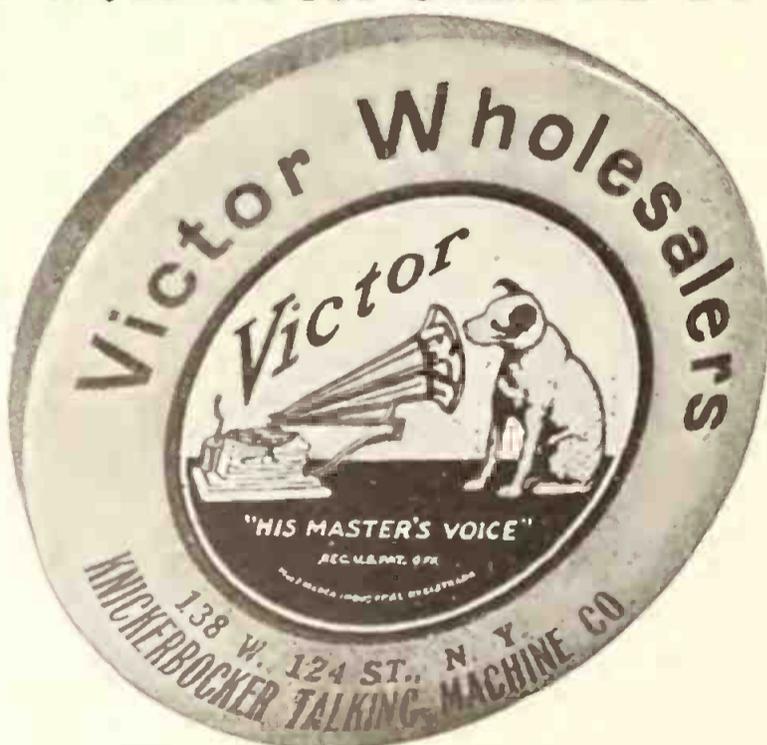
Now that so many of the world's most famous artists are making records for talking machines, it is very easy to tie up their names with the records. Comparatively few can hear the original artist, even when he appears in the city, but everyone who possesses a talking machine can hear his music. This was the argument advanced by the Powers Co., Portland, Ore., at the time of the recent appearance in the city of Jascha Heifetz, the brilliant young violinist. At the time of his appearance this concern arranged a window fitted up as a sun parlor, with wicker furniture and cretonne draperies in maroon and black. The entire background was given over to a bust painting of Heifetz of heroic size—six feet square. At one side was a talking machine and on a long, low mound, draped with maroon silk, were shown a number of his records. A card advised: "Hear Jascha Heifetz, the wonder violinist, and then come down and make a selection of his records, so that you can continue to enjoy his music regularly until he comes again."

NEW GRANBY DISTRIBUTORS

HIGH POINT, N. C., January 6.—The Granby Phonograph Corp., Norfolk, Va., has announced that the Shipman Organ Co., of this city, has taken on the Granby line in the South as distributors. W. J. Shipman, treasurer and vice-president of the Shipman Organ Co., recently spent a few days at the factory of the Granby Phonograph Corp. at Newport News, Va., and consummated the deal. Through the large business in organs which this company does through the South, it is well known to practically every music dealer, and it is expected that this new connection will greatly increase Granby prestige throughout the Southern States.

The good will of customers is the greatest asset a merchant can have. Without it he is in danger of going on the rocks.

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.

Victor Wholesalers

New York City

Clip out, pin to your business letterhead and mail to

The Globe-Wernicke Co., Cincinnati, Ohio:

Please send me information on your cabinet which will interest the people steadily buying records of me. This without obligation. P.W.1

A coupon that opens new profits to you—



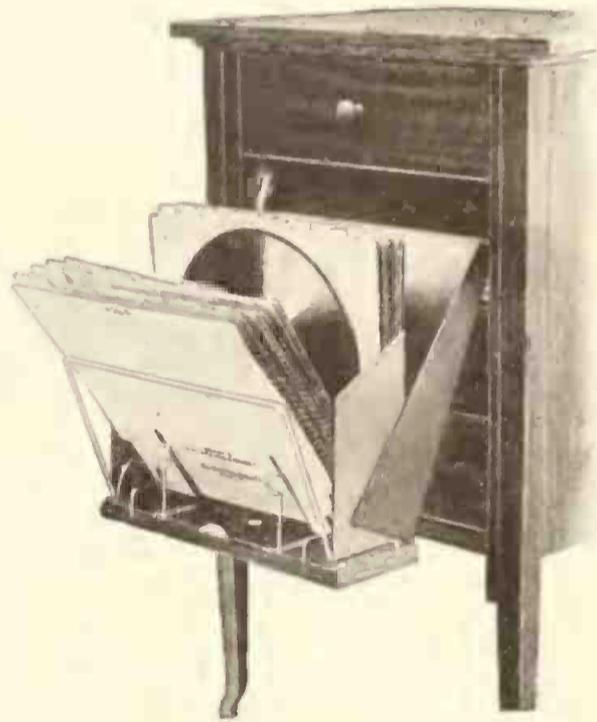
When people accumulate books they buy extra bookcases. Today the very same people are looking for something to keep their surplus phonograph records in, records bought steadily for the past two years. You should be equipped to fill this ever-growing demand.

The popular console machines hold about eighty records. Think how quick a family assembles eighty records!

Brown Disc Record Cabinets made by The Globe-Wernicke Company will fill this need in thousands of homes. Their construction is completely unique. Like all Globe-Wernicke products, they are "built to endure."

Nowhere can be found such an adequate method for filing records. The Brown Disc Record Cabinet is very simple, but tremendously serviceable. The mechanical features form real selling points. You will find both men and women appreciate them.

Brown Disc Record Cabinets come in varying sizes, from two to twelve drawers. They are finished to match any talking machine. As a neat, useful piece of furniture they can find a place in any home. Some with bevelled edges permit of a small machine fitting into the cabinet.



Clip out the coupon above. It will bring you details of a plan that means extra profits for you. Such a cabinet is marketable NOW.

Makers of Sectional Bookcases, Filing Cabinets in Wood and Steel, Office Furniture, Steel Safes, Stationers' Supplies, Filing Cabinet Supplies and Disc Record Cabinets

The Globe-Wernicke Co.
C I N C I N N A T I



Winter is the time when folks buy records. You can sell them cabinets, too, if you'll try.

COLUMBIA PRIZE-WINNERS

Harry R. Lamoreaux Wins First Prize in Columbia Dealers' Advertising Contest

The judges in the dealers' advertising contest sponsored by the Columbia Graphophone Co. announced their decision recently and the winner of the first prize was Harry R. Lamoreaux, Columbia dealer at Cherokee, Ia. Hundreds of advertisements were received by the judges and Columbia dealers in all parts of the country participated in this unique advertising idea. The contest started on November 1 and finished on December 1, and the only provision was to the effect that all advertisements entered in the contest must be devoted exclusively to Columbia products and carry the Columbia trade-mark.

Mr. Lamoreaux, in the winning advertisement, offered the farmers 40 cents a bushel for their corn, to be applied as payment for a Grafonola. Mr. Lamoreaux offered to deliver the Grafonola by truck and cart away the corn with the same truck. As winner of the first prize this enterprising dealer will receive free advertising in his

local newspaper totaling six times the space of the winning advertisement, which was a full page.

The Hook Drug Co., Indianapolis, Ind., was the winner of the second prize, which consisted of free advertising space totaling five times the space of the winning advertisement. The Typewriter Supply Co., Ft. Worth, Tex., won the third prize, consisting of free advertising space totaling four times the space of the winning advertisement. The Haverty Furniture Co., Houston, Tex., was the winner of the fourth prize, which consisted of free advertising space totaling three times the space of the winning advertisement. H. B. Vanosdall & Bro., Ashland, O., was the winner of the fifth prize, consisting of free advertising space totaling twice the space of the winning advertisement. The Farrar Furniture Co., Bangor, Me., was the winner of the sixth prize, consisting of free advertising space totaling the same size as the winning advertisement.

Optimism is a fine thing, but it doesn't count for much without a little hustle behind it. Pessimism and laziness often travel together hand in hand, and they're going down hill all the time.



NYOIL
FOR YOUR PHONOGRAPH

Made in Our Watch Oil DEPARTMENT

which for half a century has made 80% of all the watch, clock and chronometer oil used in America.

The Best Oil For Any Talking Machine

In refining, Nyoil is given the same care as our famous watch oil receives. All gums and impurities are removed, leaving it

Colorless, Odorless and Stainless.

Housekeepers say they would not be without Nyoil because it is best for phonographs and sewing machines—for polishing furniture and woodwork and is odorless and will not stain. It is free from acid and will not gum, or become rancid. Sportsmen find it best for guns because it prevents rust.

NYOIL is put up in 1-oz., 3-oz. and 8-oz. Bottles and in Quart and Gallon Cans.

For Sale by all Talking Machine Supplies Dealers

WILLIAM F. NYE, New Bedford, Mass., U.S.A.



Here are the Tonepen display box and the display cards supplied free of charge to dealers.

Join the Army of TONEPEN Dealers

A large number of dealers are now selling TONEPENS because they are better than ordinary phonograph needles. A TONEPEN plays loud, soft and medium. Our TONEPEN is good for at least one hundred records without removing it from the reproducer.

As soon as a prospect hears the results obtained with the marvelous TONEPEN he buys a set of three for fifteen cents—the retail price.

Display Cases and Cards

Every dealer who orders a gross of TONEPENS receives free of charge the TONEPEN display box and four of the attractive display cards shown on this page.

Attractive Dealer Offer

TONEPENS are sold at such a liberal discount to the trade that it pays to handle them.

Write today for our attractive dealer offer. Let us send you a gross of TONEPENS with the free display box and the free display cards.

Fifty Sample Cards FREE

With every initial order we give 50 cards of Tonepens FREE for distribution as samples.

TONEPENS are guaranteed. If any dealer or user finds that TONEPENS do not live up to our claims we will refund his money. No dealer runs any risk in stocking up with TONEPENS.

THE TONEPEN CO.

217A Center Street

New York

HOPE TO EFFECT A REORGANIZATION

Creditors of the Remington Phonograph Co. Meet in Philadelphia—Disposition Manifested to Effect Reorganization of Business

PHILADELPHIA, Pa., January 3.—At a meeting of the stockholders of the Remington Phonograph Co., held at the Continental Hotel, this city, during the past month, a committee of five of the most active stockholders was selected with instructions to make all the necessary investigation relative to the advisability of continuing the business and report back to a full meeting to be held some time during this month. The meeting was attended by more than 400 stockholders. Addresses were made by Louis Jersawit, receiver in equity; James S. Holmes, vice-president; B. H. Stern, attorney, and P. E. Remington, president. A general disposition was manifested to effect a reorganization with as little delay as possible.

VOCALION DISTRIBUTORS ACTIVE

Both in Detroit and Cleveland Territories Many New Dealers Have Been Appointed

Oscar W. Ray, head of the wholesale Vocalion record department of the Aeolian Co., returned recently from a trip through the Middle West in the course of which he visited the Lind & Marks Co., Vocalion distributors in Detroit, as well as the Vocalion Co. of Ohio, distributors in Cleveland. Mr. Ray was enthusiastic over the progress being made in both territories.

The Vocalion Co. of Ohio, which is among the newer distributors, has provided commodious and elaborate quarters for handling the Vocalion line, including over 4,000 square feet of store-room space. The company has already established seventeen new dealers for the Vocalion in Cleveland and vicinity.

ABOUT A CERTAIN SALESMAN

Two business men were talking about a salesman who had made a record.

"Yes," said one, "he has made big sales this year, but I wonder how long he can continue doing the work."

"Why?"

"Because he makes people buy instead of making them want to buy."

In that last sentence is a whole book of wisdom for every salesman.

Every salesman should ask himself: "Am I making them buy my goods or am I making them want to buy my goods?"

It is one thing to cram goods down the throat of the customer. It is another thing to handle him so that he will reach for the goods himself, says the Treasure Chest.

NEW REGULATIONS REGARDING CLAIMS FOR TAX REFUNDS

Excess Payments Will Be Returned to Taxpayer Immediately Under New Ruling Issued by Internal Revenue Bureau—No Change in Rules Regarding the Taking of Inventories

WASHINGTON, D. C., January 5.—New regulations regarding the procedure to be followed by the Internal Revenue Bureau in dealing with claims for refund and abatement of Federal taxes have been issued by Commissioner David H. Blair and will result, it is declared by officials of the Bureau, in the more prompt adjustment of such claims.

Heretofore, when an overassessment or overpayment was disclosed by the Bureau in auditing a tax return, the taxpayer was invited to file a claim for the abatement of the overassessment or the refund of the overpayment. When received the claim was filed until reached in due course for consideration, which often meant a delay of many months.

Hereafter taxpayers will not be advised of their privilege of filing such claims, but instead will receive a certificate of overassessment and a check in correction of the error, or, if an assessment is outstanding against the taxpayer for income or excess profits tax, the overpayment will be applied against the assessment and any balance remaining immediately refunded. Although it will no longer be necessary for taxpayers to file such claims when they themselves discover errors, they may continue to do so if they wish.

This action on the part of the Bureau is taken as a result of the inclusion in the new revenue law of a provision requiring the Government to pay interest upon claims for refund in an effort to reduce the amount which must be paid in that way. This provision, according to business men and tax experts, will do more to bring the work of the Bureau up to date and bring about the prompt settlement of claims than any other method which has yet been devised for this purpose.

Instructions for taking inventories under the new revenue law have been prepared by the

Bureau of Internal Revenue and transmitted to collectors throughout the country. Merchants, manufacturers and business men generally, it is pointed out, need experience no difficulty in taking their inventories for 1921, as no change has been made in that section of the revenue law relating to inventories.

Present Treasury regulations provide that inventories must now be valued at "cost or market, whichever is lower," the Bureau explains. Taxpayers were permitted, regardless of their past practice, to adopt the "cost or market, whichever is lower" basis in taking their inventories for 1920, but thereafter, the regulations provide, changes can be made only after permission is obtained from the Commissioner of Internal Revenue.

"In the case of a merchant," it is pointed out, "cost" means the invoice price less trade or other discounts, excepting strictly cash discounts approximating a fair rate of interest, which may be deducted or not at the option of the taxpayer, provided a consistent course is followed. To the net invoice price should be added the cost of transportation and other necessary charges incurred in acquiring possession of the goods.

"In the case of a manufacturer 'cost' means the cost of raw materials and supplies, expenditures for labor and indirect costs incident to production, including a reasonable proportion of management expenses, but not including any cost of selling or securing return on capital.

"Market" means the current bid price prevailing at the date of the inventory for the particular merchandise. The burden of proof as to the correctness of the price rests upon the taxpayer in each case. Where no open market quotations are available the taxpayer must use such evidence of a fair market price at the dates nearest the inventory as may be available, such as specific transactions or compensation paid for can-

cellation of contracts or purchase commitments. Where, because of abnormal conditions, the taxpayer has regularly sold merchandise at prices lower than the market bid price the inventory may be valued at such prices. The correctness of such prices will be determined by reference to the actual sales of the taxpayer for a reasonable period before and after the date of inventory. Prices which vary materially from the actual prices so ascertained will not be accepted as reflecting the market.

"The value of each item in the inventory may be measured by cost or market, whichever is lower. An entire stock may not be inventoried at cost and also at market price, and the lower of the two inventories used. Inventories on whatever basis taken will be subject to investigation by the Commissioner of Internal Revenue, and the taxpayer must satisfy the Commissioner of the correctness of the prices adopted. He must be prepared to show both the cost and the market price of each article included in the inventory.

"In the conduct of modern business it is of the utmost importance that every business, large or small, whether corporation, partnership or individual, shall maintain an exact record of receipts and expenses. No special system of accounts is prescribed by the Bureau of Internal Revenue, but the books should show in detail inventories, purchases, sales, capital investments, depreciation and similar items required in making up income tax returns."

Forms for the making of returns of 1921 income will be available at an early date.

ROGERS & FISHER IN NEW HOME

WASHINGTON, D. C., January 2.—The firm of Rogers & Fisher, local Victor wholesalers, is now established in its new home at 1219 I street, Northwest. The structure is modern throughout and one of the most attractive in the city.

The man who really "delivers the goods" doesn't have to knock at back doors.

Sherman, Clay & Co.

Pacific Coast Distributors



Victor Victrolas Victor Records Victor Accessories

Main Wholesale Depot:

741 Mission Street, San Francisco

Branch Wholesale Depots:

444 So. Broadway, Los Angeles, California

45 Fourth St., Portland, Oregon

Oceanic Bldg., Cor. University and Post Sts.,
Seattle, Washington

427 West First Ave., Spokane, Washington

Emerson Records

always have been, and still are, predominantly popular for dancing.

Each month the latest hits are carefully selected and recorded with the inimitable tone depth and clarity that make Emerson dance records superior.

Ten Latest Fox Trot Releases

- 10480 { THE SHEIK. Fox Trot Lanin's Roseland Orchestra
KA-LU-A. From the Musical Production, "Good Morning, Dearie." Fox Trot.
Natzy's Biltmore Hotel Orchestra
- 10481 { BLUE DANUBE BLUES. Medley. From the Musical Production, "Good
Morning, Dearie." Fox Trot.....Natzy's Biltmore Hotel Orchestra
I AIN'T NOBODY'S DARLING. Fox Trot.
Ray Miller's Black and White Melody Boys
- 10477 { WHEN BUDDHA SMILES. Fox Trot..... } Rudy Wiedoeft's Californians
LEAVE ME WITH A SMILE. Fox Trot..... }
- 10482 { IT'S YOU. Fox Trot..... } Sherbo's Little Club Orchestra
IN SOMEBODY'S ARMS. Fox Trot..... }
- 10483 { STARS. Fox Trot..... } Glantz and His Orchestra
DA-DA-DA-MY DARLING. Fox Trot..... }

VOCAL NUMBERS

- 10479 { WHEN SHALL WE MEET AGAIN? Male Quartet. Orchestra Acc. Broadway Quartet
BIRDS OF A FEATHER. Tenor Solo. Orchestra Accompaniment.... Vernon Dalhart
- 10478 { WEEP NO MORE, MY MAMMY. Tenor Duet. Orchestra Accompaniment.
Charles Harrison and Everett Clark
SOMEBODY'S MOTHER. Tenor Solo. Orchestra Accompaniment..... Sam Ash
- 10484 { I'VE GOT THE RED, WHITE AND BLUES. "Blues" Novelty..... Noble Sissle
Piano Accompaniment, Eubie Blake
I'M A DOGGONE STRUTTIN' FOOL. "Blues" Novelty..... Noble Sissle
Piano Accompaniment, Eubie Blake
- 10485 { BROTHER LOW DOWN. "Blues" Char. Song. Orchestra Acc..... Al Bernard
DOWN IN MIDNIGHT TOWN. Character Song. Orchestra Acc..... Billy Jones
- 10490 { APRIL SHOWERS. From the Musical Production, "Bombo." Novelty Song.
Orchestra Accompaniment Arthur Fields
THOSE OLD-FASHIONED DAYS. Tenor Solo. Orchestra Acc..... Richard Bold

STANDARD SELECTIONS

- 10486 { POOR BUTTERMILK. Piano Solo..... } Zez Confrey
KITTEN ON THE KEYS. Piano Solo..... }
- 10487 { MELODY IN F. Instrumental Trio..... } Adler Trio
SALUT D'AMOUR (Love's Greeting). Instrumental Trio..... }
- 10488 { SPRING SONG. Violin Solo. Piano Accompaniment..... } Maximilian Rose
CANZONETTA. Violin Solo. Piano Accompaniment..... }
- 10489 { A PERFECT DAY. Contralto Solo..... Louise Terrell
THEN YOU'LL REMEMBER ME. From "The Bohemian Girl." Tenor Solo
Stassio Berini

*Emerson foreign records for the new year
are paramount in their respective languages
All Emerson Records play on any phonograph*



Emerson Phonograph Co., Inc.

New York City
206 Fifth Avenue

Chicago
315 So. Wabash Avenue

The "Musical Instrument Theory" of Talking Machine Salesmanship Works Out in Practice

The merchant who reads each month a whole magazine full of articles intended to tell him how to run his business must sometimes think that trade papers are run entirely by men who never sold a thing in their lives. The more abstract, the more general a salesmanship article may be, the less readily is it likely to be swallowed by the merchant who is hungering for something "practical"; that is to say, who wants to know some definite thing which he can do, here and now, to bring in new business, improve collections, move his stationary stock and make himself feel happier generally.

No one writer, of course, possesses any magic key to unlock the secrets of salesmanship. After all, there is a plaguety lot more in selling to an unresponsive public than can be summed up in any course of lectures in salesmanship. It is, no doubt, true that salesmanship is the power (in the words of an authority on the subject) "to persuade people to purchase goods at a profit," but there are a great many possibilities wrapped up in that definition, and a great many of what may rightly be termed impossibilities, too.

The Fundamental Fact

The value of salesmanship articles, of discussions of salesmanship, or of anything else of the kind, rests upon the fact that in modern conditions of life the task of discovering and meeting the needs of the people is often not easily disentangled from the parallel task of inventing articles for sale and then creating a demand for them. The two ideas are not on the same level. But they are parallel.

Now, when the merchant says that he is annoyed by what he calls "theoretical" advice, he is making two different and separate mistakes. He is supposing that general principles cannot be easily applied to concrete cases, and he is confusing the marked difference between the salesmanship that fills acknowledged needs and the salesmanship which has first to prove that the need exists before it can begin to seek that which will fill the need.

Creating the Need

What, for instance, is the talking machine, and what are the records it uses but excellent examples of this second great class of commodities? Before the talking machine was invented its usefulness may, indeed, have been dreamed of by some prophetic-minded writer or thinker, but until it actually came into existence the general public was not so much as conscious that any need, use or place for it existed or could exist. There was not merely indifference, there was complete ignorance. So, from the start, in the talking machine business it has always been necessary to demonstrate the need for the

machine and its accessories, to show that the industry itself is legitimate and has its place as a beneficial, indeed an actively benevolent force, not merely for entertaining society, but for helping to make life better worth living. That idea has had to be beaten into the consciousness of the people by slow and persistent effort. To accomplish this task has called for the best brand of salesmanship, whether by the printed or the spoken word. But it has had to be theoretical salesmanship from the start.

That is to say, it has had to be based on some definitely conceived and deliberately worked-out plan, originally deduced not from experience, but from analogy, imagination and logic. When there is no actual previous experience to go upon the man who undertakes to work out a plan of salesmanship must be able to draw upon a wide

Proper Advertising Is a Force Which Gradually but Steadily Pulls Its Object Along with It to Fullest Success

knowledge of the workings of parallel though different branches of business. He must know what other men, creating demand for other articles, have had to discover, to experience, to achieve. He must know how their plans were conceived, how they were worked out and what lines of reasoning guided those who devised them. He must, therefore, be able to reason according to sound logical processes, and must possess a large fund of historical knowledge (as it may rightly be called) of business processes, upon which to build the new structure of salesmanship which he is planning to erect.

A Theory of Salesmanship

In a word, he must have the materials for a theory of salesmanship and the ability to construct a workable theory out of these materials. He must, therefore, be a "theorist," horrid-sounding as the word may be in the ears of the man who delights in calling himself practical. All salesmanship in the talking machine business began as purely theoretical and was only changed as the terms of the theory were found

to agree with the facts actually developed. Where the reasoning was sound the theory remained unchanged; where the reasoning was seen to be unsound it was changed. Finally, in the consciousness of the biggest men of the industry arose the generally perfected theory on which all high-class talking machine salesmanship has been built. This theory may be called the "musical instrument theory" of selling talking machines and records.

Upon this theory, developed in various ways, enlarged here and contracted there, sometimes modified in one way and sometimes in another, has been built up the extraordinary success which has greeted the talking machine during the last fifteen years. It would be highly absurd to reject this theory because one does not understand it or because it is not quite so simple a matter as it seems to be at first sight.

It is, however, evident, from what one hears among dealers and the retail trade generally, that this great theory, which has been so marvelously carried to success by the great manufacturers who have made our industry what it is, finds itself in grave danger. It is in danger from neglect and in equal danger from that impatient earnestness which wants to understand everything in a moment and is always rejecting ideas because they cannot be brought under this momentary yoke.

The Chill Breath of Neglect

Now is the time when the merchants throughout the country who have talking machines and records to sell are asking themselves how they may get larger returns from their efforts. Let them pause and think. A structure built on public confidence and public interest is slow a-building, yet quickly disappears under the chill of neglect. It took fifteen years of advertising according to a carefully developed theory of salesmanship to bring the talking machine to the position it was occupying when the great war-time prosperity was at its height. But the structure thus built up is a structure which cannot be made permanent by any wishing. It must be kept up constantly, it must persistently be built on, over and over again; for it vanishes as a dream before the cold breath of neglect. Advertising is a force which gradually, very slowly but very steadily, pulls its object along with it to success. But advertising is like a gas engine. It must be constantly replenished with fuel. The finest motor car ever made is useless on a rainy night, ten miles from anywhere, with an empty gasoline tank.

Now we accuse the retail trade of failing to replenish their gasoline. They are in danger, that

(Continued on page 18)

Quality

Distinction

The "VICSONIA" Reproducer



Recognized for its Perfect interpretation of Edison Disc Records on Victrolas and Grafonolas.

Fitted with permanent jewel point. No loose parts.

Note: The Vicsonia is made of Bronze, sand casted and machined to measurement. Finished in heavy Nickel or Gold plate. Flexible stylus.

Meet the demand—Serve your customers

Sample Model "A" or "B" Vicsonia will be sent on receipt of \$4.50. Retail price \$7.50.

Note: Model "B" Vicsonia plays both Edison and Pathé records.

VICSONIA MFG. CO., Inc.

313 E. 134th STREET

NEW YORK, N. Y.

Helping You to Sell

A Happy New Year 1922

Make a mental inventory of your present and future this New Year — and remember to include music. The Columbia Grafonola and Columbia Records bring you all the music of all the world. A small first payment delivers any Grafonola to your home. You pay for it as you and your family, and friends enjoy it.

Inventory!

DEALER'S NAME

Keep home

You can dance

needn't "dress" for the opera

home in shirt sleeves and slippers if Relax in your easiest chair. your favorite selections from opera and as sung by the great artists of the day. Columbia Grafonola and Columbia bring all the music of all the world to your living-room. A small first payment delivers any latest model Grafonola to your home. You pay for it as you and your family and friends enjoy it. You can start at once, tomorrow.

(DEALER'S NAME)

Another year has rolled around. Resolve to have music this year. Start now with a Columbia Grafonola and your favorite records from all the music of all the world. A small first payment delivers any Grafonola to your home. You pay for it as you and your family and friends enjoy it.

Resolved

(DEALER'S NAME)

Make last for music the w famil A deliv latest Graf U

or by of — b a n

ng. to ert ou

Columbia

Records for the Grafonolas You Sold at Christmas

New Columbia Grafonolas in thousands and thousands of homes—the Grafonolas that were sold at Christmas!

You sold some of these Grafonolas. Now sell the records that people want, and must have, in order to get real enjoyment, all through the year, from the Grafonolas they bought at Christmas.

Don't wait till they find out for themselves that they want new records. Tell them, in your circulars, your hangers, your window displays, and in the newspapers, all about Columbia Records. Use the newspaper advertisements which we offer to you in the Columbia Dealers'



Advertisement Service for January—shown on the opposite page. Order from us today electrotypes of the ones you want.

These advertisements will remind your customers of the new Columbia Records they can get from you, to give them increased enjoyment from their Christmas Grafonolas.

Of course these advertisements will help you to sell more Grafonolas, too—nearly all of them mention the easy-payment plan. Order your electrotypes at once, and use these attractive advertisements to bring customers to your store.

COLUMBIA GRAPHOPHONE COMPANY
New York

Grafonola

The ALBUM method EXCELS all other RECORD FILING systems EVER TRIED



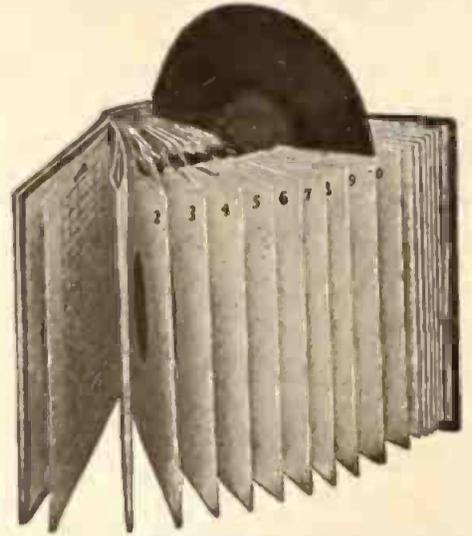
SELECTING THEIR FAVORITES

We are at your service
for 1922

In wishing our customers business prosperity, we also add that our aim and desire will be to serve them satisfactorily in every way—the very best possible in exchange for their money, ethical business co-operation included.

May 1922 be a year during which we can all say our dealings together have been enjoyable as well as satisfactory.

OUR ALBUMS ARE MADE TO CONTAIN VICTOR, COLUMBIA, EDISON, PATHE, VOCALION AND ALL OTHER DISC RECORDS



THE PERFECT PLAN

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

TALKING MACHINE SALESMANSHIP

(Continued from page 15)

is to say, of forgetting that a structure has been built up of public confidence and public interest in the talking machine. They are actually forgetting that the "musical instrument" theory is the only one which has ever sold talking machines profitably. They are forgetting how to sell music and are trying to sell furniture, terms and talk. They are making a mistake. This trade needs to forget consideration based upon temporary panic and to go back to the well-tested and sound theories of salesmanship already described. Then we shall have that revival for which we are all asking.

Theories of salesmanship, then, are not nonsense. When they are based upon sound principles they are simply systematic rules for practical application. All great work is done on the basis of sound theory; and the "musical instrument" theory of talking machine salesmanship, the theory which has made the names Victor, Edison, Columbia, Brunswick, Sonora names of world-wide import, known from North to South, from East to West, is the only theory which has ever worked or ever will work. We want more "theory," not less of it; and we want it to be sound theory, unshrinkingly applied.

The road of failure is strewn with merchants who didn't believe in advertising.

MATHUSHEK ADDS VOCALION LINE

Meriden, Conn., Branch of the Mathushek Piano Mfg. Co. Occupies New Store and Secures Aeolian-Vocalion Agency

MERIDEN, CONN., December 20.—The local retail branch of the Mathushek Piano Mfg. Co., at 31 West Main street, which recently moved into its present quarters, has secured the agency for the Aeolian-Vocalion and Vocalion records, according to Carl Strauss, manager of the establishment.

Seven sound-proof record demonstration booths have been constructed, and in order to facilitate the service to customers the store will be conducted on a self-service plan to a certain extent. Each month's latest records will be placed on a counter, and customers will be privileged to select records and try them in the booths.

The new establishment offers unusual opportunities for the display of the full line of Mathushek pianos, which are carried in stock.

BRONX RECORD STORES CHARTERED

The Bronx Record Stores, talking machine dealers, of New York City, have been granted a charter of incorporation under the laws of New York State, with a capital of \$10,000. Incorporators are R. and F. Duff and J. Greenwald.

ENGLISH LIKE AMBEROL RECORDS

Jake Graham Establishment in Liverpool Finds Ready Market for Edison Blue Amberol Cylinder Records and Amberolas

The accompanying illustration shows part of the record department of the Jake Graham establishment, factors for Thos. A. Edison in Liverpool, among the oldest concerns in England, and one of the early subscribers to The Talking Machine World. The Edison Blue Amberol cylinder records and Amberolas are handled here and



Jake Graham's Amberol Department

it is interesting to know that the old-style cylinder is still finding a ready market among British music lovers.

In a letter to The World, Burt Reynolds, manager of the cylinder department, says in part: "A big majority of people consider the Blue Amberol and the Amberola to all intents and purposes dead. As far as we are concerned it is not dead—it is a pretty 'live' business."

The Jake Graham establishment, of which W. A. Hunt is proprietor, is one of the widely known talking machine houses in Liverpool, and, in addition to featuring Amberola phonographs and Blue Amberol records, various talking machine novelties are handled. The concern also has a large repair parts department in which parts for any make of machine may be obtained.

INTERESTED IN NEW VENTURE

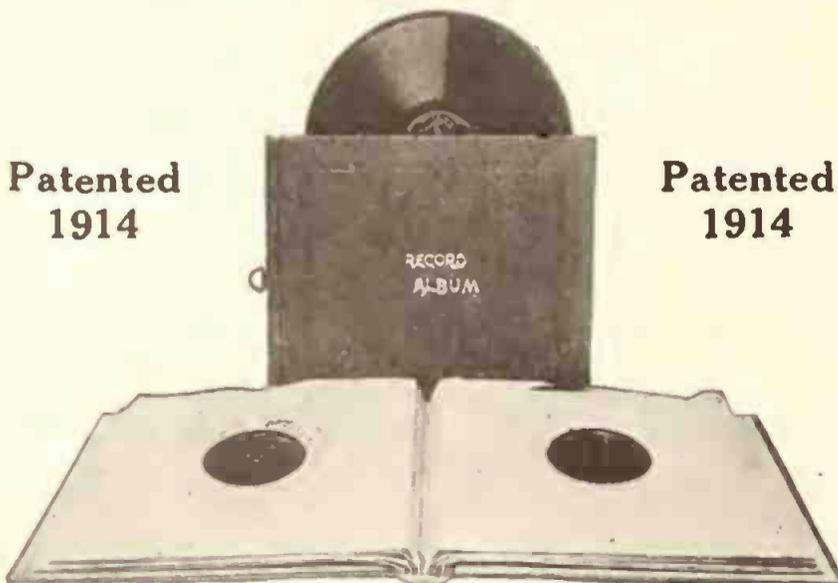
G. Howlett Davis, president of the Standard Music Roll Co., Standard Paper Box Co. and the organizer of the Arto Co., is one of the active figures in the newly organized Newark Recording Laboratory, which has opened up offices at 15 West Park street, Newark, N. J. The company has several contracts to record for record manufacturing companies and in addition will specialize in individual voice and instrumental recordings and will give particular service to teachers and students.

Never imagine that only facts matter. Sentiment is a fact, too, and an important one.

ARE YOU PREPARED?

Patented
1914

Patented
1914



Keen competition is the keynote of business for 1922. Goods of quality will rule the day. If you handle goods of high quality—Particularly Boston Albums—you need have no fear of the future. Your business is assured. Boston Albums are made right—To satisfy your most exacting customers.

BOSTON BOOK COMPANY
501-509 Plymouth Court CHICAGO, ILL.

Truetone

TRADE MARK

The WORLD'S BEST PHONOGRAPH NEEDLES

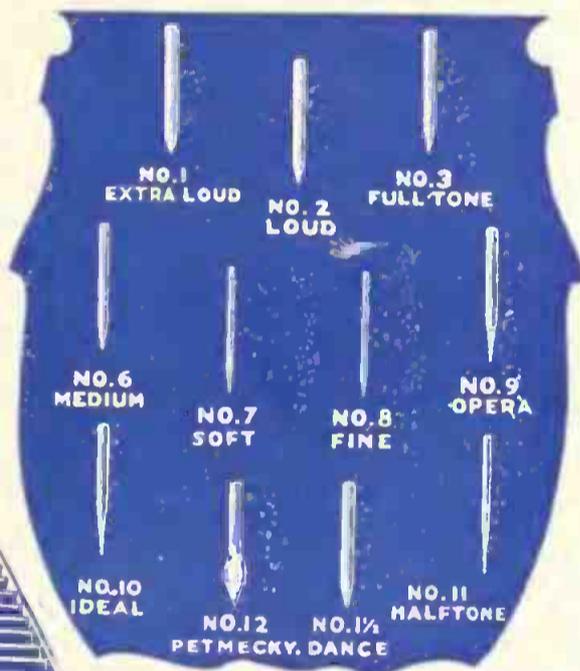
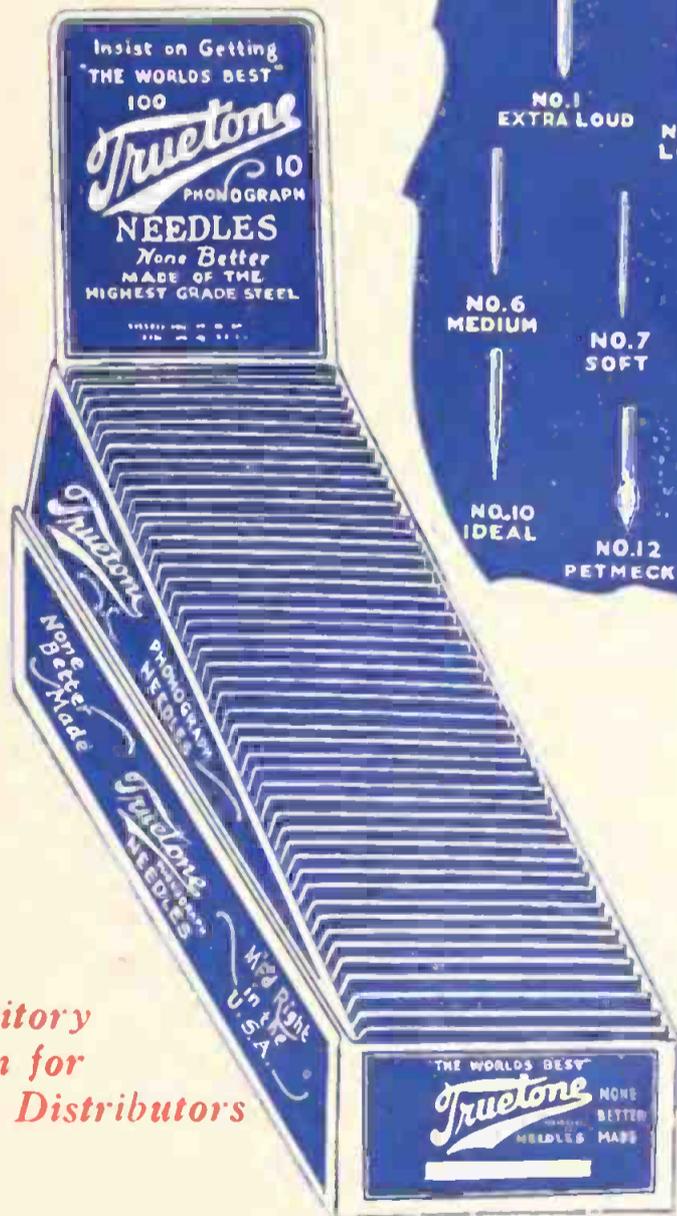
**NONE
BETTER
MADE**

DEAN

**UNIFORM
POINTS**

**UNIFORM
LENGTHS**

**PERFECT
REPRODUCTION**



*Territory
Open for
Live Distributors*

*Write for
Our 1922
Prices*

Manufactured by
GENERAL PHONOGRAPH CORPORATION

OTTO HEINEMAN, President
25 West 45th Street, New York

Ways and Means of Getting People Into the Store as a Stimulus to Business :: By F. H. Parsons

It is an idea, generally accepted as sound, that the more people that can be brought into a store by one means or another the more business will result. In other words, out of 100 people sales are made to ten; a proportionate ratio of sales will be realized if 500 or 1,000 people are brought in contact with the store. It is this idea that is influencing a great many talking machine dealers in the establishing of rest rooms for women shoppers, offices for handling of theatre and concert tickets and other facilities for the comfort and convenience of the public, but which are not ordinarily a part of the talking machine dealer's business.

One retailer has even gone so far as to provide quarters suitably furnished and with competent attendants where children may be left while their mothers are shopping or attending to other affairs in the business section of the city. It all means a certain investment and a certain cost for maintenance, but under most conditions it has been found that these little courtesies extended to the public result in a volume of business that is worth the time and the energy.

There is a certain and very substantial element who, when they make use of conveniences such as are offered by talking machine dealers and others who have carried out the same idea, feel more or less obligated to show their appreciation, and whenever the opportunity presents itself make purchases at the store offering such conveniences. Then, again, there are those who, while ordinarily making their record purchases at other stores, are inclined to switch their business when they find that one particular dealer is willing to provide for their comfort. There are

still others who, knowing little or nothing of the talking machine and its musical value, build up an acquaintance as the result of repeated visits to the rest room, the ticket office or the nursery, and eventually make substantial purchases.

The question is how far it is advisable for the retailer to go in providing facilities for comfort and convenience without putting himself under a financial burden out of proportion to the direct results realized. Simply to open a rest room

Dealers Who Have Arranged Their Store So as to Command Public Patronage Are on the Road to Success

and nursery, for instance, is not sufficient. The fact must be advertised broadly, and advertised in a way that will attract the attention of the female element. On top of this there must be provided some means for entertaining and for taking care of such simple wants as may result from the use of the various facilities. There are stores in the larger cities whose rest rooms provide a rendezvous for thousands of women, and quite frequently their men friends, during

the year. The rooms are elaborately and expensively furnished and provided with suitable attendants, and the managers of the stores are able to trace a surprisingly large volume of business to the publicity of these lounging rooms.

The retailer who can teach the women of his town to accept his rest room as a general meeting place is building up a following not only among those who actually make use of his facilities, but among those who become acquainted with those facilities indirectly. But, having done all this for the good of the public, the retailer is quite within his right in calling attention, delicately, of course, but persistently, to the fact that he is selling talking machines and perhaps other musical instruments. Having of his own free will provided comfort for the public, he is at least entitled to a fair return from his efforts, and a surprising number of people, it has been found, appreciate that fact.

THE QUEENS MUSIC SHOP OPENS

JAMAICA, N. Y., January 7.—The Queens Music Shop, exclusive Victor establishment, was opened here recently by R. Bruckner and A. Platz, the latter having been connected with the Victor Talking Machine Co. for a period of fifteen years. A number of sound-proof record demonstration booths have been constructed for the convenience of patrons also a spacious, handsomely decorated talking machine display room.

The Long Music Store, of Winchester, Ky., has moved its talking machine shop from the Sympton Building, on Main street, to the Sarabach Building.

NEW YEAR'S GREETINGS

We extend to you, our many Business Friends and Customers our heartiest Greetings and Best Wishes for the New Year.

We are deeply grateful to you for not only the business with which you have favored us, but for the friendly courtesy which has made our business with you such a pleasure.

We hope that you share with us the entire confidence and optimism that The Musical Trade Business in the coming year will be sound, healthy and prosperous.

It's up to each and every one of us to make it so.

Faithfully yours,

DUO-TONE COMPANY, INCORPORATED

Sole Mfrs. DeLuxe Needles

ANSONIA, CONN.

GIVES OPINION ON EXCISE TAXES

Geo. W. Pound Defines Tax Status of Certain Orders and Delayed Deliveries

George W. Pound, general counsel of the Music Industries Chamber of Commerce, has issued the following interesting bulletin regarding the payment of excise tax on goods ordered prior to August 15, 1921, but not paid for or delivered until after December 31, 1921. In this connection Mr. Pound said:

"Section 906 of the Revenue Act of 1921 carries a long and somewhat complicated series of provisions concerning goods subject to the excise tax which were contracted for prior to August 15, 1921, but upon which delivery will not be effected until after December 31, 1921. Perhaps it would be more intelligent if I reduced to a simple statement of fact the principles of law involved in this section. August 15th is supposed to be the date upon which business was put upon its guard regarding these taxes, the date of the introduction in the House of the Tax Bill.

"Most provisions of this section do not apply to our industry in the light of the repeal of the tax upon music. However, under (C) it is provided that any person who prior to August 15, 1921, made a bona fide contract with any other person for the sale or lease after December 31, 1921, of any article taxed under Section 900 of the Act of 1918 (including phonographs, pianos, etc.), but which is not taxed in the new Act, and where the contract price included the tax, and such contract does not permit the deduction of such tax on such goods, then the vendor or lessor shall refund to the dealer such portion of such contract price as includes such portion of the tax.

"Ordinarily in such cases the tax should be simply deducted after December 31, 1921.

"This provision does not in any way affect the tax on band instruments."

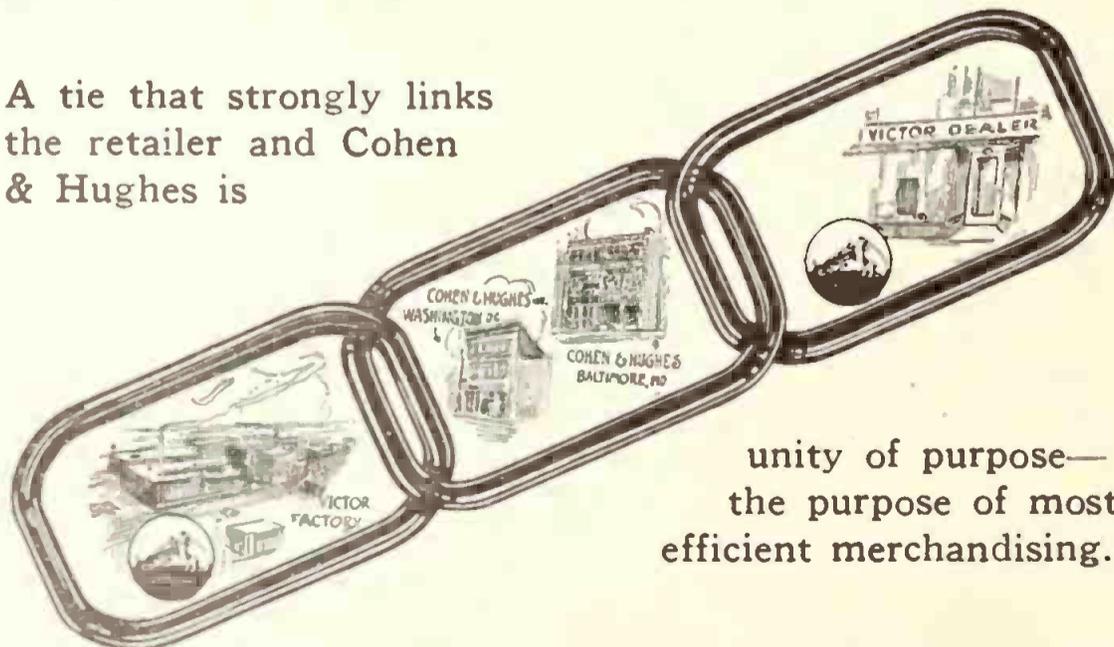
OTTO HEINEMAN'S BIRTHDAY

Otto Heineman, president of the General Phonograph Corp., was the recipient of congratulatory letters and telegrams from all parts of the country on Tuesday, December 20, the occasion being his birthday. Floral gifts from the employes were placed in Mr. Heineman's office before he reached there in the morning, and he also received a handsome cigar holder from the employes as a mark of their affection and esteem.

"PURPOSE"

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

A tie that strongly links the retailer and Cohen & Hughes is



unity of purpose—
the purpose of most
efficient merchandising.

COHEN & HUGHES

Wholesale Exclusively

BALTIMORE

WASHINGTON

ETCHED METAL NAME-PLATES

FOR MANUFACTURERS AND DEALERS



Write for prices
stating quantity
desired



EVERLASTING

NEAT IN APPEARANCE

ELECTRO-CHEMICAL ENGRAVING CO., Inc., 52 Vanderbilt Avenue, New York, N. Y.

DISTINCT TURN FOR THE BETTER

Charles A. O'Malley, of Silent Motor Corp., Brings Good Report From the West

Charles A. O'Malley, president of the Silent Motor Corp., Brooklyn, N. Y., returned late last Monday from a trade trip covering many of the central northwest States. After spending several days at the New York offices of the company Mr. O'Malley made an additional trip covering the States of New York, Ohio, Michigan and Illinois. In a statement upon his return Mr. O'Malley said:

"There is a distinct turn toward more prosperous conditions. However, there is no time like the present to go after business. I have found conditions quite improved and the demand for silent motors shows very substantial increases. At the present time the Silent Motor plant is working at capacity, but the demand for single and double motors well exceeds production."

TYING UP WITH THE RECITAL

Kay-Graham Co. Arranges a Special Display to Mark Visit of Werrenrath

The Kay-Graham Co., music merchant of Portsmouth, O., had a very elaborate window display lately in connection with the appearance in that city of Reinald Werrenrath, the noted baritone and Victor artist. Mr. Werrenrath's picture was displayed in the center of the window, against one of the new Victor 300 models, and a score or more of his most popular records were also featured.

The Kay-Graham Co. operates a model establishment in every particular, having a large, well-equipped showroom and a battery of five sound-proof demonstrating booths.

GIVES CHEER TO EXPORTERS

Dr. Julius Klein, Director of the Bureau of Foreign and Domestic Commerce, Tells Exporters Their Feet Are "on Solid Ground"

PHILADELPHIA, PA., January 3.—American exporters were told to "hold their heads up, as their feet were on solid ground," by Dr. Julius Klein, director of the Bureau of Foreign and Domestic Commerce of the Commerce Department, in an address late last month before the Philadelphia Export Club.

Despite the wounds suffered by America's foreign trade during the last year, he declared, there was nothing radically wrong with the export situation and no cause for despondency, although there was need for the exercise of prudence and shrewdness.

"The decrease in the value of American export trade in the fiscal year 1920-21," Dr. Klein said, "as compared with the preceding year, was due largely to lower prices rather than to diminished quantities. Considering exports for that year from a weight basis, we find increases of 34 per cent for the groups of raw materials and of 39 per cent for the foodstuffs, with a slight decrease for such manufactured products as can be indicated by weight."

The present situation, he continued, required the most careful selection of American salesmen abroad to avoid entrusting the country's foreign business to representatives connected racially or socially with competitor nations.

"This means," he said, "that we must under no circumstances put our commercial future in Latin America or in Russia in the hands of German agencies, and that our business in the Far East should be conducted as far as possible through American houses, or at least through native rather than European agencies.

"Good times will return to Latin America," he continued, "on a sound basis when the rest of the world's industrial nations, particularly such as Great Britain and the United States, are in a position to buy more of the products of Latin America."

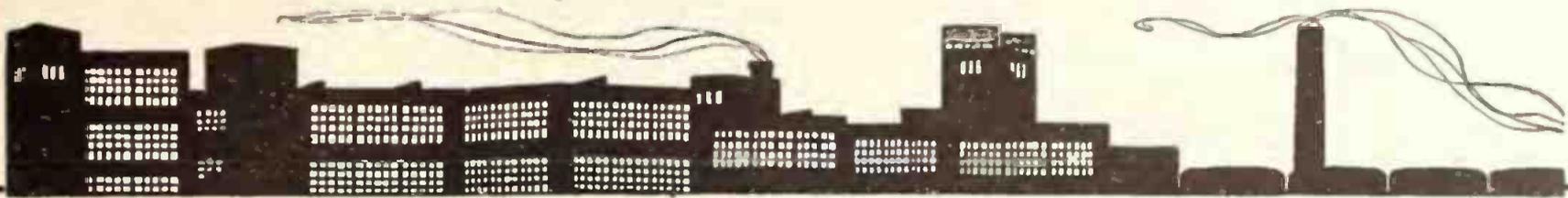
JOINS THE ELITE MUSIC CO.

George T. Cooper Now Member of Staff of Columbus Talking Machine Store

COLUMBUS, O., January 3.—George T. Cooper, for the past several years manager of the Victrola department of the Goldsmith Music Store, has joined the Elite Music Co., South High street, it was announced Saturday. When the Goldsmith store sold out its Victor department Cooper was much in demand by local music dealers, but he chose the Elite Music Co. because of the fact that this firm specialized in Victor products exclusively. Cooper has built up a strong following of friends while selling Victrolas, and they will be interested to know of his change in connections.

NEW RECORD EQUIPMENT

The Circle Talking Machine Shop, Indianapolis, Ind., has recently rearranged its entire record department in order to provide for a larger stock of records, while at the same time allowing ample space for the display of machines. The department is equipped throughout with Ogden sectional filing cabinets.



THE LYON & HEALY

Revised price list and supplementary merchandise catalog listing the most desirable lines of domestic and foreign musical merchandise obtainable is now ready for distribution to the trade.

The revision of prices has not been a halfway measure with us. We took the revision bull by the horns and slashed to the bone.

**“QUALITY ALWAYS” Has Been Our Shibboleth—
The Best Goods at the Price**

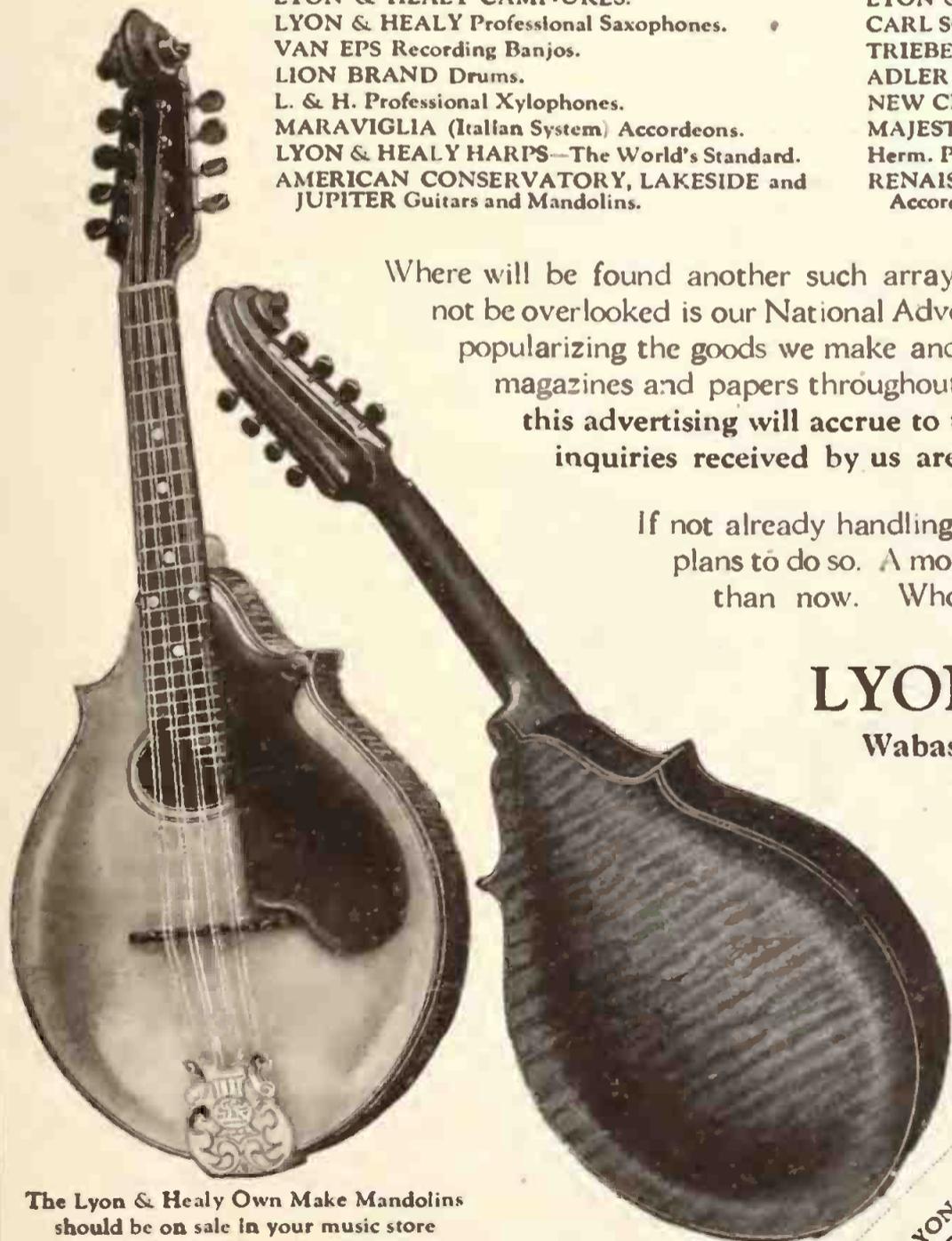
Leaders since the inception of this house in 1864, leaders we propose to remain. Note our lines which form the logical basis for our claim to leadership.

AMERICAN MADE

- “OWN MAKE” Band Instruments.
- “OWN MAKE” Mandolins, Mandolas, Mandocellos, Banjos and Ukuleles.
- L. & H. AMERICAN PROFESSIONAL Band Instruments.
- L. & H. AMERICAN CLIMAX Band Instruments.
- WASHBURN Guitars, Mandolins, Banjos and Ukuleles.
- LYON & HEALY CAMP-UKES.
- LYON & HEALY Professional Saxophones.
- VAN EPS Recording Banjos.
- LION BRAND Drums.
- L. & H. Professional Xylophones.
- MARAVIGLIA (Italian System) Accordeons.
- LYON & HEALY HARPS—The World’s Standard.
- AMERICAN CONSERVATORY, LAKESIDE and JUPITER Guitars and Mandolins.

FOREIGN MADE

- CREMONATONE Violins and Cellos.
- MAESTRO Violins and Cellos.
- STUDENT Violins.
- HANS NEUNER Violins and Cellos.
- AD PLESS Violins.
- Wm. E. HILL & SONS Violin, Viola and Cello Bows.
- LYON & HEALY Violin, Viola, Bass and Cello Bows.
- CARL SCHREIBER Boehm Flutes.
- TRIEBERT Clarinets and Oboes.
- ADLER Clarinets.
- NEW CHAMPION Band Instruments.
- MAJESTIC Concertinas.
- Herm. PRELL Artist Bows.
- RENAISSANCE Model Lutes and Leading Makes of Accordeons, Harmonicas, Strings, Etc.



The Lyon & Healy Own Make Mandolins should be on sale in your music store

Where will be found another such array as this? A big item which should not be overlooked is our National Advertising Campaign: we are continually popularizing the goods we make and handle, in the columns of national magazines and papers throughout the United States. The benefit of this advertising will accrue to the dealers handling our goods. All inquiries received by us are referred back to the local dealer.

If not already handling small musical merchandise lay your plans to do so. A more propitious time could not be chosen than now. Wholesale catalogs to the trade only.

LYON & HEALY

Wabash Ave. at Jackson Blvd.

Chicago

CLIP AND MAIL

LYON & HEALY
77-78 Jackson Boulevard

GENTLEMEN:
Please send me full details about your small instrument dealer

Name _____
Street _____
City _____



Katy won't dance on the Bowery now. Frank Crumit tells why in his new song "When Francis Dances With Me." It's a knockout. Also "Da Da Da My Darling" on the same record. A-3521.

**Columbia Graphophone Co.
NEW YORK**

PERSISTENCY IN ADVERTISING ESSENTIAL TO SUCCESS

Continuous Publicity Is a Necessary Factor in the Conduct of a Successful Retail Business—To Indulge in It Haphazardly Is to Invite Failure and Undermine Confidence

There appears to be a more general realization among retail talking machine merchants of the fact that steady advertising is both a legitimate and important factor in the conduct of a successful retail business, and is not something to be indulged in occasionally when the retailer has a little extra money to spend.

Apparently, not all retailers in the industry have succeeded in placing their advertising on an entirely successful and scientific basis. A great many of them are using publicity, in one form or another, steadily and consistently, and this individual publicity, coupled with that of other retailers, large or small, gives to the industry a standing and stability that cannot be reckoned on a cold dollar-and-cents basis.

In an article in Collier's Weekly recently, en-

titled "The Punching Bag of Business," the writer, I. H. Doutrich, in telling the story of his success as a merchant, sums up the matter of publicity in the following interesting paragraphs:

"Advertising is a most vital part of business. There is no such thing as an 'advertising campaign'—unless you want to admit there is such a thing as a 'breathing campaign' or a 'bathing campaign.' You can stop breathing and let the lungs rest, as Stephen Leacock once said, but more of you will soon be at rest than your lungs. Just so with advertising. It goes on all the time—your advertising or your competitor's advertising. You can make a short, special drive in some one city if you are a manufacturer or a retailer, and you can call that a campaign. But

the bread-and-butter advertising which you do for a living can't be defined by any such limited word.

"When Billy Sunday, who is a great advertiser, was in Pennsylvania some time ago a minister told him that his conversions were not permanent. 'Neither is a bath,' said Sunday. If you have something to sell—commodity or service—you must tell the world about it. You can't expect that people will remember you if you give them any interval at all to do the quickest and easiest thing in all the world, which is to forget you."

Mr. Doutrich has hit the nail on the head when he emphasizes the necessity of steadiness and persistency in advertising, rather than the plan of carrying on spasmodic campaigns. It is the constant reiteration of the name of the dealer and of the products he handles that gets under the skin of the public and makes the publicity as a whole prove resultful.

There are many so-called advertising experts who stand out firmly for this or that method of advertising. There are those who insist that under present conditions the thing to do is to advertise a specific product and by concentrating on that one item bring the public to a point where there comes the inclination to purchase. On the other hand, there are advertising men who are just as strongly in favor of institutional advertising—advertising which emphasizes the reputation and standing of the house and which lets that reputation stand as a guarantee of the products offered.

There is no question but that in certain localities and under certain conditions institutional advertising will pay, especially where a concern has followed that practice for many years and is firmly established in the public mind. Moreover, it cannot be disputed that concentration on one or two articles will create a certain demand for those articles. Just what form the advertising should take is largely a matter of location and the situation that exists, but the rule that constant and persistent advertising is necessary—more necessary right now, perhaps, than for many years past—cannot be overlooked.

It is doubtful if any single dealer in the country has so far lost confidence and optimism regarding business as to neglect his advertising entirely, and the retailer who lets down on his publicity campaign is making a grave mistake. The momentum that is lost between periods of spasmodic advertising costs too much money. The live dealer needs to keep moving every minute.

C. E. BYRNE INTERESTED

C. E. Byrne, vice-president and advertising manager of the Steger & Sons Piano Mfg. Co., is chairman of the by-laws committee of the recently organized Western Advertising Managers' Association, whose headquarters are located in Chicago.

Charles V. Ortner, music dealer of Darien Center, N. Y., is featuring the Pathé line.



Seaburg Mfg. Co.
Jamestown, N. Y.

No. 250T, List Price \$195.00
Usual discounts to dealers
48"x28"x31" high. Finished all
around
Solid Mahogany, Walnut or Oak

J. J. DAVIN ELECTED SECRETARY

Popular Talking Machine Man Now an Officer of Reincke-Ellis Co.—Well Entitled to Important Promotion—Capable and Talented

The Reincke-Ellis Co., Chicago, has just announced the appointment of J. J. Davin as secretary of the company. This appointment will be welcomed by all the Victor dealers who know of Mr. Davin's work in the promotion of sales and service items for Victor dealers exclusively, for it means they will have some one active and



J. J. Davin

alert in planning and creating business builders for them for some time to come.

Mr. Davin for many years was connected with the New York Talking Machine Co. and is personally acquainted with almost every Victor dealer in the East. Since August, 1920, he has been actively engaged in the promotion of the Reincke-Ellis Victor department and his hard plugging has earned him his new promotion.

Mr. Davin was recently in the East for the holidays and stated that the dealers all over the country are taking advantage of the many sales-producing items the Reincke-Ellis Co. has created during 1921, and stated that this support has made possible for release early in 1922 three new items that have long been needed by the Victor dealers.

The first Reincke-Ellis catalog of "Business Builders for Victor Dealers" was placed in the mails the first week in January and the 1922 campaign will be full of interesting and profitable releases.

NOVEL COLUMBIA DISPLAYS

Live Columbia Dealer Getting Business Through Window Exhibits

LINCOLN, NEB., January 3.—L. N. Cline, of Schmoller & Mueller, Columbia dealers of this city, is utilizing to splendid advantage the attractive show windows in this establishment. He is continually introducing novel ideas in the way of window displays and, recently, the Royal Melody Boys, a popular local orchestra, played in the window during the entire evening. The boys were dressed in proper costumes for the occasion and a young lady also appeared in the window, calling the attention of the crowds to the latest Columbia dance records which were being featured by the orchestra.

The sidewalk was crowded with people all evening and Mr. Cline states that the sale of records was far beyond expectations. While this enterprising dealer has been featuring records exclusively he has by no means neglected Grafonola sales and, within a period of thirteen days, sold twenty-eight standard and two period models.

None of the impressive things in life is ever accomplished now without the aid of music, be it a recruiting party, a marriage or a funeral,

FEATURES M'CORMACK RECORDS

J. A. Bleisenick, of Hahne & Co., Utilizes Victor Artist's Appearance in Concert in Newark to Stimulate Record Sales

NEWARK, N. J., January 6.—A clever sales stunt was put into effect by J. A. Bleisenick, manager of the talking machine department of Hahne & Co., in which the appearance of John McCormack in a local concert was featured. The plan consisted of placing a postcard in every program at the concert on one side of which appeared a picture of the Victor artist and an invitation to visit the Victor department of Hahne & Co. The other side of the card contained a list of McCormack records following the words, "After hearing John McCormack in person this evening you will appreciate the following." Needless to say this publicity greatly increased sales of McCormack records.

Don't make the mistake of believing that there is no sentiment in business. If you do your doom is sealed.

CARUSO ANNIVERSARY WEEK

Executive Committee of Caruso Memorial Foundation Endorses National Project

"Caruso Anniversary Week," to begin Saturday, February 25, and to be marked by special concerts and other activities in all parts of the country, was approved at a meeting of the executive committee of the Caruso American Memorial Foundation at the Bankers' Club held in New York recently.

The meeting was held to formulate plans for raising an endowment fund of \$1,000,000, the income to be used for scholarships and awards for deserving students of music and for promoting a wider appreciation of music. Paul D. Cravath, president of the Foundation, presided.

Music is to the arts what love is to man; in truth, it is love itself, the purest, loftiest language of passion, portraying it in a thousand shades of color and feeling; and yet, true only once, intelligible at the same time to thousands, no matter how different their ideas and affections.—Weber.

What Does The JOBBER Want?

We give the jobber what we believe he wants. See if we are right in our estimate.

1st—*A good machine*—good tone, good finish and good mechanically—a machine that doesn't eat up profits in repairs and adjustments.

2nd—*Protection in territory and enough territory* to furnish ample profits during normal and lean times, as well as during boom times.

3rd—*Freedom to run his business as he sees fit.* It may be better for the manufacturer to control prices and terms and all retailing conditions, but there are times when a jobber must depart from fixed schedules and extend terms and

prices that will meet conditions in his territory.

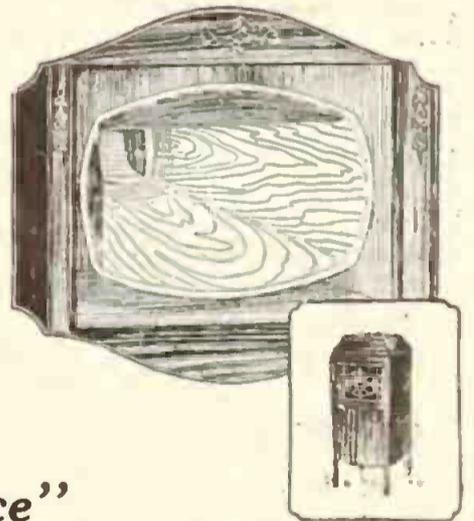
4th—*Economy in distribution methods by the manufacturer.* The jobber in North Dakota should not have to pay a share of the cost of an expensive advertising campaign that may only chiefly benefit New York and other large cities.

If you want a jobbing proposition that is planned on sound business principles, and elastic enough to meet your needs, better ask us for the Harponola Proposition at once.

THE HARPONOLA COMPANY

101 MERCELINA PARK
CELINA, OHIO

Edmund Brandts, President



*The Phonograph
with the "Golden Voice"*

HARPONOLA



Widdicomb upright model of Queen Anne Period, with partitions for albums, automatic stop, and patented tone control. The Widdicomb plays all records. Prices range from \$95.00 to \$300.00

Widdicomb—the phonograph of two-fold appeal

—an incomparable musical instrument and an artistic and decorative article of furniture

Taste in phonographs today is being educated to the point where buyers of discrimination and refinement look upon a phonograph not only as a musical instrument, which must be perfect in its mechanical qualities, but as a permanent part of the appointments of their home, which shall blend harmoniously and unobtrusively with the general decorative plan.

The principal factor in developing this trend of taste has been the Widdicomb—the Aristocrat of Phonographs—whose manufacturers were perhaps the first to sense this new thought in the minds of phonograph buyers. There is no good reason why a phonograph should not combine musical perfection with grace and beauty as an article of furniture, and this is the two-fold aim of the manufacturers of the Widdicomb.

For 56 years manufacturers of fine period furniture, what more natural

than that the Widdicomb Furniture Company should follow the same line of thought in the construction of a phonograph?

To the tonal and reproductive excellence produced by the Widdicomb Amplifying Tone Chamber—an exclusive feature developed after years of experimentation by the most expert phonograph designers procurable—is added the exquisite cabinet designs incorporating the best results of 56 years of fine furniture manufacturing.

The appointments of the most luxurious home can be matched in the various styles of console and upright models, including the Adam, Chippendale, Sheraton, Queen Anne and other popular periods in furniture design, finished in beautiful red or antique mahogany and walnut. In no other phonograph on the market will you find the combination of musical perfection and artistic period furni-

ture design offered by the Widdicomb—the Aristocrat of Phonographs.

Buyers with taste are indorsing the Widdicomb idea, and many of the leading phonograph merchants of the country have found a sound, steadily increasing business in meeting that demand that the Widdicomb has done so much to create. You can offer the Widdicomb to your customers with the complete assurance that it is superior to anything on the market in both musical qualities and exquisite design.

The Widdicomb franchise is offered to a limited number of really representative merchants at points where distribution is not yet perfected. Write for complete catalog of the entire line, together with details of the merchandising plan.

The Widdicomb Furniture Company

Grand Rapids, Michigan

Fine furniture designers since 1865

All Widdicomb models are now selling at pre-war prices

Widdicomb
PHONOGRAPH
The Aristocrat of Phonographs

The Problem of Cornering the Extra Sales and Making Them Pay a Profit :: By Smith C. McGregor

The average talking machine dealer whose territory is in part through rural sections cannot secure all the sales by action at the store. Some buyers may know where his store is, they may hear he gives good value and is honest in his dealings; yet they may not go to the store to see for themselves. This sounds a bit strange, but if we think it over we will find that we very often do similar things ourselves and never know just why we do them. It is this group of buyers who keep the dealer from realizing the full profits of his field, for their money is paid to mail-order dealers or to dealers in other cities.

The problem of cornering these sales and making them add profit is no easy one, but can be accomplished by the use of unique sales schemes and much hard work. The purpose of this article is to suggest a few methods of winning over these prospects, and special attention will be given to the method of approaching and securing the attention of the customers you want to win over.

The methods to be used should be regulated by the occupations of the people you are trying to attract. If your field of undeveloped customers is largely rural, it is well to know of the problems they have to contend with; then go about showing them how they will benefit by making their purchases at your store, or by any kind of service you can offer them. And you will find many types of rural customers. For example, there are those of foreign birth or descent; they very probably have different tastes than the ones descended from generations of American-born citizens.

Unless you have ample time and a capable sales force in the store you cannot go out and study them personally for the length of time needed to get an accurate line on their likes and dislikes. But you can secure much of this necessary information from those direct sellers, such as insurance agents, who have come into contact with them. A talk with an agent friend will do you both good, and each will receive ideas as to human nature, which is vitally important in bringing over a customer who has been purchasing elsewhere. Then do not try remembering the little points indefinitely; cards are cheap and a few notes on a card, stored away in a file, will prove a bonanza when you have time and opportunity to go out and see that prospect personally.

If the customer you are starting out to win over is worth that effort, then a continued effort should be made to keep him satisfied. Appointments are worth making—and keeping—and the

prospect will be easier to approach if he knows when you are coming. A successful dealer recently told me that he always made appointments with prospects, and didn't try to win over too many a day. Rather, he said, one prospect secured permanently is worth more than three who make only a purchase or two and then go back to their old habit of buying elsewhere. This dealer, by the way, has a card index for clippings and notes about his field, and he can thus keep a hand on the pulse of progress and knows how conditions are, the crops, the labor situation, building operations, money and any other items he thinks he can use.

You probably advertise more or less through newspapers, and if so the local editor can prob-

The Closing of Extra Sales Depends on a Full Knowledge of What Is Happening in Your Selling Field

ably give you some tips about conditions where his canvassers have been. But don't forget the average editor is a busy man, and an appointment at his convenience, if possible, will bring you some good ideas. Then, if you are planning on some advance circularizing for prospects, he can probably advise you of any changes in addresses. The real estate man is another good idea-vendor, if you will try and give him some sales hints, too, for he knows who is moving and apt to need a musical instrument in the home.

The whole problem of bringing in the extra sales depends on your knowledge of what is happening in your field. The better you know the prospects the finer chance you have of landing them. And the only way to know them is to know their problems, their difficulties and the things they are interested in. When you go out and meet them directly, even if you have a good file of notes, don't act too superior. It kills sales, as any experienced salesman will tell you. Don't start off telling of the money savings

alone. The prospect might be interested in getting the most out of life and a few hints of how much better life would be with improved furnishings in the way of a handsome talking machine and its value in a cultural way might be far more efficient as a sales promoter.

The prospect is only human. Those extra sales can be cornered by going after that human in a human way. The world admires a go-getter, but that doesn't mean being a persistent caller with the one idea of increasing your own profits. Try giving the new customer something that will make his life a little more interesting, and after you have secured the initial sale continue to treat him as well as you did while trying to land that first sale.

RECORDS OF INDIAN TRIBAL SONGS

Member of Taos Tribe of New Mexico Contributes Valuable Records to Smithsonian Institute—Carries Atmosphere of Old Mexico

Rosendo Vargas, a member of the old Taos tribe of Indians of New Mexico, has been lending valuable aid to the Smithsonian Institute of Washington in its splendid work of preserving historical data. He has made a number of talking machine records of the tribal songs of his people in their native language. These songs (which include examples of every kind of singing practiced by the Taos Indians) carry the atmosphere of old New Mexico and reflect the spiritual thoughts of a tribal people that once was in a high stage of cultural development. Some of the words of the songs—expressed in a language which, although extremely complicated, is capable of expressing an infinite variety of intricate thoughts, and discloses an advanced stage of mental development—are very long and have delicate shades of meaning that are difficult to translate into English. Many of the songs are action-songs—one of them being called a "Going Song," which simply means a song that is sung by the Indians when going into the fields to work or when starting out to catch their horses preparatory to going on a trip.

WHY NOT AID IN THE RESULTS

If you're getting all the salary the business will allow, suppose you turn your attention to increasing the business. Never lose sight of the fact that much of the business result to be achieved is distinctly up to you.



The PHON-O-MUTE

"The Perfect Tone Regulator"

The PHON-O-MUTE regulates tone control at the only logical place where tone should be regulated—at the reproducer.

The PHON-O-MUTE is attached to the stylus bar instantly and without the use of screws or mechanism. It does not mar or interfere with the sound-box in any way.

The PHON-O-MUTE provides for any degree of tone desired without changing the type of needle. Satisfaction guaranteed.

RETAIL PRICE \$1.50

REGULAR TRADE DISCOUNTS

PADDACK PRODUCTS, Inc.

198 Broadway

New York



Imagine Rose Ponselle and Ricardo Stracciari singing "Mira di acerbe lagrime" (Here, Pleading at Thy Feet), the duet from *Il Trovatore!* Lucky is the music lover who secures this record. Order now. Columbia 49922.

Columbia Graphophone Co.
NEW YORK

OVATION FOR ART HICKMAN

Famous Columbia Artist Makes First Appearance of the Season at Ambassador Hotel, Los Angeles, and Is Given Wonderful Reception

LOS ANGELES, CAL., January 4.—Art Hickman, famous dance orchestra leader and exclusive Columbia artist, received a tremendous ovation at the Ambassador Hotel recently when the Art Hickman Orchestra made its first appearance of the season. Columbia dealers throughout this territory took advantage of Mr. Hickman's appearance at the Ambassador Hotel through the use of timely publicity, and among the dealers who carried attractive advertising were the Remick Song & Gift Shop, the Bartlett Music Co. and Cooper's Melody Shop.

The night of the Hotel Ambassador opening was the most brilliant social affair of the season. The cafe was filled to overflowing, and every table was crowded. Chas. P. Mack, assistant manager of the Los Angeles branch of the Columbia Graphophone Co., arranged to have a large floral piece in the form of an imitation Columbia record placed at the entrance of the cafe, where it was the center of attraction.

For one week previous to Art Hickman's appearance, large imitation Columbia records four feet eight inches in diameter were on display in the lobby of the Ambassador Hotel, announcing the opening date of Art Hickman's Orchestra. During the week of the opening large records

mounted on trucks paraded the streets every day, and the publicity tie-up was most efficient.

RECENT GRANBY ACTIVITIES

Business Shows Pleasing Development—Reports From Various Points—Prominent Men Entertained at Dinner—Conditions in the West

NORFOLK, VA., January 3.—The Granby Phonograph Corp., of this city, is receiving encouraging reports from its representatives in all sections of the country. Austin L. Fordham, who represents Granby in eastern Pennsylvania, reports excellent business and that the various period designs are proving very popular.

F. D. W. Connelly, representing Granby in North Carolina, has been making his headquarters in High Point and in addition to the excellent representation he is giving the line in that State has found time to organize a singing society, join a church choir and otherwise advance interest in music. He has been elected an honorary member of the High Point Chamber of Commerce and the Commercial Club.

E. W. Schumaker, of St. Louis, who represents Granby in the West, writes that business is showing a very decided improvement and states that he does not believe it entirely due to holiday demand but rather indicates a healthy return to normal business. Mr. Schumaker reports a number of new Granby dealers established in his territory.

LAMBERT FRIEDL RESIGNS

General Phonograph Corp. Manager to Take an Extended Rest Owing to Ill Health

Lambert Friedl, manager of the metropolitan distributing division of the General Phonograph Corporation, New York, resigned from his position this week, owing to ill health. Mr. Friedl, who is one of the best known members of the talking machine trade, is planning to take a complete rest for about six months in order to recuperate fully.

As manager of the metropolitan distributing division of the General Phonograph Corp. during the past year, Mr. Friedl was an important factor in the development of Okeh business in this territory. His success may be attributed in a measure to the fact that he numbers among his personal friends the great majority of dealers in this territory, and his familiarity with every phase of retail merchandising in this industry enabled him to give the dealers maximum service and co-operation.

ART IN ADVERTISING AWARDS

Some Members of the Music Industry Whose Advertising and Drawings Have Come in for Commendation From Noted Art Directors

The "Annual of Advertising Art in the United States" for 1921 has recently been issued. This is a catalog of the exhibitions of advertising paintings and drawings made at the galleries of the National Arts Club in the Spring of 1921, which exhibition was held by The Art Directors' Club.

Awards were made by a jury consisting of Richard J. Walsh, chairman; Robert Henri, Charles Dana Gibson, E. H. Blashfield, Arthur W. Dow and Joseph Pennell. The awards made at this exhibition, which is held in the Spring of each year, are looked upon by the advertising profession as authoritative and indicating the companies and specific pieces of the advertising done by said companies, which are the finest published in a given field, from the standpoint of art.

The following awards for 1921 are of interest to the music industry: Piano advertisements—Steinway & Sons, The Packard Co. Organ advertisements—Estey Organ Co. Talking machine advertisements—Victor Talking Machine Co., Columbia Graphophone Co., Wiley B. Allen Co.

NEW RECORD CLEANING DEVICE

CANTON, O., January 3.—Patents covering an automatic device for cleaning phonograph records have been issued Homer Miller and A. B. Kidder, manager of a local machine shop. The manufacture of the new device will be started soon after the first of the year, the inventors announce.

A complicated, hair-splitting idea has no value in business. Each great business idea can be put into a few sentences which everybody will be able to understand.



HENRY BURR



ALBERT CAMPBELL



JOHN MEYERS

EIGHT FAMOUS VICTOR ARTISTS

In Concert and Entertainment Personal Appearance of

Eight Popular Victor Favorites on One Program

A live attraction for live dealers and jobbers

Bookings now for season 1921-1922 Sample program and particulars upon request

P. W. SIMON, Manager
1658 Broadway New York City



FRANK CROXTON



MONROE SILVER



BILLY MURRAY



FRED VAN EPS



FRANK BANTA

Famous Ensembles including
Campbell & Burr - Sterling Trio - Peerless Quartet

BRUNSWICK

Exclusive Artists

Number Two of a Series



CLAIRE DUX

Soprano, Chicago Opera Co.

Claire Dux is known by opera lovers the world over as an artist of rare charm and brilliant dramatic power. Her appearances in American cities have added laurels to her triumphs on the concert and operatic stage of Europe, and, like other great artists of today, she records exclusively for Brunswick. Her premier record is

*Mi chiamano Mimi (My Name is Mimi). Boheme—Act 1
Puccini—In Italian. (Brunswick Record No. 30022)*

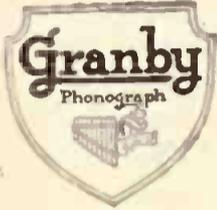
Any Phonograph Can Play Brunswick Records



IROQUOIS

IROQUOIS SALES CORPORATION
BUFFALO, N. Y.

Wholesale Distributors



Oké Records

WINDOW DISPLAY SUGGESTIONS

A Score of Really Effective Pointers Which the Dealer Desirous of Stimulating Trade Should Not Only Keep in Mind, but Act Upon

Make your display fit the season—get ideas from merchants in other lines of business.

Plan your displays ahead—days and even weeks ahead.

Get all material ready for the new arrangement before the old display is taken out.

Keep a "window notebook." Jot down in it ideas you see.

To express coolness in a window use gray, light green or light blue for the color scheme.

To show warmth use reds, yellows, oranges—warm colors.

Have the backing of your window high enough to shut off view of the store interior.

Use a dark color in the background when displaying light-colored goods, and vice versa. Get contrast.

Keep your windows clean. Have them washed frequently. If your own employes haven't the time—get outside help. It will pay.

Don't crowd your window.

Avoid the other extreme. Too little in a big window will cause the merchandise to be "lost."

Card holders are useful. They'll keep price cards from falling over on their faces.

Make your display attractive to the eye—and the purse—but don't make it so "pretty" the merchandise is forgotten in admiration of the "trimmings."

Make your store front reflect you. It is the exterior which most people see. Impressions are made by exteriors.

Put the emphasis on the goods, not on the decorations.

Use art only to create a desire to buy the goods displayed.

Be sure your window lighting is the best available.

Dust out the window space frequently.

Never allow soiled or fly-specked cards or merchandise to remain on display.

To help the eye to travel quickly from a card to the object displayed connect the two with white tape or ribbon. An arrow will have the same effect.

Invest a little money in stands on which to better display your merchandise. It will pay.

Never judge a man by his looks. A prospect may look like a fool, but the chances are that he isn't; therefore, treat all customers with respect and consideration.

NEW VOCALION RED RECORD SIGN

Large Replica of Vocalion Record Designed for Use Over Store Doors

The Aeolian Co., in connection with the publicity plans for the Vocalion, has had prepared for the use of dealers in Vocalion records a large metal replica of the Vocalion Red Record measuring two feet in diameter and suspended from a metal cross-arm. The sign is intended for display over the entrance to the retail stores, and is large enough to be easily distinguished at a distance.

ENDORSES THE BRUNSWICK

The "testing home" of To-day's Housewife recently tested the Brunswick electric phonograph exhaustively, and endorsed that product. A certificate was issued to the Brunswick-Balke-Collender Co. authorizing the company to use the diamond seal of To-Day's Housewife's endorsement in all advertising.

SIGN SELLS SELECTED RECORDS

Live Dealer Places Sign at Store Entrance Advertising One Record at a Time

A plan which is proving of considerable success in boosting sales of selected records has been originated by a talking machine dealer in Texas. This consists of a painted sign placed before the street entrance of the store, advertising only one record at a time. This merchant contends that the interested passer-by will not hesitate to come into the store because he will have something definite to ask for. When the prospective customer is once inside the establishment the rest is up to the sales force. Of course, the advertisement can be changed as often as the dealer desires and attention may be centered on a different record each day.

Every wheel you get out of a rut means better going. And every little lift counts. Try it. And, as has been well said, the only difference between a rut and a grave is depth.



If Chippendale had built phonographs—

THEY didn't have phonographs in Chippendale's time. Just what he would have accomplished in designing them is therefore largely guesswork, but it is safe to say that they would be worthy of the name of their builder who worked so beautifully and lastingly in wood.

We dare say Chippendale would have built his phonograph out of Genuine Mahogany—just as he used that wood for his very choicest furniture designs. Not only Chippendale, but Sheraton, Shearer, Hepplewhite and the other famous furniture designers

of the last three centuries have favored Genuine Mahogany, "the royal wood."

The cabinet phonograph today occupies as important a place in the decorative scheme of the modern home as the library table and other pieces of furniture. A phonograph of Genuine Mahogany is beautiful in the most beautiful surroundings; it is magnificent in rich ruby color tones, yet restrained and dignified, ever in good taste where good taste is appreciated. When you sell a customer a phonograph built of Genuine Mahogany you both profit.

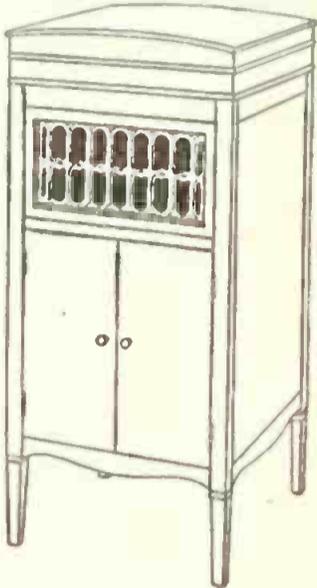
After all—there's nothing like

MAHOGANY

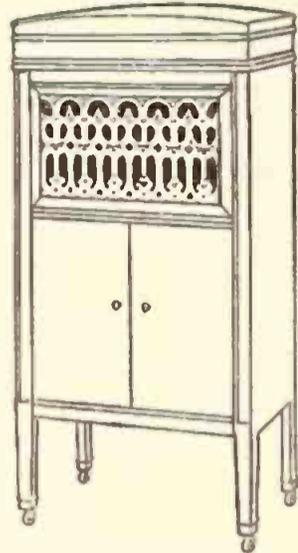
MAHOGANY ASSOCIATION, 347 Madison Avenue, NEW YORK

Granby Phonographs

*Uprights and Consoles,
in Period Styles that
set the pace for the
Talking Machine Industry*



SHERATON No. 10
Mahogany-Walnut
Golden and Fumed Oak
Price \$100

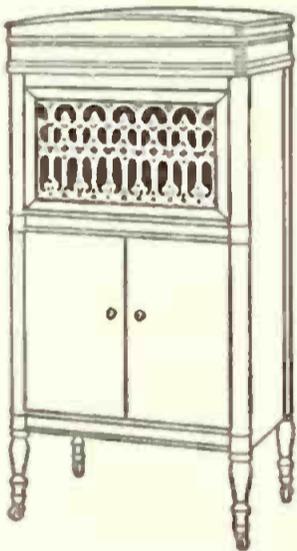


SHERATON No. 12
Mahogany-Walnut
Golden and Fumed Oak
Price \$120

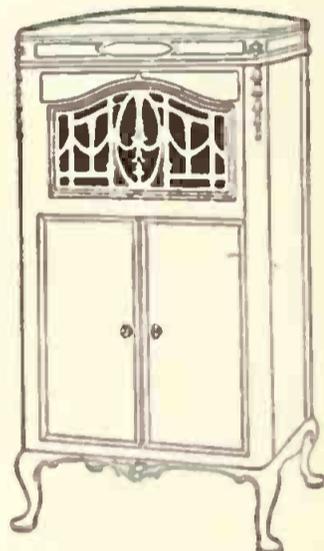
These artistic instruments play all makes of records—Much Better. They appeal to a discerning, high-class trade. They will stimulate your sales—increase your profits.

Note the graceful lines of the models shown on this page. They are dignified, attractive, and blend admirably with room furnishings of the modern, well-appointed home.

The Granby tone is exquisite, and sweetly mellow. The reproducing power of the Granby strikes a new note in talking machines.



EARLY VIRGINIAN No. 20
Mahogany or
American Walnut
Price \$200

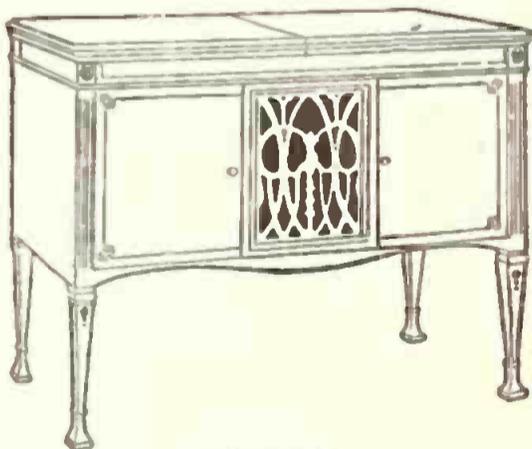


QUEEN ANNE No. 30
Mahogany or American
Walnut
Price \$225

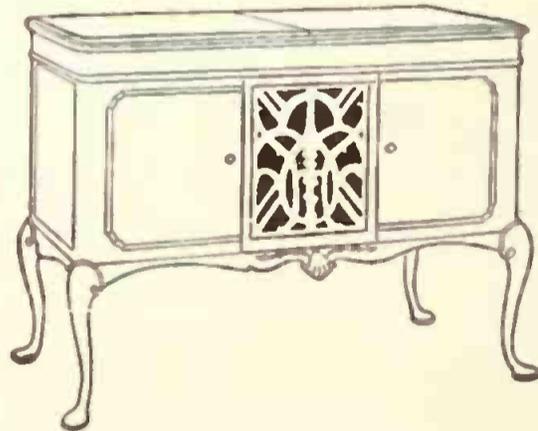
The Granby Phonograph plus The Granby Franchise

is making money for live merchants. The Granby furnishes a broad gage and is founded on a square deal to you. Discounts and terms are generous.

Ask for details—today—so you can start the New Year right.



ADAM No. 60
Mahogany
Price \$275



QUEEN ANNE No. 80
Mahogany or American Walnut
Price \$375

GRANBY PHONOGRAPH CORPORATION
LEVY BUILDING NORFOLK, VIRGINIA

DECISION FOR CHENEY CO. IN TONE-ARM PATENT SUIT

United States Circuit Court of Appeals in Cincinnati Reverses Decision of District Court in Important Tone Arm Suit Brought by the Victor Co. Against the Cheney Co. and Finds There Was No Infringement—Decision of the Court, Written by Judge Dennison, Is Most Exhaustive

The decision in the important tone-arm suit of the Cheney Talking Machine Co., appellant, vs. the Victor Talking Machine Co., appellee, and the Victor Talking Machine Co., cross-appellant, vs. the Cheney Talking Machine Co., cross-appellee, was handed down by the United States Circuit Court of Appeals, Sixth Circuit, by Circuit Judges Knappen, Dennison and Donahue, in Cincinnati, O., on December 15. Circuit Judge Dennison wrote the decision, which was in favor of the Cheney Talking Machine Co., in this suit for alleged infringement of the Johnson taper tone arm patents No. 814,786 and No. 814,848, which had been filed against it by the Victor Co. The three presiding judges concurred unanimously in the opinion and reversed the decision of Federal Judge Sessions. The decision in full follows:

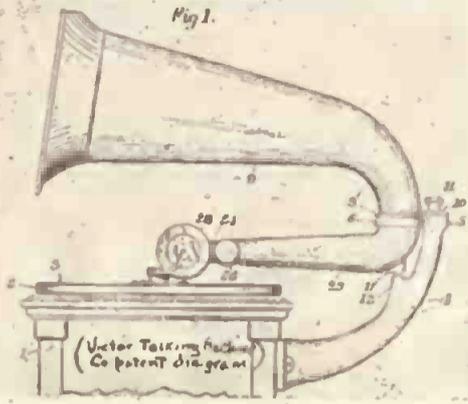
DENNISON, Circuit Judge: This is the usual infringement suit brought by the Victor Co. against the Cheney Co., based upon Claims 42 of Patent No. 814,786, and 7 and 11 of Patent No. 814,848, both issued March 3, 1906, to E. R. Johnson and assigned to the Victor Co. The District Court held that Claims 7 and 11 were not infringed, but that Claim 42 was valid and infringed. Both parties appeal.

Passing by other questions we have thought proper to devote our attention chiefly to the issue of infringement of Claim 42. That disposed of, the issues under Claims 7 and 11 give less trouble. Claim 42 is of that type which seems to be simple and clear enough as applied to the particular structure described and shown in the patent, but which becomes thoroughly ambiguous when application is sought to the variant structure of a future defendant. It is also of that type where, without distortion of any word beyond the common meaning, the language may be read upon defendant's structure, but where many things warn against the breadth of construction necessary to such application. Since the case presents an unusually complicated instance of the typical difficulties, and since our conclusion is superficially—though, we think, not substantially—not in accord with some results reached in other courts, it seems fitting to discuss the issue more in detail than we commonly do.

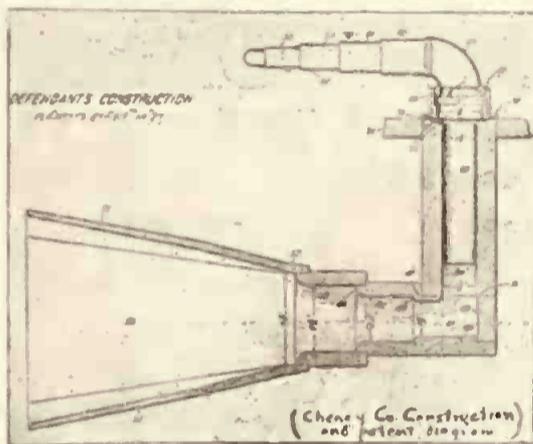
In 1903 there were two classes of sound-recording and reproducing machines. One, which may be called the Edison type, used a record of cylindrical form, and the stylus followed a spiral path around the surface of the revolving cylinder by reason of a positive mechanical feed, which caused relative motion longitudinally of the cylinder between it and the stylus-carrying parts. The other, which may be called the Berliner form, used a flat disc, upon the upper surface of which the stylus traveled in a spiral path. In reproducing the stylus point would tend to remain in the prepared groove, and thus to cause the stylus and its attached parts to travel from the outside of the disc toward the center. Each form was provided with a diaphragm operated by the stylus and communicating with the amplifying horn.

Johnson devised a sectional horn, the preferred and illustrated form of which was adapted particularly for use in the Berliner machines. He filed his application February 12, 1903, upon a talking machine. In February, 1904, using identical drawings and generally the specification of the first application, he filed a divisional application directed to the amplifying horn. Both patents issued on the same day, the one based upon the original application being No. 814,786, and the one based upon the divisional application

being No. 814,848. The structure is shown in the following sketch, which is Fig. 1 of the drawings of each patent:



Claim 42 reads as follows: "A talking machine, comprising a tapering sound-conveyor, means for attaching sound-reproducing means to the small end thereof, and horn-coupling and supporting means with which the other end of said conveyor is movably connected." The defendant manufactures a form fully enough shown by the following sketch:



As we approach the question whether Claim 42 may, consistently with its validity, have a reading broad enough to cover defendant's form we do so in an atmosphere colored by two unusual things: The first is that plaintiff declined defendant's offer to submit its machine to plaintiff soon after it came on the market, so as to be advised whether plaintiff would consider it an infringement of any patent, but later brought and prosecuted an infringement suit, substantially the same as the present one; yet, when that suit was about to be heard, voluntarily discontinued it without prejudice to a new suit; and some three years later brought the present action. In this course of conduct we do not find the estoppel which defendant urges; but plaintiffs do not commonly take such action in clear cases, and its presence here strongly suggests that the right to recover in the first suit was doubted by the plaintiff.

The other colorful thing is that this patent application was prosecuted by skillful counsel for nearly three years, through repeated rejections and through the presentation and urging of about 100 varying claims, resulting in a final sifting by which forty claims were agreed upon be-

tween examiner and solicitor as covering the varying aspects of the invention—all before any claim occurred to the solicitor which would reach defendant's structure. Just as the case was ready for issue Claims 41 and 42 were added. This suit is not planted on Claim 41, although it is broader than 42. We do not suggest that the applicant may not, at any time before issue, broaden his claims in any way justified by his disclosure and by the state of the art; indeed, matters which develop during the period of prosecution often demonstrate or call attention to the fact that earlier claims are not as broad as they should be; but such a course of conduct as here occurred strongly supports an inference that the claim thus added was intended only to reach some anticipated, possible variations of the general conception already described and claimed, rather than a distinct and largely inconsistent conception which had never so far been suggested. Only in the latter view can the claim reach the defendant here.

Returning to the patented structure, we see that its primary elements are three: (1) The stylus with its diaphragm and diaphragm frame, which, in some form, is drawn down to a central opening opposite to the center of the diaphragm and constituting the beginning of a conduit for the sound waves which have been produced by the diaphragm vibrations. These parts, grouped in this way, seem to be what the patentee means when he speaks, in specification and claims, of a sound box. (2) The sound conveyor or tube which forms a continuation of the conduit and carries the sound waves away from the production point in order to reach the amplifying horn. (3) The amplifying horn itself. Johnson makes his conduit (2) of expanding tapered form, and thus causes elements (2) and (3) to constitute together one continuous amplifying horn. In addition to these three primary he has two secondary elements. These are (4) connecting means between the sound box and the small end of the tapered tube, giving relative movability, whereby the sound box can be raised or lowered for replacing a needle or starting or stopping and without moving the tapered tube. (5) Supporting and connecting means applied to the joint between the large end of the tapered tube and the small end of the horn proper, whereby either the tube or the horn may swing horizontally, and yet the weight of both is carried, and the two are coupled together into a unitary horn.

In order to reach the defendant's form elements 4 and 5 must be considered to cover all known means of operative connection between (1) and (2) and between (2) and (3). Defendant attaches its sound box to the small end of its sound tube by a bayonet joint. There is detachability but no adjustability of any kind. No method of attachment has been suggested which would escape the claim, if this one does not. At the other end of the sound tube defendant, who uses the now familiar cabinet style, supports the horn by permanently and rigidly fastening to the cabinet top, depending therefrom another sound tube which at its other end rigidly carries the horn proper; the member which serves for coupling and two parts of the horn (if there is any such coupling at the movable joint) does not support the horn; seemingly, any form of supporting the horn and the tube so that they effectively communicate, but with relative motion, would respond to the claim, if this one does. In substantial effect, plaintiff says that Claim 42 is for "a talking machine comprising a tapering sound conveyor, carrying, at the small end, sound-reproducing means, and, at the large end, communicating with a suitably supported horn and having a jointed connection therewith." With this—necessary for this suit—construction the claim reads absolutely upon Baynes and Jensen of the prior art, save that their sound tubes were cylindrical and not tapered. We, therefore, meet the questions whether there was any invention in this mere change from straight tube to tapered tube, and whether Claim 42 should be given that breadth of construction which can rest only on the proposition that there was invention in this mere change.

Upon these questions we have no precedent in any earlier decision upon this patent. The opinions of Justice Warrington, in the Chancery Division, and of the judges in the Court of Appeals (Graphophone Co. vs. Ruh) indicate that no great breadth was accorded to the English patent, which has the same drawings as both the patents here in suit; but the question of broad invention, as we have stated it, was not discussed; indeed, the English patent contained no claim of such scope; its broadest claim was like 7 of 814,848. In the Lindstrom case Judge Learned Hand states the question broadly enough and concludes that there was invention, but though Claim 42 was sued upon, and infringement thereof was found, yet defendant's machine there responded to several other claims and would have infringed Claim 42, even though construed narrowly enough not to reach the defendant here. It is fairly consistent with what Judge Hand says to conclude that he had in mind, not the mere change from straight tube to tapered, but that change associated with Johnson's chief declared object—a continuously amplifying horn from sound box to mouth. In the Wanamaker case Claim 42 was also sued upon and was found valid by Judge Augustus Hand; but here, again, several other claims were infringed, and the validity of the claim to the tapered tone arm, in combination with improvements at both ends which Johnson devised and which defendant used, was the real question involved.

For the purposes of this opinion at least, we will assume that there was invention broadly in this mere change, and that Johnson would have been entitled to a claim like the one we have supposed: It does not follow that Claim 42, as issued, was intended to have, or can receive, this construction: Here, again, we have no precedent in the previous litigation. The claim has received no special attention and has not been applied, except in cases where there was no question of infringement, beyond the definition of "tapering sound conveyor."

In determining the scope, intended or appropriate, we cannot overlook Cannavel. Our foregoing assumption of validity implies, also, that Cannavel is not a complete anticipation; but it has a bearing on the scope. He used an Edison rather than a Berliner machine; but this cannot be controlling, since the Johnson specification does not suggest that his invention fails to reach both classes, and many of his claims, including 42, are as appropriate to one class as to the other. Cannavel showed the complete sound box of Johnson, consisting of a stylus, a diaphragm and a diaphragm frame drawn in back of the diaphragm so as to leave a small central opening opposite the diaphragm center. He then conducted the sound away from this central opening through an expanding taper tube toward the horn. This tube turns and extends parallel to the diaphragm a substantial distance beyond the diaphragm edge, but it is relatively short. It is made integral with the primary sound box and as a development thereof, and Cannavel calls it a diaphragm box. This first tube ("e" in the German, "el" in the French) is then attached by slip connection to a second tube ("g" in the German, "e" in the French) which continues the progressive taper expansion. At the other and larger end this second tube enters the base member of the horn proper ("i" in the German, "i" in the French), where it is pivoted, and through which the progressive expansion of the sound waves continues. Cannavel distinctly discloses, by his specification and drawings, the same meritorious thought which is at the base of the Johnson invention, as it is now claimed to be formulated in Claim 42, viz., that the expansion in the sound tube should continue in unbroken progression from the immediate vicinity of the diaphragm on through into the main horn, and that there should be a jointed connection between the sections of this expanding horn which would permit the sound box to have the necessary play while the horn itself was otherwise supported. Cannavel's "e" constitutes Johnson's sound box and sound tube combined, save that the tube is so short that it may be

(Continued on page 31)

Ward's Khaki Moving Covers



Grade "D" Cover with No. 3 Straps

THE C. E. WARD CO.

(Well-Known Lodge Regalia House)
101 William Street New London, Ohio
Also Manufacturers of Rubberized Covers
and Dust Covers for the Warehouse

Distributors

- BRISTOL & BARBER, INC.
3 E. 14th St., New York City
- YARR & LANGE DRUG CO.
207-215 E. Water St., Milwaukee, Wis.
- COHEN & HUGHES, INC.
Washington, D. C.
- BECKWITH-O'NEILL CO.
Minneapolis, Minn.
- STREVELL-PATERSON HARDWARE CO.
Salt Lake City, Utah
- C. L. MARSHALL CO., INC.
Beckman Bldg., Cleveland, O.
Butler Bldg., Detroit, Mich.
- THE REED CO.
237 Fifth Avenue, Pittsburgh, Pa.
- C. J. VAN HOUTON & ZOON
140 S. Dearborn St., Chicago, Ill.
- SONORA DISTRIBUTING CO. OF TEXAS
Dallas, Texas
- KNIGHT-CAMPBELL MUSIC CO.
1806 Wynkoop St., Denver, Colo.
- CHAS. H. YATES
311 Laughlin Bldg., Los Angeles, Cal.
- W. D. & C. N. ANREWS
Buffalo, N. Y.
- SACHS & CO.
425 So. Wabash Ave., Chicago
- SHERMAN, CLAY & CO.
741 Mission St., San Francisco, Cal.
- JOHN A. FUTCH CO.
35 Auburn Ave., Atlanta, Georgia
1500 South Boulevard, Charlotte, N. C.
630 Washington St., Jacksonville, Fla.
- ORTON BROTHERS MUSIC HOUSE
Butte, Mont.
- GRAY & OUDLEY CO., Nashville, Tenn.
- ASSOCIATED FURNITURE MFRS.
St. Louis, Mo.
- W. J. DYER & BRO., St. Paul, Minn.
- AMERICAN PHONOGRAPH CO.
Burlington, Vt.
- JOSEPH BARNETT & CO., Cedar Rapids, Ia.

*They Can't Imitate the Needles
So They Imitate the Package*

SO BEWARE

Needles without quality and without reputation are being packed, and unless the dealer objects, are marketed in packages of similar design to the genuine

BRILLIANTONE STEEL NEEDLES

Your only protection is to insist upon Genuine Brilliantone Steel Needles, made by Bagshaw and packed in cartons and tins containing the registered trademark.



Wise retailers will know how to deal with these parasites of the talking machine industry, who if successful in their endeavor to sell you cheap inferior imitations, will jeopardize the good reputation of your store.

(The Oldest and Largest Manufacturers of Talking Machine Needles in the World)

BRILLIANTONE

STEEL NEEDLE COMPANY OF AMERICA, Incorporated

Selling Agents for W. H. Bagshaw & Co., Factory, Lowell, Mass.

347 FIFTH AVENUE, Suite 610, at 34th Street, NEW YORK

Pacific Coast Distributor:

Walter S. Gray Co.,
942 Market St.,
San Francisco, Cal.

Western Distributor:

The Cole & Dumas Music Co.,
50-56 West Lake St.,
Chicago

Canadian Distributors:

The Musical Mdse. Sales Co.,
79 Wellington St., W.,
Toronto

Foreign Export:

Chipman Ltd.,
8-10 Bridge St.,
New York City

CHENEY CO. WINS IN TONE-ARM SUIT
(Continued from page 29)

thought dominantly a sound box only. Cannavel's "g" is Johnson's tapering sound tube movably connected with the horn at the large end and carrying sound-reproducing means at the small end, save that it is so short that its coupling function may be thought to dominate its function as a tube (Cannavel calls it "a short tube which constitutes a ball joint"); but it was tapered, it was a sound conveyor and it was as long as necessary to reach from the sound box to the horn. However, we pass Cannavel by with the conclusions that, conceding invention in lengthening his intermediate tube coupling member, the field is narrow, and that where we find this tube claimed, in combination with other novel elements which Johnson had devised, the presence in the claim of the latter creates limitations which cannot be minimized by the thought that the tapered tube was a revolutionary invention.

Referring to the small end of the tapered tube, the claim calls for sound-producing means and the means for attaching the latter to the tube. If, in plaintiff's machine, we substitute defendant's means for attaching these two parts, the machine becomes inoperative; and this is sometimes taken as the test of equivalency. It is not a true test, because the inoperativeness may be overcome by compensatory changes at another place which may be within the skill of the ordinary mechanic; and we think that would be true here; hence, infringement is not thus escaped by the difference at this point, and we see no reason for limiting "means for attaching" so as not to include defendant's bayonet joint.

Coming to the large end of the tapered tube we find that structure of the patent provides a curving arm extending out and up from the main frame. This arm carries, rigidly attached and extending therefrom, a horizontal bracket, 4, in the form of a flat-topped ring, 91, with an annular flange rising and a sleeve, 6, depending therefrom. The ring also carries a transverse central bar. The upper surface of the ring supports and carries the main horn positioned by the flange. The large end of the tapered tube enters this depending sleeve, which thus serves as a coupling, and is supported there by a pivot post which, in turn, is supported by the frame arm, but the tapered tube is not supported by the coupling. In many places the horn is considered as a complete unit, with two sections, but in this claim Johnson clearly differentiates between the tube and the horn, and when he says "horn" he means what he sometimes calls the "horn proper," or main horn. We thus find a group of means (arm and ring, with flange and sleeve) specially devised by Johnson, which constitute a combined coupling between the horn sections and support for the large one, and which, when united in composite form, constitutes one means for both functions. We think the fair interpretation of Claim 42 calls for such composite unit, though its form might be much varied. Six prior claims had specified means for the coupling and means for the supporting functions; some of them very specifically and some of them broadly. When Johnson wanted to call for any means which would couple or any means which would support he knew how to do so. In Claim 6, he said, "Said horn and tube being independently supported"; in Claim 10, he said, "Said horn and tube being supported to move"; the language of Claim 1 aptly describes the coupling and supporting functions with the scope which plaintiff now seeks to give to Claim 42; Claim 41 calls, by implication, for the supporting function in the broadest way; the language of Claim 1, omitting the sound box connection limitation, was admirably suited for the construction now claimed for the very different language of 42, which specified "horn-coupling and supporting means." This seems to us, as we have said, to imply the conception of a means, beyond the mere frame of the machine, which, as a composite element or as a group of elements, should both support the horn and couple

it and the tube. Defendant does not have any such element, unitary or compound. Its horn, if the horn extends back to this point at all, is of wood and supported by the wooden cabinet top or frame from which it depends, and is held there by an ordinary cabinetmaker's glue joint. The large end of the taper tube rests indirectly upon, and is supported by, the same top or frame. The sleeve or coupling member (if coupling there is in the patent sense) also rests upon the same frame member. It is not supported by, nor does it in any degree, directly or indirectly, support the main horn, though it does immediately support the tapered tube. We cannot find this "horn-coupling and supporting means" in defendant's structure. The same result will follow if the call of the claim is thought to be for means for supporting and coupling both tube and horn.

There is another difference which is not clear as a matter of words, but is substantial and vital as a matter of substance. The claim calls for a "coupling" between the two parts of the horn. This requires that the two should come together so that they can be coupled. Johnson intended that the two parts of this horn, coupled together, should constitute one amplifying horn, without substantial lack of continuity in the amplification. This will be further pointed out. In defendant's sound tube we take the step-by-step enlargement (58-38) to be the equivalent (for the purpose of Claim 42) of Johnson's unbroken taper, and this brings substantially progressive enlargement until the passage has curved downward and has come to tube 73. Here there is a reduction in the cross-section area of nearly 40 per cent. At the bottom of 73 (39) there is a change from round to square form and consequent enlargement which approximately compensates for the 40 per cent constriction above; then the passageway makes a square turn through a cubical chamber, with first an enlargement and then a further constriction of about 15 per cent in passing through what Cheney calls his mechanical throat. Then, and then only, comes the other and larger section of the amplifying horn. The net result is that from the reproducing means the passage is continuously amplifying for a certain distance, then it is very substantially constricted and turns a square corner, all for a distance substantially the same as the length of the first tapered tube, and then only is permitted to expand more freely. This treatment is in the teeth of the teachings of the patent, and upon theories antagonistic to anything which can happen in the structure shown by the drawing.

The specification continually points out the advantages of the invention upon which a monopoly is sought. Collating these statements and omitting those which refer to subordinate features not involved in Claim 42, we find: "By locating the small end of the horn in this manner so that the sound-conducting tube or horn flares outwardly practically from the sound box I have found that it allows the sound waves to advance with a regular, steady and natural increase in their wave fronts, in a manner somewhat similar to that of the ordinary musical instruments, thus obviating the well-known disadvantages due to long passages of small and practically constant diameter; * * * it is also desirable to avoid abrupt turns in the sound-conducting tube or passage; * * * it is, therefore, the object of my invention to provide a talking machine with an amplifying horn meeting these requirements; * * * I provide, in effect, an amplifying horn that extends, practically, from the sound box; * * * it consists of two sections, one of which is the tapering, hollow sound-conducting horn * * * mounted upon the machine, while the other section is the * * * horn proper; * * * the advantage of this is that I secure the requisite length of a constantly flaring or tapering horn which gives the desired result in quality and volume of reproduction; * * * the horn proper forms only a portion of the sound-conducting tube; * * * I have avoided to the greatest degree any abrupt turns; * * * I have produced, in effect, a sectional horn, tapering from end to end." In the progress of the application through the Patent Office the applicant made repeated arguments and discussions pointing out the ad-

**"BLACK DIAMOND"
GRAPHITE
Spring Lubricant
The Lubricant
Supreme**



Guaranteed not to dry up or become sticky or rancid; retains its smooth, silky touch indefinitely. Prepared in just the right consistency in collapsible tubes; 1/8, 1, 5, 10, 25, 50 lb. cans.

Manufactured only by
HARTZELL CRUCIBLE CO.

North Side, Pittsburgh, Pa.

Manufacturers' Representatives

LOUIS A. SCHWARZ, INC.

1265 Broadway, New York City

21 East Van Buren St., Chicago, Ill.

625 Forsyth Bldg., Atlanta, Ga.

FOR SALE BY ALL LEADING JOBBERS

vantages of his invention and the distinctions over the art cited. Every instance of these claims for merit or for invention, whether stated in the specification or in the arguments, is in such terms as to exclude defendant's construction. With this history the alleged broad language of the claim should be very clear, to justify finding infringement.

We have little hesitation in saying that defendant's horn proper, as that part is intended by the specification, does not extend up through the tube 73 to the cabinet top to be there coupled to the tapered tube, nor in also concluding that the tube 73 does not itself constitute the coupling member which unites the two sections of the horn. The ten-foot section of an ordinary gas pipe, which is interposed between two other similar sections and fastened to both, truly enough couples them together, but it is not commonly spoken of as a coupling; on the contrary, it is a spacer which holds them apart; and an interposed member or element which destroys the theory of operation and of advantage claimed for the invention cannot be that coupling which the patent calls for in order to carry out the invention.

Previous decisions do not throw much light on the question of infringement. The breaks in progressive amplification have been, or have been said to be, unsubstantial, and the limitation to "horn-coupling and the supporting means" has never been interpreted. Infringement of Claim 42 has not been essential to justify any injunction that has been granted; it has never been worth while to determine its scope carefully.

These considerations require a reversal of the decree and a dismissal of the bill as to Patent No. 814,786.

As to the other patent, No. 814,848, where the court (Continued on page 32)



Mr. Dealer:-

The "Recordola"
is a

Desirable Sales Asset to You

Let your customers make "Homograms"
—Records of their own—in their homes
with the "Recordola."

The Perfect Recorder and Reproducer.

May be attached to any Phonograph.

Fool Proof

Practical

Simple to Use—Positive in Operation

Every Phonograph Owner A Prospect

Complete "Recordola" outfit handsomely nickeled, including a double-faced "Homogram" recording blank that may be used for making 50 to 100 different records.

Retail Price Complete **\$26.00**; Extra "Homogram" Records, \$1.00 each.

Liberal Discounts to the Trade

Write for Particulars

We are now located in our new and modern Laboratories and Showrooms, and we invite the trade to call to inspect them and get a demonstration of the "Recordola."

15 WEST 34th STREET

RECORDOPHONE CO., Inc.

NEW YORK, N. Y.



Bert Williams! What more can you say about a comic song record? Every Bert Williams "fan" will want "Unexpectedly" and "Brother Low Down," Bert's two new side-splitting comics. A-3508.

**Columbia Graphophone Co.
NEW YORK**

CHENEY CO. WINS IN TONE-ARM SUIT (Continued from page 31)

below held there was no infringement, the views already stated require an affirmance. Claim 7 calls for an amplifying horn which is—"comprising"—a continuously tapering tube, with a joint between the two parts thereof. Claim 11 does not, in set words, require that the horn shall be a continuously tapering tube, but it describes the horn as "a tapering curved tube," and this reference and description are to the tube as a whole and not to any part. Such description does not apply to a tube the central one-third of which is not tapered, but is parallel-sided and is very substantially constructed. As to these two claims the decree is affirmed.

In connection with the foregoing decision by the United States Circuit Court of Appeals the Cheney Talking Machine Co. gave out the following statement:

"The decision of the Court of Appeals supports our contention that the basic principles of the Cheney phonograph construction, together with our octagonal-stepped tone arm, are distinctly different from the basic principles of the Victor talking machine.

"This decision is not only final, but clears this company from all patent litigation.

"The decision conclusively establishes the fact that Cheney construction is based on principles differing radically in form and theory from ordinary tapering tone arm and horn construction.

"These principles, found only in the Cheney construction, mark the greatest advancement of recent years in the art of tone reproduction and are covered by basic patents owned and controlled by this company, thus assuring to the Cheney phonograph exclusively the tonal superiority acknowledged by musical authorities."

STATEMENT BY THE VICTOR CO.

Says Decision in Favor of the Cheney Co. Has No Effect on Other Taper Tone-Arm Cases Which Are at the Present Time Pending

In regard to the decision in the Victor-Cheney suit the Victor Talking Machine Co. made the following statement:

"On December 15, 1921, the United States Circuit Court of Appeals at Cincinnati handed down its opinion, reversing the decision of Federal Judge Sessions, which had been rendered in favor of the Victor Co. in its suit against the Cheney Talking Machine Co. on the taper tone arm patents No. 814,786 and No. 814,848. The suit was based on claim 42 of patent 814,786 and claims 7 and 11 of patent 814,848, and Judge Sessions had found claim 42 valid and infringed and claims 7 and 11 valid but not infringed, because of certain limitations therein held not applicable specifically to the defendant's particular structure. An accounting for damages and profits had been awarded, together with a permanent injunction, which was stayed pending appeal.

"The Appellate Court affirms the ruling of Judge Sessions as to the non-infringement of claims 7 and 11, but reverses Judge Sessions on claim 42, holding that the claim, though valid and readable on its face on the defendant's device, cannot be interpreted broadly enough to be infringed by the Cheney machine. The step-by-step enlargement of the Cheney tone arm is taken to be the equivalent of the Johnson unbroken

taper, and in this the Court accepted one of the Victor Company's main contentions.

"This decision merely holds that the very special and peculiar horn construction of the Cheney machine is not within the three claims at issue as interpreted by the Court. There was no holding of invalidity as to any one of these three claims nor as to any other claims of the respective patents which were not before the Court. The patents, including other claims in addition to those here involved, have been repeatedly passed upon by other courts and their validity sustained, and such validity is recognized by the Court of Appeals, which states that its conclusion is not substantially inconsistent with these prior adjudications. The Victor Company has a number of suits pending based upon these two taper tone-arm patents and involving the application to other talking machines of one or more claims of the patents, in addition to the claims at issue in the Cheney case, and expects to continue the vigorous prosecution of these suits as well as the general assertion of its rights under these patents."

MARKSON BROS. FEATURE COLUMBIA

Parade of Columbia Grafonola Shipment in Syracuse Marks Pre-holiday Sales Drive

SYRACUSE, N. Y., January 2.—Markson Bros., music dealers of this city, recently received a large shipment of Columbia Grafonolas as part of the hundred carloads of machines which the Columbia Co. distributed throughout the country as part of its holiday campaign. The local store carried on extensive advertising and intensive sales work to dispose of its allotment. Robert W. Wallace, general field sales manager of the Columbia Co.; H. B. Haring, manager of the Buffalo branch; R. W. Milholland and E. S. Quinn, field representatives, co-operated with Markson Bros. in the campaign.

A parade through the streets of the city, with the shipment of machines on trucks, opened the campaign. Columbia machines, with the aid of a Magnavox, furnished the music.

EDUCATIONAL CAMPAIGN IN SOUTH

WINSTON-SALEM, N. C., January 2.—At the recent Music Appreciation Week held here Miss Margaret Streeter, of the Victor Talking Machine Co., delivered a series of lectures on musical appreciation in schools and other public institutions. From Winston-Salem Miss Streeter went to Nashville to assist in the work of a Music Appreciation course at the Peabody College for teachers.

WHY CONCERNS FAIL

The following are a few of the reasons why many concerns fail: Indifference of salesmen, misrepresentation of goods, tricky business methods, overinsistence of salesmen, insolence of employes to customers, unnecessary delays in service, tactless business policies and poor and inconvenient arrangement of the store.

VELVET COVERED TURNTABLES

ADD TO THE QUALITY OF MACHINES



A.W.B.

Boulevard
VELVETS

THE BEST TALKING MACHINES ARE EQUIPPED WITH

A. W. B. BOULEVARD VELVETS

GRAND PRIZE—GOLD MEDAL, ST. LOUIS EXHIBITION

WRITE FOR SAMPLES AND PRICES

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

ESTABLISHED 1845

THE VALUE OF A GOOD SIGN

It Should Be Distinct and Readable, Attractive to the Eye, Suggestive to the Imagination and Absolutely Individual in Design and Color

If there is ever a time when a business man can afford to be extravagant, it is when he orders a sign for his place of business. It is something which will remain in public view for years, and every time an eye falls upon it an impression of some sort will be effected. It may not be just, but it is true that the world judges a man by his appearance, and a business by its outward signs. A sign should have a personality, a difference easily distinguished from the other signs on the street. A sign should be distinct and readable at a glance. It should be attractive to the eye and suggestive to the imagination. It should be in keeping with the surroundings so far as shape and color are concerned. It should be conspicuous but not offensive; elegant in its simplicity, and expressive of stability, enterprise and commercial prestige.

J. H. JONES JOINS DROOP CO.

WASHINGTON, D. C., January 2.—J. H. Jones, formerly concert tour manager for several Victor artists, has joined the staff of the wholesale Victor sales department of E. F. Droop & Sons Co. here. He will travel in the Virginias.

ALWAYS PLEASE REMEMBER

Remember that when a customer enters your store she is spending her own money, and can spend it where she pleases. Therefore if you neglect the proper courtesy the customer is under no obligation and can go elsewhere where service is made a part of the organization.

UNIFORM EXPORT BILL OF LADING

Interstate Commerce Commission Orders Separate Bill of Lading Issued Next February to Cover Rail and Water Shipments

WASHINGTON, D. C., January 6.—A uniform export bill of lading will be substituted on February 15, next, to replace the present various forms used by the railroads, under orders just issued by the Interstate Commerce Commission following lengthy consideration of complaints filed many months ago by representatives of large shippers.

The shippers asserted that a uniform bill of lading should be prescribed because "the railway carriers and the water carriers jointly undertake as carriers to transport freight from an inland point in the United States to a foreign port. The duty of the carrier by railroad is to deliver the shipment to the vessel as part of its undertaking as a common carrier. There is no cessation in this carrier duty from the time the inland carrier at place of origin accepts the shipment until the carrier by water delivers the same at the contracted port of destination." They also objected to the carriers' practice of making changes, such as in the vessel by which shipments were transported, without giving notice to the shipper, and suggested that provision be made for such notification, as well as for a bill which would be of a size and thickness that would permit its filling out by typewriter.

Testimony and briefs of the carriers indicated a belief on their part that there was no continuity of responsibility for through shipments, and that the rail carriers' responsibility ceased upon delivery of a shipment on the dock, while that of the water carriers did not begin until the shipment was loaded on the vessel.

The new uniform bill of lading which is prescribed by the commission will be of great value to export shippers. It will provide a bill in which there are no fine-typed restrictions as to responsibility, varying with the railroad used—against which the shippers vigorously protested as being, in the present bill of lading, a source of much trouble and loss—and there will be no lapse of responsibility between the rail and the water carrier.

OGDEN KNOCK-DOWN STANDS

Interesting Folder Describing the Products of the Ogden Sectional Cabinet Co. Just Issued

The Ogden Sectional Cabinet Co. has issued a very interesting folder describing the various knock-down stands which it manufactures. The No. 50 portable stand, designed for use with the Victrola portable model, is shown and described in detail. Space is also given to Ogden stands Nos. 4 and 6, for use with the Victrola table models of the same numbers. The Ogden utility or service table is shown and described as convenient for any purpose, but its use in the demonstration room is particularly dwelt upon. The Ogden Sectional Cabinet Co. also produces sectional cabinets for the filing of record stock. Although the various stands are a newer product of the company they are rapidly becoming popular throughout the trade.

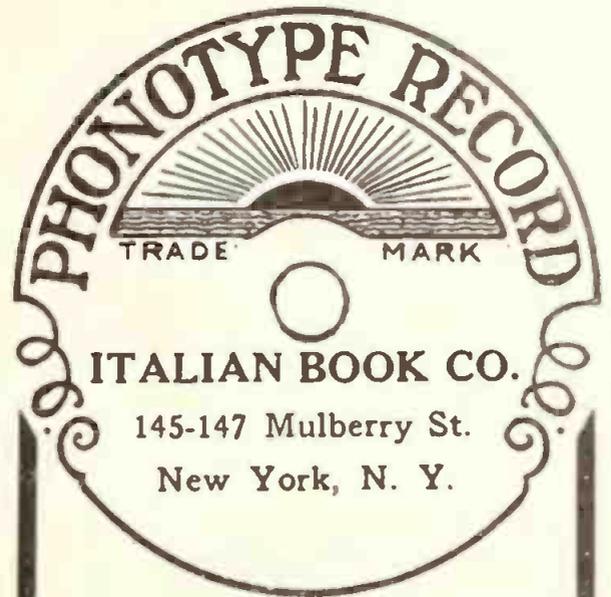
FRASER STORE OPENS DEPARTMENT

UTICA, N. Y., January 3.—A talking machine department was recently opened at the Robert Fraser store in this city. The new department has been featuring Vianola phonographs in extensive local advertising.

BLUE SALESMEN CAN'T SUCCEED

A pessimistic salesman has no chance for a successful career unless he reverses his outlook on business and life in general. Preach pessimism and you may be sure that a portion of the "blue" spirit will be inoculated into the prospective customer.

Don't wait for things to turn up. Go out and turn them up yourself.



THE ONLY IMPORTED PHONOGRAPH DISC SELECTIONS recorded in Italy and sung by the best and most popular artists of that celebrated land of sweet and enchanting music.

NEW SELECTIONS SONGS — DANCES COMICAL DIALOGUES

- 10-Inch Disc—Double Face—85c
- 00937 'O sciopero d'e Femmene. Comical Dialogue. Scenetta Balocari. Comical Dialogue.
 - 00873 Stornelli Romaneschi. Part 1. Orch. Acc. Roman Comical Dialogue.
 - Stornelli Romaneschi. Part 2. Orch. Acc. Roman Comical Dialogue.
 - 00927 Santa Lucia Iustana. Orch. Acc. Cav. Uff. G. Godono. Tenor
 - Donna. Orch. Acc. Cav. Uff. G. Godono. Tenor
 - 00929 Core Signore. Orch. Acc. Cav. Uff. G. Godono. Tenor
 - Pusilleco dorme. Orch. Acc. Cav. Uff. G. Godono. Tenor
 - 00931 Filava Nava. Orch. Acc. Cav. Uff. G. Godono. Tenor
 - Napule. Orch. Acc. Cav. Uff. G. Godono. Tenor
 - 00941 Malenata e Primavera. Orch. Acc. Cav. Uff. G. Godono. Tenor
 - Canta Napulitano. Orch. Acc. Cav. Uff. G. Godono. Tenor
 - 00943 Canta Mari'. Orch. Acc. Cav. Uff. G. Godono. Tenor
 - To si scurdato e Napule. Orch. Acc. Cav. Uff. G. Godono. Tenor
 - 00945 Reginella. Orch. Acc. Cav. Uff. G. Godono. Tenor
 - Serenata a Pusilleco. Orch. Acc. Cav. Uff. G. Godono. Tenor
 - 00947 Le Rose rosse. Orch. Acc. Cav. Uff. G. Godono. Tenor
 - Giovinazza di bacl. Orch. Acc. Cav. Uff. G. Godono. Tenor
 - 00949 'A Canzone a Pusilleco. Orch. Acc. Cav. Uff. G. Godono. Tenor
 - A Luna e Napule. Orch. Acc. Cav. Uff. G. Godono. Tenor
 - 00951 Tempesta. Orch. Acc. P. Mazzone. Baritone
 - E Nanasse. Orch. Acc. P. Mazzone. Baritone
 - 00953 L'Inglese a Napoli. Orch. Acc. B. Ciaramella
 - Noa to vaglio Cunestto. Orch. Acc. B. Ciaramella
 - 00955 Tie tie tie ta. Orch. Acc. B. Ciaramella
 - Piererotta. Orch. Acc. B. Ciaramella
 - 00957 Luntano a te Mari'. Orch. Acc. Cav. Uff. G. Godono. Tenor
 - L'Acqualola. Orch. Acc. Cav. Uff. G. Godono. Tenor
- 12-Inch Disc—Double Face—\$1.25
- 10001 Santa Lucia Iustana. 3 Parts. Orch. Acc. Cav. Uff. G. Godono. Tenor
 - 10003 Carmen Zita. Waltz. Cav. Uff. G. Godono. Tenor
 - Muglierema Iustana. 3 Parts. Orch. Acc. Cav. Diego Giannini Military Band
 - 1 soldatini di piomba. March

ITALIAN METROPOLITAN RECORDS

- 10-Inch Disc—Double Face—85c
- 00701 'A Luna e Napule. Orch. Acc. Stella Bruno. Soprano
 - Tu non sai. Orch. Acc. Stella Bruno. Soprano
 - 00703 Cara Piccola. Orch. Acc. Stella Bruno. Soprano
 - Po' mamma mia. Orch. Acc. Stella Bruno. Soprano
 - 00711 'A fizza e cafe'. Orch. Acc. V. di Maio. Tenor
 - Me u frate. Orch. Acc. V. di Maio. Tenor
 - 00713 Ah, quanto mi piacciono le donne. Orch. Acc. Sigamondi A. Tenor
 - S' E' naurato Nicola. Orch. Acc. Sigamondi A. Tenor
 - 00773 Pigioggia di rose. Mazurka. Four Sicilians
 - Vita nuova. Waltz. Four Sicilians
 - 00791 Pastorale. Orch. Acc. Di Gregorio. Tenor
 - Novena di Natale. Italian Bag Pipes
 - 00811 Taramella. Italian Bag Pipes
 - Pastorale. Italian Bag Pipes
 - 00813 Nofrio Sordato. Bucca & Co. Sicilian Comical Dialogue.
 - Nofrio si vinni a mugglieri di mezza lira. Bucca & Co. Sicilian Comical Dialogue.
 - 00847 Stornelli toscani. Orch. Acc. Perna
 - La serva Toscana. Orch. Acc. Perna
 - 00863 Nofrio Poeta. Bucca & Co. Sicilian Comical Dialogue.
 - Nofrio ai Bagni. Bucca & Co. Sicilian Comical Dialogue.

For catalogues and discount to trade, apply to

ITALIAN BOOK CO.
145-147 Mulberry Street
NEW YORK, N. Y.

NOTE—With every Song Record we give the words Free.

We are manufacturers and distributors of special Music Rolls.

Write for our catalogue

THIS is the MISSING LINK in a Fibre Needle Sharpener

You don't have to remove the NEEDLE from the TONE ARM to SHARPEN

It's 5 years ahead of the times

CONVENIENT



FAST SELLER

GOOD PROFITS

MECHANICALLY RIGHT

Very Simple

LIDSEEN FIBRE NEEDLE CUTTER

Let us send you a sample and further details

LIDSEEN PRODUCTS
832-840 So. Central Ave. CHICAGO

THE LETTER REFLECTS THE HOUSE

Why Talking Machine Dealers Should Be Sure That Their Stationery Is of a Character to Impress the Recipient—Pertinent Remarks

Next to an attractive window there is no form of business advertising that makes a better impression than the correct stationery used by a talking machine firm. In this connection Gilbert P. Farrar recently wrote the following very excellent and timely article on the subject of "What Makes a Good Letter?" in the Office Economist, and it is well worth quoting in part, because of its pertinence:

"First the paper and the letterhead are very important. Sometimes a letterhead of high quality is used with styles of type or arrangement of type so crude as to kill the effect of the paper. A good letterhead has concentrated, closely connected units that are built around the firm name, so that the reader sees, first, the firm name; second, the firm's business, and third, the firm's address.

"Next in importance is the trade-mark. The more widely a trade-mark is advertised the more important is the need of having it appear on the letterhead. But the letterhead should be built in such a way that the heading would look well without the trade-mark. In that case the trade-mark is bound to look well placed.

"The firm name, business, auxiliary businesses, trade-mark and address, all well arranged and balanced, put on a good grade of paper—not so cheap as to look niggardly and not so bristling with quality as to appear that the sender is an unsafe spendthrift—will make the right impression, provided that what the letter says is worthwhile. The letterhead, it must be remembered, can't do all the selling."

If your business is dull don't blame it on your location, the times, etc. Get into a quiet corner and analyze yourself and your business methods, and nine times out of ten you will discover the cause.

RECEIVER FOR CORNISH CO.

New Jersey Piano and Organ Concern Now in Charge of Receiver—Liabilities Are \$145,000, With Assets of \$125,000, It Is Claimed

TRENTON, N. J., January 5.—Chancellor Edwin Robert Walker has appointed Wesley Fleming, of Washington, N. J., as receiver of the Cornish Co., manufacturer of pianos, organs and talking machines, of Washington. His bond has been fixed at \$50,000. The petitioners are: Joseph B. Cornish, Jr., president of the company; Floyd Major and Alvin F. Florey, treasurer, all of Washington.

Mr. Cornish holds 900 shares of the common and 500 shares of the preferred stock of the company, which, it is said, is also indebted to him to the extent of \$53,521.51 for money loaned and indorsements. Mr. Major owns ten shares of preferred and five of common stock and is a creditor of the company to the extent of \$66.39 for materials furnished. Mr. Florey, who holds 150 shares of the common stock, is a creditor of the company for money loaned amounting to \$4,482.20.

It is set forth in the petition that the corporation was chartered in 1901, with an authorized capital of \$500,000. The complainants charge that the corporation discontinued business some time ago.

It is said that the liabilities of the company amount to more than \$145,000, of which \$105,000 are represented by promissory notes, some of which are past due, protested and unpaid, and others are falling due daily. Resources of the company on December 1 last, over and above real estate, and inventoried at full value, were less than \$125,000, of which about \$65,000 was in stock and materials used in the company's business and which has since been decreased. It is also charged that about \$40,000 of customers' instalment notes have been assigned by the company to various banks, which hold them for collateral for notes discounted to the extent of \$30,000. The real estate of the com-

ILSLEY'S GRAPHITE PHONO SPRING LUBRICANT

Ilsey's Lubricant makes the Motor make good
Is prepared in the proper consistency, will not run out, dry up, or become sticky or rancid. Remains in its original form indefinitely.
Put up in 1, 5, 10, 25 and 50-pound cans for dealers.

This lubricant is also put up in 4-ounce cans to retail at 25 cents each under the trade name of

EUREKA NOISELESS TALKING MACHINE LUBRICANT

Write for special proposition to jobbers.

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

pany is valued at \$20,000. It is also set forth that instruments now in process of manufacture and uncompleted are inventoried at \$50,000, but are worth in uncompleted condition \$20,000. Just what future action will be taken regarding the concern is not stated.

VICTOR ARTISTS FOR LOS ANGELES

Famous Eight to Give Concerts in That City in January—New Record Factory Started

LOS ANGELES, CAL., January 6.—The Eight Famous Victor Artists, Henry Burr, Albert Campbell, etc., etc., will be in Los Angeles in January. Victor dealers are interested in the concert which will be given on January 25 at the Philharmonic Auditorium. L. C. Mountcastle, advance agent, was here recently to make arrangements.

The construction of a factory has been started by the Golden Record Co., incorporated, for \$200,000.00. The Golden Record Co. plans to record and manufacture records for general and private uses.

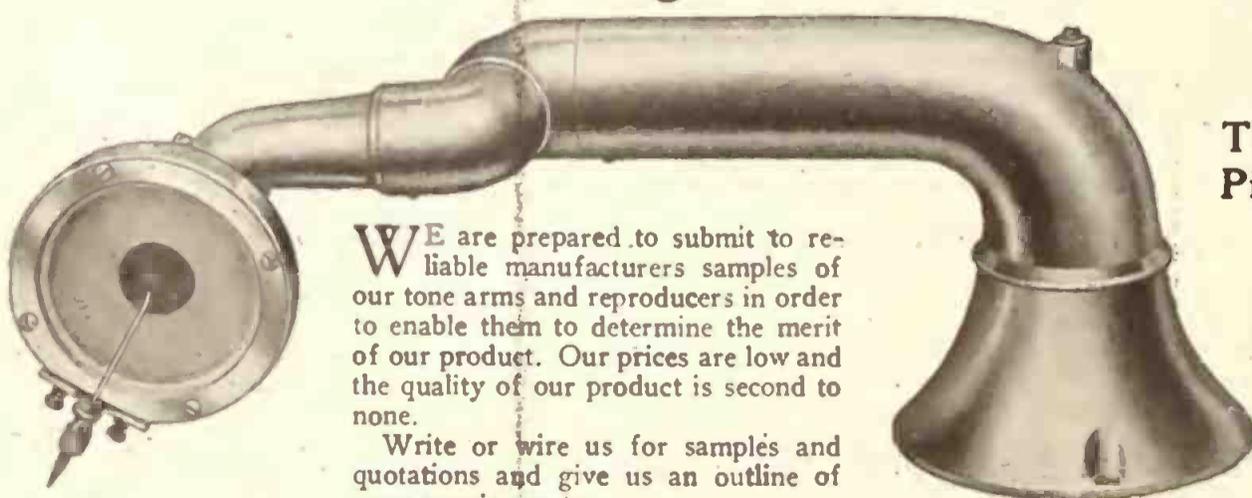
"TALKER" FOR PORTLAND SCHOOL

PORTLAND, ORE., January 4.—The pupils of the Benson Polytechnic School will now be able to enjoy high-grade music, as the institution is now the possessor of a Stradivara phonograph, given by the Pacific Phonograph Co., of Portland, the manufacturer. The instrument was presented by the company through the efforts of the Kiwanis Club.

Individuality in Your Product Will Mean More Sales for You!

The New Empire Universal Ball Bearing Tone Arm and Reproducer

Made in Two Lengths:
8" and 9"



The Empire Universal Pivot Base Tone Arm and Reproducer

Made in Several Lengths.

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

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

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

Established in 1914

Manufacturers of High Grade Tone Arms and Reproducers

W. J. McNAMARA, President

Greatest Value for \$1.85 Ever Offered Okeh Dealers!

These displays are the equal of any in art treatment, color, idea, manufacture and sales value, but—at a price that is cheaper than any similar service on the market. They combine the suggestions of dealers, jobbers, salesmen and phonograph men from all parts of the country.

Okeh
The Record of Quality

It's You Fox Trot
Ray Miller Melody King and his Black and White Melody Boys

Stars Fox Trot
Ray Miller Melody King and his Black and White Melody Boys
4400 -- 10 inch -- 85¢

Sweet Lady Fox Trot
From the Musical Comedy — "Jangerine" — also "Vocal Record" —
We Never Grow Old Fox Trot
Rega Dance Orch.

4457 -- 10 inch -- 85¢

Two of the January Hits on
Okeh
The Record of Quality

Okeh
The Record of Quality

When Francis Dances With Me (Waltz) Fox Trot
Markets Orchestra

Monastery Bells Walter Green Bros. Novelty Band
4467 -- 10 inch -- 85¢

Okeh
The Record of Quality

I Want My Mammy Fox Trot
Green Brothers Novelty Band —

Dapper Dan Fox Trot
Joseph Samuel's Jazz Band
4460 -- 10 inch -- 85¢

Okeh
The Record of Quality

Bimini Bay Fox Trot
Harry Reiser - Banjo Soloist accompanied by Rega Dance Orch.

April Showers Fox Trot (from "Bimini")
Markets Orchestra —
4468 -- 10 inch -- 85¢

Tuck Me to Sleep (in My Old 'Tucky Home') Fox Trot
Rega Dance Orch.

Everybody Step Fox Trot
(from the Music Box Revue)
banjo by Harry Reiser accompanied by Rega Dance Orchestra
4452 -- 10 inch -- 85¢

Good Reasons Why You Can Use This Service

Each display contains six cards 11x14 inches in size and one card 14x22 inches. These seven cards will not overcrowd your window, and yet they are sufficient in number to make any window strikingly attractive.

Each display will illustrate the titles of the records in a humorous cartoon style. Titles are always different, and so the displays must be.

Displays Fit In Any Window

Because of the limited number of units and their size, these displays will fit any dealer's window. If your window is large spread them out. If it is small use them compactly.

One Record To A Card

Each card will feature only one record. This means that the lettering will be readable across the street! You can always re-use the card.

Only the best records of the month will be featured. This means advertising the records you are sure to carry in stock. No "dead wood" in this display!

The phenomenally low price is possible because we will share the cost of this service. We are asking you to pay only a small amount in return for the benefit it brings you directly.

Business Will Be Better

If you will use this service. It will stop folks and sell records if you give it half a chance. We realize that dealers handle various lines and quite naturally wish to push these lines as well in their windows. We urge this, for variety in window display is absolutely essential. All the more reason, then, for using the Okeh Displays.

Act Quickly!

Orders are coming in fast for this new Okeh Display Service. Our dealers say it is the biggest thing ever offered them. It pulls customers into the store. Don't delay your order. Fill out the blank in the corner

TO-DAY!

General Phonograph Corp.

OTTO HEINEMAN, President

25 West 45th Street
NEW YORK, N. Y.

Okeh
The Record of Quality

Ten Little Fingers and Ten Little Toes
Billy Jones - Ernest Hare
Plantation Lullaby (Male Quartet) with Orchestra
Shannon Four
4456 -- 10 inch -- 85¢

Okeh
The Record of Quality

Wang Wang Blues Popular Blues Vocal
Get Hot Mamie Smith and Her Jazz Band
Popular Blues Vocal
4445 -- 10 inch -- 85¢

Tear Off on Dotted Line and Mail This Order

Be Sure to Fill In Distributor's Name!

GENERAL PHONOGRAPH CORPORATION 1922
DEALER SERVICE DEPARTMENT
25 WEST 45th STREET, NEW YORK CITY

Gentlemen:
Kindly send me the new OKEH Display at \$1.85, postage prepaid, beginning with the next issue, and continuing until cancelled by me.

Name

Street

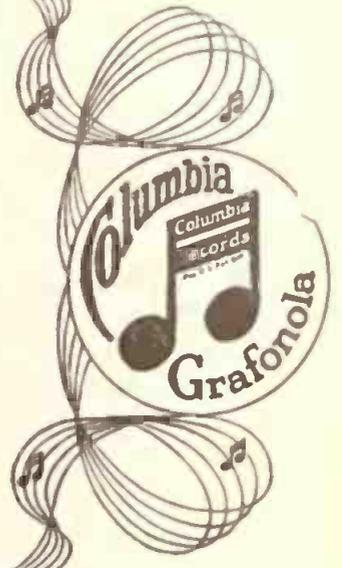
(Distributor's Name)

City or Town

State

Everyone likes real harmony. That's why we predict a big demand for "I Want My Mammy," a tenor and baritone duet by Dalhart and Bernard, two new Columbia stars. "That's How I Believe in You," another hit, by Edwin Dale. A-3520.

Columbia Graphophone Co.
New York



Phonographic Epigrammatics

By
HAYWARD CLEVELAND

Do not condemn rival goods. 'Twere better to admit their worthiness and say: "—'s machines (or records) are good, but ours are better." Then prove it!

Once a prospect, always a prospect, until dead or departure for parts unknown!

Regard your buyers as juries. Emulate Lincoln. Admit the merit in the opposition arguments and cap them with better ones.

Take a shot at the moon! You may hit it! Take a try at a remote prospect! You may land it!

No one human invention has contributed more toward the "Gaiety of Nations" than the talking machine.

No one product of man's ingenuity has gone further toward "Making all the world kin" than the talking machine.

"Music hath charms to soothe the savage breast." By that token, then, we are ALL savages and it logically follows that the talking machine, the universal music purveyor, is the greatest of savage tamers!

It is the privilege of most men to have some choice of occupation. Choose that therefore that drags no man down, but uplifts. Of such is the talking machine trade!

SOUSA GETS PLEASING SURPRISE

Lieutenant-Commander John Philip Sousa got the surprise of his life recently, when he received from Germany a New York draft for \$2,500 in perfectly good American money for back royalties on sales in Germany of the famous march, "The Stars and Stripes Forever," says The Voice of the Victor. The bandmaster hadn't received a cent out of Germany since the big war and he didn't expect ever again to collect a dime from that source. For exactly twenty-five years he has been putting away royalties on "The Stars and Stripes Forever" from every part of the world. His manager said he and the "March King" both thought the Germans had dropped all such strictly American music since the late unpleasantness.

Whether the \$2,500 accrued from sales made in Germany before the war or whether the Sousa marches were in demand all through that period is yet puzzling both Sousa and his manager.

MAKING USE OF NEW IDEAS

Fact That a Plan Has Been Worked Successfully in Some Other Locality Should Not Deter Dealer from Using It in His Territory

Merchants often subdue the impulse to use some good selling or advertising idea because someone else somewhere has used it sometime. Of course if your competitor stages a popularity contest it would be bad policy for you to stage one immediately afterwards. But that is no reason why you should never stage such a contest—the next year, or the year after that.

And it is only necessary for you to be original in your own community. So if you hear of a good one put over by some merchant in some other community don't pass it up because it has been done before. As far as your business is concerned the whole world is right inside your trading area. Your customers are not traveling about from town to town comparing merchants' methods. Nor are they reading the trade papers to see that no one puts the same thing over twice.

Your objective is to sell your customers, not to surprise some traveling salesman for a phonograph house, or some advertising or newspaper man. If you hear of a good one used in California your customers in Ohio are pretty certain to know nothing about it. They are not in the talking machine business.

There are two kinds of merchants. The man

who just keeps the door open so trade can walk in, if it wants to, and the man who creates trade and brings it in. Take your choice.

In going after trade remember you are only trying to sell your customers and not your competitors nor phonograph experts.

NEWARK LANDAY SHOP EXPANDS

Names of Salesmen in Charge of Booths Placed on Doors Facilitate Service and Promote Friendship With Customers Who Visit Store

NEWARK, N. J., December 27.—Alterations which have been under way at the Landay Shop, Broad street, this city, have been rushed to completion and the establishment now has a number of additional booths for the demonstration of records.

This is one of the largest Victor establishments in the city and Louis H. Jacobi, recently made manager, in order to insure the best possible service to customers, has placed several of the record demonstration booths in charge of one member of the sales staff. The names of the sales persons in charge have been placed on the doors of the booths, and customers who desire to listen to records are thus enabled to ask for the salesman by name. There are about eighteen booths in this establishment, and besides facilitating service this plan has the advantage of promoting friendship between the sales staff and customers.



One Man Delivery Cover



A. BRUNS & SONS
50 RALPH AVE.
BROOKLYN
N. Y.

**"BRUNS MADERITE"
Phonograph Moving Covers**

Precautions taken in delivery often save the necessity of polishing and repairs

A supply of correctly designed and properly made delivery covers will protect phonographs from damage during delivery process—no packing or unpacking—no dirt, no paper, no twine—just slipped on at the store and off at your customer's home.

BRUNS MADERITE Moving Covers are constructed to yield maximum service—they are made in various styles to meet the needs of dealers—the BRUNS one-man cover; the closed cover or the cover for the popular Table model are made right to give right service at right prices.

BRUNS MADERITE Covers are produced in two grades, "A" of Brown Duck, "B" of Standard Khaki Drill—they are fleece-lined, padded heavily and closely quilted. Descriptive price list on request.

If required, we can supply a cover of heavy Tarpaulin material guaranteed rain-proof for use on open delivery trucks.

A. BRUNS & SONS
Manufacturers of Everything Made of Canvas



STEGER

*the finest reproducing
Phonograph in the World*

CONFIDENCE in the phonograph you sell is half the battle in successful sales-work. The Phonograph merchant who sells the Steger does so with the enthusiasm that springs from a sincere appreciation of the Steger's wonderful music-reproducing powers and constructive excellence.

The artistic Steger plays all makes of disc records correctly with such sparkling vivacity and unsurpassed fidelity to every tone of voice or instrument that the listener may readily imagine himself in the presence of the living artist.

The wonderful Steger tone-chamber of even-grained spruce and the unique, patented adjustable tone-arm make perfect rendition of every disc record certain.

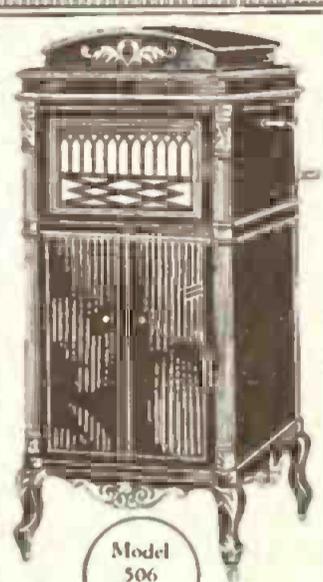
The Steger Phonograph is beautiful in the artistry of its design and the attractiveness of its finish. There is a variety of pleasing designs that will appeal to every lover of the beautiful.

From a sales standpoint the Steger offers great possibilities to the aggressive dealer. It is backed by powerful national advertising and a profitable merchandising plan that add immeasurably to the value of Steger representation.

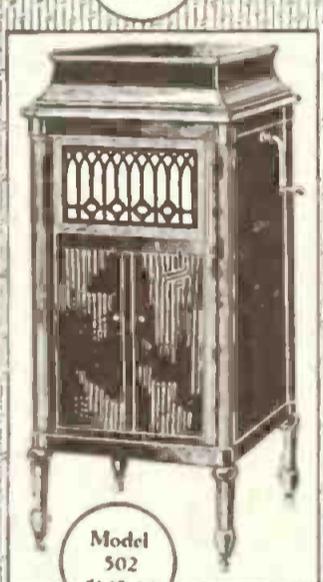
Desirable Territory Open

If you want satisfied customers—patrons who will keep sending their friends to your store—write us today for the Steger proposition and a copy of our latest style brochure.

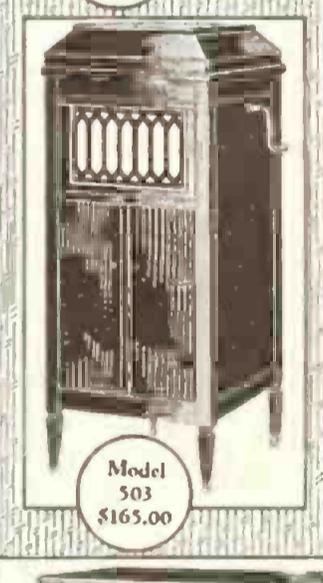
Phonograph Division
STEGER & SONS
Piano Manufacturing Company
 Steger Building, - - CHICAGO, ILL.
 Factories: Steger, Illinois, where the "Lincoln" and "Dixie" Highways meet.
"If it's a Steger—it's the most valuable Piano in the world."



Model 506
\$295.00



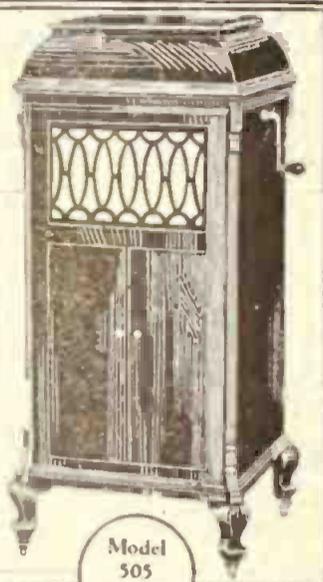
Model 502
\$145.00



Model 503
\$165.00



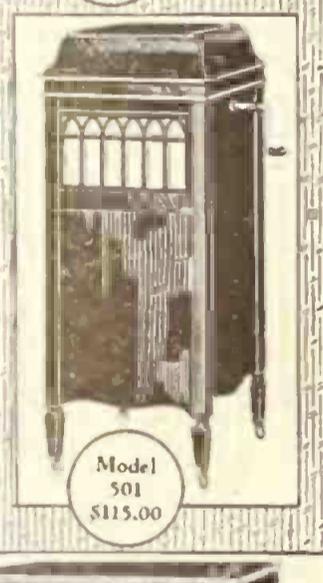
Model 509
\$235.00



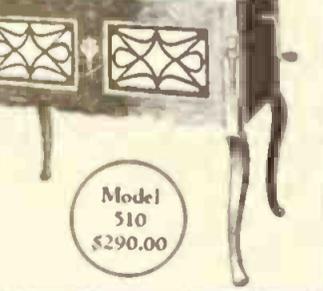
Model 505
\$220.00



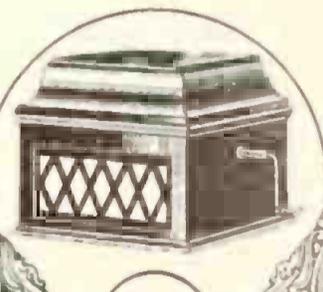
Model 504
\$200.00



Model 501
\$115.00



Model 510
\$290.00



Model 500
\$80.00

Some Practical Suggestions for Developing Trade During the Winter Months :: ^{By} Aug. N. Hand

Now that the Winter season is with us, the talking machine merchant has an opportunity to turn out some appealing advertising, drawing comparisons between the outside and the inside of the home. A word picture of a cheery home with a warm, comfortable fire and the family gathered around listening to the strains of music emanating from a talking machine compared with the cold, uninviting, blustery outdoors will go a long way toward arousing the desire for a machine in the hearts of householders who do not possess one. Or, if there is a machine, there will in many cases be a desire for some new records.

People who go shopping on a cold wintry day do not desire to stand before a window display, no matter how clever it is; therefore, while a good display still retains its value, it does not exert the strong influence which is the case in Summer. But if a person sits in a comfortable home and reads an advertisement along the lines suggested above the appeal for music is sure to be pronounced.

In the majority of instances when the evening is extremely cold or it is snowing the members of the family are usually to be found at home, unless it is absolutely necessary to go outdoors. This fact affords the dealer an opportunity of increasing his profits through evening activities. He may remain in his store and use the telephone to good advantage by calling up customers and stating his desire to arrange a concert in their homes for the family and any friends whom they may care to have present, making it plain that the selections for the concert may be chosen by the family from the latest list. Thus

only records which the particular prospect has not purchased will be selected and several sales are sure to result. Where friends are invited it sometimes happens that one or more of them do not own a talking machine and an avenue is opened up which will either add another live prospect to the dealer's list or result in an immediate appointment which may lead to the sale of a machine.

Then, too, the fact that the merchant takes the

Reasons Why Winter Months Can Be Made Profitable in Results Through Expanding Trade and Good-Will

trouble to personally arrange a home concert for the enjoyment of his customer and makes his appearance at the home not only gives him the opportunity of making a further study of his patrons, but it also impresses on the customer's mind the service which the dealer extends and cements the friendship for the music house which should have been started when the machine or first record was sold.

Another method of securing business during the Winter months may be found in the many dances and social affairs in churches and homes. In every community there are several churches where the young people have clubs and societies and dances are arranged from time to time. In most cases the only music at these functions is that which is loaned and carried to the place by members, or which is hired.

The local talking machine dealer can get some worth-while publicity by obtaining a list of these organizations and offering to furnish music free of charge on request. The offer, in most cases, will be accepted with delight and a keen appreciation which will travel much farther than one would believe. Young folks usually tell their parents and friends about such things as these, and the mere fact that a machine has been loaned to a few clubs for social events will provide publicity which will reach many people, most of them lovers of good music.

In connection with the latter plan the dealer could increase his prospect list by making the condition that each dancer or member of the club place his name and address and whether his home contains a machine on a card provided for the purpose. The information thus secured can be used to promote the sale of machines where there are none and of records where it is found that a machine is owned.

It is a good thing to be efficient, but some merchants become so darned efficient that they lose sight of the fundamentals of business and run their establishments like a soulless machine. Are you guilty?

Right off the Bat!

PEARSALL'S won the "Service" Pennant of '21.

Ask any Pearsall Dealer—He'll tell you. Now for 1922—Get with us.

"Desire to Serve Plus Ability."



10 EAST 39th ST.

NEW YORK CITY

SILAS E. PEARSALL COMPANY

DISTRIBUTORS

Why You Should Sell Sonora Phonographs

Reason One: Quality versus Discount

EVERY dealer must decide whether he will push the *Quality* line, or the nondescript *Discount* line.

The *Quality* line might offer less margin per sale—but the *Quality* line offers a commanding *reputation* which means a steadily growing *demand*.

The *Discount* line must be sold unaided. One sale does not make another—the inferior instrument does not even *stay sold*.

Sonora *Quality* really enables the dealer to do business with *less cost*—and more *net profit* on his *total investment*.

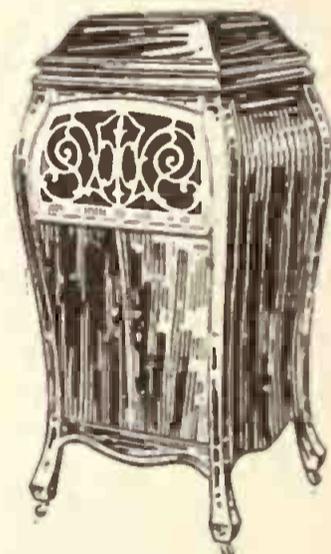
Sonora—the Highest Class Talking Machine in the World—is the most salable proposition in the phonograph industry. Among users everywhere Sonora represents the *acme of perfection*.

Think this over—write for information today.

Baby Grand \$200

One of the most popular models in the Sonora line.

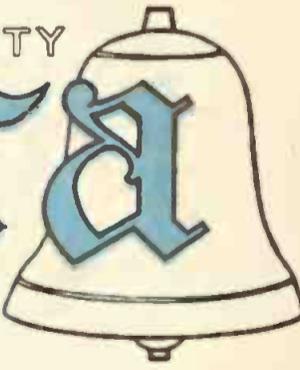
In cabinet work, finish, motor, tone quality and universality of use, Sonora Baby Grand is unsurpassed as a sales proposition at the price. An instrument you can feature steadily the whole year through.



THE INSTRUMENT OF QUALITY

Sonora

CLEAR AS A BELL



List of Distributors

Gibson-Snow Co.,

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

W. B. Glynn Distributing Co.,

Saxtons River, Vt.
States of Maine, New Hampshire, Vermont and part of Massachusetts.

Griffith Piano Co.,

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

Hessig-Ellis Drug Co.,

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

Kiefer-Stewart Co.,

Indianapolis, Ind.
State of Indiana.

Lee-Coit-Andreesen Hardware Co.,

Omaha, Nebr.
State of Nebraska.

M. S. & E.,

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

C. L. Marshall Co., Inc.,

514 Griswold St., Detroit, Mich.
Michigan.

The Magnavox Co.,

616 Mission St., San Francisco, Cal.
Washington, California, Oregon, Arizona, Nevada, Northern Idaho, Hawaiian Islands.

Southern Drug Company,

Houston, Texas.
Southeastern part of Texas.

Southern Sonora Co.,

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

Southwestern Drug Co.,

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

Doerr-Andrews-Doerr

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

Moore-Bird & Co.,

1751 California St., Denver, Colo.
States of Colorado, New Mexico and Wyoming east of Rock Springs.

C. D. Smith Drug Co.,

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

Strevell-Paterson Hardware Co.,

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

C. J. Van Houten & Zoon,

Marquette Bldg., Chicago, Ill.
Illinois and Iowa.

Yahr & Lange Drug Co.,

Milwaukee, Wis.
Wisconsin, Upper Michigan.

Sonora Co. of Philadelphia, Inc.,

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

Long Island Phonograph Co.,

150 Montague St., Brooklyn, N. Y.
All of Brooklyn and Long Island.

Greater City Phonograph Co., Inc.,

311 Sixth Ave., New York.
Counties of Westchester, Putnam and Dutchess; all Hudson River towns and cities on the west bank of the river, south of Highland; all territory south of Poughkeepsie including Greater New York with the exception of Brooklyn and Long Island.



THE INSTRUMENT OF QUALITY

Sonora

CLEAR AS A BELL



VICTOR DEALER ACTIVITY IN IOWA

Splendid Holiday Trade Closed With Good Demand for Standard Makes of Talking Machines and Records—H. B. Sixsmith Discusses Situation—New Dealers and Changes

DES MOINES, IOWA, January 5.—The holiday season for talking machines in Iowa proved to be the best ever experienced by the trade. This was especially true of the standard makes. Terms were unusually good, in spite of the fact that the farmers were reported as having ceased buying. In a town of about 20,000, mostly a college population, located in the central eastern part of the State, the December business amounted to over \$7,000, of which over 40 per cent was cash. This was exceptional when the same store reached a volume of only \$2,000 for the same month last year. This store handles pianos, Victrolas and Brunswicks.

H. B. Sixsmith, sales manager for Mickel Bros. Co., Victor wholesaler, reports that the demand for Victrolas far exceeded the supply. "As usual," said Mr. Sixsmith, "the shortage was with us again over the holidays. All finishes, especially in mahogany and brown mahogany, of course, were in great demand and our stock was completely exhausted a week before Christmas. Some stock which we thought slow sellers were eagerly bought by the trade. One thing which pleased me very much were the several reports sent in by the dealers. In a number of cases customers, upon failing to find an instrument of the standard makes to their liking, refused to buy at all."

Over twenty post offices in the State of Iowa have installed Victrolas. The report is that lively music is an incentive to fast working and each postmaster using it is enthusiastic over the results he has obtained. Popular numbers, such as "Wabash Blues" and "Ma," seem to be very effective.

The Morris Sanford Co., of Cedar Rapids, recently installed one of the most effective windows devoted to the Victrola No. 300 yet seen. Small pieces of blotting paper, about six inches square, were used to give the floor the resemblance of tile. A Victor oil painting of the trademark and a large basket of flowers only were used in connection with the instrument. A large claret shade velvet curtain formed the background and the display was flooded with an amber-shaded light at night. Frank Walter, the manager of the department, was responsible for the idea.

A number of dealers throughout the State have adopted the slogan, "Say It With Records," and from the December reports the results were good.

Due to the efforts of the Garst Store at Coon Rapids, Ia., the town has formed a Music Study Club. It is scheduled to meet once a month at which time a different opera is studied, with the help of the Victrola and the Victrola Book of the Opera.

A number of dealers occupied their slow season during July and August by taking a musical census of the community. This idea was carried out very religiously in the northeastern part of the State and from reports the sales made during December were little short of marvelous, most of which were traceable to the information gathered when the census was taken.

Harmony Hall, of Iowa City, made arrangements with the Superintendent of Maintenance of the local railroad to place a No. 50 Victrola on the car of every section superintendent. These section gangs are on the road most of the time and are often obliged to park their cars in some of the most secluded parts of the country. Who wouldn't give almost anything for music when they're a hundred miles from nowhere?

Ralph B. Townsend, for the past nine years manager of the Victrola department of the Davidson Co., in this city, left on January 1 to take a similar position in Youngstown, O. Mr. Townsend is well known to the Iowa dealers, having been very prominent in the workings of the Iowa Victor Dealers' Association, of which he has been twice elected treasurer.

Miss Ruth Uhl, for a number of years associated with Chase & West, has joined the forces of the Davidson Co., and will have charge of its Victor record department.

B. F. Bibighaus, assistant manager of the traveling department of the Victor Co., was a visitor with Mickel Bros. Co. last month. Mr. Bibighaus spent several weeks in this section of the country visiting the various Victor distributors.

G. L. Richardson, Victor traveler, has left Iowa for his vacation at Collingswood, N. J. "Larry" has made a good many friends in Iowa and it is hoped that he will be given this territory for 1922.

Clarence E. Powers, Adel, Ia., has taken over the business formerly known as McCauley & Powers, and in the future his efforts will be devoted exclusively to the marketing of Victrolas.

"Does It Play All Records?"

Certainly MAGNOLA does; and without any extra attachments, too. This is only one feature, albeit a most important one, in the thoroughly up-to-date equipment of the MARVELOUS MAGNOLA.

MAGNOLA "Built by Tone Specialists"



Watching the Music Come Out

May we send you our handsome, illustrated catalog chock full of information concerning the wonderful construction system of Magnola and the beauties of its musical results, its artistic appearance and its moderate price?

Send your name and let us tell you more!

MAGNOLA TALKING MACHINE COMPANY

OTTO SCHULZ, President

General Offices: 711 MILWAUKEE AVENUE, CHICAGO
Southern Wholesale Branch: 1530 CANDLER BLOC, ATLANTA, GA.

ANNOUNCE LOWER PRICES

Kirkman Engineering Corp. Makes an Important Announcement to the Trade for 1922

The Kirkman Engineering Corp., of New York City, announces radical reductions in the price of its K-E and Simplex circular record cleaners. These cleaners, protected by United States patents, were put on the market in 1912 and large numbers have been sold to the trade, which is familiar with this design. It is said to be the first round cleaner on the market, this construction being a strongly patented feature. The manufacturer claims for this form of cleaner that a round surface is theoretically correct for the circular motion necessary when cleaning a record most satisfactorily.

By perfection of automatic dies the company claims to be in a position to sell the K-E metal cleaner below pre-war prices and with greater profit to the dealer and jobber. The K-E metal cleaner with oxidized attractive finish is being featured by the company, which claims superiority of this cleaner over the wooden grade.

When interviewed by The World, H. M. Linter, sales manager, stated that the company would maintain its policy of selling to the dealer only, through the recognized jobber. They do not sell direct. Mr. Linter states the sales of K-E automatic stops have been heavy for the holiday trade. The price of these has been reduced as well. The company has been making automatic stops for talking machine manufacturers for ten years.

DEMONSTRATING BY TELEPHONE

Reed & Dady, Brunswick dealers in Hollywood, Cal., have inaugurated a telephone demonstration service for records that has proven very popular with the company's clientele. A special attachment is fixed to the mouthpiece of the telephone in the store, and the customer need only sit in his easy chair and make his desire known over the phone to have the records played for his special benefit. This service has greatly helped record sales.

In this era of the masses it is desirable and necessary every now and then to state that everything that makes life worth living is due to individual effort and the magical power of personality.



Hello Mr. Victor Dealer

Victor Wholesale Exclusively

We are ready to assist you in making 1922 the most profitable year in your history.

Every department in our organization is in excellent shape for the New Year. Our facilities have been greatly increased and Victor dealers in our territory will find Mickel service and co-operation during 1922 practical and helpful

MICKEL BROS CO

DES MOINES, IOWA



H. B. Sixsmith
Sales Manager



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 McLAGAN PHONOGRAPH CORPORATION, LIMITED, STRATFORD, ONTARIO, EXCLUSIVE CANADIAN AGENTS

Fletcher
REG. TRADE MARK

TONE ARMS
Fletcher
REG. TRADE MARK
REPRODUCERS



Reproducer
and Connection
for

NEW EDISON

Plays all Records

Dealers, Send for
Prices and Terms

FLETCHER-WICKES CO.

6 East Lake St., Chicago, Ill.

THE McLAGAN PHONOGRAPH CORPORATION, LIMITED, STRATFORD, ONTARIO, EXCLUSIVE CANADIAN AGENTS

SOMETHING ENTIRELY NEW IN TONE ARMS

THE FLETCHER "STRAIGHT"



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

Yes, it is universal and equipped with the Regular Fletcher Reproducer, giving the same natural tone quality as heretofore

Made in two lengths, 8½" and 9½"

SEND FOR PRICES AND TERMS

FLETCHER-WICKES COMPANY

6 EAST LAKE ST.

CHICAGO

THE McLAGAN PHONOGRAPH CORPORATION, LIMITED, STRATFORD, ONTARIO, EXCLUSIVE CANADIAN AGENTS

BIG HOLIDAY VOLUME OF TRADE IN COLUMBUS

Demand for Records Unparalleled—Generosity of Heaton's Music Store—Lectures on Opera Help Trade—C. C. Baker's Enterprise—Visitors to the Perry B. Whitsit Co.—Other News

COLUMBUS, O., January 4.—Christmas hymns were heard in many homes during the holiday season in this city if the sale of Christmas records is to be taken into consideration. The week preceding Christmas was the busiest week local dealers have experienced during the entire year. "We have sold records and records and then some," is the way E. M. Levy, manager of Heaton's Music Store, 168 North High street, expressed the volume of business during that week. This firm sold more than 500 discs of "Silent Night," sung by various artists. Other Christmas records in large demand were "Oh, Come, All Ye Faithful," by Mme. Schumann-Heink; "Adeste Fideles," by John McCormack, and "Joy to the World," by the Trinity Choir. Many people who had heard Harry Lauder, who appeared in this city recently, bought many of his records. Another red seal record that was a good seller is "The Last Hour," by John McCormack and Fritz Kreisler.

Through the generosity of Heaton's Music Store the Franklin County Home, the county infirmary, had a musical festival, and consequently a much happier Christmas this year. A Victrola, together with a number of the better-known records, among which several Christmas numbers were included, constituted the Christmas gift to this institution by this firm.

The need of such a present at the Franklin County Home was mentioned by a member of the Columbus Exchange Club to Wert Heaton, a member of the club and a member of the firm of Heaton's Music Store. Mr. Heaton immediately responded in the above fashion to this suggestion. The Victrola and records were delivered to the Home in time for the inmates to enjoy them on Christmas morning.

Friends of G. T. Cooper, formerly connected with Goldsmith's Music Store, were glad to learn that he has joined the sales force of the Elite Music Co., Victrola specialists. Mr. Cooper has been selling Victrolas for the past eight years. In this capacity he has made it his hobby to sell these instruments to schools.

Now that the lecture series on the "Psychology of Great Operas" has come to a close, a favorable reaction has followed. One devotee



Let One Man Deliver Your Talking Machine

The Lea Talking Machine Truck will handle the large machine with ease and safety.
No stairs too steep.
Quickly adjusted to any size or make of machine.
Equipped with rubber-tired wheels.
The saving of the second man on the wagon will soon pay for the truck.

Write for Circular and Prices

Also

Piano Trucks, Hoists, Covers and Straps

Made only by

Self Lifting Piano Truck Co.
FINDLAY, OHIO

of the opera bought as many as twenty records of the more famous selections included in the five operas of the course. Prof. Thomas Scott Lowden, who conducted the course, declared that he was well pleased with the interest manifested in his lectures. "This was a new thing in this city, but I am happy to say that the response that followed was very gratifying to me."

Mrs. W. L. Matton, chairman of the committee of the City Federation of Women's Clubs in charge of this course, stated that from an educational standpoint this course was one of the very best things the City Federation has ever offered the local public. "The results of this course will, no doubt, prompt the Federation to give another such course, with probably different operas during the next year," said Mrs. Matton.

The program of this course consisted of these operas: "Faust," "Rigoletto," "Aida" and "Orpheus and Eurydice," "Il Trovatore," and "Carmen." In the discussion of each opera the Victrola served as the medium of presenting the arias, duets, trios, choruses and orchestral selections to the audience.

Perhaps the busiest place in the city of Columbus is the store of C. C. Baker, especially since he has attempted to move the new stock of Victrolas and records that he purchased from the Goldsmith's Music Store, which is going out of business. Mr. Baker has added ten new people to his sales force, and in spite of this there seems to be work for as many more. Mr. Baker intends to increase the size of his store in order to take care of the extra stock. In order to relieve the congested conditions, especially in the

demonstrating booths, the Sel Rex counters have been installed.

Mr. Baker insists that what he sells is service. "We give the public what they want and when they want it. Service in its true sense is what we give." Mr. Baker sends out as many as 45,000 leaflets, circulars and cards a month announcing new records and player rolls to prospective buyers. "The reason we do this," Mr. Baker said, "is because we want our prospective customers to be informed on what we have to sell. If they want a certain record then they know we have it."

The Perry B. Whitsit Co., Victor wholesaler, had a number of visitors in the last week. Among the dealers who visited this wholesale firm were F. G. Mardis, Mt. Vernon, O.; Guy Smith, London, O.; Robt. Hawken, Springfield, O., and E. O. Collender, Zanesville, O.

ARTO CO. IN RECEIVER'S HANDS

Business to be Continued by Daniel F. Minihan
—Assets Far Exceed Liabilities

NEWARK, N. J., January 1.—Former Congressman Daniel F. Minihan has been named receiver by the Federal Court for the Arto Co., of West Orange, manufacturer of talking machine records. His bond is \$25,000 and he is directed to continue the business of the company. The application was made by Edward C. Mills, of New York, acting for a number of music concern creditors. The liabilities are stated at \$185,000. The assets include plant, \$216,000; bills receivable, \$132,000, and cash in hand, "not in excess of \$500,000."

WINDSOR PRODUCES SALES

Sonora Dealer Closes Twelve Sales From Window Display—Window Attracts Attention

MILWAUKEE, Wis., January 5.—The Wm. A. Klug Furniture Co., of this city, Sonora dealer, presented recently one of the most attractive window displays that has been featured in the local trade for some time past. As a result of the window the company closed twelve Sonora sales, which indicates the tremendous value of an effective and artistic window display. The window was noteworthy for its simplicity and several Sonora period models with a background of silk hangings gave a rich atmosphere to the display.

Warbletone Record Renewer

Cleans and polishes old records and makes them sound and look like new.

Cleans the grooves and the general surface, removing dust, grit and foreign matter without the least injury to the sound grooves themselves.

This new invention gives new voice and renewed tone to records and will positively clarify articulation.

One bottle will last indefinitely. Very simply applied.

Immensely valuable to dealers as well as to machine owners. "2 drops to a record."

If your jobber cannot supply you order direct. Price 50 cents per bottle retail. Liberal discounts.

WARBLETONE MUSIC CO.

225 Massachusetts Ave. INDIANAPOLIS, IND.

The General Phonograph Mfg. Co.

Model "E" Table Phonograph

The Greatest Value on the Market

IMMEDIATE DELIVERIES IN ANY QUANTITY



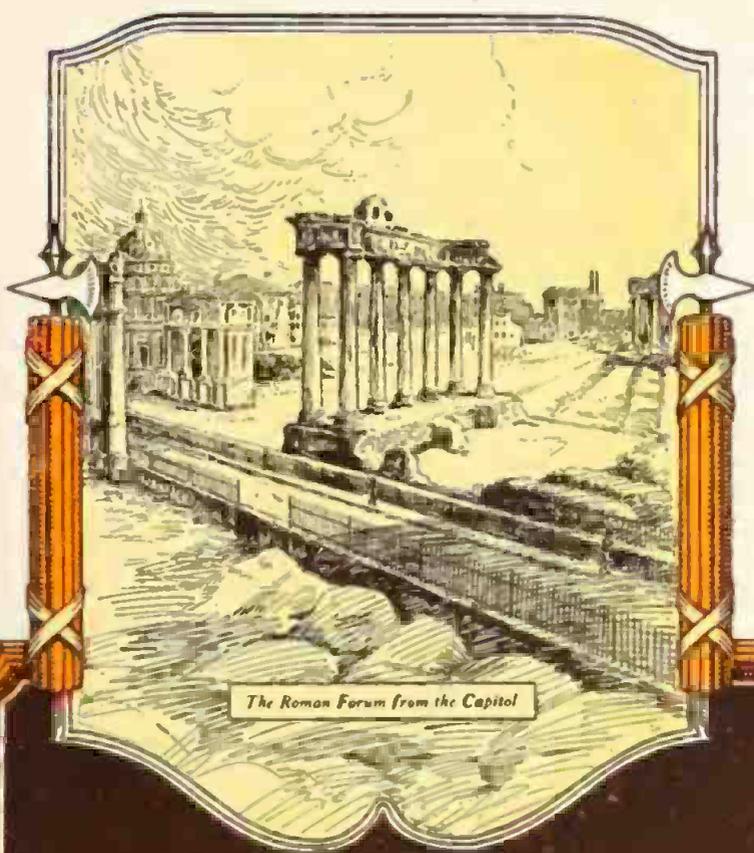
New Model "E"

Plays All Makes of Records

Superior Tone Quality

Write for our Proposition

The General Phonograph Mfg. Co., Elyria, Ohio



The Roman Forum from the Capitol

Rome Was Not Built in a Day-

It takes time and experience to perfect steel talking machine needles

To be exact—there are twenty-five years of successful manufacturing back of each individual Bagshaw Needle.

BAGSHAW Steel Talking Machine Needles packed to suit each individual requirement.

Send us your needle problems. We guarantee you prompt service and all quality.

Write for our 1922 Distributors' Proposition. PRICE LIST NOW READY

YOU can appreciate, Mr. Distributor and Mr. Jobber, the concentrated and untiring efforts which have made

**BAGSHAW
PRODUCTS
SUPREME**

The First Talking Machine Needle In America Was Made By Us

**FIRST THEN—
FIRST NOW!**

Do not be deceived with inferior needles of cheap quality, construction and price

Insist on Bagshaw Quality
THE UTMOST IN STEEL NEEDLES

W. H. BAGSHAW CO.

Factories: LOWELL, MASS.

Selling Agents:

BRILLIANTONE STEEL NEEDLE CO. OF AMERICA INCORPORATED

347 FIFTH AVENUE, NEW YORK

At 34th Street

Suite 610

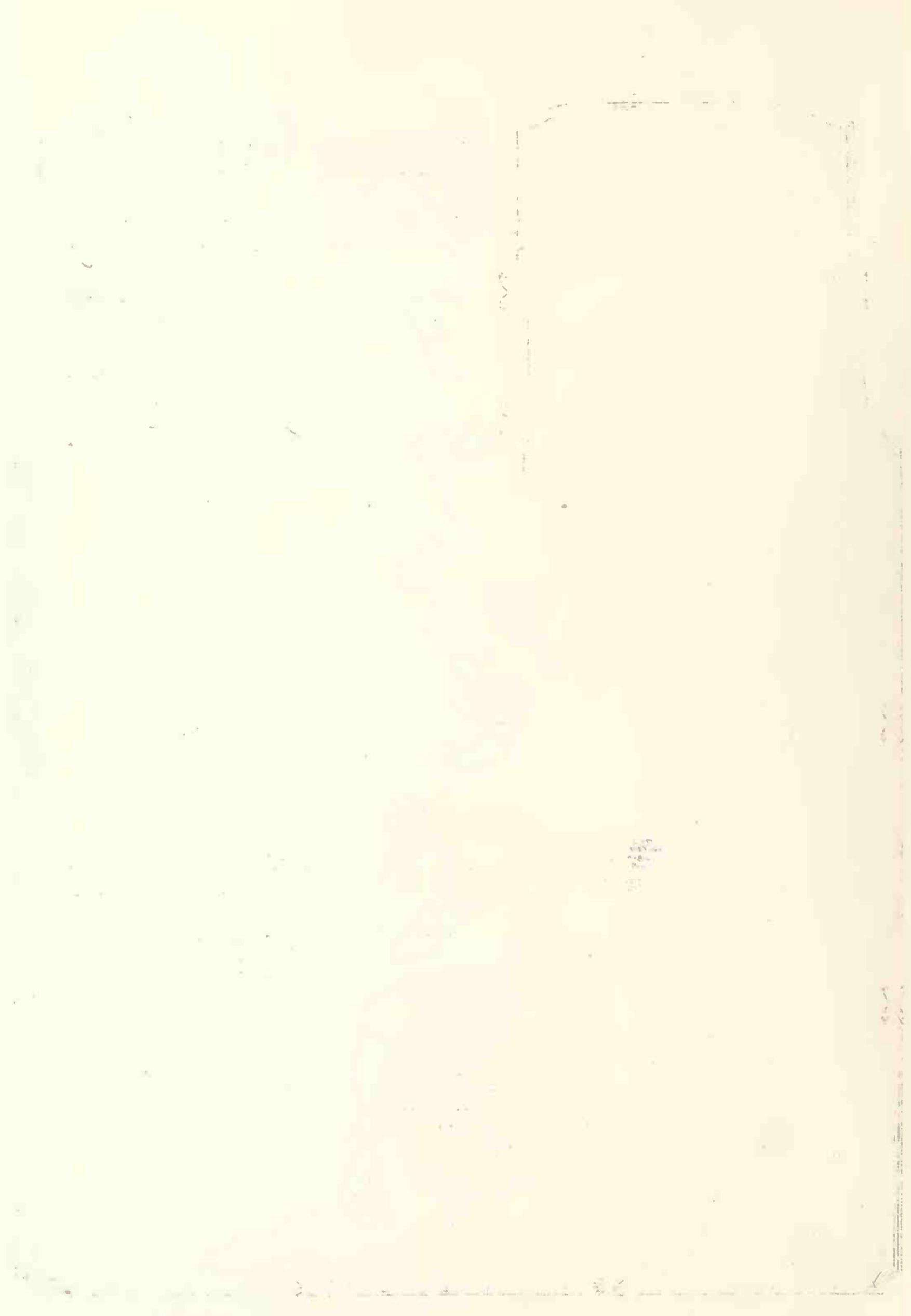


Diagram showing the boundaries of the land and the position of the buildings.

Another February winner! A double-decker. Al Jolson, now starring in *Bombo*, sings "Yoo-Hoo." And the Broadway Male Quartet scores with "Georgia Rose." No dust will settle on this record. A-3513.



**Columbia Graphophone Co.
NEW YORK**

A FEW GOOD SALES POINTS

"Do Yous" Contained in Koerber-Brenner Red Seal Analysis Are Worth While Considering

A suggestive list of "Do Yous" is given in the Koerber-Brenner Red Seal Analysis for December as follows:

- Do you play for your customers in a booth where interruptions do not distract attention? Concentrate.
- Do you sell the customer what you want sold or allow the customer to buy what he thinks he wants? Be a salesman.
- Do you keep at least two records in a booth (popular and standard-over-stock) to play while you get the record asked for? Suggest.
- Do you lead customers to listen to music when they are inclined to chat with you? Efface yourself.
- Do you say, "Is there anything else," giving a chance for a negative answer, or "Let me play this for you?" Be positive.
- Do you allow the customer to seek you and ask to be waited on? Courtesy pays.
- Do you say something interesting about every record? Avoid being automatic.
- Do you test the speed of your demonstrating machines regularly? Be methodical.
- Do you use a Tungs-Tone Stylus for demonstrating? Practice what you preach.
- Do you close the lid of the Victrola while playing? It avoids false vibrations.
- Do you use the automatic stop always? Add to the customer's pleasure.
- Do you chew gum while trying to sell? Be dignified.
- Do you carry on personal conversation with other employes while customers are present? Be businesslike.
- Do you keep sweet? Smiles mean dollars.
- Finally, do you think of your customer just as a person or as one of a type?

HANDLING THE CHENEY LINE

The Cheney line of phonographs is featured by the Curtis Studio, of New Haven, Conn. The firm reports that these machines are increasing in popularity in that section and that business is exceedingly brisk.

Fred J. De Ghuce has been appointed Emerson representative for New Jersey. The latest addition to the recording force of the company is Richard Bolt, who was formerly with the Greenwich Village Follies.

A Victor department was recently added to the Rexall Store at Nashua, Ia.

HOME CONCERTS INCREASE SALES

SALEM, IND., January 2.—E. F. Routh, local Victor dealer, is popularizing Victrola concerts in homes in this vicinity and incidentally he is boosting his own business. Mr. Routh's plan consists of a letter sent to a select few of his prospective customers informing them that he will furnish the Victrola and records if they in turn will invite some of their friends to enjoy a concert by the world's greatest musicians. Neatly typewritten programs listing the records and containing a short description of each one are distributed at the concerts, which are proving extremely good business getters.

WHY "THIRTEEN" IS POPULAR

"Thirteen is lucky for me," says Renato Zannelli, Chilian baritone at the Metropolitan and popular Victor artist. "Thirteen letters in my name, married June 13, made my debut here December 13, and my thirteenth record just put on the market, 'Marianina,' is numbered 66013."

CARUSO ESTATE TO BE DIVIDED

Heirs Petition Court to Enable Widow to Gain Possession of Royalties From Victor Talking Machine Co., and New York Property

Enrico Caruso's heirs have united in asking the Surrogate's Court in New York for ancillary letters of administration to give Mrs. Caruso the right to take possession of his property in this State. The estate is to be distributed under the terms of an agreement in accordance with the Italian law under which half will go to his daughter, Gloria, and the other half be divided equally among his widow, his sons, Rodolfo and Enrico, Jr., and his brother, Giovanni.

The papers showed that the estate in Italy is valued at approximately \$2,500,000. There was from \$150,000 to \$200,000 of property in New York. It was said that other ancillary letters would be asked for in New Jersey to enable Mrs. Caruso to collect royalties on talking machine records made by the Victor Talking Machine Co., which have been estimated at \$200,000 a year.

A Foundation for Sales



No. 1402

DISPLAY your Victrola IX's on this Udell record cabinet. Put a real sales foundation under them and make two sales and profits instead of one. Sell more records, too.

Note, in the illustration, the exclusive, patented hinged rim. That is the connecting link which combines talking machine and cabinet in a handsome, substantial furniture unit and ends objections to table-type machines.

Now consider the price and the Udell name for quality and workmanship—for this No. 1402 record cabinet is Udell-standard through and through. Then let Mr. Western Union or Mr. Postal send us your order, collect.

A Profit-Earner

This Udell Cabinet is furnished in mahogany or quartered oak. It holds eight Victor albums. **\$12.15** F.O.B. INDIANAPOLIS

The UDELL WORKS
at Indianapolis

OKeh Records

*Latest Hits and
Quick Releases—*

Always something new and your orders are filled with the utmost dispatch.



OKeh Records combined with Consolidated Service, make an OKeh Agency the most to be desired. Write us and our representative will be glad to explain our attractive dealer proposition for 1922.

Wholesale Distributors for OKeh Records

Consolidated Talking Machine Co.

227 W. Washington St.

Chicago, Ill.

Branch: 2957 Gratiot Ave., Detroit, Mich.

RICHARD STRAUSS AND BRUNSWICK

First Records by Noted Conductor-Composer to be Announced Shortly by Brunswick Co.

The first of the new Brunswick records by Richard Strauss, the noted composer and conductor, will be awaited with unusual interest by those who appreciate the finer things in music, particularly in view of his very successful tour



Richard Strauss

of the United States this season. On his tours Dr. Strauss played the piano parts of his own sonatas and also acted as accompanist to the vocalists who interpreted his songs. He has also appeared as guest-conductor amid much enthusiasm.

The announcement of Dr. Strauss' engagement to record exclusively for the Brunswick records, made soon after his arrival from Europe for his American tour, created a profound impression. His visit here has been a great success. The first of his records will be issued in the near future.

SELLS SONORAS TO MUSICIANS

Boston Musician and Sonora Dealer Closes Many Important Sales—Specializes on Developing Business in Musical World

The sales department of the Sonora Phonograph Co. recently called the attention of Sonora dealers to the splendid record of sales made by Samuel Manus, leader of the Copely Square Orchestra, of Boston, and one of the most prominent musicians in that city. Mr. Manus, in addition to his musical activities, conducts an exclusive Sonora business in Boston which is meeting with exceptional success.

Mr. Manus has sold Sonora phonographs to a large number of musicians, among whom are the following prominent Boston musicians: Walter Smith, one of America's foremost trumpet players; Robert Blake, of the Copely-Plaza Orchestra; Dr. Newman Cohen, Touraine Hotel Orchestra; Abe Lepow, leader, Touraine Hotel Orchestra; Louis Dalbeck, Boston Concert Trio; Burt Patrick, Majestic Theatre Orchestra; Joseph Daly, United States Navy Jazz Band; Phil Robish, Young Men's Symphony Orchestra, and Harry Levine, concert pianist. Louis Torgrove and Abraham Torgrove, both members of the St. Louis Symphony Orchestra, were also supplied with Sonoras by Mr. Manus while visiting Boston recently.

A novel use to which the Sonora is put by Mr. Manus has attracted considerable attention. It is his practice to have his orchestra accompany a record made by a famous artist as played on the Sonora, with the orchestration specially arranged so that it synchronizes perfectly with the playing of the record.

PROGRESSIVE VICTOR DEALER

W. S. Holloway, Flushing, O., Doing Excellent Victor Business—Features Attractive Windows

FLUSHING, O., January 5.—Although this town has a population of only 1,000 people, it supports a very fine Victor establishment owned by W. S. Holloway. Mr. Holloway is doing business equivalent to the sales of the dealer in an average town of 7,000 and he is giving excellent representation to the Victor line. The accom-



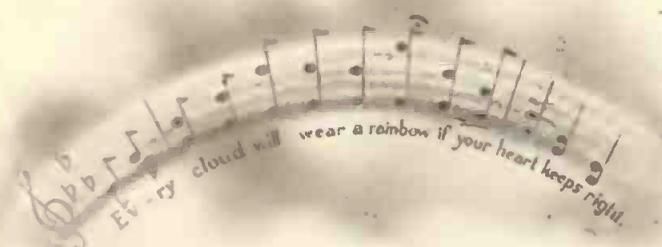
panying photograph will give some idea of Mr. Holloway's initiative and aggressiveness, for it will be noted that this photograph features the Red Seal clock produced by the Reincke-Ellis Co., of Chicago, and a window streamer of the greatest song hit of the day, "Say It With Music."

HARGER & BLISH WILL CONTINUE

The World has just received word from Harger & Blish, Edison distributors in Des Moines and Sioux City, Ia., that the article appearing in the December issue announcing the formation of a new company to be known as Silzer Bros., to succeed the firm of Harger & Blish, was premature. The deal was under consideration, but negotiations were finally called off.

**RAINBOW
SACRED
RECORDS**

Double Disc 85c.



**RAINBOW
SACRED
RECORDS**

RAINBOW RECORDS

Brighten the Corner Where You Are *with Rainbow Records*

HOMER RODEHEAVER, supreme in Sacred Song. His new Rainbow Records are excellent.

Start the year right with a stock of Rainbow Records.

Rainbow Records—No Heavy Stock—No Old Stock—Sell from January to December. Every Dealer Can Sell a Sacred Record.

Distributors:

A. J. HEATH & CO.
27-29 South 7th St.
Philadelphia, Pa.

STERLING ROLL &
RECORD CO.
137 W. 4th St.
Cincinnati, O.

RODEHEAVER CO.
218 So. Wabash Ave.
Chicago, Ill.

J. K. POLK FURN. CO.
294 Decatur St.
Atlanta, Ga.

A. J. HEATH & CO.
110 South Calvert St.
Baltimore, Md.

RODEHEAVER CO.
814 Walnut St.
Philadelphia, Pa.

CABINET & ACCESSORIES CO., INC.
145 East 34th Street
New York, N. Y.

RODEHEAVER RECORD CO.

150 East 41st Street

New York

THREE NEW VICTOR RECORD ARTISTS

First Records by Mme. Lashanska, Fannie Brice and Miss Patricola in the February List

The preliminary announcement of the Victor records for February is of particular interest to the trade from the fact that the first Victor records of three new members of the Victor family of artists are to be found in that list. Mme. Hulda Lashanska is represented in the list by two records, one of Carl Loewe's Canzonetta, and the other of Barnby's setting of Tennyson's "Sweet and Low," the records, it is said, being well calculated to sustain her reputation as a concert singer.

Fannie Brice, the popular comedienne, at present with the "Ziegfeld Follies," sings "Second Hand Rose" and "My Man" (Mon Homme), and Miss Patricola, popular vaudeville star, sings "I've Got My Habits On" and "Happy Hottentot." In addition to the three new artists, the February list is also interesting from the wide variety of musical selections offered for the consideration of record buyers.

A CLEVER PUBLICITY STUNT

Roy Swanstron, manager of the Brunswick Shop, in St. Paul, Minn., has adopted a clever idea for advertising his new records. He had built a clever replica of the Brunswick record, label and all, and had a glass plate fitted therein to carry the name of the newest record hit. A light back of the glass serves to make the title of the record stand out, and the name of the record is changed as the new favorites develop.

INCREASES CAPITAL TO \$60,000

The Phonograph Shop, Inc., of Dallas, Tex., has filed an amendment to its charter providing for an increase of capital stock of this concern from \$20,000 to \$60,000.

What men call firmness in themselves they call contrariness in others.

DEVELOPING THE RECORD BUSINESS

Some Valuable Suggestions From Geo. K. Stewart Along the Lines of Making the Public Appreciate the Record as an Ideal Gift

INDIANAPOLIS, IND. January. 3.—George K. Stewart, of the Stewart Talking Machine Co., Victor distributor of this city, is a great believer in the theory that the record business is very much what you make it. He is one of the veterans who have advocated teaching the public to appreciate what an ideal gift a record is.

"All we need to do is to get the public to give some thought to what a perfect gift a record can be," said Mr. Stewart, "and now that the Christmas rush is over and there are a lot of new machines around the country, it is the psychological time for dealers to work on this idea.

"We must take a leaf out of the candy manufacturer's book and learn that people buy that which is made attractive to their eye. We all know that an ordinary grade of candy when attractively boxed and beribboned is a big seller. Most gifts of candy go to women, and we know how that sex delights in the appearance of anything.

"The record gift box should likewise be used to boost record sales, even if the dealer finds it necessary to make a charge for the increased cost. It works beautifully in combination with the popular idea of 'Take Home a Record.'

"I have noticed the rapid growth among certain dealers in mail order business, and I think that this is one phase of our business that can be expanded to surprising proportions. In conducting a mail order business there is one thing that I would warn dealers to beware of, and that is cheap and careless packing. Unless they are well packed and wrapped the losses on breakage will overbalance the profit."

REAL STATUS OF FOREIGN TRADE

Greater Quantity of Goods Exported by the United States During Last Fiscal Year, Although Total Valuation Is Much Lower

WASHINGTON, D. C., January 3.—Lower prices rather than diminished quantities are responsible for the three billion dollars decline in the value of American foreign trade in the last fiscal year, as compared with the immediately preceding year, in the opinion of Dr. Julius Klein in his first annual report as Director of the Bureau of Foreign and Domestic Commerce of the Department of Commerce.

"In fact," says the Director, "a compilation of exported commodities, reduced, so far as possible, to a quantity basis, shows weight increases of 34 per cent for the groups of raw materials and of 37 per cent for foodstuffs in 1921 over 1920, with a decrease of 4 per cent for such partly or wholly manufactured articles as can be shown in weight.

"It will surprise many pessimists to learn," declares Dr. Klein, "that the final totals in this compilation, which included articles forming 69 per cent of the value of domestic exports in 1921, indicated that the exports of these goods increased 23 per cent in quantity over the amounts sold last year, though their value decreased 19 per cent."

The world-wide exchange situation, revived competition in foreign markets, and decreased demand for American raw materials on the part of Europe, combined with a drastic cut in American imports of raw materials, are the principal factors contributing to the lower foreign trade totals, says the Director.

The Director refers to the fiscal year 1920-21 as "the most dramatic in the entire history of the foreign trade of the United States." He says that "the extraordinary episodes of that year in our business overseas" resulted in a most severe strain upon the facilities of the Bureau of Foreign and Domestic Commerce—first, as a consequence of the "amazing strides" made by American export interests during the early months of the year and, secondly, as a result of the disorganization and confusion which spread through-

H. N. McMenimen
Consulting Engineer

Consultation by appointment on every phase of the phonograph industry, including:

Recording, Plating and Pressing

Motor, Tone-Arm and Reproducer Design

Patent and Model Development

Sales Promotion and Advertising Plans

Laboratory:

Scotch Plains, N. J.
Tel. Fanwood 1438

Offices:

2 Rector Street, New York
Tel. Rector 1484

out the markets of the world with the accompanying panic of cancellations during the period of depression which marked the closing months of the year.

A new and unusual feature of Dr. Klein's report is a sixty-page review of world trade and of economic conditions in each of the important markets of the world.

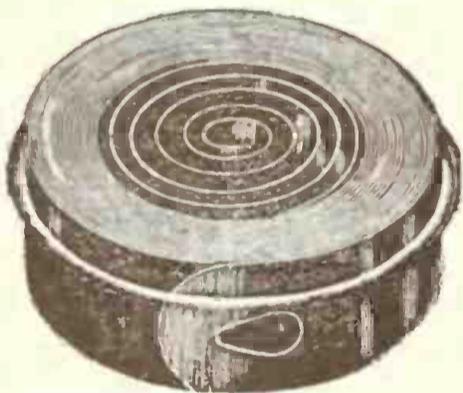
TALKER MUSIC FOR MURDERERS

TRENTON, N. J., January 4.—In order to brighten the last days of murderers condemned to die in the electric chair at the New Jersey State Prison a phonograph will be installed in the death house. It will be given by the men of the Third Presbyterian Church of Trenton. The only music the men have in the death house is that furnished by a talking machine occasionally loaned by another part of the institution.

G. H. Baker, of Ossining, N. Y., owner of the G. H. Baker Music Store, one of the largest establishments in that city, is featuring Victor talking machines and records.

It is always well to keep in mind that scratching the surface will never dig up business. Pays to scratch deeper.

Main-Springs



For any Phonograph Motor Best Tempered Steel

	Each
3/8 inch x 10 feet for all small motors.....	\$.35
1/2 " x 10 " " Pathe, Columbia, Heineman.....	.40
1 " x 10 " " Columbia.....	.45
1 " x 11 " " Columbia with hooks.....	.55
1 " x 13 " " Victor, old style.....	.50
1 " x 15 " " Victor, new style.....	.55
1 1/4 " x 18 " " Victor, new or old style.....	.75
1 " x 12 " " Heineman and Pathe.....	.50
1 " x 10 " " Saal, Silvertone, Krasberg.....	.50
1 " x 13 " " Saal, Silvertone, Brunswick.....	.60
1 " x 16 " " Sonora, Brunswick, Saal.....	.70
1 3/16 " x 18 " " Heineman and Pathe.....	.80
1 1/2 " x 25 " " Edison Disc.....	1.80

SAPPHIRES—GENUINE
Pathe, very loud tone, each 15c, 100 lots \$11.00.
Edison Loud-tone, each 15c; in 100 lots, \$11.50.

TONE-ARMS
The very best, loud and clear, throw-back.....\$5.00
With large reproducer, very loud, Universal..... 4.50
With smaller reproducer, but loud and clear..... 3.00

PHONOGRAPH NEEDLES
We can give you best price on Brilliantone, Magnedo, Wall-Kabe, Tonofone, Nupoint, Gilt Edge, Ideas and Velvetone Needles.

ORDER RIGHT FROM THIS AD
Send for price list of other repair parts and motors.
Terms—F. O. B. St. Louis, Mo. Send enough to cover postage or goods will be shipped by express.

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



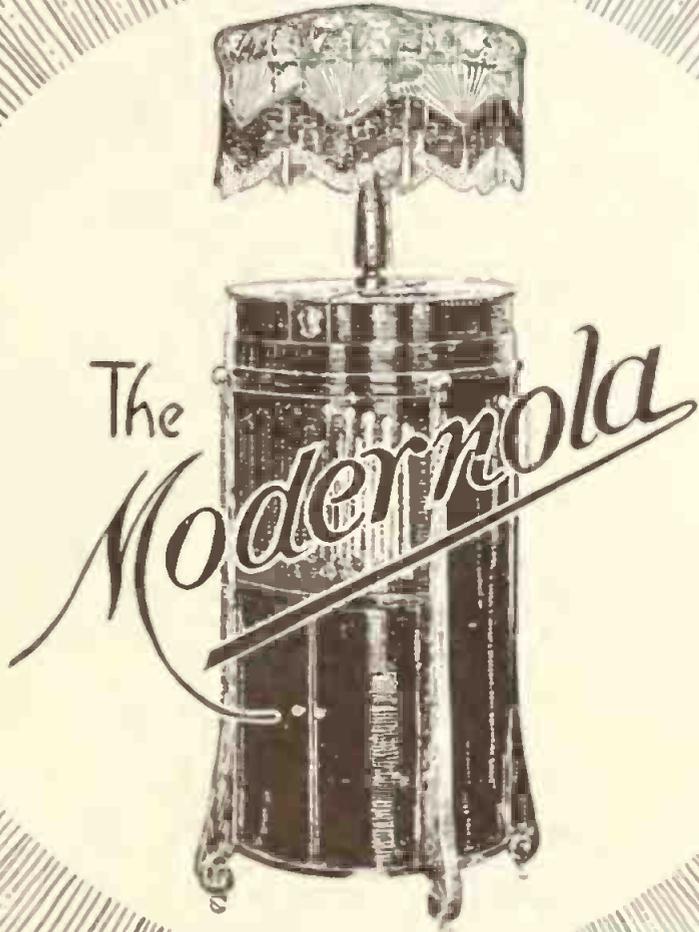
No. 35176 Iris Lily Bouquet

24x30 inches in lavender, pink, yellow or red with natural prepared foliage, including vase as illustrated; each, \$1.75; per dozen, \$18.00; without vase, \$9.00 per dozen.

Write for MY SPRING CATALOGUE No. 35, containing illustrations in colors of Artificial Flowers, Plants, Vines, Garlands, Trees, etc., MAILED FREE FOR THE ASKING.

FRANK NETSCHERT

No. 61 BARCLAY ST., NEW YORK, N. Y.



The Big Possibility For 1922

The Modernola Fulfills the Demand

Every business man feels the need for new ideas, new angles and new merchandise. To the Phonograph Dealer there is offered for 1922 the newest model Modernola—the big distinctive instrument that is *entirely different* from the hosts of other Phonographs.

The Modernola line has been simplified to one design, built in Solid Mahogany and Solid Walnut, finished in either high gloss or dull finish; hand or electrically driven motor and a wide selection of lamp shades.

You Can Use the Modernola To Wonderful Advantage

The added feature of the handsome lamp shade puts the Modernola at a distinct advantage on display in the store or in the home. The distinctive shape of the instrument in itself offers big opportunities.

For full information address

The Modernola Company
Johnstown, Pa.

Eastern Representatives:
The Modernola Sales Co., Inc.
Office, 929 Broadway, N. Y.

Don't Delay

We have a special proposition which will interest you. Just address Dept. D.

"IMICO" Shaft No. 4 Proves Big Producer Best Quality Diaphragm Mica

Send for Samples and Special Quotations Effective Now

IMICO INDIA RUBY MICA DIAPHRAGMS INTERNATIONAL MICA COMPANY

PHILADELPHIA, PA.
YOKOHAMA, JAPAN
CHICAGO, ILL.

GENERAL OFFICES AND FACTORY: 37th and BRANDYWINE STS., WEST PHILADELPHIA, PA.

"IMICO" AND "SERVICE" ARE SYNONYMOUS

One IMICO jobber states "We thank you for enabling us to secure the representation for the _____" (a prominent Tone Arm).

A Tone Arm manufacturer and IMICO consumer—"Thru your efforts on our behalf, it has been possible to secure the Artophone Co., St. Louis, to represent our product."

IF YOU CANNOT BE A CONSUMER YOU CAN BE A JOBBER—WRITE FOR PROPOSITION IF YOU ARE A MANUFACTURER AND NOT AN IMICO CONSUMER, EVENTUALLY _____?

MIDWEST OFFICES AND WAREHOUSE
106-110 W. LAKE ST.,
CHICAGO, ILL.
V. T. SCHULTZ
CLEVELAND, OHIO
RAYSOLO SALES CO.
LANCASTER, PA.

ARTHUR BRAND & COMPANY
CINCINNATI, OHIO
WALTER S. GRAY
SAN FRANCISCO, CAL.
DAVENPORT PHONOGRAPH &
ACCESSORY CO.
DAVENPORT, IOWA

ARTOPHONE COMPANY
ST. LOUIS, MO.
STEINOLA COMPANY
KANSAS CITY, MO.
PROVIDENCE PHONOGRAPH
SUPPLY CO.
PROVIDENCE, R. I.

OKEH WINDOW DISPLAY SERVICE

New Service Introduced by General Phonograph Corp. Meeting With Success—Each Display Card Features One Record Only—New Service Based on Drawings by Prominent Cartoonists

The General Phonograph Corp., New York, manufacturer of Okeh records, has inaugurated a new window display service for the use of its dealers which is unique in many respects. The company has called into its service a number of

at a considerable distance. The cards may be so arranged as to fit any size window and with each set is sent a diagram with instructions as to how they can be arranged to the best effect.

Although the first of these new display cards has been out but a few weeks, dealers are sending in enthusiastic reports of the attention the cards are attracting. One New York dealer who placed the cards in his window visited the company's offices personally to tell the sales executives that the crowds were blocking the streets looking at his window, and, better still, the attraction was pulling them inside and making immediate sales, which he stated was decidedly unusual for any window display.

Discussing this new window display service, the Okeh advertising department said:

"In the past it has been the invariable custom in the trade to supply window displays of only a general pictorial

been abandoned, and we have decided to prepare each month a group of seven cards, each devoted to a single record.

"This new Okeh display service will depart entirely from 'pretty pictures that don't make sales.' We are going to get away from merely general ideas and the same old stuff one sees in the windows month in and month out. Our whole new plan will be based on the idea that the thing people like best is entertainment, and that folks love to laugh. So every Okeh display for 1922 will be chock full of human interest and a smile. Of course, each display will vary and be entirely different from the preceding one, but in every case it will also be so entertaining that everyone will stop and look at it. It has often been proven that a cartoon will influence more people than the lengthiest editorial, and we are going to utilize this principle. Okeh displays are to be done in cartoon style, because of the proven success of our newspaper advertising, which is also done in cartoon style throughout. The window cards will not only have a compelling interest of their own, but will tie up to the art style of our newspaper campaigns."

MAY SEAL PARCEL POST PACKAGES

Believe That New Post Office Ruling Will Help Department as Well as Business Men

WASHINGTON, D. C., January 3.—Sealed packages may now be sent through the mails by parcel post, under instructions which have been issued to postmasters by the Post Office Department. Changes have been made in the Postal Laws and Regulations liberalizing the conditions under which parcels of fourth-class matter may be accepted for mailing at the fourth-class rates of postage, as it is recognized that the preparation of parcels in this manner is advantageous to both the mailer and the postal service.

Special labels or notations are required on sealed parcel post packages, showing the character of the contents, such as "wearing apparel," "music rolls," "jewelry," etc., and stating that the parcel may be opened for postal inspection if necessary. It is not required that the quantity of contents be indicated, although this information may be shown if desired. In stating the character of contents a descriptive term of general nature will suffice.

The privilege of sealing parcel post packages will be appreciated by business men in many lines where it will permit of more careful packing. Decision to liberalize the regulations was brought about by this fact, and is part of the Post Office Department's campaign for better packing on the part of mailers.



Okeh Window Display Service Conceived Along New Lines

prominent cartoon artists who have produced humorous illustrations of Okeh record titles. These drawings have been used as the basis for the new window display cards and the titles are prominently displayed. The new cards are not only attractive and interesting from an artistic standpoint, but are proving business stimulants of real value.

Each of the monthly displays will consist of seven separate cards, six of them measuring 11 x 14 inches and one card measuring 14 x 22 inches. All of the cards will be printed in seven colors, and, since they feature but one record, the lettering is of sufficient size to be read easily

appeal. Window cards depended for their sales value principally upon the list of records printed thereon in comparatively small type. The dealers could use them advantageously only when they were new and they had a complete list of records in stock. They could not feature any particular record at a particular time when their trade was strongly interested in it without also showing records which may have proved poor sellers in their community. The new Okeh service makes it possible for the dealer to not only make a complete display, using all the cards, but he can use them as single units with telling effect. The old idea of inclusive display has

PHONOSTOP

5th Successful Year

ACCURATE—DURABLE

Reasonable Price

Nickel or Gold

Universal Standard

Guaranteed Fully

NEED-A-CLIP

NEW FIBRE NEEDLE CLIPPER

Retails at

Popular Price

A Superior Tool

Guaranteed

THE PHONOMOTOR CO., 121 West Ave., Rochester, N. Y.

Some Practical Merchandising Suggestions for the Talking Machine Trade

By Russell R. Voorhees

COLOR AS A SALES INFLUENCE

A dealer in talking machines noticed how some people preferred one color to another and found that color exerts a psychological effect on people.

His store was arranged so that several booths for the playing of records were located across the rear of the store. He had each of these booths decorated in a different color, taking care that everything was in harmony and that the color used predominated in everything in the room.

When a customer entered the store to hear a record he would be invited to step into one of the rooms at the rear of the store. The choice of the rooms was left to the customers and it was noticed that in most instances they showed certain preferences.

It was found that this simple little idea helped the clerks make sales. The color exerted its psychological influence on the customer, and since they picked out the room they liked they were naturally put in a happy frame of mind, just the frame necessary to make a successful sale.

HOOKING UP WINDOW WITH ADS

A talking machine dealer who always made it a point to display in his windows the same goods that he advertised in the newspapers recently worked out a little idea that enabled him to tie up the newspaper advertisements to his window and make each more valuable.

He noticed that many people would pay his window a visit to see what a certain talking

machine looked like which he had advertised that day, but with other instruments in the window it was not always easy to tell which one was advertised. In order to overcome this he would paste a copy of the advertisement on his window just as soon as it appeared, and then from the back of the advertisement he would run a red baby ribbon to the machine mentioned in the advertisement. In that way it became an easy matter to locate the machine that was mentioned in his publicity. He found that it also tied up the two forms of advertising and made each much more productive.

A SUPER MAILING LIST

A mailing list is considered an asset to any business, but a retailer of talking machines recently proved that a super mailing list is worth even more.

He had a mailing list to begin with, but felt that if he had more information than this list gave him he could make better use of it. So he secured a small pad for himself and for each of his clerks, and as they learned anything about any of their customers they would jot it down on this pad. Later this information would be transferred to the proper card in the mailing list.

After a time this retailer had what he called a super mailing list that told the likes and dislikes of his customers, what sort of a machine they had, what kind they would like to have, their special liking for certain records and lots of other valuable information.

His direct-by-mail advertising was then done with much more system and much less waste. He would circularize with special mail matter

only those people who were interested in certain specialties, and thus eliminate practically all waste. It took a little more work to get this super mailing list in shape, but it more than paid for the extra trouble.

A RAINBOW DISPLAY

The old idea of a pot of gold at the end of the rainbow was recently made use of by a talking machine dealer, but in his case the pot of gold became a pot of happiness. He rigged up an imitation rainbow out of cardboard mounted on a wooden frame and covered with crepe paper of various colors. This rainbow was put diagonally into the window with one end at the front top corner and the other end at the rear back corner. In that way it was easily seen by all who came near the store.

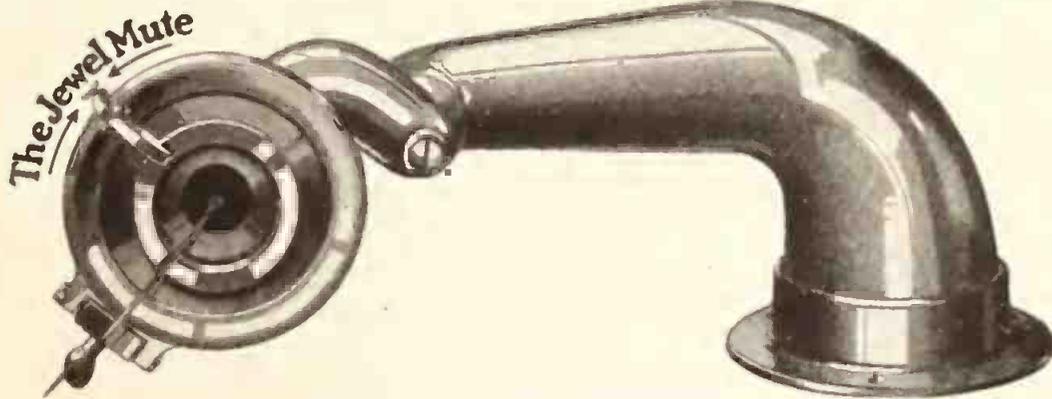
The floor of the window was covered with the same varicolored crepe paper that was used to make the rainbow, and the display of talking machines put in about the same way as in the usual case.

A large sign was suspended in the center of the window with the following message: "Find Your Pot of Happiness at the End of the Rainbow." And then at the end of the rainbow stood one of the choicest instruments that this dealer carried. The riot of color that was used in trimming this window made it one of the most attractive that this dealer ever used.

CLOVER DAYS AS SALES STIMULANT

A talking machine retailer who believed in having sales events from time to time, at which

(Continued on page 50)



FEATURES

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

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

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

PLAYS ALL RECORDS
No. 2 Round Tone Arm and Reproducer



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

Made only in 8½-inch length. Can be furnished with or without Mute Tone Modifier, with Mica or

NOM-Y-KA

THE JEWEL MUTE

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

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

Perfect regulation without in any way changing character of tone.

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

PRACTICAL MERCHANDISING IDEAS

(Continued from page 49)

time he would make worth-while inducements to get people to buy instruments, decided to hook all of these events together with a name. So he called them "Clover Days" and used the phrase "Good Luck for Everybody" with it.

In trimming his window for these events he would make liberal use of artificial clovers for decorative purposes and would use green crepe paper to match for the floor of his window. In the center of the window and suspended from the ceiling he would have a large sign worded as follows: "Clover Days—Good Luck for Everybody." And any price tickets that he used in the displays would always carry the catch phrase "Good Luck for Everybody" as well as the name of the event, "Clover Days." And all of these price cards as well as the large card in the center of the window were done in green ink on a dark background to carry out the color scheme.

M'CORMACK CONCERT BOOSTS SALES

Appearance of Victor Artist in Newark Stimulates Record Sales

NEWARK, N. J., January 5.—The appearance of John McCormack, Victor artist, at a concert in the First Regiment Armory here last week was featured by Victor dealers throughout the city, resulting in a greatly increased demand for records by this famous artist.

The talking machine department of Hahne & Co. featured the appearance of McCormack by some special Victor advertising, which was productive of good results, and other concerns placed pictures of the artist in their windows and in conspicuous places in their establishments. Dealers helped in the distribution of tickets, which were soon disposed of.

PHIL RAVIS HAS A PAIR OF KINGS

Phil Ravis, president of the Peerless Album Co., New York, has been receiving the congratulations of his friends upon the arrival at the Ravis household in New York of a baby boy. This heir to the Ravis fortunes arrived on December 18, and Mr. Ravis is now the proud father of a "pair of kings." We understand that the new baby is taking a keen interest in the talking machine industry, particularly in his ability to compete with vocal records of exceptional volume.

DIRECT FACTORY PRICE—JUST MENTION THE QUANTITY

MOTORS	CASTINGS	TURNTABLES	Stylus Bars
TONE ARMS	Grey Iron	MOTOR FRAMES	Screw Machine Parts
REPRODUCERS	and Brass for	TONE ARMS	Talking Machine Hardware
		HORNS and THROATS	

Direct Quantity Importations On { JEWEL and STEEL. (Bulk or Packed)
PHONOGRAPH NEEDLES
GENUINE RUBY BENGAL MICA

D. R. DOCTOROW

Vanderbilt Ave. Bldg.
51 East 42nd Street, New York
Tel. Vanderbilt 5462
Murray Hill 800

WIDDICOMB CATALOG WORK OF ART

New Catalog Issued by Widdicomb Furniture Co. Noteworthy for Its Quality and Sales Value—Illustrations Exceptionally Attractive—Introductory Traces Company's Progress in Talking Machine Industry

GRAND RAPIDS, MICH., January 8.—The Widdicomb Furniture Co., of this city, manufacturer of Widdicomb phonographs, has just issued a new catalog that is in full accord with the prestige of this well-known line of instruments. It is complete in every detail, and Widdicomb dealers who have received advance copies are delighted with its sales value and typographical excellence.

The various models in the Widdicomb line are presented through the medium of handsome photographic designs featuring the instrument in an atmosphere of refinement and beauty. The majority of these illustrations have been used in Widdicomb advertising, and among the instruments that are featured are the Chippendale, Model 4; Chippendale, Model 7; Adam, Model 12; Queen Anne, Model 6; Queen Anne, Model 3; Sheraton, Model 8; Adam, Model 2; Sheraton, Model 5; Early American, Model 1; Early American, Model 9, and Adam, Model 10. Each model is featured on a full page, and brief descriptions accompany the photograph, these descriptions giving the dimensions, the equipment and the woods in which the instrument is furnished.

The last page of the catalog gives a brief resumé of the individual characteristics of Widdicomb phonographs, including a few paragraphs relative to the cabinet, motor, filing system, horn amplifier, tone arm, reproducer and tone control.

The introduction of this catalog is entitled "Widdicomb, the aristocrat of phonographs—its

twofold appeal suggests a new standard in phonograph value." This introduction, which sets forth the aims and ideals of the Widdicomb, reads in part as follows:

"The Widdicomb phonograph is not alone a musical instrument of superior type—it is an article of fine furniture, which can fittingly take its place in the most perfectly appointed room. The story of the development of the beautiful Widdicomb designs of to-day forms an interesting and romantic chapter in phonographic history.

"In the pioneer days of the phonograph little heed was given to beauty of design and cabinet work. In the effort to perfect musical reproduction appearance was more or less lost sight of. The Widdicomb Furniture Co. was the first to sense the possibilities of a new idea in phonograph construction—why not combine perfection as a reproducer with artistic design and finish commensurate with the prominence of the phonograph in the home? For fifty-six years it has been a recognized leader as a fashioner of beautiful furniture. Its exclusive creations in period design set the standard for fine cabinet work. With this broad experience of the popular taste for period furniture it visualized the appeal of a phonograph of similar master craftsmanship.

"From that beginning came the exquisite Widdicomb period phonographs of to-day, distinguished by the same artistic skill and master craftsmanship that has always marked Widdicomb furniture creations. Faithful interpretations of the best designs of the old masters of woodworking, they have an added touch of rare charm and individuality that is distinctively Widdicomb. Built in the most popular period designs—Chippendale, Sheraton, Adam, Queen Anne and Early American art—Widdicomb phonographs are reproduced in a variety of styles and finishes to suit any decorative plan and to blend harmoniously and unobtrusively with the furnishings of the most tastefully appointed room. The first impression that comes to anyone seeing the Widdicomb for the first time is that it really 'belongs' in the home—that it is a fitting part of the finished scheme of decoration, commanding only its own share of attention as an article of furniture.

"At the same time that the beautiful cabinet work and designs which distinguish Widdicomb phonographs were being developed phonograph experts were quietly at work perfecting a musical reproducer in keeping with Widdicomb ideals for the new phonograph. After two years of exhaustive research they perfected the Widdicomb amplifying tone chamber, an exclusive feature which is to-day recognized as marking a new era in musical reproduction. Its twofold appeal to every person who appreciates good taste and beautiful furniture has deservedly earned for it the title—the aristocrat of phonographs."

The Widdicomb Furniture Co. is entitled to congratulations on the appearance of this volume.

VALUE OF CHANGE OF ARGUMENT

The difficulty of the small boy in learning to spell because the teacher changed the words every day is nothing to the difficulty of becoming a salesman and meeting new arguments every day. But one way or another the boy generally learns to spell and there is no doubt about it, change of argument is what makes the salesman.



Begin the Year 1922

with a

Clean, Complete Stock of H. W.

- (a) Stock Record Envelopes
- (b) String Button Delivery Bags
- (c) Supplement Envelopes

- (a) 150 lb. Green Sulphite and 110 lb. Kraft.
- (b) Brown—Grey and H. W. Special Blue.
- (c) Blue—Pink—Green—White 5½x7½.

Samples and Prices will be Sent on Request

HALSTED WILLIAMS CORPORATION
815 Monroe Street Brooklyn, New York



GENERAL PHONOGRAPH CORPORATION

OTTO HEINEMAN, *President*

25 West 45th Street

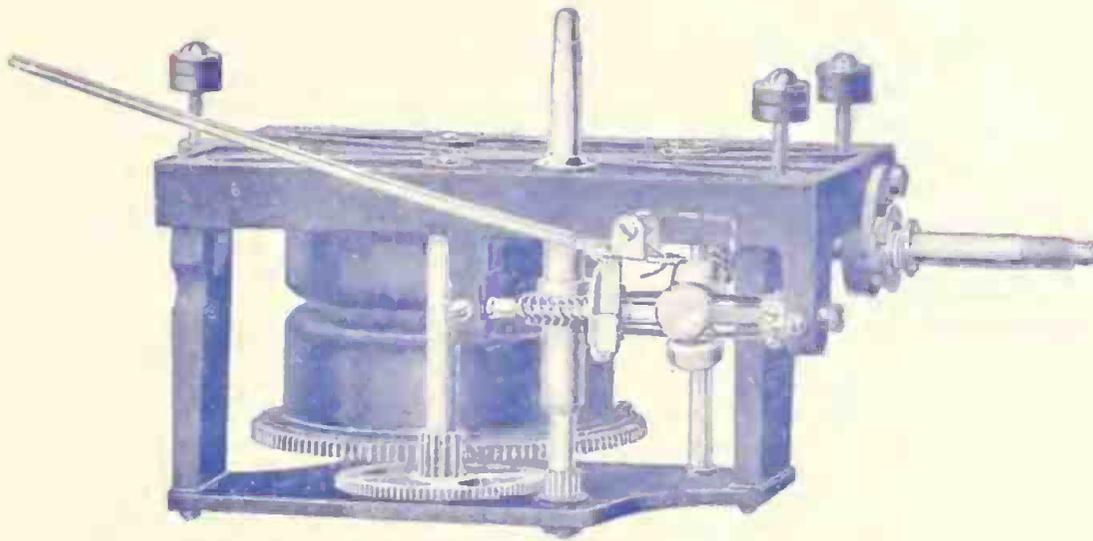
New York City, N. Y.



1922

The Year of Console Phonographs

Only Quality Will Sell!



HEINEMAN MOTOR No. 44

Plays through five twelve-inch or seven ten-inch records with unvarying speed with one winding.

PUT

**HEINEMAN QUALITY MOTORS IN
CONSOLE PHONOGRAPHS**

AND

YOU WILL HAVE SATISFIED CUSTOMERS!

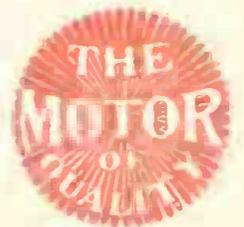


GENERAL PHONOGRAPH CORPORATION

OTTO HEINEMAN, *President*

25 West 45th Street

New York City, N. Y.



THE GREETINGS OF THE SEASON

The World Acknowledges and Reciprocates the Good Wishes of Its Friends

The staff of The Talking Machine World takes pleasure in acknowledging and reciprocating the many expressions of good wishes for the holiday season and for the New Year that have been received at this office, those cards including: Ralph L. Freeman and Frank K. Dolbeer, Victor Talking Machine Co.; Curtis N. Andrews; Kraft, Bates & Spencer, Inc.; Mickel Bros. Co.; Toledo Talking Machine Co.; M. Steinert & Sons Co.; American Talking Machine Co.; Otto Heineman, president, General Phonograph Corp.; Ross P. Curtice Co.; John H. Wilson; Unit Construction Co.; Blackman Talking Machine Co.; Standard Talking Machine Co.; Ernest John, Victor Talking Machine Co.; William A. Condon, Chris G. Steger and Charles E. Byrne, Steger & Sons Piano Mfg. Co.; Edgar F. Bitner, Leo Feist, Inc.; Percy A. Ware; John Cromelin; Howard J. Shartle, Cleveland Talking Machine Co.; Otto Heineman and Adolph Heineman, General Phonograph Corp.; Ormes, Inc.; James J. Davin, Reincke-Ellis Co.; Musical Products Distributing Co.; Paddock Products, Inc.; Modernola Sales Co.; Chas. M. Tremaine; Robert Clifford, Cardinal Phonograph Co.; Samuel Steinfield, Claremont Waste Mfg. Co.; Knickerbocker Talking Machine Co.; Edward C. Rauth, Koerber-Brenner Co.; Cabinet & Accessories Co., Inc.; Billy Murray; E. F. Gebhard; P. W. Simon; J. D. Moore; H. B. Sixsmith, Mickel Bros. Co., Des Moines; Mickel Bros. Co., Omaha; Arno B. Reincke, Reincke-Ellis Co.; Edward B. Lyons; Edward W. Lundquist; Marcel Wheat; Arthur A. Trostler, the Schmelzer Co., Inc.; William H. Reynolds; A. R. Boone; Badger Talking Machine Co.; Stewart Talking Machine Co.; Ogden Sectional Cabinet Co., Inc.

HOLIDAY GIFTS FROM JOBBERS

Dealers Receive Pleasing Reminders of Holiday Season From Leading Wholesalers

Many attractive gifts were sent to the Victor dealers by the wholesalers. The Silas E. Pearsall Co. presented its dealers with a handsome tray made of lacquered brass, featuring the Victor trade-mark with the distinctive Pearsall adaptation of this design. For several years the Silas E. Pearsall Co. has forwarded lacquered brassware to its friends in the trade, and this year's tray is a welcome addition to the set.

Clarence L. Price, general manager of Ormes, Inc., New York, was responsible for the presentation of an exceptionally attractive onyx smoking tray that was enthusiastically received by the Ormes clientele. The smoking tray is complete in every detail, and, in fact, has several unique features which are distinctly up to date.

The C. C. Mellor Co., Pittsburgh, Pa., mailed to its dealers a beautiful gold knife, bearing the name of the recipient, together with the Victor trade-mark in black and gold with the name Mellor underneath. This knife met with a hearty reception from the Mellor clientele, as it combined attractiveness with practicability.

One of the most original gifts in the trade this year was a plum pudding that was presented to the New York Talking Machine Co.'s clientele by Arthur D. Geissler, president of the company, and the members of his organization. The plum pudding was prepared in the kitchen of the New York Talking Machine Co., where the Lunch Club meets daily, and was fashioned after a private recipe owned and controlled by Mrs. Neil, manageress of the Lunch Club's cuisine.

The silver Redi-point pencil presented to the trade with the compliments of the Modernola Sales Corp., of New York City, of which George Seiffert is president, has a distinctive appeal both from an attractive and utilitarian point of view. Mr. Seiffert has received many letters of appreciation from those to whom this very useful holiday reminder was sent.

Many friends of the Brilliantone Steel Needle Co., New York City, were presented at Christ-

mastide with a very attractive Shur-rite silver pencil. The attractiveness and usefulness of this gift, together with the good will which prompted it, were much appreciated throughout the trade. These pencils will probably be put to good use in writing off orders for additional quantities of Brilliantone needles throughout the year, if all predictions come true.

NEW COLLINGS & CO. TRAVELERS

J. J. Conklin and O. F. Vincent Join Staff of Victor Wholesalers in Newark, N. J.

Collings & Co., the well-known Victor distributors of Newark, N. J., announce the appointment of J. J. Conklin and O. F. Vincent as representatives in New Jersey territory. Mr. Conklin, who has had broad commercial experience, was formerly identified with two nationally known organizations. He will cover the territory heretofore visited by David Roche. Mr. Vincent succeeds Robert S. McAdam, who resigned in December.

W. A. GRUBBS OPENS NEW STORE

Grubbs' Music Shoppe, Exclusive Columbia Establishment, One of the Finest in Toledo

W. A. Grubbs, formerly manager of the Robinson & Compton Record Shop, has opened an exclusive Columbia establishment at 411 St. Clair street, this city, which is in the heart of the theatrical district. It will be known as Grubbs' Music Shoppe.

The new store is one of the finest in the city, every convenience having been installed for the benefit of patrons. The interior is finished in ivory, and a feature is the cheerful, homelike atmosphere of the record demonstration booths.

Furman and Nash, exclusive Columbia artists, who were appearing on Keith's bill on the opening night, rendered a number of their selections at the opening of Grubbs' Music Shoppe. The Bracht trio also helped to entertain the crowd.

The Back Music Co., of Rochester, Minn., has secured the local agency for the Brunswick line.

"Be Sure Your Walnut is REAL Walnut."



The "Line" of Least Resistance.

Alert manufacturers are seeking it for their products, and especially so where these are subject to strong competition, as in furniture.

American Walnut is your most powerful ally. Its steadily growing popularity is of the permanent kind. The resale by your trade is easy and secure.

Cleverly designed, well-made goods in this superb cabinet-wood will not alone do great credit to your product, but to your good judgment in selecting a medium which inspires the home-lover to purchase at sight.

Our nation-wide advertising is steadily educating the public to demand *genuine* AMERICAN WALNUT for furniture and interior woodwork, and is reminding them that

This is the "American Walnut Period."

Valuable data for manufacturers. Valuable data for dealers. ALSO the Walnut "brochure de luxe." Write to the responsible producers of American Walnut Lumber and Veneers, the

AMERICAN WALNUT MANUFACTURERS' ASSOCIATION
Room 1022, 616 South Michigan Boulevard Chicago, U. S. A.

4 New Models to Help Increase Your Sales

Our 1922 Catalogue with greatly reduced prices is NOW ready!

Ask Your Jobber

There is only one sure way of increasing Sales of Records—
Display Them!

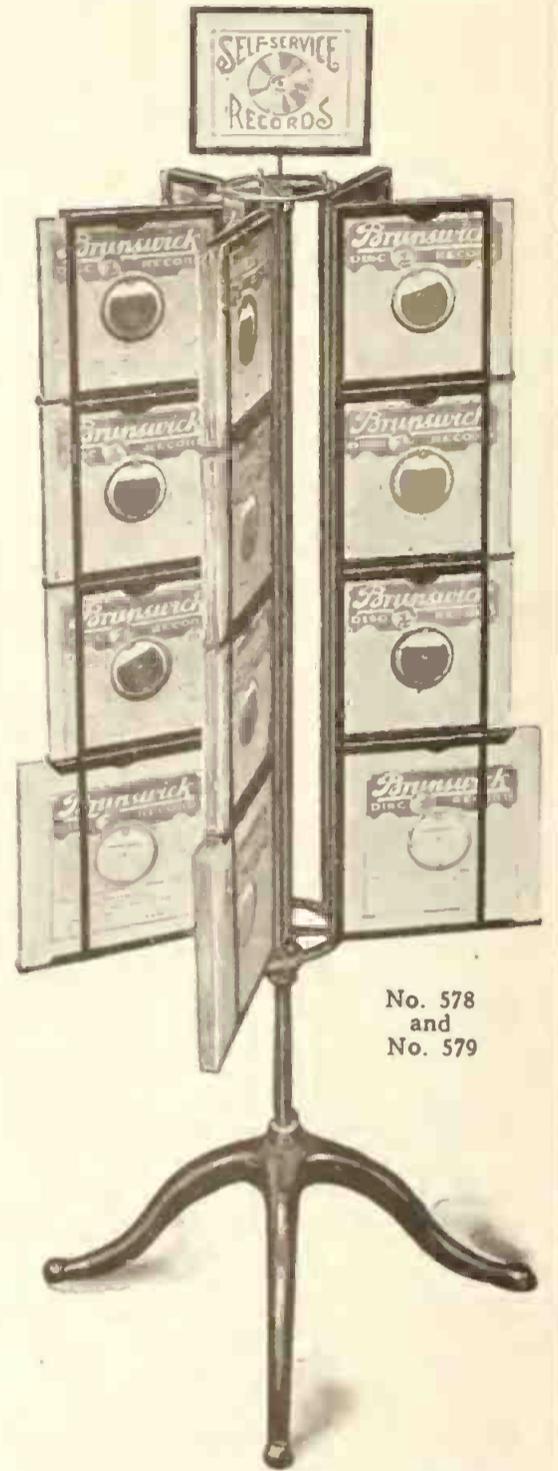


No. 580

NO. 580. UNIVERSAL SELF-SERVICE REVOLVING RECORD DISPLAYOR. Equipped with 25 steel pockets, ten holding 12" records and fifteen pockets holding 10" records. Each pocket holds five records, thus giving the fixture a capacity of 125 records. Equipped with heavy cast-iron base, upright steel tube and five sections of steel pockets. Fixture revolves on ball bearings. All titles clearly visible and fixture is guaranteed to hold full weight of records. Height of fixture 6 ft. 2 in. Width 24 in. Weight 95 lbs. Complete\$45.00

NO. 578. UNIVERSAL SELF-SERVICE RECORD DISPLAYOR made to hold 5 swinging leaves, each leaf accommodating three 10" pockets and one 12" pocket. Each pocket holds four records. Total number of records shown is 40 records and holding a reserve stock of 160 records. Height 6 ft. Width 30 in. Weight 125 lbs. Constructed of steel throughout, with heavy cast-iron base and finished in two coats of ebony enamel. Complete.....\$35.00

NO. 579. UNIVERSAL SELF-SERVICE RECORD DISPLAYOR made to hold 10 swinging leaves, each leaf accommodating three 10" pockets and one 12" pocket. 80 records are displayed and Displayor enables you to keep a reserve stock of 320 records. Height 6 ft. Width 30 in. Weight 145 lbs. Complete.....\$45.00



No. 578 and No. 579



NO. 588. VERTICAL RECORD DISPLAYOR. Holds five 10" records. Constructed of flat steel uprights, with adjustable easel back. The pins that hold the records are made so records cannot fall off. All steel parts are electrically welded and finished in double baked ebony enamel. Height 38 in. Weight, crated, 6 lbs. Complete....\$2.50



A New Idea for Window Display

NO. 587. THREE PANEL SCREENS for showing three monthly bulletins. Will make a very attractive window background and can be formed in different shapes, as each screen is hinged together, allowing them to be placed at any angle. Size of each screen, 13x36 in. Made of channel steel, with 3/16-in. round steel on the outside, electrically welded and finished in double baked ebony enamel. Each screen is furnished with cardboard fillers. Complete.....\$6.00

Write for prices to your Jobber or direct to
UNIVERSAL FIXTURE CORPORATION
133 West 23rd Street
New York

NEW COLUMBIA ARTIST

Al Herman Signs Contract to Record Exclusively for Columbia Co.

The Columbia Graphophone Co. announced recently that Al Herman, well-known musical comedy and vaudeville star, had been signed as an exclusive Columbia artist. The first records by Mr. Herman will be included in the February list.

Al Herman is popular among theatre-goers throughout the country, as for many years he was a headliner on the Keith circuit and for several seasons was the star comedian in the "Greenwich Village Follies." He recently signed a contract to tour the country on the Keith circuit as a headline act.

PLAN FOURTH PRAGUE FAIR

An Opportunity for American Exporters of Musical Instruments to Establish European Agencies, Says Department of Commerce

WASHINGTON, D. C., January 4.—The Fourth International Sample Fair will be held in Prague, Czecho-Slovakia, from March 12 to 19, 1922, according to information just made public by the Department of Commerce here. One of the features of the event will be exhibits of all kinds of musical instruments.

Commerce Reports, the publication of the Department of Commerce, in connection with the event states: "This fair undoubtedly offers a good opportunity for American exporters to establish their agencies for central Europe and to meet the keen demand for various products."

TO DISPLAY THE UDELL LINE

Full Line of Udell Record and Roll Cabinets to Be Shown at Grand Rapids Market

The Udell Works, Indianapolis, Ind., manufacturers of talking machine record and player roll cabinets, announces that the complete line of Udell dependable cabinets will be on display in Grand Rapids on the second floor of the Klingman Building at the January market. In preparation for the exhibit the company has prepared a snappy little card with black background and yellow lettering reading: "Udell 'em, Udell! You've got the line."

HACKETT SAILS FOR ITALY

Columbia Artist to Fill Important Role with La Scala Opera in Milan

Charles Hackett, American tenor of the Metropolitan Opera Co., and exclusive Columbia artist, sailed recently for Milan to fulfill an engagement with Arthur Toscanini as chief light tenor of the Scala opera. After the close of the Scala opera, Mr. Hackett goes to Paris to sing at the Opera Comique. This is said to be the first time that an American tenor has ever sung at this famous opera house.

VICTOR FOREIGN SUPPLEMENTS

The Victor Talking Machine Co., of Camden, N. J., has distributed its January foreign record supplements to jobbers throughout the country. These are written in the following languages: Greek, German, Hebrew, Italian, Mexican, Norwegian, Portuguese and Polish.

TO HANDLE BRUNSWICK LINE

The J. I. Monroe Co., Williamsport, Pa., recently opened an exclusive Brunswick shop in that city, with a full equipment of booths and other furnishings.

The Victor Talking Machine Co., of Camden, N. J., will pay its regular quarterly dividend for the three months ending December 31 of \$1.75 a share on preferred stock and \$10 a share on common stock January 15.

Letter of a Veteran Salesman to a friend

(NO. I)

Dear Bill:

In your last letter you complain about the number of repossessions which you have been compelled to make and bad accounts and collection difficulties. Perhaps I can best help you out of your trouble by explaining some of the methods which we use in our store and which have proved very successful in mitigating this evil to a certain degree.

In the first place, from the trend of your gloomy epistle I surmise that your sales staff takes extreme pride in the fact that a customer usually goes out of your store after having purchased a far more expensive machine than she had planned on, and this, I believe, is the root of your trouble.

I have found from long experience that when the average person enters a store to buy a machine she has, as a rule, made a close approximation of the amount of money which she can spend, but all too often a clever salesman has succeeded in foisting upon her a far more expensive instrument than she could afford to buy. The result of this is that the family purse is strained to the limit to meet the weekly or monthly payments. The customer becomes irregular and in many instances discouraged, and if there is any financial difficulty in the home the payments stop altogether and the dealer is forced to repossess the machine, entailing, of course, the loss of a sale and a customer, since it is obvious that a person who has no machine will need no records. Of greater importance, however, is the fact that should this customer again reach an easy financial footing she most assuredly will not come to the establishment which has found it necessary to go so far as to repossess her machine, because she will feel humiliated.

When a customer enters our store we make it our business to try and discover how large an obligation this prospect can assume with safety. For example, if our prospect is a carpenter with a large family we know just about what his income is and approximately how much he can afford to spend for a talking machine. We do not try to sell him the more expensive machine which we would naturally try to sell to a physician or an architect. On the contrary, if his mind is set on purchasing an instrument which is out of all proportion to his ability to pay and he has no other income besides his earnings as a carpenter we would rather sell him a cheaper machine and be fairly sure that it will stay sold and the payments will be met promptly.

On the other hand, if a prospect enters the store and desires an inexpensive model and we find that he is financially able to purchase a better one we do everything in our power to sell him the more expensive model.

Skilful questioning on the part of the salesman will gain the desired information without giving offense to the customer and in the end everyone concerned will be better off. If this method is followed the customer will not only be able to meet his payments promptly, but he will be free from the worry of having spent money for something which he could not afford, and instead of losing him the house will enjoy his steady patronage.

Always your friend,

Jim.

A. Quintmeyer has taken on an exclusive line of Brunswick talking machines for representation at Columbus, Wis.

Ogden's Original Stands

For Portable Victrolas No. 50—IV & VI
SELL with Profit and Satisfaction

They are absolutely Rigid and Strong—easily assembled with four concealed wing nuts and screws—"Set Up" or "Knock Down" in five minutes and fulfills every cabinet requirement at a price that has introduced the Victrola into thousands of Homes.

Mr. Dealer: Don't overlook the small buyer—History repeats itself—the Small Victrola user of today is the good prospect of tomorrow for a large one and constantly a Record Buyer. Start a campaign now for 100 new customers for the Small Victrola and watch the Big Machine and Record Sales "Jump."

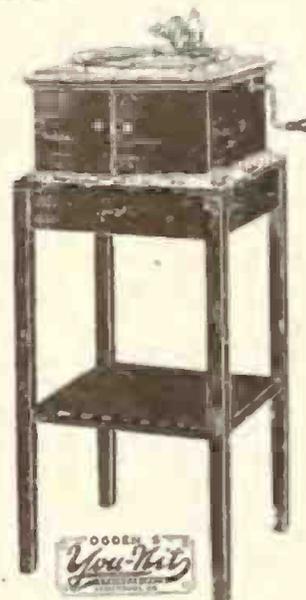
A "UNIT" with Original Graceful Different Exclusive Novel 'Stands



Ogden's No. 50 "Stand" for No. 50 Victrola made of select material correctly designed to fit and furnished to match the Mahogany and Oak finishes.

Costs You Only \$6.50 Delivered

Don't pay more for an imitation. If your jobber does not carry them in stock order direct.



Ogden's Stands Nos. IV and VI for Victrolas IV and VI are open frames made to fit exactly these separate models.

Oak Nos. IV and VI, each \$3.60—Mahogany Finish No. VI, \$3.85. Solid Mahogany No. VI, \$4.25. Packed 2 in a carton. Utility Top—Converts a stand into a Service Table for all models: each, 90c.

Utility or Service Tables

(Convenient for Many Purposes)

Are needed in every Record Room, Store and Home. A quick sale and profit article. Tables No. IV and VI in Oak, Mahogany and Enamel...\$4.75
Table No. VIII in Oak and Enamel, \$5.25
Table No. IXa Oak, Mahogany and Enamel...\$6.50

(Tables Nos. VIII and IXa Display and sell with these Victrolas profitably.)



Ogden You-Nit Stands and Tables are unconditionally guaranteed. If you have not already received an imitation stand on approval get one from your jobber and compare it with Ogden's original stands.

Write for our Catalog of Filing Cabinets and Stands

Ogden Sectional Cabinet Co., Inc.
LYNCHBURG, VA.

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

LONG CONSOLES LEAD THE FIELD

When we introduced our "CONSOLES" the early part of the year, we knew that we were offering the trade a quality product with unlimited sales possibilities.

Our sales during 1921 substantiated our belief that the dealers would find LONG CONSOLES an important sales stimulant, for we have been working day and night to meet the requirements of the trade.

LONG CONSOLES are recognized leaders in the Cabinet field, and for 1922 we are planning to give the dealers enhanced service and cooperation. You will find it distinctly profitable to carry a complete line of LONG cabinets during the coming year.

Write for Our Catalog

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



Style 600
 Sheraton



Style 601
 Colonial



Style 602
 Louis XV



Style 603
 Chippendale



Style 604
 Hepplewhite

PLANS OF PRINCESS WATAHWASO

Popular Victor Artist, Under Management of Miss Cloud, Being Booked for 1922 to Give Recitals for Distributors and Dealers

Princess Watahwaso, whose Victor records have brought a knowledge of Indian folk lore and song into the homes of the people throughout the country, is now arranging her bookings for the season of 1922. Princess Watahwaso is under the management of Miss M. A. Cloud, well known in talking machine circles through her former connection with the Putnam-Page Co., Inc., Victor wholesaler of Peoria, Ill. During the past year the Princess has appeared in a large number of recitals in dealer warerooms and, where the shop has been too small, in nearby concert halls. Her program consists of Indian dances, songs and legends, which furnish intensely interesting entertainment and invariably create a demand for her Victor records.

A number of dealers have had her appear in conjunction with concerts rendered by musical clubs and a large part of her work has also been in public schools, where the children are intensely thrilled by her work. Miss Cloud reports that in a number of instances no introduction was necessary to the school children, as they had already become familiar with her Victor recordings. Miss Watahwaso appears in the gorgeous raiment of an Indian princess, which increases the general effect greatly.

The Princess Watahwaso has a studio at 111 West Sixty-eighth street, New York City, and during 1922, under the direction of Miss Cloud, the Princess will place her services at the disposal of the Victor distributors and dealers. Following her appearance in the warerooms of a number of New York retailers and in many of the New York public schools, the Princess Watahwaso will leave for the Middle West. The Putnam-Page Co., Inc., has secured her services for a couple of weeks and, accompanied by W. H. Seitz, director of the Putnam-Page Co., she will appear at the warerooms of its many deal-

ers. She has also engagements in Chicago, Louisville and Indianapolis and expects shortly to be booked for almost the entire year.

TWENTY-FIVE DISTRIBUTORS

Situated at Strategic Points in This Country and Canada Will Handle the Brilliantone Co.'s Needle Line—Means Efficiency

The Brilliantone Steel Needle Co., of New York City, of which B. R. Forster is president and H. W. Acton is secretary, has completed one of the most successful years in the history of the organization.

The executives of the company are making extensive plans for 1922, which is expected to even eclipse 1921 in the volume of sales. A change in the distributing plans of the company was made on the first of the year. It is planned during 1922 to market the needles through the medium of only twenty-five distributors situated at strategic points throughout this country and Canada. It is expected that each distributor will order 50,000,000 needles throughout the year. This will not only greatly increase the efficiency of the Brilliantone Steel Needle distribution, but will also provide greatly increased service to the dealer in supplying his demand.

The exceptional success which has attended the efforts of Mr. Forster and Mr. Acton in providing the trade with a needle of uniform and superior quality is obvious and proves beyond doubt the value of specialization.

OPENS NEW BRUNSWICK SHOP

The city of Anderson, Ind., had another Brunswick shop added to its list of music stores recently, when the Lotts department store of that city opened a talking machine department in its large headquarters.

Henry I. Kincaide & Co., of Quincy, Mass., have secured the local agency for Victor talking machines and records.

STARR CO. ADDS IMPORTANT AGENCY

Fenton Cleaning & Dyeing Co., of Cincinnati, O., Becomes Starr Phonograph and Gennett Record Agent—Operates Sixty Offices

CINCINNATI, O., January 3.—The Starr Piano Co.'s phonograph department has just closed negotiations whereby the Fenton Cleaning & Dyeing Co., which has more than sixty offices in Cincinnati, Covington and Newport, is now handling the Starr phonographs and Gennett records, in which it does an extremely large business, especially in records. This branch of the business is run in connection with the cleaning and dyeing business and customers in connection with the latter service often purchase records before quitting the store.

MAXWELL ADDRESSES LEGION POST

Vice-president of Thos. A. Edison, Inc., Points Out Future of Ad-Men's Post

At the first meeting of the New York Ad-Men's Post of the American Legion recently William Maxwell, first vice-president of Thomas A. Edison, Inc., made an address on the future of the American Legion. He predicted that the Legion would become a strong social, political and industrial force in America. Advertising men who had been in service could take an important part in shaping the influence of the Legion, as members of it, he said. The most important work for the Legion in politics was for it to act as a body that would oppose class and sectional legislation.

NEW YORK CONCERN INCORPORATES

Williamson's Underseas Wonders, Inc., has been incorporated under the laws of New York State for the manufacture and distribution of talking and motion pictures, with an active capital of \$25,000. Incorporators are J. E. Williamson, G. A. O'Keefe and E. M. Umla.

IT IS YOURS FOR THE ASKING

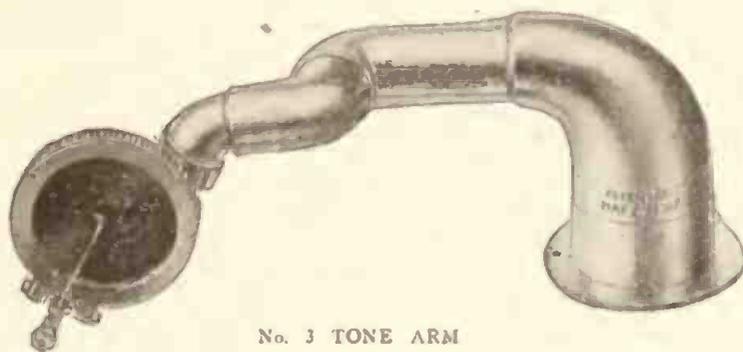
If you will mail us the coupon below we will send you without obligation or cost a sample Mutual Tone Arm and Reproducer.

We strictly confine ourselves to manufacturing only these two products in large quantities. We pride ourselves on this fact for the reason that we can turn out a superior product of unexcelled workmanship, style and quality at a price that will surprise those who first do business with us.

The sample we send you is picked at random from stock—not finished and tinkered to inveigle an order from you in which you will be disappointed.

We want your confidence and will give you a guarantee for one year on every Mutual Tone Arm and Reproducer you order from us.

Mutual Phono Parts Manufacturing Corp.
Manufacturers of Tone Arms and Reproducers
151 Lafayette Street New York City



No. 3 TONE ARM



No. 5 REPRODUCER

Clip and mail the coupon to-day.

MUTUAL PHONO PARTS MFG. CO.
151 Lafayette Street, New York City.

Gentlemen: Send me, without cost, sample of your Mutual Tone Arm and Reproducer.

Company CHECK WHICH ONE

Address TONE ARM

Signature No. 1 No. 2 No. 3

Official Capacity REPRODUCER

No. 1 No. 2 No. 5

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

A Fox-Trot Ballad with a Dixie Melody

GEORGIA ROSE

FILM STAR USES SONORA PORTABLE

Mabel Normand Insists on Using Sonora Portable in Film Scene—Yahr & Lange Feature Star's Preference in Forceful Advertising

MILWAUKEE, Wis., January 2.—Mabel Normand, the renowned film star, is a staunch supporter of the Sonora phonograph. This was most forcibly demonstrated when Miss Normand, who appeared at the Strand Theatre here in connection with her latest presentation, "Molly-O," was told that she was to play a small talking machine in a blimp scene. She insisted on using her Sonora portable, which she carries with her on all her travels.

Yahr & Lange, Sonora distributors for the State of Wisconsin and parts of Michigan, featured Miss Normand's use of the Sonora in her film in their advertising. These ads, which covered considerable space in the local papers, were devoted exclusively to the Sonora portable model.

GIVES HIS FAREWELL CONCERT

Dr. Richard Strauss, Brunswick record artist, made his farewell appearance of his present American tour on Sunday evening, January 1, at the Hippodrome. He conducted the Philharmonic Orchestra in a program which included Beethoven's Fifth Symphony, the overture to "Tannhauser" and his own symphonic poem, "Till Eulenspiegel's Lustige Streiche." The soloist was Bronislaw Huberman, violinist. There was a wonderfully enthusiastic audience.

Business-Building Help

"Service" is the most over-worked word in the American vocabulary. We are not using it any more. We have no Service Department.

That does not mean that we are not doing all we can to help our Dealers build their business to a higher plane, for that is exactly what we are aiming to do.

Our entire organization is made up of folks who have had years of experience in the retail trade—your problems have also been our problems—we want to help.

C. C. MELLOR COMPANY

Victor Wholesalers

1152 Penn Ave. PITTSBURGH, PA.

E. B. LYONS VISITS NEW YORK TRADE

General Manager of Eclipse Musical Co. Calls Upon Eastern Trade—Speaks Optimistically of Business Conditions in His Territory

Edward B. Lyons, general manager of the Eclipse Musical Co., Cleveland, O., Victor wholesaler, was a visitor to New York this week, calling upon some of his many friends in the trade. Mr. Lyons, accompanied by his family, spent the Christmas holidays at the home of Mrs. Lyons' parents in Baltimore, and while East he took advantage of the opportunity to visit the Victor factory and to call upon some of his old friends in Philadelphia.

Discussing general business conditions, Mr. Lyons said that there seemed to be an undercurrent of optimism that would undoubtedly be reflected in a substantial and healthy industrial activity during 1922. Victor dealers as a whole closed an excellent holiday trade, and the majority of the dealers reported that December business was well in advance of 1920. Mr. Lyons has increased the personnel of his sales and service organization, and his company is in splendid shape to co-operate with its clientele during the coming year.

CLARA BUTT TO VISIT AMERICA

Famous English Contralto to Make Reappearance After Eight Years' Absence—Columbia Artist

Clara Butt, the celebrated English contralto, who has been touring Australia, will soon visit the United States, according to reports from the other side. It has been some eight years since she was heard in this country, but her former concert tours are well remembered and she will certainly receive a very hearty welcome from an army of admirers. In this connection the Columbia Graphophone Co., for whom Dame Butt makes records, is announcing ten of the very popular numbers which are in Clara Butt's repertoire: "The Fairy Pipers," "My Treasure," "The Sweetest Flower That Blows," "The Rosary," "Kathleen Mavourneen," "Ye Banks and Braes o' Bonnie Doon," "Till I Wake," "The Lost Chord," "Land of Hope and Glory," "Abide With Me."

NUART PHONOGRAPH CO. ORGANIZED

WINDBER, PA., January 3.—The Nuart Phonograph Co., a new concern which has obtained temporary quarters in the Grand Central Hotel building, is actively at work assembling machines here. The officers of the company are: C. C. Ishman, president; L. L. Whitaker, secretary, and R. H. Harding, treasurer. W. T. Lydick, of Johnstown, is sales manager and purchasing agent. Local business men are directors and stockholders.

Clarence E. Powers has taken over the control of the business formerly known as McCauley & Powers, exclusive Victor dealers in Adel, Ia.

TRADERS LOOK TO LATIN-AMERICA

International Commission Discusses Program—Will Give Attention to Exchange Conditions as Affecting American Markets

WASHINGTON, D. C., January 5.—An elaborate program for the development of closer trade relations between the United States and the countries of Latin-America was outlined and discussed at the initial meeting recently of the reorganized International High Commission. The principal economic and financial problems confronting this hemisphere were discussed at the meeting for future solution.

New policies to govern the activities of the International High Commission in the furtherance of trade development between the United States and the Central and South American countries were discussed at the meeting. This phase of the Commission's work will be settled definitely before the actual problems to be solved are taken up.

The Commission, according to the tentative program already worked out, will give immediate attention to the question of exchange as affecting trade operations in the American markets. Present exchange conditions are admitted to be adverse to proper trade growth and plans will be devised, if possible, to restore exchange operations upon a more stable basis.

Simultaneously with the Washington conference, meetings were held by other sections of the High Commission in the several countries concerned. Reports of each meeting called to discuss the program already outlined and forwarded to each of the American countries will be submitted to the Commission's headquarters here, to be taken up at later meetings of the American section.

Further meetings will be held by the Commission in January to take up details of the actual problems awaiting solution. Secretary Hoover hopes to begin regular periodical sessions of the Commission at the earliest possible date in order that no time may be lost in bringing relief from handicaps to trade growth now existing.

The Brunswick line of talking machines has been taken on for exclusive representation by the Bannon Music Shop at Ottawa, Ill. Attractive booth arrangements are being made in this establishment.



Sound Boxes to fit Victor and Columbia. Samples, \$60 each.

Tone Arm and Sound Box, Per Set \$1.35.

We carry in stock parts for all makes machines. Write for our catalog and prices.

Pleasing Sound Phonograph Co.

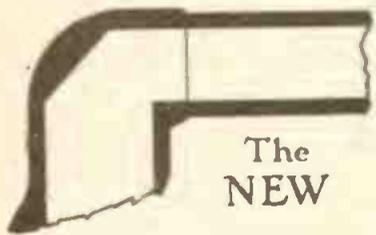
Manufacturers—Jobbers

204 East 113th St., New York City
Jobbing Territory Open

The NEW Scotford Tonearm and Superior Reproducer



A new external shape of grace and beauty—without changing the internal design:

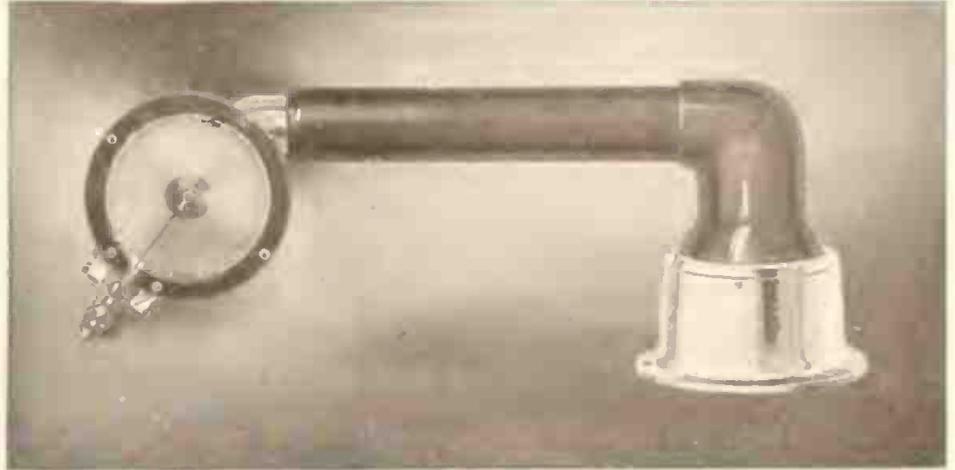


That same angle turn with the solid inclined plane deflecting the sound waves straight downward into amplifying chamber. That same famous Scotford tone—the tone of refinement—genuinely musical. Now in a tonearm of accepted, conventional, popular design. WRITE FOR SAMPLES.

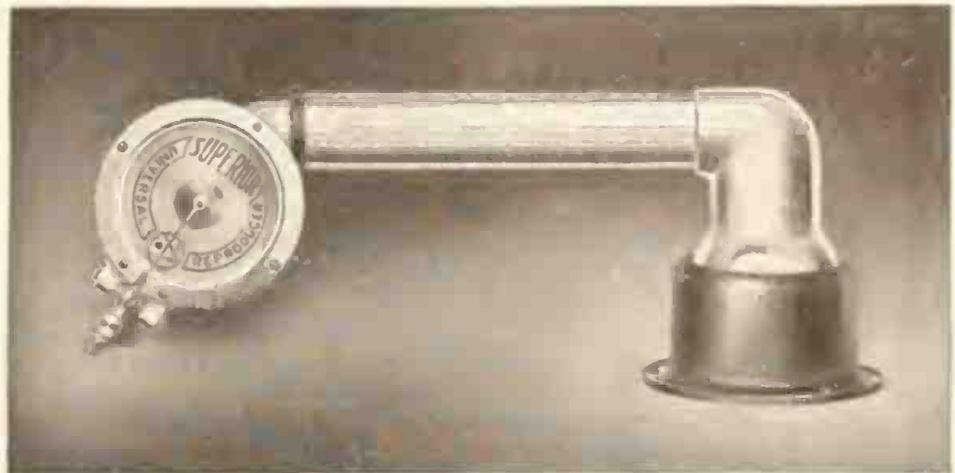
NEW CONSTRUCTION



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 Gilt Plate or "Superior" Name Plate. To obtain Individual Name Plate, customer must furnish Decalcomania Transfer

Samples Will be Submitted on Approval

Style 1 Tonearm long tube and main elbow, Reproducer face ring and back Black Japanned; other parts Plated.	Style 2 Tonearm long tube and main elbow Plated, base Black Japanned; Reproducer back Black Japanned, the face ring and frame Plated.	Style 3 All parts of Tonearm and Reproducer are Plated.
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
<i>Samples Prepaid at the Above Prices</i>		

Write for Our
Specification Sheet and Quantity Price List

BARNHART BROTHERS & SPINDLER

Monroe and Throop Streets

CHICAGO, ILLINOIS

BUSINESS WORLD IS SOUND

Says Garfield National Bank in Its Annual Review of Conditions Just Issued—Substantial Progress Toward Prosperity Apparent

In a New Year's letter to its customers the Garfield National Bank asserts that, if 1920 was a year of collapse, 1921 has been a year of taking stock, of cleaning up the wreckage, of calling in scattered resources and of weighing the favorable and unfavorable factors before putting into execution hastily redrawn plans. The letter says in part:

"While the damage was great, the situation, as developed by the events of 1921, was not as desperate as the storm clouds of 1920 indicated, and with the clearing of the skies it became apparent that the American business and financial world, while shaken, was inherently sound. The courage and optimism displayed in the early days of 1921 have been amply justified by the substantial progress which has been made by the country as a whole in its efforts to re-establish prosperity, and several features in the business landscape stand out prominently and encouragingly.

"The country's stock of gold and the strong position of the Federal Reserve system promise ample financial aid to all legitimate business, while the pronounced strength in the security markets is a welcome and dependable sign that general business conditions are likely to improve. Prices collectively have traveled a long way down the road that led up to the peak of 1920 and are seeking a new level, which will probably be materially higher than their pre-war starting point. Individual prices, however, show a continued disinclination to travel in company, and as long as one group of prices continues unduly inflated while another group sounds the depths of deflation no healthy revival of business can be expected.

"Various remedies have been proposed to allay the country's ills—tax remedies, tariff remedies, rate remedies, wage remedies, special interest aid remedies—but little has been offered to relieve

the underlying disease most potently aggravating all these ills—uncertainty. The Arms Limitation Conference, in its proposed naval holiday, has pointed out the real remedy—an uncertainty holiday.

"If Congress would adopt its tariff, tax, rate, wage, special aid legislation—whatever it is—based on a ten-year schedule and assure us that no changes would be contemplated during that time, then inside of three years the country would enjoy such a measure of prosperity as would, within itself, contain the solution of most of the problems that vex us to-day."

CAMPAIGN PRODUCES SALES

Effective Advertising Used by Columbia Dealer on Coast Proves Successful

SAN DIEGO, CAL., January 3.—M. Tamplain, who recently opened an attractive establishment in this city, handling Columbia Grafonolas and Columbia records, is meeting with pleasing success. Mr. Tamplain is a keen believer in effective advertising, and his advertising campaign incidental to the opening of his new store was carefully planned months ahead of time. For several weeks prior to the opening Mr. Tamplain used indirect publicity of various types, and on one occasion he landed almost a full page of reading matter which told of his experiences on a long automobile trip.

The publicity drive was so well conceived that thirty-eight Grafonolas were sold on the first day, and for the first week the entire sales totaled sixty-eight machines. The advertising featured the well-known time or hour plan, whereby certain offers were made for only a limited time. The idea was a distinct success, and Mr. Tamplain is continuing the use of his publicity in the newspapers and other mediums.

Condy & Dreyfoos is the name of a new firm of talking machine retailers in Sedro Woolley, Wash. The Brunswick line is featured in very attractive quarters.

TO PARTICIPATE IN THRIFT WEEK

Special Publicity Matter Prepared by Trade Service Bureau of Music Industries Chamber of Commerce for the Use of the Trade

Plans have been made to have the members of the music industry participate actively in the celebration of Thrift Week, January 17-23. The Trade Service Bureau of the Music Industries Chamber of Commerce has prepared for distribution special booklets on the subject of "Music an Aid to Thrift," and has also arranged to supply special display cards for use in windows and stores and public places generally, together with window streamers and a series of seven single-column advertisements for the use of the dealer in his own local papers, there being one advertisement for each day with a two-column ad for the first day, January 17, which is the anniversary of Benjamin Franklin's birth.

C. H. MURRAY HONORED

C. H. Murray, who until the first of the year was assistant to the president of the Pathé Frères Phonograph Co., Brooklyn, N. Y., has been honored by being appointed a Commissioner of Conciliation by the Department of Labor. This will only occupy a part of Mr. Murray's time and does not constitute the new work which he intends to take up. His future plans are as yet unannounced. As Commissioner of Conciliation Mr. Murray is donating his valuable services to the Government, as the recompense is only \$1 a year.

2-CENT POSTAGE EXTENDED

WASHINGTON, D. C., January 4.—Effective January 1, 1922, the domestic rate of two cents an ounce or fraction thereof will apply to letters mailed in the United States destined for Argentina, Brazil, Costa Rica, Ecuador, Jamaica and Martinique, the Post Office Department has just announced.

Insure Your Prosperity for 1922

By Securing an Agency for

OKeh Records

OKeh Records are the equal of any made. They include the latest vocal hits and dance selections—also classical numbers by artists of world-wide renown.

We keep an ample stock of OKeh Records always on hand and can make quick deliveries.

Let us tell you about our Attractive Dealer Proposition for 1922.

STERLING ROLL and RECORD CO.

Pittsburgh, Pa., 434 4th Ave.

Cincinnati, Ohio, 137 W. 4th St.

THE DEALER THE MANUFACTURER THE JOBBER and the TALKING MACHINE WORLD TRADE DIRECTORY

What the Directory Means to the Dealer—

THE TALKING MACHINE WORLD TRADE DIRECTORY will provide the dealer with an authentic, accurate and up-to-date reference guide that can be utilized with safety in the buying of merchandise, and can also be used to furnish full details regarding any product manufactured or distributed in the talking machine industry.

What the Directory Means to the Manufacturer and Jobber—

THE TALKING MACHINE WORLD TRADE DIRECTORY will enable the manufacturer and jobber to carry a permanent message to the trade throughout the country at a minimum expense.

For the manufacturer of parts, etc., whose market lies in the manufacturing field, THE TALKING MACHINE WORLD TRADE DIRECTORY will be invaluable, because it will be used by every talking machine manufacturer or prospective manufacturer as a standard reference guide in the purchase of equipment. For the manufacturer and jobber of any product merchandised through the dealers, the Directory will represent an ideal, inexpensive advertising medium, as it will be used by every progressive and successful dealer when he is in the market for merchandise.

Advertising space in The Directory will be limited. We would suggest reserving space now.

Be sure you have returned your data sheet for listing in



THE TALKING MACHINE WORLD TRADE DIRECTORY

Compiled by

373 Fourth Avenue



New York City

EVOLUTION OF THE TALKING MACHINE NEEDLE INDUSTRY

B. R. Forster, President of the Brilliantone Steel Needle Co., Tells of the Wonderful Development of the Bagshaw Business From a Modest Output to That of 100,000,000 Needles a Week

B. R. Forster, president of the Brilliantone Steel Needle Co., New York City, is looked upon as one of the highest authorities on talking machine needles in the trade, and in a recent chat with *The World* he grew reminiscent over the history and progress of the W. H. Bagshaw Co., of Lowell, Mass., for which the Brilliantone Steel Needle Co. is sole selling agent, and said:

"The talking machine needle, although a very small article and sold in quantities of from 100 to 50,000,000, forms a very important part in sound reproduction, upon which this great talking machine industry is built. The perfection and uniformity in length, tone and quality of the Bagshaw needle of the present day did not just happen, but is the result of years of experience and development. Rome was not built in a day, neither was the Bagshaw needle. Back of each individual Bagshaw needle are twenty-five years of experience and development. The history of the Bagshaw Co. and the development of the needle form interesting reading matter.

"Although making talking machine needles for twenty-five years, the Bagshaw Co. is over fifty years old, and celebrated its golden anniversary last year. The W. H. Bagshaw Co. made the first talking machine needles used, although at the time the company made them it did not know for what purpose it was manufacturing them. The company had previously earned an enviable reputation as a manufacturer of textile needles, and one day when it received an order and specifications for 100,000 needles from a commission house in Philadelphia it shipped this order without knowledge of the ultimate use of the points. It was later found that these needles were sold to the Zonophone Co., of Philadelphia, which was the company from which the present great Victor Talking Machine Co. grew, and of which Mr. Royal was then president. These needles gave such satisfaction that it was not long before the yearly demand amounted to 2,000,000 needles, which was then considered an enormous quantity. In comparison with the present output of over 100,000,000 needles a week, this yearly order of 2,000,000 now seems ridiculously small, but it serves to visibly point out not only the increase in growth in the talking machine industry, but the success attained by the Bagshaw Co. through the production of a quality product. At the time the first order was received the force of the Bagshaw shop consisted of three men, W. H. Bagshaw, the founder and then president of the company; John M. Dean, Sr., and another workman. The present large plant of the W. H. Bagshaw Co. in Lowell now houses hundreds of skilled workmen, augmented by the most approved and modern machinery for needle-making known. The present Bagshaw needle is not only the growth of a business from year to year, but is the result of much experimental and laboratory research work. In fact, the Bagshaw plant is equipped with a special laboratory for this purpose, under the excellent supervision of A. E. Bagshaw, laboratory expert and manufacturing superintendent."

The business of the W. H. Bagshaw Co. at the present time is being conducted by C. H. and W. J. Bagshaw, president and secretary, respectively, sons of the founder, who have specialized the greater part of their lives in the production of talking machine needles. The entire output of the plant is distributed by the Brilliantone Steel Needle Co., which has built up an excellent system of distribution throughout the entire United States and Canada, so that at the present time it is hard to find any town, city or hamlet in which it is not possible to

obtain Brilliantone products. It is expected that 1922 is going to be a big needle year, and the production of the Bagshaw plant for the coming year is being planned accordingly.

OCCUPY NEW BALTIMORE QUARTERS

United Music Stores Located at 225 West Mulberry Street—George Fields as Manager

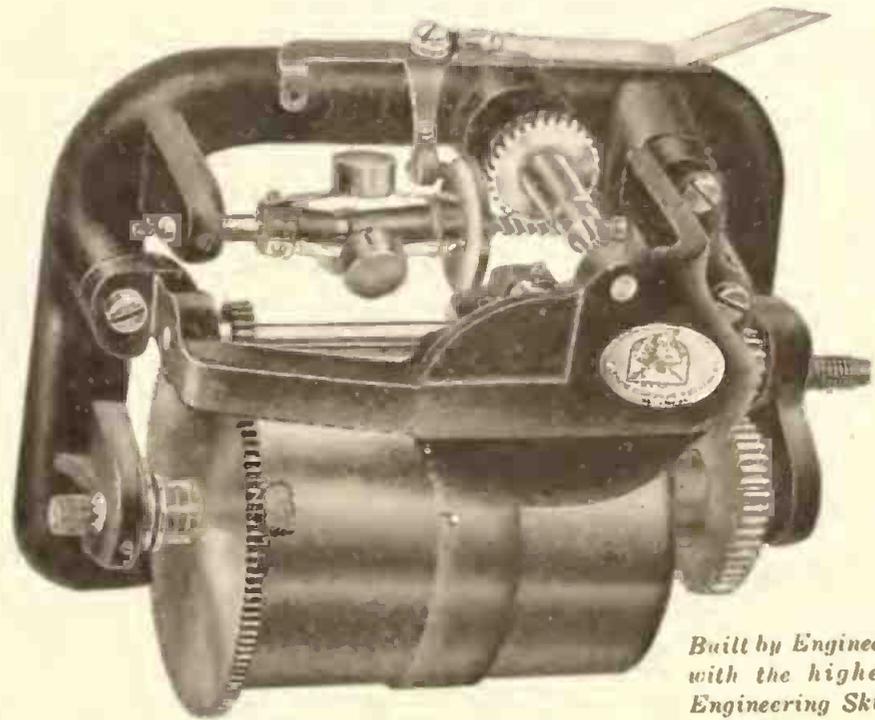
BALTIMORE, Md., January 3.—The United Music Stores, whose main offices are in Philadelphia and of which O. Kearns is president, are now occupying their new quarters at 225 West Mulberry street, this city. The use of an entire three-story building has been found necessary to take care of the growing distributing business which this firm conducts. The United Music Stores is a jobber of ConnORIZED records and rolls, Pianostyle rolls and sheet music.

George Fields, who was formerly associated with Mr. Kearns at the Philadelphia headquarters, has been appointed manager of the Baltimore plant and has moved his family from Philadelphia to this city. Mr. Kearns reports that the company has closed a very successful season and that "Xmas Joy," a new ConnORIZED roll for the holiday season, has sold exceptionally well. Three thousand two hundred of these rolls were sold in Philadelphia and 2,800 in Baltimore.

The business conducted by this firm is constantly increasing and extensive plans for expansion during 1922 are under way. It is expected that by next Fall a Pittsburgh branch of the company will be opened.

OPENS NEW DEPARTMENT

The Noll Piano Co., of 1015 Muskogee street, Milwaukee, Wis., has opened a new talking machine department wherein it gives the Brunswick talking machine exclusive representation. Very attractive quarters have been arranged to entertain the buying public.



Built by Engineers with the highest Engineering Skill.

DESIGNED to stand the shocks of hard usage.

BUILT to run smoothly and noiselessly under varying conditions.

OPERATED with uniformity, and constant in speed.

Write for prices



Sphinx Gramophone Motors Inc.

21 East 40th St.
NEW YORK CITY

COTTON FLOCKS

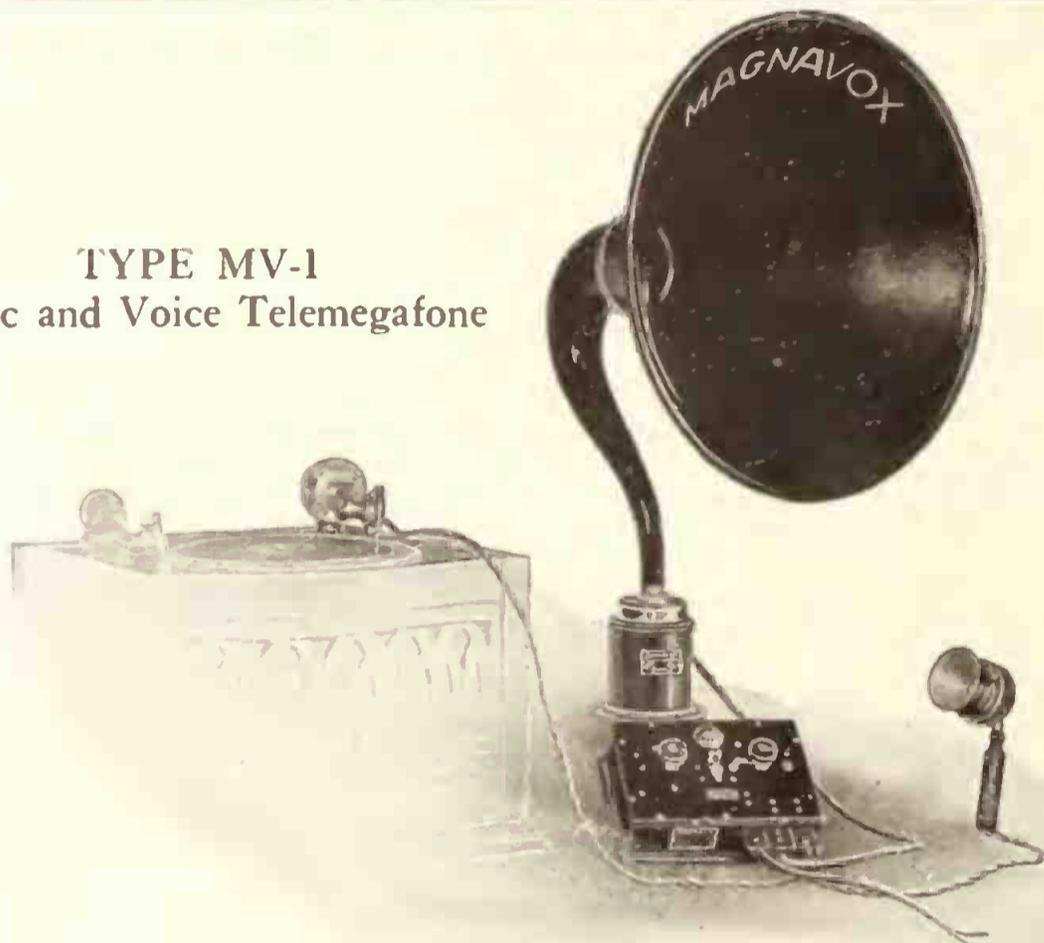
.. FOR ..

Record Manufacturing

THE PECKHAM MFG. CO., 238 South Street NEWARK, N. J.

MAGNAVOX

TYPE MV-1
Music and Voice Telemegafone



**MAGNAVOX INCREASES THE VOLUME OF ANY PHONOGRAPH
MAGNAVOX INCREASES THE VOLUME OF YOUR BUSINESS**

Because it raises the usefulness of phonographs to a degree never before attained.

CONSIDER it a moment. With a Magnavox attachment a phonograph can be heard in the farthest corner of a vast hall distinctly and clearly. At a big dance you can have band music without the expense of a band. At the theatre you can have orchestra music without an orchestra.

For school, summer camp, community center and playground the Magnavox is in great demand. It can be attached to a

phonograph easily and quickly, and the volume of sound regulated to the exact degree desired—extremely loud or a mere whisper.

The Magnavox is operated by a small storage battery so that it can be used in the wilderness, where there is no electric current, just as easily as in the city.

The Magnavox will increase your sales and add a handsome profit.

Send for Full Particulars

THE MAGNAVOX COMPANY

General Offices and Factory
Oakland, California.

New York Office
370 7th Ave., Penn. Term. Bldg.

VOLUME

OKLAHOMA VICTOR JOBBERS START

Oklahoma Talking Machine Co. Begins the Wholesaling of Victor Products With Headquarters in Oklahoma City—Those Active in the Management of the Company

OKLAHOMA CITY, OKLA., January 6.—The Oklahoma Talking Machine Co., new Victor wholesaler, the organization of which was announced in The World last month, is now a thing of fact, for the new business ship was launched on January 1.

As stated in The World last month, the new company has been incorporated with B. W.



B. W. Gratigny

Gratigny as president and general manager, and P. A. Ware will be associated with the company as sales manager. Mr. Gratigny is well known to the trade in the Southwest as the first president of the Southwestern Victor Dealers' Association. He was for seventeen years general manager of the Bush & Gerts Piano Co., of



P. A. Ware

Dallas, Tex., and has had a large and successful experience in the distribution of musical goods. He was one of the organizers of the Texas State Music Dealers' Association and has also been active in national association affairs.

P. A. Ware is well known to the Victor trade for his connection with the Victor Co. as assistant manager of the traveling department, and later as sales manager for a Victor wholesaler in the West. He is recognized as an authority on Victor business.

The new company has ample warehouse and office facilities at 315 East Grand avenue, this city, and has already arranged to serve a large number of Oklahoma Victor dealers, beginning distribution with the January records. The company will confine itself strictly to an exclusive Victor wholesale business.

The Wallace Music Co., of Marion, Ind., one of the oldest music concerns in that territory, recently established itself as a Brunswick dealer in phonographs and records.

The man who complains of being overburdened proves that he cannot organize. Napoleon never said he had too much on his shoulders.

REASONS FOR OPTIMISM

International Mica Co. Uncovers Plentiful Supply of Diaphragm Mica

PHILADELPHIA, PA., January 3.—The International Mica Co., of this city, has closed a year which has been universally good. The sinking of a new shaft in the mines of this company has uncovered a plentiful supply of diaphragm mica, which is said to be of exceptional quality. L. H. Crabtree, manager of the company, is optimistic over the coming year and predicts that 1922 will see much increased activity throughout the trade in general.

ART-TONE CO. OPENS STORE

LOUISVILLE, KY., January 3.—An attractive music store has been opened here by W. J. Ruff and C. W. Saffell at 414 West Chestnut street. Additional salesrooms will be opened in Cincinnati and Indianapolis early in February. The firm, which is known as the Art-Tone Phonograph Co., is pushing the Prestonia phonograph, a Louisville-made product. These machines are meeting with increasing favor in this city and the surrounding communities.

MISS HEMPEL HEARD IN RECITAL

Miss Frieda Hempel, the distinguished Edison artist, gave her second New York recital of the season in Carnegie Hall on Friday evening, January 13. The prima donna was assisted by Coenraad V. Bos, at the piano, and Louis P. Fritze, flutist.

LOOKS FOR SATISFACTORY YEAR

E. H. Holmes, sales manager of the Remington Phonograph Corp., reports that both the Remington Phonograph Corp. and the Olympic Disc Corp. experienced exceptional business during the month of December and predicts that 1922 will be a very satisfactory year.

EXPORT AND IMPORT FIGURES

Export and Import Trade in Talking Machines and Records Shows a Very Great Decline for November and the Ten Preceding Months

WASHINGTON, D. C., January 4.—In the summary of exports and imports of the commerce of the United States for the month of November, 1921 (the latest period for which it has been compiled), which has just been issued, the following figures on talking machines and records are presented:

The dutiable imports of talking machines and parts during November, 1921, amounted in value to \$54,094, as compared with \$63,882 worth which were imported during the same month of 1920. The eleven months' total ending November, 1921, showed importations valued at \$577,008, as compared with \$815,469 worth of talking machines and parts during the same period of 1920.

Talking machines to the number of 3,658, valued at \$157,723, were exported in November, 1921, as compared with 9,796 talking machines, valued at \$397,426, sent abroad in the same period of 1920. The eleven months' total showed that we exported 33,889 talking machines, valued at \$1,594,835, as against 79,530 talking machines, valued at \$3,694,731, in 1920, and 58,871 talking machines, valued at \$2,161,295, in 1919.

The total exports of records and supplies for November, 1921, were valued at \$145,679, as compared with \$378,087 in November, 1920. For the eleven months ending November, 1921, records and accessories were exported valued at \$2,015,467; in 1920, \$3,458,756, and in 1919, \$3,311,098.

OPEN NEW STORE IN ELGIN, ILL.

Kennell Bros., of Elgin, Ill., recently opened a new talking machine establishment, with Mrs. L. C. Gaede in charge. The store is modernly equipped and a complete stock has been installed.

To All Our Friends:

We sincerely hope that the Yuletide Season has been as merry a one for you as it has been for us—and that 1922 will surpass it, due to the speedy return to normalcy.

We feel that you'll be glad to know that we're just finishing one of our most successful years—glad because you helped make it such, through your patronage and co-operation.

For 1922 you have our warmest wishes and all the physical co-operation and help of a much improved organization.

Proudly, we look forward to the continuation of our most pleasant existing relations—but continuation or not, may 1922 be a most prosperous and happy year for you.

Very truly yours,

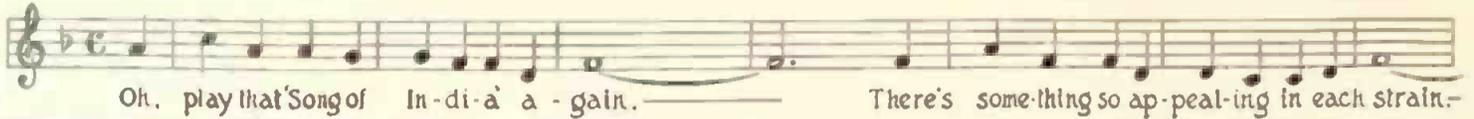
N. Cohen, Prop.

GREATER NEW YORK NOVELTY CO.

3922 14th Avenue

Brooklyn, N. Y.

Manufacturers of the Wall-Kane Needles



Oh, play that Song of In-di-a a - gain.

There's some-thing so ap-peal-ing in each strain.

PLAY THAT SONG OF INDIA AGAIN



YOU CAN'T GO WRONG
WITH ANY FEISTY SONG

LATEST DANCE SENSATION

ASK TO
HEAR IT

READY FOR MANUFACTURES CENSUS

Work on the 1921 Census of Manufactures to Start Promptly on January 3

WASHINGTON, D. C., January 2.—The taking of the 1921 census of manufactures will begin promptly on January 3, officials of the Census Bureau have announced, and every effort will be made to furnish the results to the public in record time.

Questionnaires for the various industries are now being sent out to manufacturers, and they are being asked to complete and return them with as little delay as possible. The data desired covers the production for the calendar year 1921. The results, when compared with the reports for the census of 1919, will show exactly to what extent business suffered as a result of the post-war depression.

The census schedules on which the information is to be collected have been greatly simplified, and in nearly every case are much shorter than those used in 1919. Much of the data gathered in 1919 will not be collected this time, the 1921 census being the first biennial "census of production" called for under a law enacted by Congress a year ago. As only details of production are desired, manufacturers will be called upon only to give the total output of their various classes of products, together with certain information regarding the sum expended for materials, salaries and wages, etc., and figures showing the percentage of time plants were in operation during the year. This last is considered very important, since from the answers to this question it will be possible to learn to what extent factories closed down or worked on part-time during the year.

While the census figures will be gathered only from manufacturers, they will be of interest to retailers and wholesalers as showing conditions in the various trades.

James Howard, of the Howard and Seymour orchestras, has succeeded W. A. Grubbs as manager of the Robinson & Compton Record Shop, Toledo, O. Mr. Grubbs has opened an exclusive Columbia store in Toledo.

The Brunswick Shop Co., of Galesburg, Ill., has opened a new store for Brunswick representation at Macomb, Ill.

TWENTY LIVE SELLING POINTERS

Talking Machine Dealers and Salesmen Will Find These "Tips" Well Worth While

The Brunswick Dispatch, the live monthly house organ of the phonograph division of the Brunswick-Balke-Collender Co., in a recent issue presented a score of pertinent and interesting pointers for salesmen, which are so sound as to be well worthy of the consideration of anyone engaged in the selling of machines and records. The twenty points, which have evidently been outlined by an expert, are as follows:

1. Prepare the prospect's mind before playing anything. Remember, you are not giving the demonstration to entertain, but to impart knowledge.
2. Be sure the instrument you use is in perfect running order.
3. See to it that the prospect is seated in a comfortable chair at a proper distance from the instrument.
4. Have a specially selected album of records at your finger tips. Also be prepared with any literature you may need during the course of demonstration, as it greatly weakens the effect of the demonstration to be forced to get such material as you feel the need of it.
5. Do not volunteer the price of the instrument at outset.
6. Always refer to different styles of instruments by the model number.
7. Decline to answer mechanical questions until proper time—late in demonstration. If you maintain your control of the demonstration the prospect will not have opportunity of butting in.
8. Do not play every selection in its entirety.
9. Handle records with care—for effect.
10. Do not converse while playing. Appear interested in the music.
11. Inject an element of suspense in the demonstration—keep prospect expectant.
12. Do not tire prospect with too much music.
13. Do not appear to let prospect hurry you.
14. Never mention your competitors by name. If you refer to them at all—speak well of them.
15. Aim to close in store if possible. Do not suggest a home demonstration until you clearly see the necessity for such.
16. Always see that prospect is supplied with literature before departing.

17. Do not use merely tuneful records. The other fellow has catchy melodies, too.

18. Carry prospect with you as you go along. Get the prospect to agree to your statements as you make them. If the prospect dissents, go no further until you have won the point at issue. Ignoring this fact is responsible for "poor closers." The sale is lost before the demonstration is brought to a close.

19. Remember your first impression makes light or hard work for you after the first five minutes. Give particular study to your "get-away."

20. And lastly, if you see that it will be impossible to close in the store, or secure an immediate home demonstration, leave the way open for a future come-back. Put on your most affable manner.

INCORPORATED

A charter of incorporation has been granted to the Drucker & Baltes Co., New York, under the laws of that State, with \$30,000 capital stock. A. N. Baltes, C. D. Kaufman and H. Fabry are the incorporators.

Every now and again get away from everybody and indulge in quiet thought, having as your motive the desire to become a better human being. It helps.

What More Can You Ask

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



Watching the Music Come Out

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

MAGNOLA TALKING MACHINE COMPANY

OTTO SCHULZ, President

General Office
711 MILWAUKEE AVENUE
CHICAGO

Southern Wholesale Branch
1550 CANALER BLDG.
ATLANTA, GA.

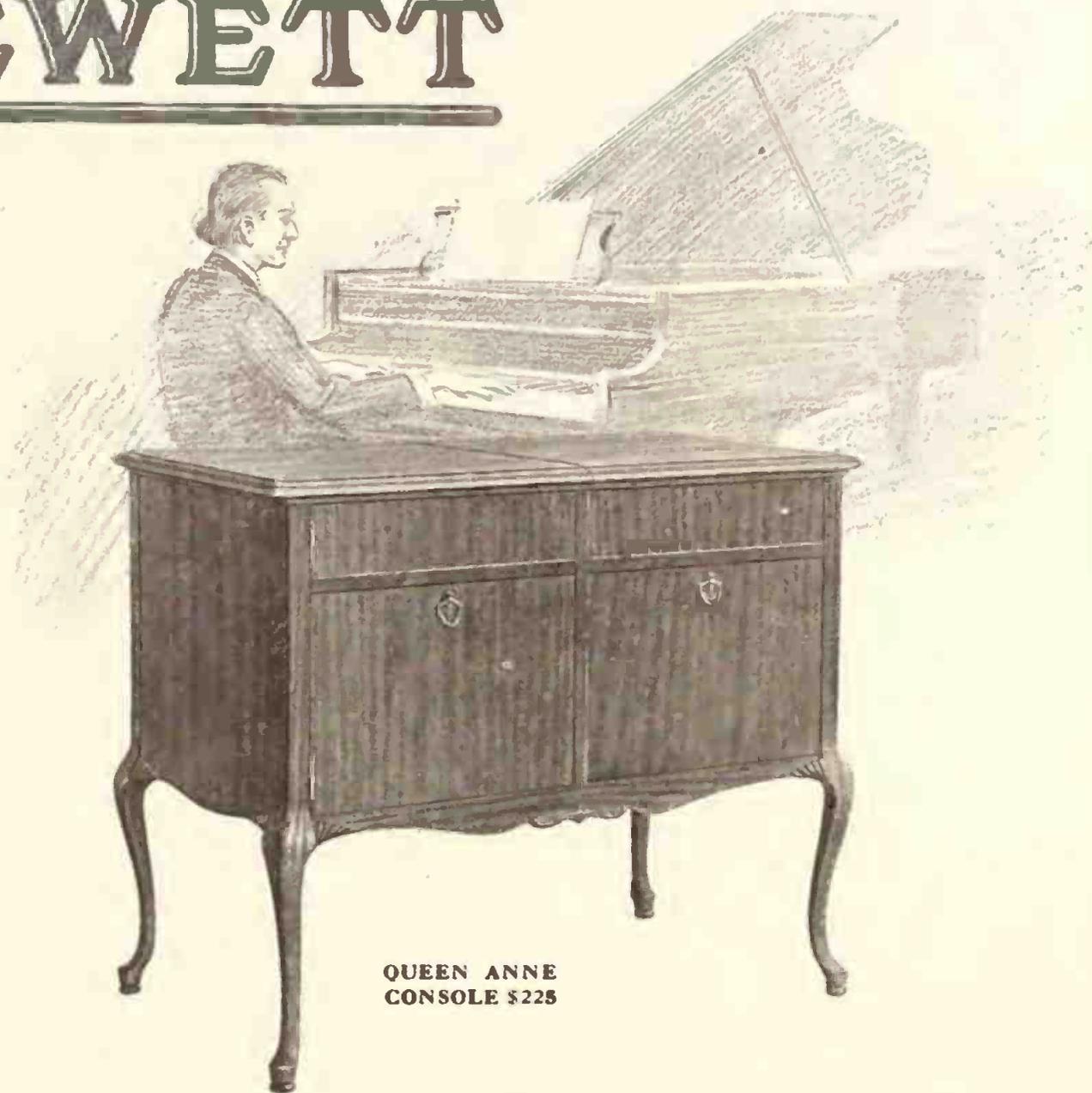
Service

Dependable--Constructive--Intelligent

Putnam-Page Co.
Peoria, Ill.



JEWETT



QUEEN ANNE
CONSOLE \$225

Make the Most Exacting Test You Wish with a Jewett

Direct comparison is the one best way the public has of judging phonographs, whether for tone quality or beauty of workmanship.

You cannot appreciate Jewett superiority until you have seen and heard the Jewett side by side with other high grade instruments.

Play any piano record on any instrument you choose—and then play the same record on the Jewett.

You will say to yourself: "At last I have really heard the piano on a phonograph." It is an amazingly lifelike reproduction, with all the feeling and expression of the living artist.

Try the violin—the saxophone—the marimbaphone—the banjo—the xylophone—by the same test.

Hear the instruments that have always been most difficult to reproduce on the phonograph. Play orchestral and brass selections and hear the infinite wealth of detail the Jewett discovers in them—notes and instruments you have never been able to pick out before.

We will gladly supply the Jewett for such a demonstration. Let us show you the remarkable values in the Jewett line and give you details of our attractive proposition.

THE JEWETT PHONOGRAPH COMPANY

General Sales Offices: 958 PENOBSCOT BUILDING, DETROIT

Importance of Sincerity and Atmosphere In Relation to Successful Merchandising

The following excellent article on sincerity and atmosphere as the two prime requisites to successful merchandising was written by George H. Barnes, president of the Barnes Music Co., Los Angeles, Cal., and was printed in a salesman's bulletin issued by that company.—*Editor's Note.*

Throughout the rank and file of economical institutions, both large and small, there stand unshaken the great bulwarks of such eminently successful houses as Marshall Field & Co., John Wanamaker, Tiffany, Woolworth and a few others who stand head and shoulders above all others. These institutions bear indisputable living testimony to the value of those two prime requisites in business—"Sincerity and Atmosphere."

If there is one quality that can least be spared from a salesman's talk it is sincerity. You can strip a selling argument of most everything else—strength of personality, clarity of expression, taste of arrangement, excellence of idea—and still you have something left, something that will reach out and grasp people, if your selling arguments ring true, for you must remember that all the sparkle and persuasion and drive of good salesmanship come when the salesman is so filled with belief in his product and the unquenchable faith in the equitable policy of his house that he can imbue the buyer with the same enthusiasm which he himself enjoys as a result of his knowledge and experience.

People often point out the great variation between the results obtained by two salesmen—both apparently equally equipped to sell and even working for the same house. Sincerity, and the lack of it, are the reasons for the wide difference in results. One may violate every standard of taste, even be a bit slovenly in dress and approach, yet there is something about him which

begets confidence. Sincerity is the reason, and it is the noble characteristic of American people to forgive a sincere man almost anything. It is equally true that a lack of sincerity in a salesman can totally ruin a perfectly good prospect no matter how highly polished be his manners. Sincerity is of even greater importance in advertising than it is in personal salesmanship, for advertising is multiplied selling—it reaches too many people, and if it isn't "sincere" too many people will find it out.

Many people still seem to believe that attracting attention is the greatest function of advertising and that even unfavorable attention is preferable to being ignored. It is not sufficient that they make people talk. The German nation has made a great many people talk about it in the last five years, but it has not advanced its position in the esteem of the rest of the world. If you would let sincerity pervade your selling don't let people laugh at you—make them laugh with you—or better yet, smile together; but ridicule is a mighty hindrance to the respect that is inspired by sincerity.

The creation of atmosphere is even more important in advertising and store appearance than in spoken salesmanship, and there is no more vital phase of merchandising than the study and practice of creating atmospheric effects in advertising as well as store and window arrangement. Every business, no matter how young or old, has a personality. To catch the spirit of that personality and to reflect it in every way possible—selling talk, courtesy, store arrangements, sincerity, atmosphere—is the duty of every individual connected with the institution, from janitor to general manager.

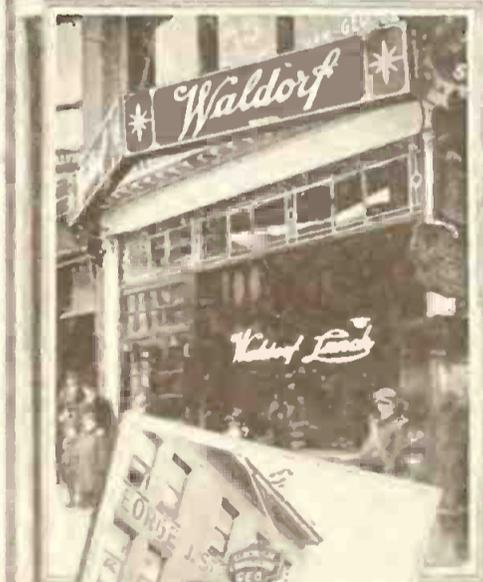
Atmosphere can be employed in selling per-

fume or china or rugs or kitchen cabinets or vacuum cleaners or fountain pens, hosiery, candy, refrigerators or near-beer—in fact, anything that people want. In selling the masses Marshall Field & Co. recognize this, as you will see from the following article appearing in *Printer's Ink*:

"To get atmosphere and contrast, Marshall Field & Co. give prominent display to expensive articles, taking valuable space which would sell directly much greater quantities of popular merchandise. That is why we displayed in our most valuable window during the last August fur sale a \$7,500 Hudson sable coat; that is why we have displayed and sold men's cravats as high as \$10; \$400 bedroom sets; \$4,500 dining-room sets; \$10,000 rugs; a \$2,500 painting; \$2,400 phonographs; \$85 ready-to-wear suits for men; \$35,000 pearl necklaces; china service plates at \$3,000 a dozen. People reason that if a store carries merchandise like this the proportion of quality must exist in lower priced articles. In other words Mrs. Jones likes to trade where Mrs. Lake-Shore-Drive buys and Mrs. Lake-Shore-Drive comes here because she gets merchandise which is in many cases better than produced elsewhere—plus 'Field Service.'"

The people who most thoroughly realize the importance of atmosphere are those who are selling high-priced merchandise. There is probably no other line of business where atmosphere is so essential to success as it is in the music business. Therefore, let your conversations and conduct reflect the spirit of sincerity and cordiality which the Barnes Music Co. is daily striving to attain.

Let us all be merchants in the truest, biggest sense of the word.




FLEXLUME SIGNS

Make One Music Store Stand Out from the Others

The purpose of a Flexlume Electric Sign is to make one store stand out from all the others—to give it personality, an atmosphere of substantial quality

which will induce people to come inside and buy. Flexlumes have raised snow-white glass letters on a dark background. The lamps are enclosed in the body of the sign and so arranged that practically all the light is thrown through the openings which form the letters. This means that Flexlumes are day signs as well as night signs—raised white letters in the daytime, solid letters of light at night. They have greatest reading distance, lowest upkeep cost, most artistic designs.

Let us send you a sketch showing a Flexlume for YOUR business

FLEXLUME SIGN COMPANY

36 KAIL STREET BUFFALO, N. Y.

Flexlumes Electric Signs Made Only by The Flexlume Sign Co.

WILL CELEBRATE ANNIVERSARY

R. H. Morris Nearing Twenty-fifth Anniversary of Connection With Trade

In the early Summer of this year R. H. Morris, president of the American Talking Machine Co., well-known Victor distributor of Brooklyn, N. Y., will celebrate the twenty-fifth anniversary of his entry into the talking machine industry. Since the late 80's he has been connected with some phase of the Victor business and has risen from employe to president of one of the oldest-established Victor distributing organizations of the country. Although, from his activities, Mr. Morris is quite old as the talking machine field goes, he is still in his early forties— hale, hearty and optimistic.

H. A. BEACH OPTIMISTIC OVER 1922

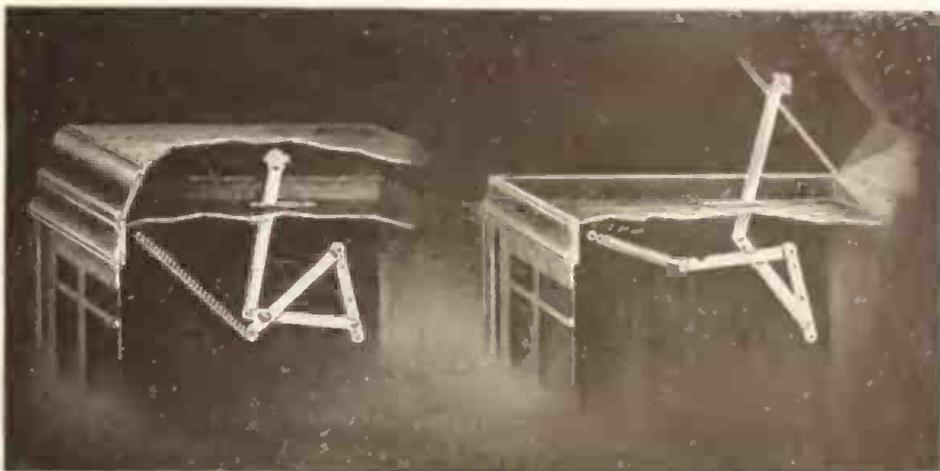
Vice-president of Unit Construction Co. Tells of Growing Demand for Products—G. A. Lyons' Views on Situation—Many Repeat Orders

PHILADELPHIA, PA., January 3.—Harry A. Beach, vice-president of the Unit Construction Co., recently returned from a trip throughout New England territory. He found conditions very good and dealers doing a big holiday business. All dealers Mr. Beach interviewed appeared very optimistic over conditions for 1922.

The new lights and ventilators for the demonstration rooms announced by the Unit Construction Co. last month have already found much favor and the shelves for the new Victor No. 80 have also been ordered by many dealers.

George A. Lyons, Eastern sales manager of the company, reports that the No. 50 stands for the portable Victrola are continuing in strong popularity and that initial orders shipped are resulting in repeat orders in many instances.

The Jones Music Co., of Grand Island, Neb., recently opened a new store with a complete line of Brunswick machines, pianos, etc.



The Superior Lid Support

A touch of one Finger lifts or closes the Lid, which stops at any point desired Does not warp the Lid

Sample Prepaid, \$0.75 Nickel—\$1.25 Gold
Quantity Prices on Application



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

JOBBER EXPRESS APPRECIATION

Sonora Distributors Assn. Presents Geo. E. Brightson, President of Sonora Phonograph Co., With Handsome Traveling Bag—Gift Keenly Appreciated—Personal Letter Sent

As a mark of their appreciation and esteem, the Sonora Distributors Association, comprising Sonora jobbers throughout the country, presented George E. Brightson, president of the Sonora Phonograph Co., with a handsome traveling bag. This token of esteem was presented at Christmas time, accompanied by the following letter, written by E. S. White, secretary of the Sonora Distributors Association:

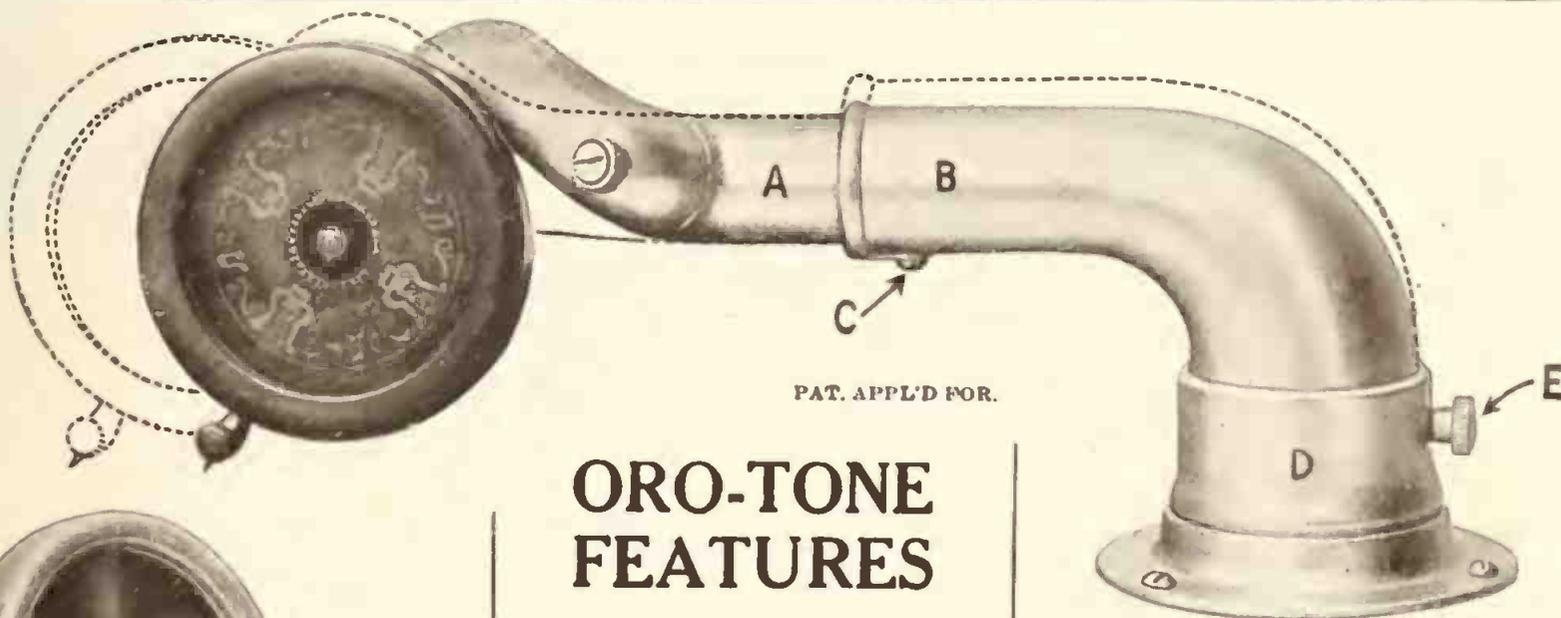
"At this holiday season, when good will and friendship are expressed and shown in a marked degree, this association extends to you its wishes for a Merry Christmas. As a token of the mem-

bers' esteem and as an expression of their good will and friendship they send this gift. With it go their sincere wishes for a Happy and Prosperous New Year for yourself and for your company."

Mr. Brightson keenly appreciated this manifestation of good will by the jobbers, and expressed his thanks in a sincere personal letter that was forwarded by Mr. White to every jobber in the association.

KUNKEL PIANO CO. BUYS QUARTERS

BALTIMORE, Md., January 3.—The Kunkel Piano Co., 120 North Liberty street, this city, has purchased the building which it now occupies and the three-story building adjoining, which is now occupied by the Hub Piano Co. The Kunkel Piano Co., in addition to pianos, handles the Victor line of talking machines and records.



PAT. APPL'D FOR.

ORO-TONE FEATURES

Extension A telescopes into large elbow B, giving a length adjustment from 7 3/4 to 9 1/2 inches. Adjustment screw C engages an indexed channel in extension A, assuring perfect alignment. Slightly releasing locking thumbscrew E permits height adjustment of large elbow in base ring D. Releasing locking screw E entirely permits tone arm to be removed from base ring D for packing separately before shipping, if desired.



MODEL L S

COMPOUND ROCKER ACTION

The highest grade and most scientific reproducer ever offered the trade.

ASK FOR ILLUSTRATED AND DESCRIPTIVE CATALOGUE



PAT. APPL'D FOR.

Illustrating Angle Throw Back Improvement. Permits reproducer to clear tone arm when thrown back regardless of whether it is in position for playing Hill and Dale or Lateral-out records.

The Oro-Tone Co.
QUALITY FIRST

1000 to 1010 GEORGE ST.
CHICAGO, ILLINOIS

THE PERSONAL TOUCH IN SELLING

The Value of a Customer Is Rated by the Number of Repeat Orders—Two Types of Salesmen and Their Methods of Handling Purchasers

The value of a customer is not rated by the first sale made to him, but by the number of repeat orders. Repeat orders are the result of service and good service depends to a large extent on the personal touch established between the house and the customer. A person entering the store cannot be termed a customer until a purchase has been made and whether or not the firm takes advantage of this entering wedge to future sales regulates, in a measure, the continued patronage of the customer. In far too many instances the salesman accomplishes his primary object, that of making a sale of a machine or records, and then promptly forgets this customer and concentrates his attention on other prospects, not realizing that the very fact that he has made a sale indicates that that particular person has been convinced that the product represented by the salesman is the best in its field for the price, has confidence in the house and in the salesman and, therefore, offers an extremely fruitful field for further sales effort.

Take for example two record salesmen: Both are intelligent and ambitious. A customer enters the store and the first salesman, after displaying some clever sales ability, sells her several records. She leaves the store and is promptly forgotten by the salesman. He is not looking to future sales to this same person and if she enters the store again it is entirely on her own initiative.

The second salesman also waits on a customer and sells her several records. Before the customer leaves the store the salesman is in possession of her name and address and from the sale which he has just made and from inquiries he has a fairly accurate knowledge of the kind of music which she prefers. He jots this information down. Here is where the personal touch comes in. Instead of forgetting this customer

Do You Throw Money away?

It is not a popular pastime—but still it is unconsciously done by many who just don't know that *Repair Parts* can be bought for less

RENE MADE SPRINGS AND PARTS ARE BETTER COST LESS

RENE MFG. CO.

Montvale, N. J.

the salesman sees that her name is placed on the mailing list and that she receives monthly record lists and other publicity matter, and he even goes further. He devotes some time to the compilation of letters which contain a more human touch than the average business letter. In his letters he draws this customer's attention to several records which he thinks will please her particularly and subtly conveys the idea that he is not only interested in retaining her patronage but that he is exerting every possible effort to see that she is accorded maximum courtesy and service.

It does not take a very keen mind or very much analysis to determine which of these two types of salesmen is the most profitable for a concern to retain.

EDISON PARLOR OPENS IN SAVANNAH

SAVANNAH, GA., January 4.—A new, exclusive Edison retail store, to be known as the Edison Parlor, has been opened here by Mead & Manuey. This is the only talking machine establishment in the city. Modern equipment has been installed throughout and the store is said to rank with the finest in the South.

It is a good habit to chat a little bit about general topics before you start the real negotiations.

PETITIONED INTO BANKRUPTCY

A petition in bankruptcy has been filed against the Phonograph Recording Co., Inc., of 260 West Forty-second street, New York, by the creditors. Judge A. N. Hand has appointed Max Rockmore receiver. Liabilities are about \$5,000 and assets about \$2,000.

FIRE DAMAGES ATLANTA FIRMS

ATLANTA, GA., January 3.—The stock of the Southern Sonora Co. and the Rawson-Upshaw Co., talking machine distributors, and the building housing these concerns were considerably damaged by a recent fire here. The fire originated on the second floor, where a number of valuable machines were destroyed and damaged. The losses of \$15,000 are entirely covered by insurance.

R. H. PHILLIPS' NARROW ESCAPE

HAZARD, KY., January 3.—R. H. Phillips, manager of a music house here, had a narrow escape from death recently in a fire at the Wells & Frank department store. Mr. Phillips was cut off from the exit by flames and he was forced to slide down a rope to safety.



Showing Reproducer of Jewel Attachment turned up to change needle. Also position when not in use.

Plays all types of records. Operates the same as the "EDISON" with the LEVER.

No adjustments necessary when changing from lateral to vertical cut records. Stop prevents swinging to the right.

Needle scratch almost entirely removed.

Turning back of Reproducer permits of easy access to needle socket and saves records from unnecessary scratching.

Is the ONLY attachment that plays vertical cut records in the proper "EDISON" position with the Reproducer turned FACE DOWN to the record, giving it a floating action.



Showing Jewel Attachment in position for playing vertical cut records.

THE IMPROVED Jewel ATTACHMENT FOR EDISON

N O T

Just Another Attachment

B U T

a distinct improvement in Tone Reproduction as well as in Mechanical Construction and Finish.

Send for descriptive circular which contains "HINTS REGARDING THE CARE OF A PHONOGRAPH."

If your jobber does not handle, write us.

Price the same. Liberal discount to dealers.

GUARANTEED IN EVERY WAY.

MONEY BACK IF NOT SATISFIED.

We handle highest grade Jewel Point Needles.



Showing face view of Jewel Attachment in position for playing lateral cut records.

Needle CENTERS on all records.

Straight air-tight construction and absence of movable joints insure perfect reproduction and great volume.

Pivoted ball-joint insures perfect reproduction and freedom of movement both vertically and horizontally.

Weight is the lightest that can produce perfect results, thus saving the record, and permitting a freedom and sweetness of tone considered impossible.

Indestructible NOM-Y-KA diaphragms do not blast, crack, split or warp, and are the greatest development in phonographic sound reproduction in years.



Showing back view of attachment in position for playing lateral cut records.

JEWEL PHONOPARTS COMPANY

154 W. Whiting St., Chicago

The Six Best Sellers on

OKeh Records

No dealer can serve his trade properly without these OKeh Records, which are the most popular selections on the market today:

- | | | | | |
|------|---------------|---|---|--|
| 4460 | 10 in.
85c | { | I WANT MY MAMMY—Fox-trot | Green Brothers' Novelty Band |
| | | | DAPPER DAN—Fox-trot | Joseph Samuels' Jazz Band |
| 4467 | 10 in.
85c | { | WHEN FRANCIS DANCES WITH ME—Waltz | Markel's Orchestra |
| | | | MONASTERY BELLS—Waltz | Green Brothers' Novelty Band |
| 4468 | 10 in.
85c | { | BIMINI BAY—Fox-trot, Banjo Solo | Harry Reiser
Accompanied by Rega Dance Orchestra |
| | | | APRIL SHOWERS (From "Bombo")—Fox-trot | Markel's Orchestra |
| 4479 | 10 in.
85c | { | MY SUNNY TENNESSEE—Tenor with Orchestra | Lewis James |
| | | | TUCK ME TO SLEEP IN MY OLD 'TUCKY HOME—Tenor with Orchestra | Billy Jones |
| 4497 | 10 in.
85c | { | BLUE DANUBE BLUES—Fox-trot | Blue Diamond Dance Orchestra |
| | | | KA-LU-A—Fox-trot. Hawaiian Guitar Effect by Virginia Burt | Blue Diamond Dance Orchestra |
| 4498 | 10 in.
85c | { | THE SHEIK OF ARABY—Fox-trot | Ray Miller, Melody King, and His Black and White Melody Boys |
| | | | FOUR HORSEMEN—Fox-trot | Glantz and His Orchestra |

OKeh gives you not only the latest and best titles, but our artists and orchestras are recognized as second to none in the musical world.

The wonderfully clear recordings from the OKeh laboratory are receiving constant and enthusiastic praise from both trade and public.

General Phonograph Corporation

OTTO HEINEMAN, President

25 West 45th Street, New York City



The Trade in **BOSTON** *and* **NEW ENGLAND**
 JOHN H. WILSON, Manager
 324 WASHINGTON ST., BOSTON, MASS.

BOSTON, MASS., January 5.—The trade is now reviewing the past twelve months of 1921, a year that was full of strange fluctuations and variations. When no single month was like a succeeding one. There was the early call on the part of merchants generally to make ready in due season for Christmas and the talking machine dealers got some of the good effects of this. Instead of there being a rush of people a few days in advance of Christmas the call for goods began early in December and there was a steady stream of buyers right through the month, with few large individual orders, but a great many smaller ones, which, in the aggregate, made a very healthy showing for the month. There is not much disposition to make comparisons of the 1921 business with the year previous for obvious reasons, but comparisons are made with leaner years against which 1921 stands out conspicuously. As for the future, what it is to produce in the way of business for the jobbers and dealers, it is yet too early to forecast, but there is a general feeling that, while 1922 will eventually make a good showing, it is not expected that it will have a very healthy beginning before the latter part of the Winter.

Why the Industry Should Get Together

According to a great many talking machine dealers a real need exists for the reorganization of the trade in such manner that the public may be protected from buying goods that are unworthy of the price and wherein dealers are competing along lines utterly unworthy of the honorable business they represent. Here is the way that a leading dealer in this city expresses it and, parenthetically, to speak editorially, may there not be some food for serious thought? Therefore, read and digest, you of the army of talking machine dealers:

"Why is it the talking machine manufacturers can't get a great, big, high-grade man back of them to get them massed together for the reorganization of the talking machine industry, which is in such a deplorable condition; where the public is buying goods every day that is unworthy of the price, with no reputation; where dealers are competing, each one trying to hold his own by selling merchandise cheaper than the other fellow, making it necessary for them to go out and buy cheaper products; where manufacturers are trying to give an upright type machine at a cheaper price than their competitor and, by so

doing, slight workmanship, quality, etc., and think of just price? There is no regard for the truth; they are offering \$150 and \$175 machines for \$82, \$87 and all such prices.

"The industry has degenerated to such an extent that something has got to be done to save it and, I believe, it needs a high-grade man to either go out and fight these cut-price fellows with their own weapons for the next six months and make them sick of it or see that the situation is cleaned up where there is an oversupply of product. There is such a combination, especially in the moving picture industry, to keep control and bring business back to normal and something ought to be done here. The big manufacturers should be brought together, instead of fighting against each other."

Holiday Spirit Manifested

The Christmas spirit was given visible expression by the dealers in no unmistakable manner in this city and, while some of the displays did not involve as much expense as in former years, they amply served their purpose. The Steinert house, both at its Boylston street and Arch street headquarters, had windows that attracted marked attention. In Boylston street there was a beautifully decorated tree at one end, a small stage at the opposite side, on which was set a handsome Victrola, while in the middle was a Wintry scene as glimpsed through a window. Scattered in the foreground were miniature figures of the grand opera characters so familiar to Victor enthusiasts. The C. C. Harvey Co. decorated its warerooms in ropes of laurel and in the window was a Santa Claus coming out of a box with quantities of tied-up gifts scattered about, Edison, Victor and Brunswick records predominating. A Victor display in one of the windows of the Oliver Ditson Co. was effectively set in the midst of a canopy of Southern smilax and red poinsettias. In the window of the Vocalion Co. was a handsomely dressed tree with a display of records suggestive of Christmas gifts. Ropes of laurel and poinsettia blossoms also helped to add to the general effect. The A. M. Hume Co., next door, had a number of wreaths tied with red ribbons, and there were effective displays to be seen in the windows of the Frank S. Horning Co., Henderson's and the Puritan, all on Boylston street; the Tremont Talking Machine Co. in Tremont street, Widener's in West street, and the Grafo-

EASTERN SERVICE
 "NEW ENGLAND SERVICE FOR NEW ENGLAND DEALERS"
 HIS MASTERS VOICE
 Beyond the shadow of a doubt 1922 will be a banner year for Victor dealers.
 We can help you make it so.
Eastern Talking Machine Co.
 85 Essex Street
 BOSTON MASS.

nola Co. of New England at the corner of Tremont and Avery streets.

Introducing the Strand

An interesting announcement is that made by Arthur C. Erisman, head of the Grafonola Co. of New England, who has associated with him Arthur W. Chamberlain in presenting the merits of the Strand, the new and popular-priced console type of talking machine, which Mr. Erisman became interested in only a few weeks ago. Mention was made in last month's issue of *The World* of this new connection in the wholesale end and since then Mr. Erisman has been able to interest a great many talking machine houses, furniture houses and department

(Continued on page 68)



VICTOR SERVICE PLUS

for

NEW YORK and NEW ENGLAND

We offer to the Victor Dealer co-operation that is intelligent, experienced and helps him get out of the rut, and put that "plus" business on his books, with two service centers that make for promptness in deliveries.

THAT'S DITSON SERVICE

OLIVER DITSON CO.
 BOSTON

CHARLES H. DITSON & CO.
 NEW YORK

THE TRADE IN BOSTON AND NEW ENGLAND—(Continued from page 68)

field. Mr. Zerrahn, while with the Emerson Co., was in charge of the New England field for three years and was also in the South for a time, where he represented a record line. Mr. Zerrahn comes of a fine Boston family and has many friends here. He is making a success in handling the Granby machine.

Within the week before Christmas the Widener store was entered and out of the safe was taken \$211. The robbery was discovered in the morning. The time indicator showed that the outer door of the store had been opened at 9:22 the night before, then closed a minute later, opened again at 2.32 a. m., and closed at 2.33. It was the opinion of the police, therefore, that whoever was responsible for the break entered at the first-mentioned time and left at the latter hour. The person or persons apparently knew something of the combination of the safe, which was found open.

Grafonola Quarters Rearranged

The Grafonola Co. of New England, of which Arthur C. Erisman is manager, has sublet a part of the property at the corner of Tremont and Avery streets to D. A. Schulte, Inc., who runs a chain of tobacco stores throughout the city. This concern will have the Tremont street end of the building, Mr. Erisman retaining the Avery street side from the main doorway and having at the rear a quick-service department. All the booths will be moved upstairs, as Mr. Erisman has long had elaborate quarters on the second floor. A rearrangement of the quarters will be begun soon, so that the new tenant may take possession by March 1.

Brunswick Plans for 1922

Kenneth T. Finney, wholesale manager of the Brunswick, reports an excellent Christmas business which rather exceeded the best expectations and, furthermore, he stated that there was no appreciable falling off in trade in the week immediately following the holidays. He expressed himself as highly confident of good business during the year 1922, saying that there



STEINERT SERVICE

Our Unswerving Policy
for
1922

To Protect—to Develop—to Serve
To the Limit of Our Ability
The Victor Retailers of New England
Already Established

Our Entire Stocks and Personnel At Your Disposal

M. STEINERT & SONS

New England Victor Wholesalers

35 Arch Street

BOSTON

AT YOUR COMMAND
ANYWHERE IN NEW ENGLAND



have been many very encouraging indications already. The Brunswick is planning early in the new year to enter new territory in New England and Harry Spencer, head of Kraft, Bates & Spencer, Inc., which handles the wholesale Brunswick, is on the lookout for advantageous locations. Mr. Spencer, right after Christmas, went to Chicago to confer with the Bruns-

wick officials relative to the plans which are to be worked out during the new year.

Big Demand for Okeh Records

An expansive smile playing over the countenance of E. B. Shiddell is explained when one hears him say that he had a very good business in the Okeh line of records. He says that the way that some dealers ran out of goods rather early in the holiday period served as a sufficient warning never again to take any chances when it comes to carrying an adequate stock. He looks, therefore, to see those handling the Okeh line to place bigger orders than usual early in the new year.

Greetings to the Boston Trade

The greetings of the New England Music Trade Association, of which Frank S. Horning, head of the Frank S. Horning Co., Inc., is now president, are extended to the members of the organization through the medium of a folded card of yellowish buff in an envelope of the same color, which Secretary Merrill has got up. The lines were composed by George W. Willmington, whose verses have often been printed in publications. The lines are headed "A New Year's Thought for 1922," and here they are:

"The war-worn world is sick and thin
Of non-productive toil,
As guns are made where looms should spin
And weeds o'errun our soil.
United we can reconstruct,
But selfish strife must end;
Do what you like will but obstruct,
Like what you do will mend."

Columbia Co.'s Christmas Party

There was a happy Christmas party at the Columbia headquarters with Fred E. Mann, the manager, as master of ceremonies. There was a tree set up in the doorway of the model shop from which presents for everybody were drawn as out of a grab. Miss Helen Connors, one of the office staff, who teaches dancing on the side, brought some of her pupils to the headquarters and they gave an exhibition of fancy dancing. Later there was general dancing with refreshments, and on the breaking up of the party Manager Mann wished everyone a Merry Christmas.

An Important Announcement

A. J. Cullen, head of the Lansing Sales Co., announces that this company is giving up the manufacture of the khaki coverings with which

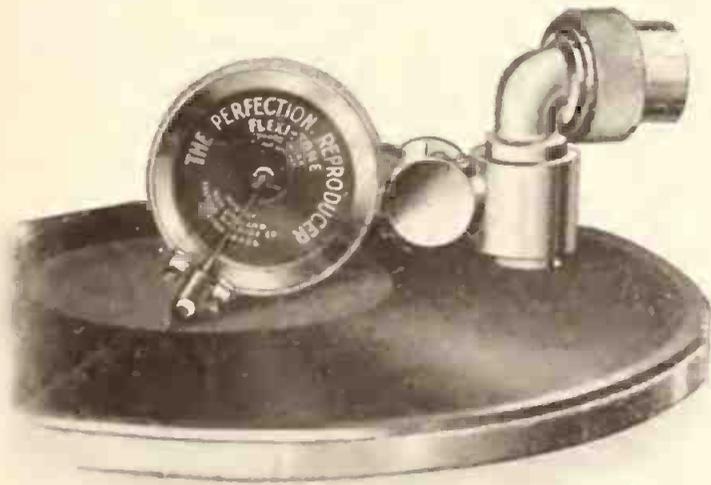
(Continued on page 70)

The "Perfection" Ball-Bearing Tone Arms

and

The "Perfection" Reproducers

For the New Edison



Excel in Clarity and Sweetness of Tone. Best quality of material and workmanship. Descriptive catalog, terms and discounts sent on request.

Manufactured by

NEW ENGLAND TALKING MACHINE CO.

16-18 Beach Street

Boston, Mass.

Factory Representative

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

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

the house has been identified for so long a time. This part of the company's business has been transferred to Henry Smith, who has been with the Lansing Co., beginning his career there during the years that Mr. Lansing was alive. Mr. Smith will continue to manufacture these coverings and will have an establishment in Harrison avenue not far from where the Lansing Sales Co. is now located, Number 170, a location that is convenient and in every way better adapted to the needs of this concern. There will soon be some additional news of interest touching this house, which it is hoped will be ready for the readers of the February issue.

Looks for Greatly Improved Business

Wholesale Manager Herbert Shoemaker, of the Eastern Co., sees every reason for looking for improved business during 1922. He says that on several days following Christmas there were some cancellations of goods, but this was natural at a time so close to the new year, a fact that will become obvious to anyone who stops to

think; but the type of dealers who thus canceled their orders are the very ones who will be ordering heavily some time in January. Thus far he says he has found very few timid souls, most of the dealers he has come in touch with being imbued with the idea that 1922 is going to be a very satisfactory year. The Eastern Co. meantime is laying plans to make the current twelve months the most successful ones in its history.

Fitzgerald's Big Holiday Trade

Billy Fitzgerald, whose shop at 28 Cornhill street is becoming widely known to his large following, says he had a very big Christmas sale of Victor goods. He has not yet completed all his improvements in the interior, but when his plans are finally carried out he will have a comfortable, well-equipped store. Among his callers during December were several of the managers of theatrical companies here in town and they were large purchasers of records.

Regret Passing of A. L. Bailey

News was received a few days after Christmas of the death on that day of A. L. Bailey, a well-known music dealer, who ran a series of stores, with headquarters at St. Johnsbury, Vt., which was his home. Starting originally as a piano house he had so developed his business in the last few years that the talking machine end became a valuable adjunct, and he carried several types of machines. He operated as many as sixteen stores in Vermont and New Hampshire, which were known as Bailey's Music Rooms. Mr. Bailey was seventy-seven years of age. He was widely known to the Boston trade and had been a visitor to this city earlier in the month.

Suffers From Fire

The Manganaro Music Co., of Quincy, was a heavy loser through a disastrous fire which swept through a part of the business center of that neighboring city on the morning of December 30, with a total loss of \$200,000. This music shop, which was an exclusive Columbia wareroom, is operated by Andrew Manganaro, who is a live wire in the retail trade. His store adjoined the building in which the fire originated. Because of a large Christmas trade there was not a heavy supply of goods on hand. Mr. Manganaro is enough of a hustler not to allow his doors to be closed very long.

To Visit the South

Robert Steinert, of the Steinert Co., is planning to take a trip South some time in January, if business can be so arranged that he can find the time to go. He plans to return to Boston so as not to interfere with the plans of his father, Alexander Steinert, who usually goes South in February or March.

Stephen Colahan Goes Home for Holidays

Stephen Colahan, who is now exploiting the Cheney line, with headquarters at the A. M. Hume Music Co.'s Boylston street warerooms, hurried over to New York to spend Christmas with his parents in Brooklyn, N. Y., and a few days later made his start for home, coming by way of Connecticut and making it a business trip in the interests of the Cheney outfit.

Souvenir From Eastern Co.

The Eastern Co. did not forget its friends during the holiday season and its dealers accordingly received for Christmas artistic oxidized silver paper cutters with the Eastern Co.'s name inscribed on the handle, for which gift "we" all extend our thanks.

Hallet & Davis Holiday Reminder

The Hallet & Davis Co. was early in the field with its Christmas souvenir, and its constituents accordingly received a handsome brass pad calendar which matches the paper cutter of last year. Thanks, again, says the trade and "us."

Executive Board Re-elected

Now that the Christmas rush is over, President Frank S. Horning, of the New England Music Trade Association, has found time to give heed to the executive board of the organization and he, acting on the advice of some of his fellow officials, has come to the conclusion

COMBINATION

For 1922 that cannot be beaten.
Same "LONG QUALITY" CABINETS,
Same "PEERLESS" ALBUMS,
Same "GOOD SERVICE",
Same New England Representative,
with "the smile that won't come off."

L. W. HOUGH

20 SUDBURY STREET BOSTON, MASS

that no better body of men could be selected than those already holding office. Accordingly, the old executive board has been re-elected, as follows: Edward Payson, chairman; R. G. Kneuper, of Lawrence; Stanwood Miller, Jerome Murphy, E. M. Wheatley, Frank Beal and Leonard Wright. There is also the same membership, publicity and advisory committees, the latter divided into the piano and talking machine departments. The make-up of the latter division is as follows: R. V. Davis, chairman; Harry L. Spencer, Kenneth E. Reed, Walter Gillis and William E. Titus.

J. A. Frye Visits Victor Plant

James A. Frye, of the traveling staff of the Victor, spent several days at the factory following the Christmas holidays. Mr. Frye and his wife, who has lately returned from an extended visit with her people in the South, are now pleasantly settled in the Back Bay.

Encouraged Over Sales

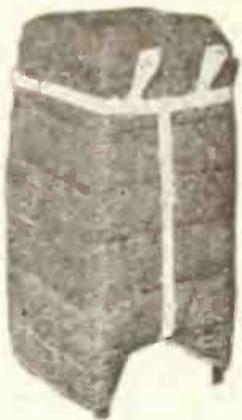
Chester J. Sylvester, manager of the talking machine department of the Osgood Co., is quite encouraged over the sales which he has made, not alone approaching the holidays, but in the week since Christmas, and he is quite optimistic over the prospects for 1922. Just now he is engrossed in stock-taking, as one of the statements has to be in by the tenth of this month. Mr. Sylvester has with him Sturgis Wood, one of the best repair men in the talking machine business, and there is little about a machine which he does not know.

A man's principal asset is his loyal, trained working force. It is the men behind the guns who save the community.

LANSING KHAKI COVERS

The Pioneer Moving Cover

High Grade



Government Khaki

Dealer's Prices NOW:

\$6.00medium size
43"x20"x23½"**\$6.50**large size
49"x23"x24¼"**\$7.35**extra large
52"x22½"x23½"Fitzall Leather or No. 3x Strap
\$2.50

Piano Moving Covers \$18.00

SLIP AND RUBBER COVERS
FOR PHONOGRAPHS AND PIANOS

170 Harrison Avenue
BOSTON, 11, MASS.**"The Music Without the Blur!"**

This ideal of talking machine manufacture is attained more nearly than by any other, in the construction of the

MARVELOUS MAGNOLA
"Built by Tone Specialists"

"Magnola's Tone Deflector eliminates the scratch"



Watching the Music Come Out

We want to show you how to make money with MAGNOLA; and how MAGNOLA is the best buy on the Talking Machine Market to-day.

Send us your name and let us send you some real Talker Tips.

MAGNOLA TALKING MACHINE COMPANY

OTTO SCHULZ, President

General Office
711 MILWAUKEE AVENUE
CHICAGOSouthern Wholesale Branch
1550 CANDLER BLDG.
ATLANTA, GA.

PROBLEMS OF MUSICAL DIRECTOR IN THE LABORATORY

Must Be a Genius at Picking Out Selections That Will Appeal to Popular Favor and Selecting the Right Artists to Sing Them—Recording of Symphony Orchestra Presents Difficulties

Making records that "get across" is very much like producing successful moving pictures, says a writer in *The New York American*, who points out that a clever story will often be ruined and fall flat because of poor acting or as a result of casting the wrong actors for the leading parts. Just as often the reverse is the case, and a poor story with a weak plot will go over by the saving grace of the star's winning personality and delightful characterization.

The musical director at the recording laboratory has exactly the same problem to face. First he must choose a musical "story" or composition that is sufficiently interesting to insure its popularity and then determine which artist will sing it to the best possible advantage. He must select one whose art is most suitably adapted to that type of song or music and who, because of a particular quality of voice or style, is most likely to infuse into the recording that lyrical grace of execution or that charm of interpretation which makes the record a living embodiment of the art of its creator. There must be more than mechanical reproduction of sound behind a record to make it good. The phonograph is no longer a novelty.

Have you ever stopped to consider what there is in a record that attracts you besides its charm as a musical composition? There are three elemental points on which a recording should be judged—clarity of recording, expression or interpretation and tonal purity or fidelity.

Clarity of recording is not easily achieved, and in spite of the fact that they have been at it many years there are still many and varied difficulties which are eternally presenting themselves. Take, for example, the problem of recording the many instruments in a symphony orchestra of approximately one hundred pieces. Do not forget that the diaphragm which catches and transmits the

vibrations sent out by these hundred different musical instruments is less than two inches in diameter, and that each instrument produces an entirely different set of vibrations, all of which strike the diaphragm at the same instant. All this must be recorded in one single groove, one continuous sound wave in the wax matrix. That it is possible to produce the beautiful symphony records which are being offered today is remarkable, and it is due only to unremitting scientific research and experiment, combined with the serious and tireless efforts of the artists themselves.

Expression of interpretation is perhaps the most important single consideration in producing a record of artistic worth. The artist must register the dramatic quality so vital to a song such as "Danny Deever," or "On the Road to Mandalay," or the subtlety of interpretation necessary to Massenet's "Elegie," otherwise the recording will prove flat and uninteresting. The

artist must infuse into the record that intangible something that makes you feel his presence.

The matter of tonal purity and fidelity can perhaps be best illustrated by a consideration of violin recordings. Wonderful strides have been made in this direction and it is not unusual to find a record possessing a tone of surprising purity, a tone round and warm in feeling or of scintillating brilliance. Unless a record reflects, with close fidelity, this beauty of tone much is lost, for in the limpid tone of a violin is the fullness of expression, the delicate shading and color that distinguishes artistic achievement.

Tone is the foundation of expression for the virtuosi. The difficult little tricks of technique can be mastered with persistent practise; they are more or less mechanical. Supple fingers can be taught to respond instantly with unerring precision and agility to an instinctive wish, but tone—that is an entirely different matter.

Tone is infinitely difficult of accomplishment. There is a certain something not readily definable about a pure and limpid tone that is hard to separate and analyze as a thing apart. The artist feels, as he plays, that it is the soul within him that breathes into his beloved violin.

ORGANIZES MUSIC STUDY CLUB

Garst Store of Coon Rapids, Ia., Hits on Plan to Increase Red Seal Record Sales

The Garst Store, Coon Rapids, Ia., has organized a Music Study Club for the purpose of developing interest in Victor records and attracting attention to the store. The Club is scheduled to meet at the Garst Store once each month, and at each meeting a different opera will be studied with the aid of the Victor Book of the Opera, the demonstrations being through the medium of Victor records. It is believed that the plan will result in increased sales.

The Sterling Talking Machine Co., of Chicago, Ill., has changed its name to the Budhai Mfg. Co.

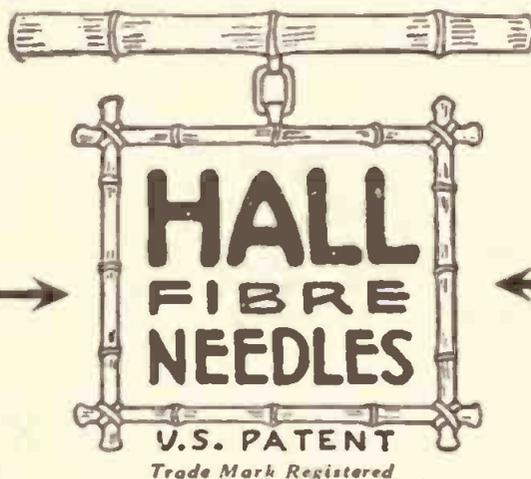
FIRE DAMAGES LAWLER BUSINESS

NEW HAVEN, CONN., January 3.—The establishment of J. F. Lawler, piano and talking machine dealer, Chapel street, this city, was considerably damaged in a fire which broke out in an adjoining building and spread to surrounding business houses. The damage to the music store, which is estimated at \$1,000, was fully covered by insurance, it is reported.

NEW JONES-MOTROLA DISTRIBUTORS

MINNEAPOLIS, MINN., January 3.—The distribution of Jones-Motrolas has been augmented by the addition of the Beckwith O'Neil Co., of this city, which will distribute this electrical winding device in its territory.

Insist on the
ORIGINAL
Trade Mark



Insist on the
ORIGINAL
Trade Mark

Hall Fibre Needles

Represent years of experience in tonal development.

The Hall Fibre Needle was born of necessity and has made good.

The needle with a universal reputation that cannot injure the record and—

The needle that has brought about the sale of thousands of talking machines and of hundreds of thousands of records.

IT PAYS TO PUSH
HALL FIBRE NEEDLES

HALL MANUFACTURING CO.

Successors to B & H Fibre Mfg. Co.

33-35 West Kinzie St.

Chicago, Ill.

A WONDERFUL HOLIDAY TRADE CLOSED IN NEW ORLEANS

Leading Establishments Make Encouraging Reports Regarding Trade Outlook—What J. D. Moore Says—Miss Jalenak Married—Small Music Shops as Sales Mediums—Situation Reviewed

NEW ORLEANS, LA., January 5.—Talking machine dealers emerged from the holiday period well satisfied with their share of profits for the season. The rush lasted until closing Christmas Eve and many stores made deliveries with Santa Christmas morning. While the trade has quieted down to normal in machine sales, many stores report increased business in records since Christmas.

Maison Blanche, one of the biggest department stores in the city, reports a wonderful business. The rush started early and stayed until Santa Claus arrived and was waiting for talking machines to put into the stockings. "Xmas week showed a 35 per cent increase over the corresponding week last year," said J. D. Moore, manager of the music department, "and, while I don't expect that the month as a whole will show quite that much improvement over last year, still we are well satisfied with the business. Too, we were especially careful to get a stock large enough to carry us through the season and this is the first time that we have had a big enough stock to last. We still have a few \$100 machines left. But machines from \$125 up went like hot cakes. The Brunswick \$300 Stratford was very popular. Records were excellent sellers and the business has kept up since Christmas." Maison Blanche will discontinue its line of player rolls.

L. A. Guenard, who has two small music shops, one in the business section of the city and one in the residential section, claims that he closed "a world of business last year." Player-pianos have just been added to his stock and he sold three Lindeman & Sons players during the week before Christmas. Player rolls picked up wonderfully, as well as records. Jazz pieces were the most popular, but sentimental music ran a close second. Cash sales were better at Christmastime than in the early part of the year. Mr. Guenard intends to add banjos and other stringed instruments to his line in the early part of this year.

An agreeable surprise in local talking machine circles was the marriage on December 15 of Miss June Bernice Jalenak, for the past four years manager of the Dugan Piano Co.'s Victrola department, to D. J. Trembley, sales manager for the Abbott Automobile Co. Though the engagement had been rumored for some time the couple slipped away quietly, and the an-

nouncement of their wedding took their many friends unawares.

Mrs. Trembley has returned to her duties at the Dugan Piano Co. and will, no doubt, remain in charge of the department until Mr. Dugan can make other arrangements, though everyone admits this will be no little task, as Mrs. Trembley has built up a splendid patronage and acquaintanceship among local music dealers, and she will be greatly missed when she steps from the ranks of New Orleans sales folks who are identified with the talker business here.

High-priced period model Victrolas have had the call lately in this section of the South served by the wholesale department of Philip Werlein, Ltd. The Pierce-Goodell Piano Co., representative Victor dealer at Beaumont, Tex., reports the sale of a William and Mary period model to ex-Governor Hobby, of Texas. Ex-Governor Hobby, who is a resident of Beaumont, being proprietor of two daily papers there, installed the Victrola in his handsome home, where it has been seen and heard and favorably commented upon by many of his friends.

At Monroe, La., the Foster Jewelry Co., another live Victor account, reported the sale of an Adam period model to a Shreveport oil magnate and believes it will sell several more directly, as a result of placing this at the disposal of this party, who maintains a beautiful country estate near the city of Shreveport.

J. Henry Blache, who is the head of the Orphone Talking Machine Co., is another believer in small music shops scattered in different parts of the city. Business has been even better than he anticipated in the three months that his store has been operating and he is now thinking seriously of opening up two more small shops. Mr. Blache has found the people liberal spenders this year and not as lacking in funds as reports would indicate. His shop was opened as an experiment and it has more than proved his theory. He has always encouraged a cash business by allowing a liberal discount for cash sales, and in spite of the fact that there were three other competitors in the block his store has established itself and is now on its way to make a good profit in 1922. Mr. Blache has been in the music business for the past seven years and is competent to express himself on the outlook for the future.

Manager Billet, at the Edison Co., states

that business is really as good since Christmas as it was before, because of the fact that a lot of the machines which were sent out on approval are now being paid for and they are still doing a big closing-out business. Their estimate of the business done this year is about 25 per cent better than that of last December, while for the whole year the percentage is between 25 and 30 per cent better than in 1920. They still sell more of the official laboratory model New Edison machines than any other. The Edison Co. continues to supply restaurants with machines. The Vieux Carre and the Comus were buyers of machines just before Christmas.

The business done by the Philip Werlein Co. was a surprise to all, for it was above what anyone had anticipated. The start was later than usual on the holiday rush, and due to that, and the fact that the stock ran short, the sales were smaller than what they would have been otherwise. The Style 110 Victrola was the most popular machine. Record sales were exceptionally good, both in Red Seals and in popular rags. Miss N. Pavone won the monthly prize for record sales and Miss Hoyt was second. Generous checks were received by all employees of Werlein, Ltd., for Christmas.

The L. Grunewald Co. was one of those at the top of the list in both record and talking machine sales. The season was, in the words of one of the salesmen, a "clean-up." Both the Rampart street branch and the Jackson, Miss., branch reported a wonderful business and the store is very optimistic over the outlook for 1922. The "Little Consul" machine was one of the best sellers in the Mississippi territory. This was the first year that the Grunewald has handled the Victor line and it has proven a very big success.

The Dwyer Piano Co. had the biggest December it has ever had; that is, as a whole. A big improvement was noticed in cash sales, though the buyers were very conservative as a whole, and the higher-priced machines were not sold in the volume that the \$100 and \$125 machines were.

VICTROLAS FOR SECTION GANGS

Victrolas for the entertainment of railroad section gangs are in order. The manager of Harmony Hall, Iowa City, Ia., recently prevailed upon the Superintendent of Maintenance of Way of the local railroad to place a Victrola and a supply of records in the car of every section superintendent. The section cars are continually moving along the lines of the railroad and are frequently held on sidings in remote districts. It is believed that the Victrola music will serve to brighten many otherwise dark hours for the members of the section gangs, keep their morale at a high level and greatly increase their efficiency while at work.

SETTING THE FIGURES RIGHT

In the very interesting article under the caption of "Sales Formula of Advertising, Salesmanship and Hard Work Still Scores," written by D. G. Baird, which appeared on page 15 of the December World, there was one slight error which, by reason of its extravagance, may take from the value of this admirable story of business expansion. In the first column it states that "a young man just out of high school sold \$83,000 worth of talking machines by direct canvassing." The figures should have been \$8,300. As this typographical error detracts from the value of the article, we are particularly anxious that our readers should note this correction.

EMANUEL WOLFF PASSES AWAY

ROCHESTER, N. Y., January 2.—Emanuel Wolff, president of the Rochester Phonograph Co. and a pioneer operator of five- and ten-cent stores in this city, died recently at his home at 49 Dorchester road. Mr. Wolff was well known in local business circles, and had been in business here for many years. He is survived by a widow, a son and a daughter.

A Musical Merchandise Department Pays EXTRA Profits

A modest investment—\$500.00 or even less—will start a Musical Merchandise Department in any Piano or Phonograph store.

And its profits are clear velvet!

For the new department takes little room (it uses wall space rather than floor space)—needs little technical knowledge—requires no additional selling force. The increase in overhead expense is negligible.

It will sell goods the year around—at a generous profit and with a rapid turn-over. There is no competition with your other lines. On the contrary it brings new customers into your store. And every one of them a prospective Phonograph or Piano buyer.

But why not talk this over with our representative the next time he's in your town? He can explain this interesting idea from a merchant's standpoint, and he can show you, in a common-sense, practical way, just how to start after these EXTRA Profits and get them! You won't be obligated in the least—you aren't promising a thing except that you will give him a little time. Drop us a line today and we'll arrange to have him call.

THE FRED. GRETSCH MFG. COMPANY

Musical Instrument Makers Since 1883

60 BROADWAY

BROOKLYN, N. Y.



The Best Policy
for 1922

The
VICTOR LINE
through
BLACKMAN
insures
A Happy New Year

Blackman
TALKING MACHINE CO.
28-30 W. 23RD ST. NEW YORK N.Y.
VICTOR WHOLESALE DISTRIBUTORS





Columbia Mid-Month Postals put the names of the newest records into your customers' hands—and thus put money in your cash drawer. An inexpensive advertising stunt for dealers. Ask your dealer service man.

**Columbia Graphophone Co
NEW YORK**

INDIANAPOLIS TRADE IN DISTINCTLY OPTIMISTIC MOOD

Volume of Holiday Trade Exceeded Expectations—Great Campaign of Stimulating Buying Carried On—Original Plans Employed—General Feeling Is That 1922 Will Reward Those Who Work

INDIANAPOLIS, IND., January 4.—Christmas business in the talking machine stores of this city was sufficient to give the dealers a brighter outlook on life than they have had in many months. Almost without exception they report the holiday trade as being equal to, if not better than, that of the 1920 Christmas season. Some of them say their increase last month over the same period of the preceding year was from 25 to 50 per cent. Record business fell off for some of the dealers, but in most of the stores it was well up with the machine business, while in several of the season's hits it was found impossible to fill the demand.

"Our business in Columbia records was limited only by our ability to get stock," W. G. Wilson, manager of Widener's Grafonola Shop, said. "We could have sold several hundred dollars more of some of the records if we could have got them from the factory. As for our machine business, it was good in both the Columbia and the Granby instruments. It was very noticeable that we sold a better grade of machines this year than we did during the holiday season last year."

Miss Gertrude Woirhaye, former cashier and bookkeeper for the Grafonola Shop, was married recently to Dr. W. F. Johnson, of this city, and is succeeded by Miss L. B. Scott, formerly with the Columbia company.

Among the visitors at Widener's during December was Harry Caplan, sales manager for the Granby Phonograph Corp. He reported business prospects in the talking machine trade as becoming gradually better. He said the success of the Granby in this part of the country is very gratifying.

Tries Out New Record-selling Plan

An altered scheme of introductory selling did much during the holidays to increase the business of the Victrola department of the L. S. Ayres & Co. department store, according to F. R. Follis, manager. Mr. Follis said his business for both November and December was exceptionally good, with the Christmas business running ahead of the previous holiday season.

One special record each day was featured by Mr. Follis in his introductory sales. The plan of selling the featured record was to wait until

a customer had purchased the record or records for which he entered the store. Then the clerk would call attention to the featured record with the result that the playing of it generally resulted in a sale.

"The one-feature-a-day idea enabled us to keep track of the sales by each clerk and aided in maintaining rivalry among the clerks to see who could sell the largest number," Mr. Follis said. "We did not attempt to force any lemons on the public in that way, but what we featured were records of merit which were not moving rapidly simply because they were not known. They were such records as sell readily when heard."

Good Season for the Sonora

The Christmas business in Sonora phonographs was much better than in 1920, according to O. C. Maurer, of the Sonora department of the Kiefer-Stewart Drug Co., State distributor, and C. H. Becherer, of Charles Mayer & Co., Indianapolis, retailers. Both refer to the outlook as being particularly bright for Sonoras in this territory.

Some Large Sales of Kimball Phonographs

In many cities where special campaigns were conducted in the sale of Kimball phonographs the Christmas business was better than last year, according to E. H. Jarrard, manager of the phonograph department of the Capital Paper Co.

Miss Minnie Springer, manager of the Victrola department of the Taylor Carpet Co., reports the sale of a larger number of machines during the holidays than during the corresponding period of the previous year. She says, however, that the demand was not so great for the larger types.

An Effective Holiday Window

A unique and unusually effective window display of original design was used during the holidays by A. C. Hawkins, of the Indianapolis Talking Machine Co. The fact that Mr. Hawkins is a practical electrician made it possible for him to construct an appliance that resulted in the striking of music notes being represented by flashing electric lights.

The representation was on an enlarged copy of three bars of music taken from a popular Christmas carol. For the operation of the dis-

play Mr. Hawkins removed the felt from the turntable of a talking machine and put in its place a disk of fiber in which he had cut as many slots as there were notes in the three bars of music chosen for display. Above the turntable and resting on the fiber disk he placed a stationary brush which, with the revolving of the turntable, caused a metal contact and a resultant flashing of one of the lights in the music bars at each slot in the fiber disk. In this manner the notes on the two bars of music were made to flash in consecutive order just as they would be struck in playing the music.

Local Concern Reorganized

The Indiana Phonograph & Supply Co., which was organized here five years ago, has been reorganized as the Hoosier Mfg. & Supply Co. The control of the concern remains in the hands of J. C. Mather and J. R. Kuebler. The company now sells "Quality Phono Parts" instead of "Perfection Phono Parts," and is about to distribute a new catalog. Mr. Mather said that his efforts for several months have been directed to making the new catalog a text-book on phonograph education as well as a catalog of parts. Educational matter is used freely.

Gennett Record Sales Increase

"Our business in Gennett records has increased very much in the last three months," said T. H. Bracken, of the Starr Piano Co., in reference to the holiday business of the store. "The recent cut in the price of the records and the fact that we have pushed the sale of them harder than we ever did before are responsible for the larger sales."

Among the dealers most elated with the results of the holiday trade is W. O. Hopkins, of the Edison shop. Although not given to talk concerning his sales and prospects, Mr. Hopkins said that the closing weeks of the year proved beyond a doubt to his sales force that 1921 had rewarded fighters and that 1922 would also.

Caruso Calendar as "Door-opener"

Mr. Hawkins says that his Christmas business was most satisfactory largely as the result of work done by a special crew of house-to-house canvassers. The men used a small calendar with the photograph of Caruso as a "door-opener" and the general results were such. Mr. Hawkins says, as to transfer the bulk of his business from the floor to the field force. Mr. Hawkins is making successful use of many little sales ideas to promote the record sales, which he is convinced is the backbone of the phonograph business. He has now prominently posted in his store classified lists of educational records grouped for quick perusal.

Circle Talking Machine Activities

The Circle Talking Machine Shop is closing the third year of its existence with a record of steadily increasing business. "Individuality in policy and insistence on the importance of the service idea are responsible for the growth of our business," said H. E. Whitman, president and general manager of the concern. "From the very first we have adhered strictly to a few fundamental, basic ideas. We realized when we opened our doors for business that in the old



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.

days one of the worst features of many shops and stores asking for the patronage of musically inclined persons was the utter indifference displayed to the wants, requirements and tastes of the individual customer. Such a spirit cannot succeed in modern business and so our one big aim has been to give our customers the utmost in value and in service alike. Individual attention to customers is vital in modern merchandising."

Mr. Whitman says there was a noticeable demand among his customers during the holidays for the Udell console type of cabinet manufactured in Indianapolis for the portable Victrola. This was taken by him as an indication of an increasing interest in medium-priced console models, of which the lowest priced in the Victor line is \$250.

Planning Edison Sales School

Satisfactory business among all the Edison dealers of Indiana is reported by H. G. Anderson, general sales manager of the Kipp Phonograph Co. "We are confident," he said, "in view of the accomplishments of the last few months of hard work that the new year will have its reward for every man who keeps on the job and fights for business. Tone-test recitals held throughout the territory have proved a wonderful boon to the Edison business and our dealers are now cashing in on them at a splendid rate."

The company expects to secure one of the ten salesmen's schools that are to be held this year by the Edison company in various cities of the country. Plans are being made for a five-day session and the dealers of the territory are displaying a keen interest in the proposed school.

Sells Carload of Grafonolas

A carload of Columbia Grafonolas was handled by the Hook Drug Co. for the Christmas trade. Large posters were placed on the trucks from which the machines were loaded calling attention to the fact that the company had purchased a carload. It was reported that the merchandising plan of \$1 down and \$1 a week for the lowest-priced machines, with slightly higher rates for the other machines, resulted in the shipment being practically all sold.

O. M. Kiess, who has been in charge of the Pathé Shop, has resumed his work on the road as general field supervisor for the Pathé Frères Phonograph Co. R. R. Ernsberger, who has been in the music business in Indianapolis for many years, is acting manager of the Pathé

Shop. He reports that reduced prices on the Pathé machines resulted in a healthy increase in business for the holidays.

Pearson Piano Co. Buys Department

Arrangements have been made for the sale of the complete stock and equipment of the Victor talking machine department of the Steinhauser Jewelry Store at Shelbyville to the Pearson Piano Co. in that city. The Victor agency was established with the Steinhauser store several years ago and was held by them exclusively until, a few months ago, the agency was extended to the Pearson Piano Co. The Pearson store is managed by D. W. Williams and has one of the most complete Victor departments in the State. The Steinhauser store is going out of business.

Columbias in Public Schools

A Columbia Grafonola has been placed in the Ridgeview public school at Peru and another in the Liberty school near the same city. The instruments were purchased by the school trustee of Peru township. They are being used in connection with the physical culture and recreation work of the schools.

Baldwin Business Shows Increase

The Baldwin Piano Co. reports a phonograph business in Indianapolis that was much better than the business of the store during the 1920 holiday season despite a serious reduction of stock by fire in November. Credit for the increase of business is given largely to sale of Brunswick machines, the agency for which was taken on by the Baldwin company last Summer. A one-cent sale of medallion records was featured by C. P. Herdman, manager of the talking machine department, during Christmas week. One record was sold for 85 cents, the regular price, while two records were sold for 86 cents.

Among the concerts to be given in this city during the Winter are several of especial interest to Victor dealers. They will be by the Flonzaley Quartet, which makes its thirteenth annual appearance in the city; Fritz Kreisler, Rachmaninoff, Heifetz, Galli-Curci and Schumann-Heink. Victor dealers throughout the State have learned to cash in on the many concerts by Victor artists who are heard in the capital city of the State.

E. F. Routh, Victor dealer at Salem, is making Victrola concerts in the home very popular. His plan of promoting the idea is to send a letter to a select few of his prospective customers informing them that he will furnish the Victrola and records if they in turn will invite some of their friends to enjoy a concert by the world's greatest musicians.

SALES TAX BILL OFFERED IN HOUSE

Measure Introduced by Representative Volk Would Place Heavy Burden Upon Business for the Purpose of Providing for Soldier Bonus

WASHINGTON, D. C., January 5.—A bill providing for a sales tax similar to that in operation in Canada has been introduced in the House by Representative Lester D. Volk, of New York, as a means of raising revenue with which to defray the expenses of a soldiers' bonus. Mr. Volk was chairman of the delegation of forty-seven Congressmen which recently made a tour of Canada, studying the law of that country.

The provisions dealing with the bonus are substantially the same as in the Fordney bill which passed the House and was amended in the Senate. The sales tax incorporated therein provides a rate of 1½ per cent on sales and deliveries by manufacturers or producers and wholesalers or jobbers; 2½ per cent of the duty-paid value of importations by manufacturers, wholesalers and jobbers; 3 per cent on sales and deliveries by manufacturers to retailers or consumers and 4 per cent tax on duty-paid value of importations by retailers or consumers.

The tax is made payable by the purchaser to the wholesaler, producer or manufacturer at the time of sales and by the latter to the Government within thirty days after the last day of the month for which the tax is to be paid. Food-stuffs and products of mines and forests would



BLANDIN

JUST as the pipe organ surpasses the old style instrument in producing many musical effects, so the Blandin Phonograph surpasses the ordinary phonograph in reproduction of the most difficult records like that of the human voice, the piano or the violin. Dealers find that the Blandin displayed and once heard is practically sold. Its purity of tone reproduction is remarkable. Place a few on your floor and note the difference by comparison with other kinds. Write today for complete particulars.

Racine Phonograph Co., Inc.
RACINE, WISCONSIN.



be exempted from the taxes. A tax of ½ per cent on gross receipts of all land and water transportation companies and public utilities (gas, telephone, telegraph and electric light) is also contemplated.

Mr. Volk estimates the taxes will produce \$1,000,000,000 in revenue, this amount to increase 50 per cent when business becomes normal.

STORE WINDOW IS A MIRROR

A store window reflects the character of the establishment and passers-by usually judge on that basis.

DISC-O-GAMES
TRADE MARK
PAT APPLIED FOR

Equip Your Booths with Stewart Record Stands



COMPACTLY built and designed especially for handling records conveniently in the demonstration rooms, this stand brings efficiency to your record selling.

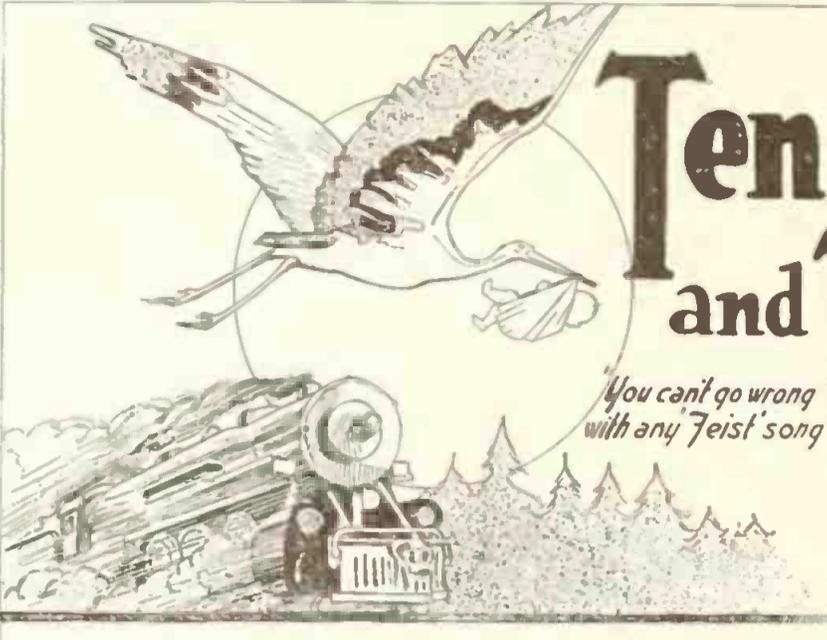
The customer places on the top shelf the records he wishes to hear; on the bottom shelf those he does not want, and on the middle shelf those he wants to buy. Result—no mix-ups and much time saved. A powerful aid to the busy dealer.

No. 5A 010
\$8.70
f. o. b.
Indianapolis

In Mahogany, Golden Oak and Birch finish. Height, 43½ inches. Top, 16½ x 16½ inches. If you have no account with us please send check with order.

STEWART
TALKING MACHINE CO.
Victor Jobbers
INDIANAPOLIS





Ten Little Fingers and Ten Little Toes

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

A "Peach" of a song!

ASK TO HEAR IT!

TALKING MACHINE TRADE SHOWS BIG GAIN IN CLEVELAND

Eclipses All Other Trades as Compared With Previous Year—New Okeh Record Distributors—Wholesalers Oversold—Columbia Carload Sales Drive—New Eclipse Traveler—Granby Activity

CLEVELAND, O., January 8.—The turn of the year brings the talking machine industry of this section into what many believe to be the most enviable position of any industry—showing a gain during 1921 over the business of 1920. Though total figures have not yet been compiled, jobbers assert that the year's business will exceed the highest expectations, and that they surpass the greatest hopes of a few months ago. Since jobbers have had the demands made upon them by dealers, it is reasonable to suppose that retailers have actually sold the machines and records. In a word, the talking machine trade eclipses any other trade in this section, for it is the only one that does not report a loss from 1920 figures. This is an achievement worthy of special emphasis.

Many Orders to Be Filled

Significantly, most lines of talking machines show the same proportionate gain. Shortages, predicted months before the Christmas season began by those who had witnessed similar conditions in former years, were experienced by most jobbers. As a whole, there are still hun-

dreds of machine orders to be filled by the wholesale trade.

Victor Wholesalers Oversold

Victor business was the biggest in the history of the Cleveland Talking Machine Co., according to Howard J. Shartle, general manager, during December. Both November and December business was expected to pass the same period of a year before, and the total for the year was expected to make a similar showing. The Eclipse Musical Co., Victor wholesaler, likewise was oversold, according to Edward B. Lyons, general manager, and deliveries on the business booked will continue through January.

The Activity in the Other Zones

Certain models of the Cheney phonograph were taken in such number by dealers that a decided shortage was experienced before the Christmas season was over, according to George R. Madson, president of the Cheney Phonograph Sales Co. Granby demand exceeded all plans for prompt delivery, according to C. H. Kennedy, the Kennedy-Schultz Co., distributor. Columbia carload sales stimulated business for

many dealers in the northern Ohio territory, according to S. S. Larmon, branch manager, and raised the total business done to what, final figures are expected to show, is equal to last year's business. There was practically nothing left for dealers to choose from during the last days of the campaign in Edison instruments, in the opinion of phonograph company officials.

New Okeh Record Distributors

Plans for the new year already are being shaped by leaders in the trade here, the first to be announced being the taking over of the Okeh record distribution by the Record Sales Co. and the opening of a branch office in Pittsburgh by that firm. The Okeh records will be added to the company's present Odeon and Fonotopia lines. With the completion of present plans the company will cover all of Ohio and the greater part of Pennsylvania. The Record Sales Co. has the same personnel as the Cheney Phonograph Sales Co. George K. Madson is president and T. R. Buel, secretary-treasurer. M. O. Giles, special representative of the General Phonograph Corp., was in town this week co-operating in planning the initial campaign. The Okeh records have been distributed by the Kennedy-Schultz Co., which firm will continue as the wholesale representative of the Granby phonograph in this district.

Columbia Carload Sales a Success

The carload sales planned by Columbia branch officials here have been more successful than the most optimistic dealer anticipated. In addition to those named previously, the Standard Music Co., Akron; Robert L. Seeds, Columbus, and Charles L. Yockey, Newark, entered into these events. In nearly all instances the carloads were disposed of long before the Christmas period ended. Truck loads of the machines, on parade, featured all these events. Special salesmen from the Cleveland branch, including Dan Des Foides, W. H. Inderrieden, William Underwood and J. G. Mejord, aided the dealers in putting the sales across.

Columbia "Family" Celebrates

Christmas was celebrated by the Columbia branch "family" in the salesrooms of the firm. George Krauslick's band played for the dancing. Mr. Krauslick is manager of the record department. E. F. Hughes, Miss Florence Turner, Miss Gwen Tremble and others entertained. Max Levy, Columbia dealer, distributed cigars, and Santa Claus, by proxy, gave presents to everyone, each gift being in a way symbolic of the eccentricities of the one receiving them.

New Eclipse Co. Traveler

The staff of the Eclipse Musical Co. has been augmented by the appointment as traveling representative of Don B. Lightner, formerly of the J. E. Lightner Co., Painesville. Mr. Lightner has been in the retail end of the business for five years, and is well known throughout the district.

Among dealers to broaden their scope for the new year is the Kloefer Music Shoppe, Bucyrus, which adds the Brunswick line. The firm is

(Continued on page 78)



The "NEW" MOTROLA

With Universal Motor

Operating on All Electric Currents

NOW SELLING AT RETAIL \$19.50

Liberal Trade Discounts, of course.

Any of our exclusive distributors herewith listed are prepared to offer you prompt and efficient service

Distributors for State of Illinois RUDOLPH WURLITZER CO., Chicago.	Distributors for Greater New York CHARLES H. OITSON & CO., New York City.	KRAFT, BATES & SPENCER, Boston, Mass. Exclusive distributors for New England States.
BRUNSWICK-BALKE-COLLEGER CO., Chicago.	SILAS E. PEARSALL CO., New York City.	COHEN & HUGHES, Baltimore, Md., and Washington, D. C. Exclusive distributors for Maryland, Dis- trict of Columbia, Virginia, North Car- olina, Southern Delaware and West Virginia.
COLE & OUNAS MUSIC CO., Chicago.	BLACKMAN TALKING MACH. CO., New York City.	BUFFALO TALKING MACHINE CO., Buffalo, N. Y. Exclusive distributor for Western New York.
H. A. WEYMANN & SON, Philadelphia, Pa. Exclusive distributors for Eastern Pennsylv- ania, Southern New Jersey and North- ern Delaware.	CABINET & ACCESSORIES CO., New York City.	STEWART TALKING MACHINE CO., Indianapolis, Ind. Exclusive distributor for Indiana.
BUEHN PHONOGRAPH CO., Pittsburgh, Pa. Exclusive distributor for Western Pennsylv- ania, Eastern Ohio and Edison Dealers in West Virginia.	KNICKERBOCKER TALK. MACH. CO., New York City.	PERRY B. WHITSIT CO., Columbus, Ohio. Exclusive distributor for Central Ohio.
MOTROLA SALES CO., OF NORTHERN OHIO, 1404 E. 9th St., Cleveland, O. Exclusive distributor for Northern Ohio.	GREATER CITY PHONOGRAPH CO., New York City.	
	INTERSTATE SALES CO., Milwaukee, Wis.	
	BAOGER TALKING MACHINE CO., Milwaukee, Wis. Exclusive distributors for Wisconsin.	

LOUIS A. SCHWARZ, exclusive factory representative for the United States and Canada

JONES-MOTROLA, Inc. 29 W. 35th ST., NEW YORK



75c Gennett Records 75c

A pre-war price, priority in real hit releases, and quality in recording have created an unprecedented demand for Gennett Records.

"First and Best on Gennetts" is the popular slogan. Get acquainted with the new hits. Weekly releases.

GENNETT RECORDS

Manufactured by

THE STARR PIANO COMPANY

Richmond, Indiana

New York—Chicago—Los Angeles—Birmingham
Detroit—Cincinnati—Cleveland—Indianapolis
Boston—Jacksonville—London, Canada

LARGE TRADE GAIN IN CLEVELAND

(Continued from page 76)

by no means new to the talking machine trade here, however, having been in the Victor line for several years. The firm plans to extend its operations into the country about Bucyrus.

Howard J. Shartle, Jr., Arrives

Cigars distributed by Howard J. Shartle, general manager of the Cleveland Talking Machine Co., about Christmastime had a double significance. On December 20 a new member to the talking machine fraternity was added in the person of Howard J., Jr. Howard, Sr., now wears his well-known smile all the time.

The Cleveland Talking Machine Co. gave Christmas presents to some 200 friends, among them being bound volumes of all the Victor records for 1921.

John Steel a Welcome Visitor

A gain in popularity for the theatre, the talking machine, the artist and music was acquired during the personal appearance here of John Steel at the Hippodrome Theatre. Excellent co-

operation was given to this end by Keith officials and the Cleveland Talking Machine Co. for the trade. Mr. Steel appeared at the Euclid Music Co., the L. Meier & Sons' and the Buescher Co.'s stores and autographed records. Hundreds of persons met him at each establishment. Publicity was prepared by the Keith management to apprise the public of his appearance at these stores. Mr. Steel sang songs, the records of which may have required additional boosting such as this, in the opinion of dealers. He gave a singing lesson to some 500 aspirants for concert or stage honors. And he was one of those who appeared at the request of City Architect J. H. MacDowell to assist in testing the acoustics of the new public hall, critics having declared said acoustics to be inefficient.

An Attractive Window Display

How a talking machine can be used to convey the spirit of Christmas in window display was demonstrated in the picture created by Mrs. M. M. Smith, talking machine department of the Harmony Music Shoppe. The machine was con-



verted into a motor sleigh, with records for wheels, and Santa Claus driving it. The whole was surrounded with snow. The window served to stimulate holiday demand at the tail end of the buying period, according to Walter S. Raeder, member of the firm.

Granby Signs on Door Knobs

Another new retail establishment makes its bow at the turn of the year, the Frey-Fisher Co., in the East End, introducing the Granby phonograph in that section. This is one of the largest departments for a neighborhood store in this district, in the opinion of H. C. Schultz, of the Kennedy-Schultz Co., distributor. The opening was heralded with the placing, in one night, of 10,000 door-knob hangers on front doors in the vicinity. Members of the Kennedy-Schultz organization aided in the opening.

Results of the campaign being conducted by the Phonograph Co. with Edison dealers soon will be announced, according to E. S. Hirschberger, advertising manager. This is a series of sales contests, in progress since August. The object is to see which dealer and salesman dispose of the most merchandise in this period, and also who does the most business in dollars and cents. Prizes include an expensive watch and free trips to the Edison school of salesmanship. The contest has been so arranged that each contestant will have a fairly even break in attaining the higher honors.

Plans of the Euclid Music Co. include the direct-by-mail system of ascertaining the ownership or non-ownership of Victrolas. About 2,500 families will be reached by this medium, offering a prospect list extraordinary for the new year drive.

Shortage of Brunswick Machines

The shortage in instruments was thoroughly demonstrated at Brunswick headquarters here. Orders for hundreds of machines that could not be delivered in time for the holidays were on hand, according to V. K. Henry, phonograph division manager in this district, but these are now being filled since receipts are heavier. A. J. Kendrick, general sales manager, was in town at the beginning of the month to aid in planning the campaign for the new year in this territory.

NEW RECORD TESTING SYSTEM

Columbus, Ohio, Store Installs New System That Eliminates Interruption

COLUMBUS, O., January 3.—An innovation in record selling has been introduced in the talking machine department of Spence's Music Store here, and it is evidently meeting with the complete approval of the company's customers. The record customer obtains the record desired and then places it on the turntable of a talking machine in a box-like compartment. Seating himself on a stool in front of the compartment, the customer inserts the receivers in his ears and is thus able to listen to the music of the record without annoyance from outside noises.

BRUNSWICK SHOP CHANGES HANDS

LAGRANGE, ILL., January 5.—The Forest Park Brunswick Shop, of this village, has been purchased by M. F. Hill, who has been in business locally for twenty-eight years. A complete line of Brunswick machines and records is handled, and in addition a well-stocked sheet music department has been installed.

Christmas Business is over—but

BUBBLE BOOK business is going right ahead

THERE are no dull months for Bubble Books. They are in season every month in the year and will sell just as well this month as they did last.

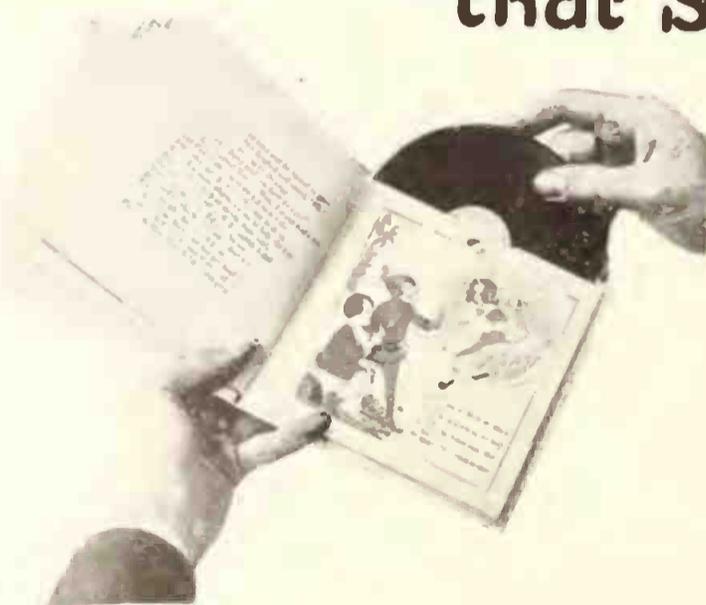
THE thousands of children who received one Bubble Book for Christmas are going to demand the others right away.

BE ready for this demand—Display Bubble Books and make January one of your best months.

Remember—When you sell one you sell a habit, and when you sell a habit you are doing business.

BUBBLE BOOKS

“that Sing”



HARPER & BROTHERS

Bubble Book Division

130 West 42nd Street

New York City

The Trade in PHILADELPHIA and LOCALITY

PHILADELPHIA, PA., January 4.—The talking machine business in Philadelphia finally turned out to be quite satisfactory, very much to the surprise of the jobbers and dealers who, for some reason or other, were experiencing a rather lethargic business through the late Fall and were rather anticipating a bad holiday trade. It all seemed to come in December in such a volume as to be equal to the business done last year, and with the firms in general the business of 1921 came very close to being equal to that done in 1920, which was the banner year.

Machines came through in good shape and there seems to have been plenty to go around. In the Victor Co.'s product, the only machine on which they were short in delivery, owing to the big demand for this style, was in the Style 100, in mahogany. But very few sales were lost on this account, for most of the dealers were able to supply some other machine to take its place.

Ornstein Business Being Continued

Little of importance transpired here during the month and the trade enters the New Year in very good shape. The death of George D. Ornstein, in December, took away from the Philadelphia jobbers one of the few of its members, and so far as is known now the business will be continued at its present location, 1025 Arch street, by Mr. Ornstein's widow, through her attorney here, Mrs. Ornstein's residence being in New York.

New Distributor to Be Announced

The Philadelphia Show Case Co., which for some years has figured in the talking machine business here, first as representative of the Sonora and L'Artiste machines, and later as the

local Vocalion distributor, left the talking machine field with the first of the new year, and a new distributor is about to replace this firm, though his name has not been announced by the Vocalion Co.

Emerson Business Conducted From New York

During the month Harry Fox, who for several years has been the Emerson distributor here, has relinquished that representation and the Emerson wholesaling is now being conducted from New York. Mr. Fox continues at 810 Arch street, closing up the Emerson machines and records on hand, and expects shortly to make the announcement of a new representation. Mr. Fox has a fine location and a well-appointed establishment and has been one of the brightest, most active and progressive of the young Philadelphia talking machine men.

Getting Matters Straightened Out

There were two Pathé managers here during the month, Mr. Johnson first, who has been replaced by O. M. Kiess, from the New York headquarters, who has come here to put new life and energy into the business and hopes very soon to get matters straightened out in a way satisfactory to the manufacturers and the handlers of this popular machine.

A. J. Heath Sells Controlling Interest

The firm of A. J. Heath has been dissolved, but will be continued under the old firm name of A. J. Heath & Co., by C. A. Malliet, the former vice-president of the company. Mr. Heath has sold his controlling interest in the business he established two years ago. The firm has been the leading distributor here of the Okeh records.

Through the efforts of Mr. Heath the Okeh records are now well established in this territory

and Mr. Heath says the present organization, under Mr. Malliet, will be able to carry on the work, while he desires to become identified with a business which will occupy more of his time and effort. The future plans of Mr. Heath will be announced soon. The retirement will not officially take place until January 15. Mr. Heath has been the president and treasurer not only of the Philadelphia, but also of the Baltimore firm operating under his name.

Louis Buehn Discusses Outlook

Louis Buehn reports that his firm enjoyed a most satisfactory holiday business and they had plenty of goods, with the exception of the Victor 100. He believes that business is going to be somewhat quiet during the first few months of the new year. Although not inclined to predict thereafter, he feels that business next year will equal if not exceed the present one.

Columbia Force at Year-end Dinner

The Columbia Co. has had a very good year here and its carload scheme has been the means of getting rid of a big surplus of instruments it had on hand. The heads of departments, as well as the sales force of Columbia, had a Christmas dinner in Philadelphia on Saturday, December 24, starting at one o'clock at the Hotel Adelphia. Those who were present state it was a very great success and that, aside from a number of interesting speeches, J. D. Westervelt initiated those present into the Tank Club as members.

Mr. Lorenzo, of the Dealers' Service department of the Columbia Co., accompanied by C. E. Sheppard, spent a few days during the two holidays visiting dealers at Scranton, Wilkes-Barre,

(Continued on page 80)

Babson Says Fair Business Buehn Says Good Business for 1922

First reference is to phonograph business generally. The second to Victor business specifically.

Fair business awaits the average dealer—Good business the man above the average, the "go-getter"—the advertiser—the creator—the outside worker.

Tie up your strength with the creative resources of this organization. Make this a profitable and successful Victor year.

The Louis Buehn Company
of Philadelphia

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

Hazleton and Stroudsburg. At the same period John J. Doherty, the branch credit man, spent several days in Harrisburg, Pa. Miss Margaret Martin, the Columbia's educational representative, spent the holiday week in Wilmington, where she conducted a teachers' meeting instructing the teachers there how to use the Columbia machine in the classroom.

Blake & Burkart Branching Out

Blake & Burkart, the Edison and Vocalion handlers here, at Eleventh and Walnut streets, contemplate moving in a short time, although their lease is not out until July 1. They will have two stores instead of one in the near future. They have already rented a store at 20 South Tenth street, close to the shopping district, which they will open about the first of February under Mr. Elton, who has long been connected with the Blake & Burkart firm. The firm is also negotiating for a main store near Seventeenth and Chestnut streets, in the very heart of the majority of their customers, a fashionable neighborhood where most of the high-class Edison trade lives.

The Blake & Burkart firm report that they enjoyed a very good business in December and are quite well satisfied with the Vocalion business they have been doing. Since Christmas they have had a wonderful record business, not alone on Edison records, but also on the high-class Vocalion records. They will continue, in the new year, the exclusive handling of the Edison and Vocalion, both machines and records.

Penn Co. Reports Business Advance

The Penn Phonograph Co. enjoyed an unusually good year, although goods came in so late that the sales and office forces were compelled to work evenings the last few days in order to get out purchases. The company's record business was in advance of 1920 and it was busy all last week getting out the January records, which arrived several days late. The firm made liberal money distributions among its sales and office force, and sent out handsome wallets to the trade. Miss Bessie Markley, of the Penn clerical force, spent the Christmas holidays at her former home in Zeiglersville, Pa.

Weymann Closed Great Holiday Business

H. A. Weymann & Son, distributors and manufacturers, report that their business in December was remarkable. "In all our departments," said Mr. Weymann, "we went far beyond our expectations. Of course the bulk of the business was done the week before Christmas. All the dealers in our territory report a great shortage

of Victrolas, but we were able to complete the orders we had on file, on the last day's shipment, with the exception of Style 100, mahogany. This style failed to reach us, according to schedule, on the 24th. However, most of our dealers managed to hold their sales by substituting types of styles No. 80 and 90. The demand for Victor records was enormous. Likewise in the musical instrument department the demand for the Weymann-Keystone State's string instruments, during the week preceding Christmas, according to reports from all of our dealers, far exceeded any previous December week."

George D. Shewell, Jr., in Harness

George Dunbar Shewell, Jr., a son of G. D. Shewell, the head of the Cheney distribution here, has joined his father's force as city representative and has already made good—a veritable chip of the old block. He is a most affable young man and is well liked by the Cheney customers.

He has entered the business with the enthusiasm of youth, having but recently come out of school.

Handicapped Through Shortage of Stock

Manager Nelson, of the Brunswick here, was handicapped in December on account of the shortness of stock, although many carloads of machines reached this city in the month. They have not been able to appoint any new agencies recently, but hope to do so shortly after the first of the year. Mr. Nelson states that the firm's business was much better than last year, and he believes, with the company's plans for a greater production, that their business here will be helped materially in the new year. The local firm received some of the new Brunswick consoles early in the month and they were quickly taken up and have already become deservedly popular with the local purchasers.

Plans Active Campaign in New Year

O. M. Kiess, shortly after coming here to take charge of the Pathé's local distribution, secured the services of H. S. Pope, who had been with the Pathé for several years, but resigned shortly after Walter L. Eckhardt relinquished the representation here. Mr. Pope is a man of wide experience in the business and is looking for a bright future for the Pathé in this market. He is planning an organization and a campaign here which he feels sure is going to spell success.

Rainbow Records With Heath & Co.

A. J. Heath & Co. have recently added to their line the handling of the Rainbow records, gotten out by the Rodeheaver Record Co., of New York and Winona Lake, Ind. These records consist of gospel songs, messages and sacred music by prominent singers, ministers and evangelists. They have a long list of records of considerable variety.

Joins Columbia Forces

James Robinson was added to the Columbia's sales force during the month to cover southern New Jersey, Delaware and a part of Pennsylvania.

Union Co.'s Attractive Window

The Columbia Co.'s office here recently received a picture from the Union Music Co., Columbia dealer in Harrisburg, of its Christmas window, which was unique and which attracted a great deal of attention. The Columbia firm has been selling Grafonolas by the carload and has been advertising that fact, so the Union Music Co. placed an electric track and cars in its window and attached to the locomotive a

On Guard



Penn-Victor Dogs are the best watchmen of Victor Welfare in the Home.

Sold by most Victor Distributors.
Write them or us for prices.

Penn Phonograph Company

913 Arch Street

Philadelphia, Pa.

Victor Wholesale Only



Make The New Year
A Big Year
In Sales and Profits

Oké Records

Will Be A Big Help

SONORA COMPANY OF PHILADELPHIA

1214 Arch Street

Philadelphia

number of freight cars, each bearing the sign, "A carload of Columbias." It also had a big placard in its window containing a similar announcement.

Geo. D. Ornstein's Funeral Largely Attended

The funeral of George D. Ornstein, the Victor jobber here, which took place early in the month, attracted a large number of Victor dealers from all over the country, and was attended by practically all the local dealers.

The People's Talking Machine Co., of this city, is giving away a very fine Grand Opera Book as a present to all its customers.

Some Recent Trade Visitors

Among recent trade visitors here were: Robert Porter, field sales manager of the Columbia Co.; J. A. Wuchter, of Allentown; F. L. Lowry, Berwick, Pa.; Mr. Youngjohns, Norristown, Pa.; Calver Anderson, Wilmington, Del.; Mr. Monroc, of the Brunswick Shop, Williamsport, Pa.; Mr. Zercher, of the Regal Co., Harrisburg, Pa., and Mr. McAllister, of Watt & Shand, Lancaster, Pa.

Visitors to Weymann's included: M. F. Malarkey, Pottsville; Paul Britz, of Reading; Elmer Fouratt, a new Weymann account in Reading; Nathan Worth, Riverside, and R. M. Watts, who recently bought out the J. J. Ryan store at Burlington, N. J.

Charles F. Tracey, of the Aeolian Co., is to be noted as among the recent Aeolian Co. visitors.

New Columbia Agent in Bryn Mawr

The Vassello Music Shop, an exclusive Columbia shop, has been started at Bryn Mawr. It is named for the proprietor, Mr. Vassello. The building, in one of the most desirable locations in the suburban town, is fitted in such a way as to make a striking commercial establishment of the place.

WANAMAKER LOOKS FOR "SETTLING DOWN" YEAR

The Merchant Prince of New York and Philadelphia Believes the Country Will Get Nearer Even Keel Despite Many Vexing Problems

John Wanamaker, commenting early this month on the business outlook for the coming year, pointed out that high wages, costs, rents and taxes still exist and that these will have to be adjusted before business can get back to an even keel. He predicts that 1922 will be a year of settling down and getting near to a normal balance. His statement reads:

"Every good American must look into the new year hopefully. There are still the conditions of high wages, high costs, high rents and high taxes to be dealt with. There will have to be an adjustment of these things before business can get on an even keel.

"Every business man wishes, of course, that it could all be settled at once by some single sweeping action—adjusting wages, adjusting costs, adjusting prices, adjusting rents, adjusting taxes, all coming down together.

"But let us not be discouraged. The nation is full of life and health. It has the right spirit and is not panicky-minded. It has great opportunities, greater than the opportunities of any other nation in the world.

"We made progress in 1921. We are better off than we were in 1920.

"The year 1922 will continue to be a year of settling down and getting nearer to an even keel."

Any business arrangement that is not profitable to the other fellow will in the end prove unprofitable to you.

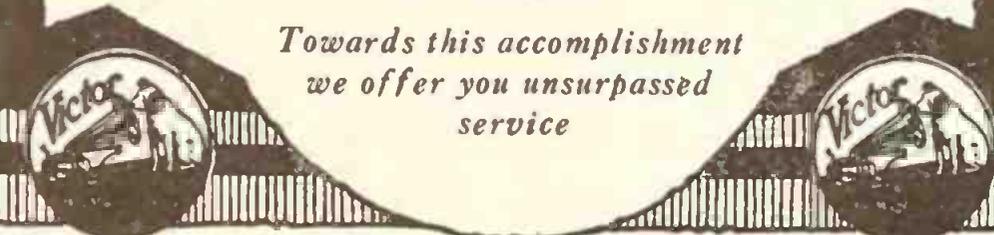
Italian Music Rolls
Largest collection of Italian and other foreign music rolls in the United States. Catalogs and discounts on application.
UNITED MUSIC STORES
619 Cherry Street Philadelphia, Pa.
225 W. Mulberry St., Baltimore, Md.

WEYMANN 1108 CHESTNUT ST. PHILADELPHIA, PA.
VICTOR WHOLESALE DISTRIBUTORS

Q. R. S. PLAYER ROLLS
WEYMANN "KEYSTONE STATE" STRING INSTRUMENTS

1922 promises to be a year that will hold much good in store for the Victor retailer. Therefore, at the beginning of this important year we urge that every Victor retailer concentrate his energies on Victor merchandise and we believe his efforts will be well repaid

Towards this accomplishment we offer you unsurpassed service



OPTIMISM IS DOMINANT FEATURE OF PITTSBURGH TRADE

Dealers Manifest Determination to Go After Business—Leading Trade Members Review Present and Future Prospects—Standard Co.'s New Home Near Completion—News of the Month

PITTSBURGH, PA., January 5.—Optimism is the dominant feature in the talking machine fraternity in this city and vicinity since the New Year. While the past twelve months were not as satisfactory from a business standpoint as had been anticipated, the general sentiment of the talking machine dealers here is that this year much better things are in store for the trade as a whole.

At any rate, there is a more pronounced determination on the part of various dealers to go after business than ever before. This has been demonstrated by the business that was handled the week or ten days prior to Christmas. By use of the newspapers as an advertising medium and circularizing of prospects a number of talking machine dealers were enabled to turn what looked like a poor holiday season into a very remunerative one.

Slackness in Steel Trade Hurts Business

Many dealers here are extremely optimistic as far as the business outlook for the next six or eight months is concerned. The prosperity of the talking machine trade in this section is based on the measure of activity that prevails in the iron, steel, coal and coke industries. At present the operations in these respective lines of trade are rather hesitant. While orders are being booked by the large steel companies they are not of sufficient volume to keep the mills operating at anything like normal capacity. The expectation of the mill managers is that with the advent of the Spring months enough orders will have been booked to justify a real resumption of the mills. This will, in turn, stimulate business of all kinds here.

Evans Anticipates Good Victor Trade

Thomas T. Evans, manager of the wholesale Victrola department of the C. C. Mellor Co., is of the opinion that there will be a very satisfactory volume of Victor business handled the next three or four months. He is strongly of the opinion that the era of good business is in sight and that it will be the progressive and enterprising dealer who will obtain a generous share of business during the next twelve months.

George H. Rewbridge, manager of the wholesale Victor department of the W. F. Frederick

Piano Co., also is anticipating a brisk season ahead for the Victor line.

Good Business for Columbia Dealers

S. H. Nichols, manager of the Pittsburgh offices of the Columbia Co., said: "We are absolute believers here in the permanence and continued prosperity for the Columbia line in this territory. We believe that there will be a revival of business conditions soon, not rushing or swift, but moderate and steady, that will be lasting and justify the retail talking machine merchant in making plans for increasing his business capacity. The mills of the Pittsburgh district are an infallible indicator of general business conditions here and when they are running full all other lines of trade prosper." Mr. Nichols stated that he was convinced that the new year would be a prosperous one for the Columbia dealers.

Scanlan Forecasts Brunswick Outlook

J. A. Scanlan, manager of the sales department of the Pittsburgh offices of the phonograph division of the Brunswick-Balke-Collender Co., in a forecast of the year said: "We are prepared to give the Brunswick dealers the best of service and to improve it, if possible. The outlook for business is good and we believe that the Brunswick phonographs and Brunswick records will attain more popularity during the coming year than ever before. The standing of the Brunswick line in this territory is assured and our dealers are highly satisfied

(Continued on page 82)

DECALCOMANIA

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

All that I need is you, dear.

HEAR IT NOW

ALL THAT I NEED IS YOU

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

OPTIMISM DOMINANT IN PITTSBURGH

(Continued from page 81)

with the manner in which the public has taken to the Brunswick phonograph, as well as at the excellent co-operation that was accorded them by the company." Mr. Scanlan stated that all indications pointed to an increase not only of sales, but also of Brunswick dealers the coming year, as many applications had been made by interested persons who wished to handle the Brunswick line.

H. J. Brennan Comments on Business

H. J. Brennan, manager of the Pittsburgh Talking Machine Co., Pathé distributor, said: "The outlook for business is good and there is not the slightest use for anyone to be disturbed or pessimistic over the business field. The talking machine trade in this city and adjacent territory has enjoyed a splendid business in the past and I am more than convinced that this Spring will see a splendid revival of business. With a resumption of the industries that have made Pittsburgh known the world over there must be a corresponding upward trend in all other lines, the talking machine trade included.

Gately & Fitzgerald Feature Pathé

Major "Jack" Barnett, the midget demonstrator of the Pathé, was for several days at Altoona, Pa., prior to the holiday, where the firm of Gately & Fitzgerald had a showing of the Pathé and Actuelle lines. One of the features was the free bestowal of a Pathé machine to Mrs. Grace Harkness, of Altoona. As each woman visitor entered the talking machine shop her name was registered and when the display period was over all of the names were placed in a box and one was drawn from the mass, which had been thoroughly shaken up.

P. S. Mechling Joins Dawson Bros.

Paul S. Mechling has been appointed sales manager of the Dawson Bros. Piano Co., dealers in Starr phonographs and Gennett records.

Bible Classes Give Victor Concert

The Men's Bible Class and the Women's Bible Class connected with the Sunday School of the Fifth Street Methodist Episcopal Church at Harrisburg, Pa., gave a Christmas entertainment to the inmates of the Dauphin

County Home, in which two Victrolas featured. When the entertainment closed one of the Victrolas was presented to the men's tubercular ward and the other to the women's ward, together with a number of Victor records.

Talking Machines for Home Inmates

The Grand Jury of Cumberland County, at Carlisle, Pa., in a recommendation to the court, made the observation that it would prove advisable for the county commissioners to purchase several talking machines and records for the use of the inmates of the Cumberland County Home. At Pottsville, Pa., the Schuylkill County Grand Jury made a like recommendation some time ago. Public-spirited men and women at Reading, Pa., some months ago, presented two Victrolas to the Berks County Home, with a large assortment of records.

W. C. Dierks Receives Present

W. C. Dierks, treasurer of the C. C. Mellor Co., was presented with a handsome desk set for a Christmas gift. The arrangements were made by Miss Hyams.

Talking Machine for Restaurant

The Fulton Cafeteria, one of the large downtown restaurants, located in the Fulton Building, has installed a talking machine in the main dining room.

Passing of Joseph E. Hardwick

Joseph E. Hardwick, a well-known music dealer, died at his home in Uniontown, Pa., on December 26, aged forty-six years. He had been operated on at the Uniontown Hospital for the removal of the small toe on his right foot and was taken home on Christmas Day, apparently on the road to health. Death ensued the following morning. His widow and five children survive.

Mr. Hardwick, who was a veteran music merchant, handled the Aeolian-Vocalion and Vocalion records, in addition to a line of pianos.

Standard Co.'s New Home

The Standard Talking Machine Co., Victor distributor, will soon open its new home on Penn avenue, which is now receiving the finishing touches at the hands of the painters and decorators, after having been remodeled. When ready for the formal opening the new building will be one of the finest in the city. Ample facilities will be employed for giving

up-to-the-minute service to Victor dealers. On the second floor will be installed a large room for the use of Victor dealers for holding meetings, etc. The offices of J. C. Roush, president of the company, will also be on the second floor. The offices of French Nestor and Wallace Russell will be on the first floor. The lobby at the entrance will be richly decorated and will form a most fitting entry to the store. A complete printing plant will be installed on the first floor. Ample facilities for railroad service are secured from a siding that is approached from the second floor and where two cars can be unloaded simultaneously.

Bright Outlook for Sonora

H. Milton Miller, manager of the Sonora Phonograph Co.'s Pittsburgh offices, is viewing the New Year with complacency, stating that the excellent record established by the Sonora in the past justifies the expectancy that the public will continue to buy freely of the Sonora line. Mr. Miller is an advocate of the period models and believes that the Sonora dealer who makes a specialty of placing Sonora period models in the homes of his patrons, will score heavily in sales records.

Clark Co. Secures Vocalion Dealers

The Clark Musical Sales Co., Aeolian-Vocalion distributor, is preparing for a brisk season. A number of new dealers have been listed during the past few weeks and the management here is confident of securing a good share of business in 1922.

Victrola School Contest

The prize-winners in the Victrola school contest, held by the educational department of the Johnson Music Co., in which a number of essays were submitted, have been announced. The title of the essays submitted was "Why Should There Be a Victrola in Every School and Home?" The judges were: Mrs. T. C. Donovan, president of the Tuesday Musical Club; Ralph Lewando and Carl Bernthaler, of the good music committee of the Musicians' Club of Pittsburgh.

The first prize of \$20, in the sixteen to twenty-one-year-old group, was awarded to Curt L. Blumer, of Millvale, aged nineteen, who attends the Pittsburgh Academy night school.

The \$10 cash prize was given to Miss Katherine E. Dunning, of Aspinwall, aged fifteen, of the Aspinwall High School. She was entered in the eleven to fifteen-year-old group.

In the up to ten-year-old group the \$5 cash prizes went to Katherine Swanson, of Homestead, aged eight years, who attends the Fourth Ward School, and to John Regis Fisher, aged nine, of Ingram, who is a student in St. Philip's Parochial School, Crafton, Pa. In the latter group the two prizes were awarded because the judges couldn't decide which was the better.

Good Edison Trade in View, Says Buehn

A. A. Buehn, treasurer of the Buehn Phonograph Co., Edison distributor, stated that all indications pointed to a very satisfactory season ahead for the Edison line.

"MAGNET" DECALCOMANIE NAMEPLATES



FOR TALKING MACHINE CABINETS ETC.

Pamphlets with fac-simile illustrations and prices mailed on request.




FROM THE PHONOGRAPH CO.
1240 NURON ROAD (formerly 1240)
112 E. BROOK STREET
- CLEVELAND -

SOLD BY
WALTER D. MOSES & CO.
112 E. BROOK STREET
RICHMOND, VA.

SOLD BY
J. E. STAFFORD
AUGUSTA, GA.

SMITH-SCHIFFLIN CO.
149 Church Street New York City

MICA DIAPHRAGMS

Absolutely Guaranteed Perfect
We get the best India Mica directly.
We supply the largest Phonograph Manufacturers.
Ask for our quotations and samples before placing your order.

American Mica Works
47 West St. New York

TRADE PROSPECTS IN SOUTH AFRICA

American Consul General at Cape Town Furnishes Interesting Report on Condition and Outlook of Talking Machine Trade

Alfred A. Winslow, American Consul General at Cape Town, South Africa, in a special report to The Talking Machine World regarding the trade in talking machines in his district, states that during the year 1920 the total imports of phonographs and gramophones into South Africa were valued at \$367,000. Of this amount the United Kingdom was credited with \$243,000, and the United States with \$67,000. The bulk of the imports from the United Kingdom consisted of American phonographs and gramophones manufactured in England.

The customs duty on phonographs and gramophones imported into South Africa was 25 per cent ad valorem. A rebate of 3 per cent is granted on the manufactures of the United Kingdom and reciprocating British colonies. Phonograph records are subject to the customs duty with a light rebate on the manufactures of the United Kingdom and reciprocating British colonies.

The higher grades of phonographs and gramophones are becoming very popular in South Africa, although the cheaper grades, particularly from Germany, have been finding a ready sale in this country.

The following list of names of firms importing phonographs and gramophones into South Africa has been furnished by the American Consul General, Cape Town, South Africa. American consular officers in any foreign city will furnish such names directly to any American firm or individual addressing them:

C. Bothner, P. O. Box 1624; Darter & Sons, P. O. Box 174; Forrests & Co., G. R. P. O. Box 88; W. Duncan Gray, P. O. Box 1544; Perry & Co., 104 Adderley street; Petrie & Son, 4 Barrack street; H. Polliack & Son, P. O. Box 227; G. W. Price & Son, P. O. Box 278, and R. Muller, P. O. Box 133.

SECURES AGENCY FOR MOTORS

William Brand to Handle Lindstrom Motors and Diaphragms in This Country

William Brand, who for a number of years has been connected with several large organizations in the talking machine industry in the capacity of sales manager, some time ago opened offices at 27 East Twenty-second street, New York City, where he has been successfully conducting a distributing business. Mr. Brand now announces that he has secured the exclusive agency for the Carl Lindstrom Co., of Germany, manufacturer of single spring motors and mica diaphragms. These motors are of several designs, thus placing a single-spring motor in the manufacturers' hands that can be used in several types of talking machines.

INCREASE CAPITAL STOCK

The Clarion Record Co., of New York, has increased its capital from \$5,000 to \$100,000.

A new Victor department was recently opened by the Hausman Drug Co., of Trinidad, Col. Modern equipment has been installed and the department is a feature of the store.

NEW OKEH "AD" MANAGER

John A. Sieber Appointed Advertising Manager of General Phonograph Corp.—Well Known in Publicity and Dealer Service Fields

John A. Sieber, who has been associated with the service and publicity divisions of the talking machine industry for many years, has been appointed advertising manager of the General Phonograph Corp., New York. E. L. Sampter, who was formerly advertising manager of the company, is now doing special work as an assistant to W. G. Pilgrim, treasurer and assistant general manager of the company.

Okeh dealers will be glad to learn of Mr. Sieber's appointment to the important post of advertising manager, as he brings with him an intimate knowledge of the dealers' sales and publicity problems. For several years he was associated with the dealer service department of the Columbia Graphophone Co., and more recently was head of the Okeh dealer service department. He is planning to give Okeh jobbers

and dealers maximum service and co-operation and several new features in publicity work will be introduced shortly.

WILLIAMS REVIEWS HOLIDAY TRADE

Head of G. T. Williams, Inc., Believes New Year Will Bring Increased Victor Trade

G. T. Williams, head of G. T. Williams, Inc., Victor distributor, of Brooklyn, N. Y., in commenting upon the holiday business, recently said: "Most of the Brooklyn dealers and many others of the metropolitan district anticipated substantial demands during the holiday season and stocked goods accordingly. This, however, was not true in all cases, and there were many last-minute efforts to supply consumer demands. Early January business has shown up well.

"During the coming months business in many other lines will show a gradual improvement, with a natural further call for Victor products. Therefore the retailers' requirements should be planned in advance to meet each new situation."



Durable — Clear Tone — Musical

FOR JANUARY

New Music for the New Year will be found in this month's list. Get acquainted with these records. Send an order to-day and prove their worth to your own satisfaction.

3033 { Granny Song. (Young-Lewis-Akst.) Charles Harrison, Orchestra Acc.
Vocal { Georgia Rose, Song (Sullivan-Flynn-Rosenthal.) Charles Harrison, Orchestra Acc.

3034 { Brother-Low-Down Blues. Fox-trot. (Bernard-Jrivers.) Connorized Jazzers.
Inst. { How Many Times? Fox-trot. (Robinson.) Halley's Lucky Seven.

3035 { Lonesome Lovesick Blues. Fox-trot. Connorized Jazzers.
Inst. { Wimple (I've Got to Have 'Em, That's All) (One-step. (Cantor-Fisher.) Halley's Lucky Seven.

3036 { Stack of Barley. Irish Reel. Accordion and Piano.
Inst. { McBan's Reel. Irish Reel. Accordion and Piano.

3037 { Just Like a Rainbow. Fox-trot. (Earl and Florio.) Lanin's Dance Orchestra.
Inst. { Wee No More, My Mammy, Fox-trot. (Clare-Mitchell-Pullark.) Gentile's Dance Orchestra.

3038 { Stars. Fox-trot. (Aklen.) Nathan Giantz's Orchestra.
Inst. { Sal-o-May. Fox-trot. (Stoltz.) Raderman's Orchestra.

3039 { My Hawaiian Melody. (Ringle-Coots.) Ferrara's Hawaiian Trio.
Inst. { Susquehanna Shore. Ferrara's Hawaiian Trio.

3040 { I Want My Mammy. Fox-trot. (Welner and Itreu.)
Inst. { All That I Need is You. Fox-trot. (Bantly and Baer.) Lanin's Dance Orchestra.

NUOVI DISCHI ITALIANI

118 { A Geranara, Coppia Vocia. (Mattiello-Falco.)
12" Vocal { Duetto Drammatico. Acc. dell' Orchestra Napoletana.
Mata Nova Coppia Covia. Duetto Drammatico. Acc. dell' Orchestra Napoletana.

129 { Morning, Noon and Night, Part I. Honourable Artillery Company's Band.
10" Inst. { Morning, Noon and Night, Part II. Honourable Artillery Company's Band.

CONNORIZED MUSIC CO.

ALSO MAKERS OF CONNORIZED MUSIC ROLLS

817 E. 144th St., New York

UNITED MUSIC STORES

PHILADELPHIA

BALTIMORE

*Illustration
of
Snyder Music
Company's
Establishment,
Wilkes-Barre,
Pa.*



Van Veen designed and furnished all except the four walls and roof of this establishment

*Van Veen
Hearing Rooms
Record Racks
Counters
General
Accessories*

Van Veen Equipment Service

Complete in Every Detail

It is well known in the talking machine and musical merchandising trade that Van Veen service includes full and complete equipment. All incidental appointments, such as general alterations, lighting and ventilating fixtures, floor coverings and the accessories required in connection with Van Veen hearing rooms and store equipment, are supplied by us and designed to meet the special needs of each individual installation.

We feel that the trade should know how complete an equipment service we render; how painstaking all our efforts are to make every detail of your musical sales room perfect. Quality and fitness come first, prices are no higher than catch penny jobbing products sold without consideration of their suitability. This complete service is not conducted for profit, but is part of the work we feel our customers are entitled to.

A few notable examples of this feature of our business are installations of complete musical merchandising plants for the

Columbia Graphophone Co., N. Y. City and Branches throughout U. S.
Hardman, Peck & Co., Brooklyn.
Bloomingdale Bros., Third avenue, Fifty-ninth street, N. Y. City.
Frederick Loeser & Co., Fulton street, Brooklyn, N. Y.
Snyder Music Co., Wilkes-Barre, Pa.
Sonora Phonograph Co., N. Y.
Brounstein, Blatt & Co., Atlantic City, N. J.
Baldwin Piano Co., 142 West Fourth street, Cincinnati, Ohio.
James A. Hearn & Son, West Fourteenth street, N. Y. City.
G. Fox & Co., Hartford, Conn.
Jerome H. Remick & Co., 240 State street, Chicago, Ill.
Griswold, Richmond & Glock Co., Meriden, Conn.
Landau's Music House, Wilkes-Barre, Pa.

We have quoted above the users of some of our large complete installations. The smallest dealer is assured of the same careful attention and the same low prices, because it is only by this policy of fair dealing that Van

Veen & Company have built up the large business they now enjoy.

Van Veen hearing rooms have established a new standard of efficiency. The old joke about blowing smoke through the cracks has been applied solely to the product of others since Van Veen equipment has been available.

Van Veen patented construction positively eliminates open joints by reason of every section being made in one piece. Van Veen double construction is air-chambered throughout, making the rooms more sound-proof than any others on the market today.

Van Veen record racks are all wood. We are replacing many of the racks made by others, of partly cardboard construction, now in use by dealers.

To sum up, we have been directly instrumental in bettering musical merchandise equipment and at the same time have established a standard of low prices which makes us fearless of competition and makes it possible for the dealer in moderate circumstances to have first-class equipment. We give direct and intimate service to our customers, handling our trade directly through trained and efficient traveling representatives, eliminating the annoying red tape of buying through branch agencies, thus saving to the dealer the additional jobber's profit which must either be added to the price or taken out of the quality.

Many of our customers have been saved the cost of expensive blunders; making changes and alterations to their plans by the advice of our traveling representatives.

*A letter, telegram or 'phone call will bring
our service to you.*

VAN VEEN & COMPANY

INC.

Principal Offices

47-49 West 34th Street

New York City

IMPROVING CONDITIONS HELP BUSINESS IN ST. LOUIS

A Year of Unevenness Went Out in a Blaze of Glory—Better Feeling Regarding the Outlook for 1922—A Time to Resolve to Do More and Better Business—News Review Shows Great Activity

St. Louis, Mo., January 3.—First to last, 1921 was a year of ups and downs in the talking machine business, and with a tendency toward dragginess during the greater part of it, but December business, which was more than brisk, went a good way toward making amends for the shortcomings that had gone before. The talking machines, during the year were in pretty much the same situation as befell the pianos the year before. That is, they discontinued selling themselves and the job of selling them became increasingly difficult. All of the distributors and dealers did a fair business, but they had to work for it. It was largely a console year, with the demand for period models growing as the year passed, and being strongest in the pre-Christmas buying. Stocks of retailers in St. Louis and throughout the St. Louis trade territory are understood to be low. In not a few instances they got so low before Christmas that hasty replenishment was necessary. General conditions throughout the southwest, which were not the best during the greater part of the year, are improving and fairly liberal buying by retailers is expected in the early months of the new year.

For the most part merchandising holds to the necessity basis which has obtained since the reaction in general business commenced in the Fall of 1920.

Brunswick Salesmen Meet

An end-of-the-year meeting of Brunswick salesmen was held on December 30 and 31 at the offices of the Brunswick Co. here, under the direction of Manager Robert W. Jackson and Assistant Manager Bennett. Recognition of the good work during the past year was accorded and plans for the coming year outlined.

To Decide Fate of Association

The fate of the Music Merchants' Association of St. Louis, with its large contingent of talking machine distributors and dealers, will be decided at a meeting to be held January 18 at the Statler Hotel. Rudolph Ganz, new director of the St. Louis Symphony Orchestra, and Arthur Gaines, manager of the orchestra, will be the guests of honor. Both will deliver addresses. Afterward the members will discuss whether it is best to continue the organization or let it expire. A handsome souvenir of the meeting is being prepared.

New Dealers for Granby Line

H. J. Arbuckle, manager of the Widener Co.,

says the wholesale business in the Granby line, which was taken on a few months ago, is going big. Accounts have been opened with twelve good retailers in St. Louis and a good trade has been secured in the country. E. W. Schumaker, factory representative, is working city and country.

Miss Loraine Merritt, for the past two years manager of the talking machine department of Scruggs, Vandervoort & Barney, and for nine years connected with the department, resigned December 31 to prepare for her marriage, January 24, to F. G. Abbott, a wholesale druggist of Minneapolis, Minn.

Reports 100 Per Cent Increase

Manager Ennis, of the Stix, Baer & Fuller talking machine department, feels that he has a right to be satisfied with 1921, since it registered an increase of 100 per cent over the business of the preceding year.

Manager J. F. Ditzell, of the Famous & Barr Co. talking machine department, says business got under such headway during the year that it could not stop at Christmas but kept right on through the holidays and into January.

Silverstone's Edison Concerts

The Silverstone Music Co. has been giving a series of Edison concerts at the various police stations and for various organizations, with a total attendance in one week of 2,267 people.

Miss Frieda Meyer, formerly with the Silverstone Co., but who gave up work for a while, is back with that company.

A successful tone test was given by Elizabeth Spencer December 17 at the concert hall of the Silverstone Music Co.

New Year's Resolutions Worth Following

Speaking of New Year resolutions the Koerber-Brenner "Red Seal" for January has this:

"January the first—and a time for making promises. What are you going to swear off this year—too much candy—too much temper—too little sleep—just the same as last year? Selfish resolutions, merely intended to benefit *me*, aren't they?"

"Why not try a new kind this year, a perfectly unselfish resolution for the benefit of the General Public, at least of the General Music Buying Public?"

"Here on the table before us are laid two huge sheets of paper. One is a mass of figures. The other is a beautiful white expanse. The figures are the numbers of the records we sold

last year. What a tale they tell—first of the musical taste of the aforesaid General Public—and a lot longer tale of the sales effort we put forth. For some, the sheet shows very, very black with only an occasional dash of red; for others, a more cheerful amount of red, and, oddly, for the one whose total is greatest, a great splash of red with only enough black to form a contrast.

"Now, for our resolution—that that fine, white space will be covered for 1922 with figures which represent the musical happiness of others. Let us resolve that every person who comes in contact with us for this year will carry away the effect of our effort to have him hear real music."

Some Columbia News

Dealers in St. Louis have been laying particular stress in their advertising on "The Sheik," the most recent Columbia record release. It is expected that the great popularity of "The Sheik," both as a book and moving picture play, will be strongly reflected in the coming sales of the record. Mr. Millikan, of Rolens & Millikan, Murphysboro, Ill., was a visitor at the St. Louis branch office of the Columbia last week. Dealers in this territory report excellent Christmas sales. Interest in the improved monthly Window Displays Service for the New Year has been clearly shown by the many new subscriptions. There has been a substantial reduction in the service starting with the January number. Record sales in St. Louis have been unusually heavy throughout the past month.

Some Brieflets

Joseph Hoffman, the celebrated Columbia exclusive artist, appears at the Odeon in St. Louis January 23.

Dealers conducting sell-by-truck campaigns have had such good results that many are going to continue this efficient sales method indefinitely. Period models have sold unusually well during the holiday season.

Nineteen twenty-one was a good year for the Vocalion and December was a good month for it, says R. V. Johnson, local manager. In the wholesale division the showing on records was particularly good, in fact better than was expected.

John Stevenson, formerly with the Wurlitzer Co. at Springfield, O., has joined the Vocalion organization in St. Louis, and will travel in Missouri and Illinois for the wholesale department.

The Boot Music Co., on Champa street, Denver, Col., has erected a large electric sign on the roof of its quarters which can be seen for many blocks. Victrolas are handled here.

The
**ECLIPSE
MUSICAL Co.**
VICTOR WHOLESALE ONLY
**CLEVELAND
OHIO**

1922 Greetings—

The New Year will bring with it unlimited opportunity for the progressive and aggressive Victor retailer. The Victor industry made phenomenal strides in 1921, and the coming year should be the greatest year in Victor history.

The Eclipse organization is prepared to assist you in getting your share of 1922 Victor prosperity.

Let us prove our willingness.





The many admirers of Charles Hackett will want his latest record, "Could I," a sweet love ballad. The popular tenor at his best! Add this new record to your order. Columbia 49936.

Columbia Graphophone Co.
NEW YORK

QUALITY PRODUCTS PREFERRED BY SAN FRANCISCANS

Period Style Machines and High-class Records Have the Call—Several New Stores Opened Recently—Ready for Tour of the Victor Artists—Business Outlook Viewed Optimistically

SAN FRANCISCO, CAL., January 4.—Holiday shopping in most of the principal merchandising centers of California started rather early this season and continued strong right up to Christmas. The volume of business transacted is estimated to be close to normal, the interior districts making a better showing, proportionately, than the large coast cities. Buying was more conservative this year than last and, apparently, more discriminating. Period styles in machines had a specially good movement and classic records sold well. The merchants of San Francisco spared no expense in making their Christmas show windows attractive, but there was no extraordinary amount of advertising space carried in the newspapers. The wholesalers report some shortage of stock, due to late orders from the retailers, but on the whole the trade is well supplied with standard merchandise. Rainy weather, no doubt, cut down the volume of holiday sales a great deal.

George Coster, who was formerly associated with the California Phonograph Shop, of San Francisco, has accepted a position in the Columbia record department of the Remick Song Shop on Market street.

Louis Connor, proprietor of the talking machine department of the Connor Furniture Store, Rialto, Cal., has taken on the Pathé agency.

New Manager Pleased With Results

J. L. Gibbins, manager of the Victor department of the Emporium, San Francisco, is gratified with the large volume of sales in his department this month. Mr. Gibbins took charge of the department about a month ago, succeeding

Miss Gertrude Kingston, who resigned. He came just in time for the holiday rush.

William Austin Callahan, sales engineer of the Los Angeles office of the Edison company, was in Bakersfield for two weeks this month conducting a sales promotion campaign in connection with the new store of the Hackett-Bristol & Cowan Co. in Bakersfield. This concern has music stores in Fresno, Dinuba and Visalia also, and they feature the Edison line. Mr. Callahan is spending the holidays at Santa Barbara.

The Baillard-Cramer Co., Santa Barbara, opened a music store on December 15 at 1218 State street. Opening business was very encouraging. The company features talking machine merchandise.

Max Wilmark, formerly of Mill Valley, Cal., is now in charge of the outside sales work for M. Newfield & Sons, phonograph dealers, at Lodi, Cal.

Ready for Edison Tone Test

Bookings are well under way for the Spring tone-test tour of the Edison company on the Coast. The artists to participate are Helen Davis, mezzo-soprano; Victor Young, pianist, and Edward Hungerford, violinist. The recitals will start at Phoenix, Ariz., in February, and end in the Northwest probably in May. Other Edison artists to give recitals on the Coast this season are Emmy Destinn, Arthur Middleton and Vasa Pihoda.

Stores Adding New Lines

The Phonograph Studio, Alameda, Cal., which started in business a month ago, has taken on the Columbia line. The proprietor is Louise M. Pates.

Scott & Kennedy, dealers in musical merchandise at Willows, Cal., have taken on the Brunswick line. They also are Victor dealers who are well established in their community.

R. E. Kane, former assistant manager of the wholesale Victor department of Sherman, Clay & Co., has accepted a position on the traveling force of the Chicago Talking Machine Co., of Chicago.

A. G. Corcoran, Pacific Coast sales manager for the Brunswick phonograph, has had splendid success with Brunswick products for the holiday trade. The San Francisco office is short on all the popular models and does not expect to be able to supply their customers with their requirements for a month or two after New Year's. The Brunswick period styles have made a specially strong appeal to the public.

William J. Campbell, who has recently been with the Columbia Graphophone Co. in Los Angeles, is again back in San Francisco and is now on the staff of the wholesale department of Sherman, Clay & Co. He has been away from San Francisco for several years.

Andrew McCarthy Optimistic

Andrew McCarthy, general manager of the wholesale Victor department of Sherman, Clay

& Co., sums up the business situation thus: "In California, both in the large Coast cities and in the interior districts, we have enjoyed a very satisfactory holiday business, and I think it will be found to be about up to normal. The situation here is much better than in the North, and we have every reason to expect a steady improvement in talking machine business all along the line. In regard to the exclusive Victor dealers, experience has surely proved this year that the policy is a wise one. We have the most gratifying reports from all the exclusive Victor dealers. It pays to concentrate on one line."

Ready for Victor Artists' Tour

Billy Morton, manager of the retail Victor department of Sherman, Clay & Co., is enthusiastic regarding the coming tour of the Victor Eight, the artists supreme, who will give a series of concerts on the Coast very shortly. He has arranged already for recitals at Fresno, Sacramento, Stockton, Oakland, San Francisco, San José and Santa Rosa. Mr. Mountcastle, who represents Philip W. Simon, the manager of the Victor Eight, has just been in San Francisco making arrangements for publicity in connection with the concert tour.

High-class Products in Demand

J. J. Black, of the Wiley B. Allen Co., San Francisco, says the general average of talking machine business of the various stores of the company has been most encouraging for the holidays. In some stores the buying was very "spotty" or spasmodic, but there were many surprise sales and high-class merchandise moved very well in most of the stores. The Christmas decorations in the Wiley B. Allen stores were most artistic. Mr. Black says business for the year as a whole is not quite as good as the year before, but the volume of sales on the highest class of goods has been very satisfactory.

Okeh Records Please Purchasers

Kohler & Chase, in San Francisco and other cities, found the demand for Burnham phonographs and Okeh records very gratifying during the holidays. The dealers are pleased with the promptness with which they get the newest and most popular music hits on the Okeh records.

The Paramount Phonograph Shop, Sixteenth and Cleveland Place, Denver, Col., is engaged in an extensive advertising campaign which is getting results.

Princess Watahwaso

Appearing in Costume Presenting



Indian Songs - Dances - Legends

A LIVE VICTOR ENTERTAINER
FOR VICTOR DEALERS AND JOBBERS

Recitals given in warehouses,
schools and recital halls

Booking Now for Season of 1922

Watahwaso Studio

111 W. 68th St.

New York

HEADQUARTERS

For

Single Spring Motors

and

Mica Diaphragms

WILLIAM BRAND

27 East 22nd St., New York City

A TRIO OF INTERESTING CATALOGS

Starr Piano Co. Issues New Volume Devoted to Starr Pianos, Players and Phonographs, Together with a Complete Catalog of All the Gennett Records up to January, 1922

The Starr Piano Co., Richmond, Ind., has started the New Year right by issuing a trio of very attractive catalogs, one devoted to Starr pianos and players, another to the Starr phonographs and the third to Gennett records.

The phonograph catalog is complete and attractive in every particular, showing in great detail the various mechanical features of the Starr, together with illustrations and descriptive matter covering the several models of Starr phonographs, from the table machine to the elaborate console model. The showing includes several upright period styles that are distinctly attractive.

The record catalog has been carefully compiled, and includes the complete lists of Gennett records up to and including January, 1922, a showing, by the way, that is impressive. The catalog is carefully classified so that dance records of various sorts and the recordings of well-known artists may be found without difficulty. The volume is enlivened with interesting portraits of numbers of the better known artists and musical organizations who record for the Gennett records. A long list of foreign Gennett records is also included in the catalog.

The piano and player catalog is distinctly practical in every sense. There are two pages of text telling of Starr ideals and the progress made in developing Starr pianos and players, and the balance of the volume is devoted to illustrations and descriptive matter of the various Starr-made pianos, including the Starr Concert Grand, the Parlor and Minum Grand, the Starr, Richmond and Remington player-pianos, and several models of Starr, Richmond, Trayser and Remington pianos, all instruments well and favorably known in the trade. The catalog is of the sort calculated to interest the recipient in the instruments themselves as well as in the history of the house making them.

"SOUND" TO EXTINGUISH FIRE

Prof. Hilton I. Jones, of the Oklahoma Agricultural and Mechanical College, Makes Some Interesting Acoustical Demonstrations

KANSAS CITY, Mo., January 3.—When there is a big fire, find out the flame tone and call a symphony orchestra instead of the fire department.

Prof. Hilton I. Jones, chemistry head of the Oklahoma Agricultural and Mechanical College, demonstrated vibrations before the City Club here. He let the audience hear a flame "sing" and then put it out by sound.

"Extinguishing a fire by sound is easy when the burning substance is known and when there is only one element, such as hydrogen," he said. "The flame is extinguished when its neutralizing tone is produced, because its own sound waves are flattened out. Without its flame tone the burning gas is cooled immediately to a point below the ignition temperature and the fire is out."

NEW MANAGER IN SHELBYVILLE

SHELBYVILLE, IND., January 4.—The Cory Furniture Co. has announced the selection of J. Edward Briggeman as manager of its music department. Mr. Briggeman was for many years connected with the Pearson Piano Co.'s store here, and prior to coming here he was with the Pearson Co. as a salesman in Kokomo and in Columbus.

The Grafonola Co. of New England, Boston, Mass., has secured a long-term lease on a store at the corner of Tremont and Avery streets.



Superior Universal Reproducer on the Edison

The Ideal All-Record Reproducer for the Edison Disc Phonograph

Superior Reproducer with 21-E Connection for Edison—Sample Prepaid
to Dealer, \$4.75 Nickel—\$6.25 Gold
Retail Prices, \$7.50 Nickel—\$10.00 Gold
Quantity Prices on Application

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

R. B. CALHOUN OPENS NEW STORE

DECATUR, ILL., January 6.—The Calhoun Music Store, 118 East William street, this city, was opened recently by R. B. Calhoun. The various demonstration and display rooms are finished in old ivory and black, an unusual combination which presents a very striking appearance. Columbia Grafonolas and records and a complete stock of sheet music are handled.

FINE NEW STORE IN DENVER

DENVER, COL., January 6.—The latest addition to the talking machine establishments of this city is the Mae E. Gerarden Music Co., Fifteenth and Cleveland Place. A jazz orchestra and the distribution of souvenirs delighted future patrons on the opening night. In addition to talking machines, sheet music will be handled.

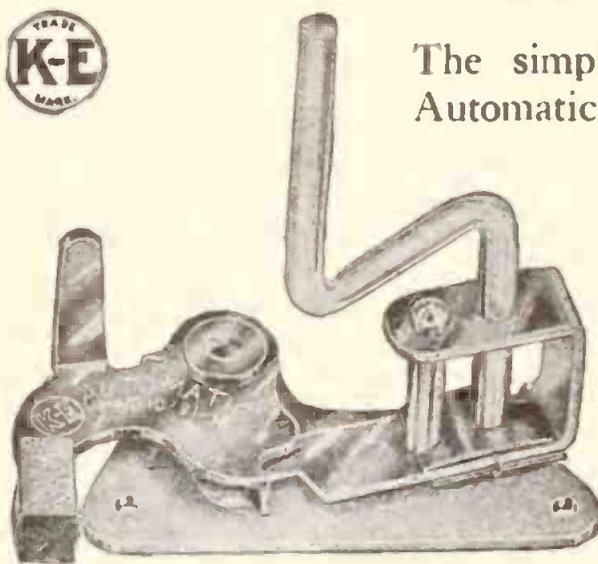
HEIFETZ PLAYS FOR BLIND GIRL

Victor Artist Plays Strangest Concert of His Career With an Audience of One, Miss Helen Keller, Famous and Accomplished Blind Girl

DENVER, COL., January 6.—Jascha Heifetz, the brilliant young violinist and Victor artist, recently played what was probably the strangest and at the same time one of the most appreciated concerts of his career. The audience consisted of one person, Helen Keller, the most celebrated deaf, blind and formerly dumb girl in the country, and the setting was the suite occupied by the artist in the Brown Hotel.

Miss Keller placed her sensitive fingers under the body of Heifetz's Stradivarius while he played and thus listened and was swayed by the playing of "The Hymn to the Sun," from the opera "Le Coq d'Or."

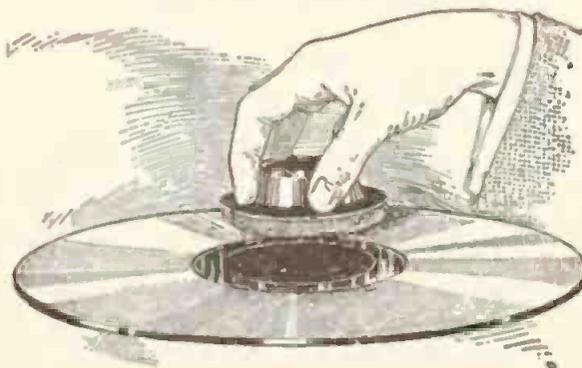
AUTOMATIC STOPS



The simplest and most efficient Automatic Stop on the market. They give excellent service, are easily installed and are absolutely guaranteed.

Send 50c. for Sample Stop

SWEETEN THE TONE



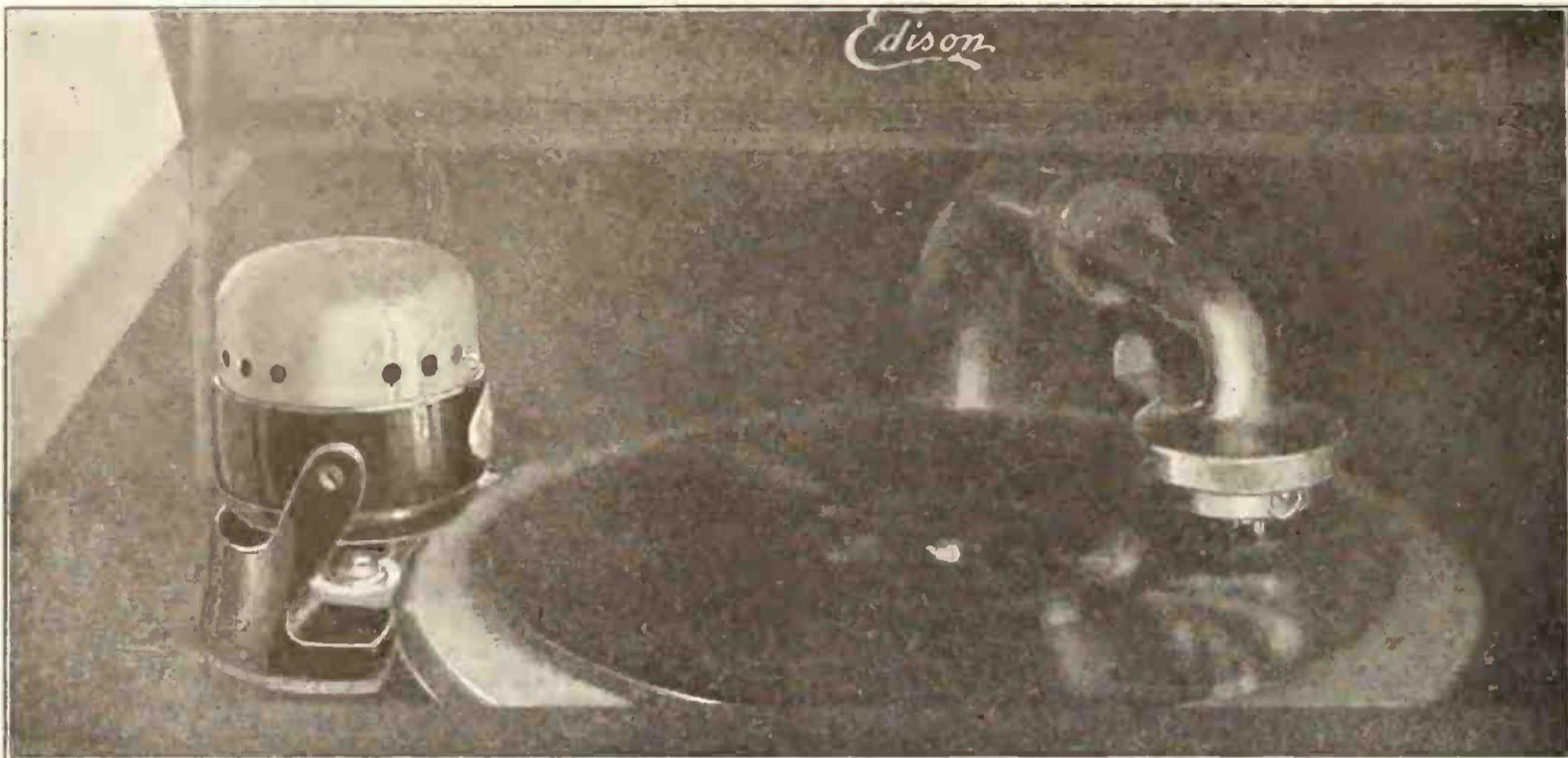
with K-E and Simplex Circular Record Cleaners
Reduced Prices
Big Profits
Write for Particulars
NOW

KIRKMAN ENGINEERING CORPORATION

484-90 Broome Street

New York

TRADE MARK
DISC-O-GAMES
PAT. APPLIED FOR



MR. JOHN D. ROCKEFELLER MR. ALFRED I. DUPONT MR. HENRY FORD

—Have Equipped Their Phonographs With

THE SHELTON MOTOR

The Perfect Motor for Phonographs

EDISON and VICTOR DEALERS! ARE YOU INTERESTED
IN SELLING THE BEST?

Owners of phonographs throughout the country have been quick to see the many advantages of the compact little Shelton Motor which transforms any phonograph—Edison—Victor—Columbia—into an electrically driven machine. There are more than 20,000 satisfied users today.

Can be installed in a minute. So small it will fit in your pocket. *Invisible when lid is closed.* Cost of operation less than five cents a month. Never gets out of adjustment. *Guaranteed indefinitely.*

Exceedingly simple to operate. A light push on turntable automatically turns on current. Motor always runs at even, uniform speed, which insures perfect musical reproduction. *Absolutely noiseless.*

Your customers will want the Shelton Motor when they see what an ideal addition it will be to their machines. Takes only a minute to demonstrate its superior points.

DISTRIBUTORS EVERYWHERE

Write us to-day for the name of the nearest service agency

Eliminates Winding—Never Runs Down—Noiseless—Not a Winding Device

SHELTON ELECTRIC COMPANY

16 EAST 42nd STREET

NEW YORK, N. Y.





Robert Gordon's Page -



A DEPARTMENT DEVOTED TO PROMOTING RETAIL SALES

Helping to Make the Passer-by Buy

OFTTIMES a talking machine dealer will place a number of models of machines in the window without any apparent arrangement or sales effort other than visualizing the machine to the passer-by. Often a simple card, cleverly worded, will help the sales punch of your window. The next time that you group machines in your window place a card bearing the following inscription, so that it can easily be read: "We have yet to find a person who having once enjoyed the privilege of owning a.....talking machine has been satisfied to continue living without one."

* * *

SO much advertising has been run on the general style of "this machine in your home for \$15.00" that it is well to use a window arranged as follows to counteract this: In the rear center of your window place the largest floor model you have. From this model, arranged in a semi-circle grading down on both sides, should be cheaper models, and in the front of the window at the two corners should be placed small portable models. A large sign should be placed in the center of the floor exposed—flat on the floor—bearing the words "Which of These Machines May We Place in Your Home?" On each machine should be placed a small neatly printed card bearing just merely the price per month, for example, "\$10 per month." Such a window will stimulate immediate buying.

* * *

A VERY clever attraction and attention-getter can be arranged at a moderate expense in the following manner: Take the turntable of any machine that you have to a tinsmith. Have him solder onto the outside metal flange of it a six-inch strip of copper, so that it projects about one-quarter of an inch from the rest of the turntable. After replacing this turntable, adjust an ordinary lighting outfit which is used to illuminate the turntable of the machine. Run one wire in contact with any metal part of your motor—such as the crankshaft—then place a wire so that, as the turntable revolves, it strikes the copper strip, thus forming a complete circuit. Use any electric motor or winding apparatus in order that the machine will run continuously. Slow down the speed so that the revolutions are about thirty per minute. Cut a piece of white cardboard, the same size as a record, and print in large black letters the name of your store, and underneath it the words: "Extends Real Service." Place this cardboard on your turntable. An apparatus of this sort, placed in your window at night and left to run continuously, will only cost you the price of a battery occasionally—yet it will stop the pedestrian and attract considerable attention as it flashes.

* * *

AFTER all, there are very few ways that a business institution can extend any invitation of real hospitality to prospective customers. Here is one novel way that has been employed with success by several merchants in the industry: Print a card to fit in a No. 9 envelope, reading as follows: Across the top, in large letters, "Why not charge your records at our establishment?"; in smaller print, the following should appear: "It is with the idea of extending old-fashioned hospitality and courtesy that we offer to open up a charge account for you, so that you can purchase, at your convenience, those records which you may desire and pay for them monthly. The usual trouble of waiting for change after purchasing records, or trying to make change on C. O. D. deliveries, can be avoided in this way. We will be pleased to open up a charge account for you whenever you may desire." Send this to people who pay their instalments on talking machines with regularity; also to those people in your community whose reputation for credit is unquestioned.

* * *

PPRINT on cardboard stock, postal card size, the resemblance of a theatre ticket. On the part ruled off as the stub print, "One ticket for an enjoyable evening at home." On the main part of the ticket should appear the following: "The highest class professional talent producing medley, jazz and opera can be furnished for your private entertainment at your own home." Then in large letters, across the bottom of the ticket, "The (name machine)." On the

top of the postal card should appear the words, "Here's something for you"; at the bottom, "The (name machine), the greatest reproducing instrument in the world," followed by your name and address. This card is unique and has an attractiveness which will appeal to your prospective mailing list.

* * *

WHEN the customer has selected the last record which he wishes, ask him if he has heard such and such a record (any new release which you may care to push). If he replies in the negative, place this record on the machine, starting it, saying "Listen to it while I wrap up your selections." The customer, having nothing else to do while waiting for the records to be wrapped, will often listen to the selection, and on many occasions purchase it at that particular moment. This is an old idea, but we do not apologize for reminding you of it, due to the fact that the practice of this idea has always brought exceptional returns.

* * *

MANY of you have record brushes which have been lying on your shelves and which you cannot dispose of. Try the following stunt, which will sell quite a number for you: Place a brush in each booth. Before a salesman demonstrates any record, have him go over it with the brush, then have him place the brush on a table conveniently located. A small, conservative card on the wall of the booth should read "Record brushes 50c." This will complete the chain of psychology for the purchase. The customer realizes that if the store uses such a brush it must be of real value. The price card saves the asking of questions.

* * *

INSTEAD of a plain flat card, get up for your salesmen some cards which can be folded the same way as a pamphlet is folded. On the front place the name of your salesman, your firm, etc., the same as on your business card. On the inside list about ten of your best-selling operatic numbers. Place a caption over this list to run as follows: "The Finest Selections From the World of Opera"—also insert the number, price, title, opera, artist. Underneath this list run a line which reads: "Such Great Operatic Stars as (list the names of several) Record Exclusively on (name make) Records. We are the duly authorized representatives for (name make) Records in this City."

* * *

IF you have on your books a list of record customers that has become inactive, you can secure a lot of good-will and revive sales interest in the following manner: Make out a bill all filled in on your regular monthly statement form. Fill in the date, the name, address, etc., and when you come to the column where charges would be itemized, fill in the month, for the date draw a blank line, for the item leave a blank space, and for the dollars and cents columns draw lines. At the bottom of the statement, either in type-writing or by means of a rubber stamp, convey the following message: "This is an accurate statement of your account. Is it our fault you do not owe us a cent? Is there something wrong with our merchandise, service, or salesmanship? Surely, there is something we can sell you! May our representative call, or will you be in to see us within the near future?" Inclose with this statement any good snappy printed matter you may have on hand, such as a record bulletin, etc.

* * *

WHENEVER you are using ads in the newspapers, devoted to a theme you know will appeal to certain people on your prospect list, you will find it very good practice to send out a regular U. S. post card to people you feel will be especially interested in a given ad. Use copy somewhat like this: "Dear Friend: We are going to run an advertisement in the New York Times on January 18, in which we feel you will be especially interested. We want to call your attention to it at this time so that you will not miss the important message we are conveying in this particular advertisement. Sincerely yours, JOHN DOUGH & Co., 221 Easy street." Change name of paper and dates to suit your demands.

EDITOR'S NOTE—Mr. Gordon will publish on this page any good ideas submitted by you for the benefit of the trade, and will also answer any questions you ask him concerning merchandising problems. Use this department as much as you like. It is intended to serve you—to be a forum for the discussion and exchange of ideas of interest.

STOCKS WELL CLEANED UP IN KANSAS CITY DISTRICT

Volume of Holiday Trade Proves Better Than Expected—Prospects for 1922 Considered Good—Value of the Special Department—Selling Columbians by the Carload—News of Month

KANSAS CITY, Mo., January 4.—“Better than expected” is the universal report on the Christmas business in talking machines, not only in Kansas City, but throughout the Kansas City trade territory. Some of the jobbers are sold out on all the leading models and are forced to send in rush orders to the factories for supplies. Some of the dealers have sent rush orders to supply machines which were sold at Christmas, but not delivered, owing to the lack of machines in stock to fill all orders.

One jobber who stocked up heavily in the Summer and Fall on leading models in oak, American walnut and mahogany was pleased to find that his estimate of the market had not been amiss and that he finds himself with a relatively low stock. Another jobber reports that his stock of machines is lower than at this time in years. One retailer, who has recently moved to a better location, reports a larger business than he has ever had before and attributes it partly to his better location and better window display.

The Jones Store advertised that machines ordered for Christmas would be put on the February bills, and the store had the biggest sale of machines in its history.

The J. W. Jenkins & Sons Music Co. rented an outlet store and stocked it up with small merchandise and found a good trade as a result. There has been a very satisfactory sale of records during the month and the plan of making Christmas gifts of records, or rather, orders for records, has been a general custom during the last month.

The outlook for the new year is bright. There is a feeling that the first two or three months of the new year will be quiet, but the expectation is that the year will show, as a whole, gradually improving conditions, fully keeping

pace with the expected improvement in business in general.

Looking to the Future

It is not expected that 1922 will be an easy year. If 1921 rewarded fighters it is understood that 1922 will do the same. One advantage which the talking machine merchant has now is that a better feeling exists than a year ago. Then, many people would not buy because they did not know what to expect during the year to come and kept their money in their pockets, or banks. Now they know what they are up against and are ready to let loose of their money—if they have it.

The past year has demonstrated the value of the plan, “Sell music to a community and it will buy machines to play it on.” There has been a very general effort throughout the territory to carry out this plan and the work here in Kansas City has been the most extensive. In all the schools, and in numerous clubs and public gatherings, there were given “music appreciation” talks, which have been demonstrated with the use of the talking machine. These have always been followed by the purchase of the records in some of the retail stores and often by the purchase of a machine.

During the past ninety days Miss DeForeest, who is connected with the J. W. Jenkins & Sons' Music Co., has been co-operating with the supervisor of music for the Kansas City public schools and will probably spend January in the same work. After that she will be busy in similar work with Jenkins' stores throughout the territory. Some of the Victor record salesmen in Kansas City are counting the work done in the schools as the very best kind of advertising.

The campaign for 1922 opened with a concert given at the Convention Hall by the Eight

Famous Victor Artists on Sunday night, January 1. The eight artists who appeared were Henry Burr, Albert Campbell, John Meyer, Frank Croxton, Billy Murray, Monroe Silver, Fred Van Eps and Frank Banta. The attendance was very large and very enthusiastic.

The Value of Departmentizing

One of the developments in this territory during the year was the practice of the dealers making their talking machine business a distinct department, whether in a music store or in some other kind of store. It is found to have many advantages. It is encouraged by Kansas City jobbers, for it has been found that the plan helps collections. Where there is a distinct department, and the money collected for the machines and records is kept separate, there has been but little trouble in having the bills met, and in most cases discounts taken advantage of. In the same way the distinct department makes the dealer realize more than ever the profits he is making on his talking machine trade, and that means he will give it more attention, which, in turn, means an increase in sales.

The carload Grafonola sale of the J. Ed. Black Music Co., of Springfield, Mo., exclusive Columbia dealer, is meeting with success and Mr. Black is very enthusiastic about the plan. E. R. Smith, Columbia representative, is assisting Mr. Black.

Hulda Lashanska will appear in Kansas City, Mo., and several Kansas towns during January. Arrangements are being made by dealers in each of the town where Lashanska appears to tie up to her appearance, through newspaper advertising, a special window display, distribution of literature, etc.

B. L. Plank, of the J. W. Jenkins & Sons' Music Co.'s Victor wholesale organization, is in Pennsylvania, visiting relatives. He will visit the Victor factory before he returns.

A Practical Booth Suggestion

The value of having higher and lower-priced machines in the same booth has been demonstrated a number of times in Kansas City during

The thousands of talking machines sold during 1921 have greatly increased the field of the record manufacturer for 1922.

The use of our exceptional pressing facilities will help you to substantially increase your record business.

Write Us To-day

Samples and Prices on Request



THE BRIDGEPORT DIE AND MACHINE CO.

170 ELM STREET

BRIDGEPORT, CONN.



the holidays. A lady came into one of the establishments Christmas week with the fixed purpose of buying a \$95 machine, and practically bargained for one of that kind. Seeing another type of machine in the demonstration booth, which caught her fancy, she asked about it. The salesman took the opportunity to point out the attractive features of the machine, and the result was a sale of a machine at \$300 instead of the \$100 one. It was a case of "seeing and buying."

Successful Columbia Sale

The Eads Bros. Furniture Co., of Fort Smith, Ark., exclusive Columbia dealers, have just completed a week's sale of Grafonolas, having purchased a carload of Grafonolas for this purpose, and report that they were successful in selling the entire carload before the campaign was over. One of the features of the advertising in this campaign was a parade of trucks containing Grafonolas, taken from the car to Eads Bros. store through the principal streets of Fort Smith. Two Columbia representatives, D. M. Guthrie and L. S. Blythe, were with Eads Bros. during the campaign.

WORLD HELPS IOWA MERCHANT

L. Q. Selzer Praises World as a Merchandising Help—Growth of Talking Machine Department Indicates Small-town Possibilities

BURLINGTON, IA., January 3.—The value of the trade paper in aiding the development of a business and the opportunities contained in the small town and farming community for the talking machine business has been amply demonstrated by Leland Q. Selzer, manager of the talking machine department of the Gulick-McFarland Co. here.

In a letter to *The World* Mr. Selzer states that from a start of two or three machines the talking machine department has been developed into a \$20,000 annual business, and this year, despite the much-talked-of business depression and buyers' strike, Mr. Selzer expects to close the year with a sales volume of \$23,000. This is all the more remarkable in view of the fact that Burlington is a town of only 23,000 population and the surrounding country is devoted to farming.

Hard work, consistent advertising and the adoption of live-wire suggestions contained in *The World* have made the department a success. The Christmas window display of this concern was modeled after one described in *The World*. Among the many worth-while ideas which this aggressive manager is putting across is the slogan "What Is Home Without Music?" This slogan is keeping the store in the minds of people throughout the entire community and the constant efforts of Mr. Selzer to keep it before the public have been repaid in increased business.

RECO-RAP MEETS WITH SUCCESS

New Package for Shipping Records Well Received—Now Used by Jobbers and Dealers

St. Louis, Mo., January 4.—The Reco-Rap Co., of this city, manufacturer of the Reco-Rap, is meeting with pleasing success in the introduction of this package for shipping talking machine records. This package is furnished for all sized records, with metal posts to take care of from one to eight records.

The company recently issued an attractive circular showing reproductions of some of the letters it had received from prominent jobbers and dealers emphasizing the practical value of the Reco-Rap. Although this shipping package has only been on the market a short while, it is now being used by jobbers and dealers throughout the country, who find that it practically eliminates the possibility of record breakage.

The more you keep your employes smiling and contented, the more money you bring into your business.

S. L. SCHOTT BUYS VICTOR STORE

MOUNT VERNON, N. Y., January 6.—The establishment of Brodbeck & Co., established for twenty-one years, and one of the leading Victor dealers in Westchester County, has been purchased by S. L. Schott, a brother-in-law of the Landay brothers. Mr. Schott has been in the music business for the past sixteen years, traveling to the Coast, and he is well equipped to make a success of his new enterprise.

HARTZELL CO. REPRESENTATIVES

The Hartzell Crucible Co., Pittsburgh, Pa., manufacturer of "Black Diamond" graphite spring lubricant, announced recently that its factory representatives are Louis A. Schwarz, Inc., 1265 Broadway, New York City, and S. F. Larrimore, 5836 Easton avenue, St. Louis, Mo. This company is meeting with pleasing success in the sale of its spring lubricant, and its product is being used generally by manufacturers and dealers throughout the country.

APPOINTED OKEH JOBBER

Record Sales Co., Cleveland, New Okeh Jobber—Will Cover Very Important Territory

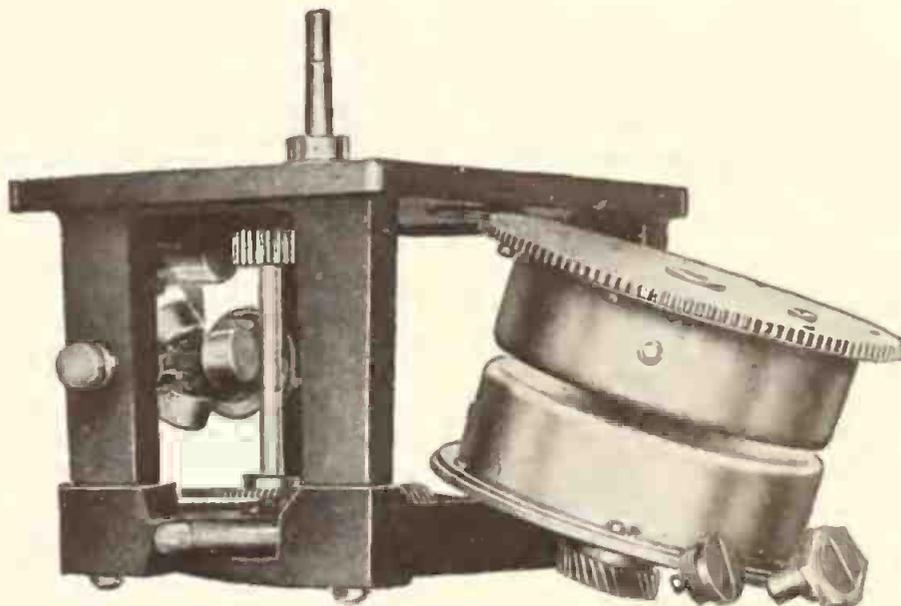
CLEVELAND, O., January 6.—The Record Sales Co., of this city, has been appointed a jobber for Okeh records for a territory that includes Cleveland and Pittsburgh. This company is a subsidiary of the Cheney Phonograph Sales Co., Cheney jobber in this territory, and George R. Madson is president of both companies. Mr. Madson is enthusiastic regarding the sales possibilities of Okeh records, and an aggressive sales campaign has already been started.

It is understood that the Kennedy-Schultz Co., of this city, will no longer be a jobber of Okeh records, and that the Sterling Roll & Record Co., of Cincinnati, O., which formerly maintained a Pittsburgh branch, has closed this office and will concentrate its activities on the development of Okeh business in Cincinnati territory.

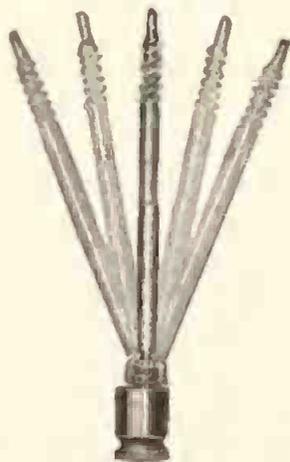
Work plus brains plus service equals success.

Study the
SILENT Motor

Its Advantages for Your Line of Talking Machines Are Self-Evident



The Silent Motor With Spring Barrels Demounted. Note the Sturdy and Simple Construction.



An Exclusive
SILENT MOTOR Feature.

Self-aligning governor shaft, mounted on universal ball-and-socket bearing. Eliminates governor trouble forever.

Send for Sample and Prices

THE SILENT MOTOR CORPORATION

CHARLES A. O'MALLEY, *President*

321-323-325 Dean Street,

BROOKLYN, N. Y.

Discuss the Business Outlook for 1922

Views of George E. Brightson

Discussing general business conditions and the outlook for 1922, George E. Brightson, president of the Sonora Phonograph Co., New York, said to *The World*: "It is my belief that during 1922 there will be an absence of that great speculative demand for talking machines which characterized our industry for several years, but there will be an active, healthy demand for merchandise that has been placed in the homes on a satisfactory basis and delivered to the consumer as advertised and represented.

"This thought is substantiated by a conversation which I had a year ago with a well-known



George E. Brightson

talking machine manufacturer who remarked that coming events would bring about the survival of the fittest in our industry. I said at that time that the fittest who survived would not be the ones with the largest pocketbooks or the largest investments, but would be the manufacturers who produced merchandise wherein the pride of possession was the dominant thought of manufacture.

"From the very inception of the Sonora Phonograph Co. it has been our aim and ambition to refrain from endeavoring to secure the largest possible output, but to concentrate on placing our phonographs in the homes of music-loving people who would appreciate a high-grade musical instrument.

"For the coming year we have planned many important new offerings for the trade in the anticipation of relief from one of the burdens which

the music trade has been subjected to because of the prevalent thought among so many people that music must be classed as a non-essential and as a luxury. Successful efforts to counteract this view have been made, and the Government has relieved us of one of the burdens—namely the five per cent excise tax.

"There is every reason to be optimistic in considering the outlook for the coming year, and as far as we are concerned, we are well assured of a substantial, healthy business in 1922, and in fact, this business is in hand at the present time."

H. L. Willson Optimistic

"We are going to have a normal year in 1922," said H. L. Willson, vice-president and general manager of the Columbia Graphophone Co., New York, in a chat with *The World*. "This statement is based on the fact that there is going to be better business generally in all industrial lines. I look for no skyrocket improvement in the early part of the year, but there is going to be a very gradual return to normal conditions generally, for we have the basic requirements for such an improvement.

"The period of liquidation, which was so necessary to curb the false inflation common to all industries during the war period, has been very nearly accomplished with the close of the year, and I believe we may look for each calendar month of 1922 to show a steady improvement



H. L. Willson

in sales and the character of business done, and may expect 1922 figures to exceed those of our

most prosperous year during the pre-war period.

"We look forward confidently to a large and healthy business year in 1922, not only for our company, but for our thousands of loyal dealers to whom we pledge our heartiest co-operation."

J. Newcomb Blackman's Opinion

J. Newcomb Blackman, president of the Blackman Talking Machine Co., New York City, Victor wholesaler, gave the following interesting interview to *The Talking Machine World* in connection with his views regarding the business outlook for 1922:

"It seems to me that 1922 will be a year of real competition, a return to conditions such as were experienced by those in the industry in its



J. Newcomb Blackman

earlier stages, when struggles for success and supremacy were the order of the day.

"I believe there are still concerns, chiefly among manufacturers, to whom relief will come only through bankruptcy, while others will bring about the necessary changes and reforms through a reorganization. The future of many concerns financially embarrassed will be definitely known before the year is half spent, because temporary extensions will have matured and will not be renewed, or financial aid given will not be continued if the desired results have not been accomplished.

"I look for changes in types of instruments during the year and believe that there will be a further development in new models of the so-called console type. These, in competition with the upright designs, will definitely determine which type will predominate and be most popular with the public.

"Among the talking machine manufacturers financial strength, plus steady demand, will enable quantity production, embodying quality at a list price hard to compete with. The manu-

NATIONAL METALS DEPOSITING CORPORATION

FACTORY
Telephone Oakwood 8845

34 EAST SIDNEY AVENUE
MOUNT VERNON, N. Y.

LABORATORY
415 Fourth Ave., New York, N. Y.
Tel. Madison Square 6635

MANUFACTURERS OF

MASTERS

MOTHERS

STAMPERS

FOR PHONOGRAPH RECORDS



For Your Convenience
Deliver Recorded Wax
To Our Laboratory



We Deposit the Finest
Copper in the World
Try Us



Another laugh-maker comes through. Al Herman, vaudeville comedian, sings "I Hold Her Hand and She Holds Mine," and "They Call It Dancing," from *The Music Box Revue*. This will be a fast seller! A-3507.

Columbia Graphophone Co.
NEW YORK



facturer of such a product will occupy an enviable position. However, this may be somewhat counterbalanced by weaker manufacturers if the cost of the former's goods to dealers and jobbers is too high. The best product in great demand still needs the support and co-operation of the dealers and jobbers if the consumer is to be supplied through those channels.

"During hard times sales volume is seldom maintained and a falling off in sales causes overhead charges to mount. Furthermore, cash business diminishes and time sales increase in proportion, all of which contribute to higher overhead costs. Under such conditions the trade may look for a solution in increased discounts. Large discounts are only offered as a rule on goods in little or no demand, and are necessary to induce dealers and jobbers to handle such products.

"Bitter experience has been furnished lately through the necessity to market some goods at great reductions from the list price. More serious, however, is the ill-will created by such sales and the return of goods in lieu of installment payments not continued because of later price reductions on the same goods, or other dissatisfaction with the product.

"In the current year the greatest results will be shown by reorganizing our forces and reviving our energies. Distributors and dealers can no longer expect the business to come to them. They will have to go out after it or make way for those who are willing to do so. The efficient organization will be made up of principals and employes willing to earn what they expect to receive.

"Real profits will be made on goods of quality which will stand the test of time and build good-will. This class of goods will enable the dealer and the distributor to show a quick turnover in capital and make a larger net profit, rather than on goods that cannot measure up to this standard and on which larger discounts are offered.

"Dealers will do well during 1922 if they select a talking machine product and a distributor justifying their full confidence. Business relations should be more on a basis of investment than speculation. It will not be the volume of sales in 1922 that will count so much as the amount of net profit.

"We should avoid straining our business structure to obtain a volume of sales at the expense of good-will and net profit. Then we will be well fortified."

BROOKLYN FIRMS ESCAPE FIRE

The Supertone Talking Machine Co., manufacturer of talking machines, and the Nightingale Phonograph Cabinet Co., occupying the third and fourth floors, respectively, of the building at 280 Nevins street, Brooklyn, N. Y., were saved from possible destruction by fire through the successful operation of a sprinkler system in the building.

The Hecht Co. department store, Washington, D. C., is featuring Emerson phonographs.

CANTON ENJOYS BRISK BUSINESS

Pre-holiday Sales of Talking Machines and Records Exceed Expectations—Brisk Demand for Cheney Machines—Other News

CANTON, O., January 3.—Talking machine dealers in Canton and vicinity enjoyed an excellent holiday business and the new year entered with considerable promise for a fair amount of business in both machines and records.

The sales of Cheney machines during the two weeks prior to Christmas were exceedingly brisk in all styles, according to C. M. Alford, head of the firm of Alford & Fryar. Mr. Alford stated that the only trouble in the music business at this time is the difficulty of making collections, but there is a tendency toward improvement in this direction, which is expected to become more pronounced in January.

The Van Fossen Smiley Piano Co. is planning to select a new president to succeed S. B. Van Fossen, late head of the company, and to determine upon the future policy of the business, according to an announcement made last week. The date of the meeting has not been determined upon.

M. M. Potee, manager of the A. B. Smith Piano Co.'s Canton store at the time it was discontinued, has been made manager of the new Rudolph Wurlitzer store, on Market and Sixth streets. The company is planning to add talking machines and small goods to its stock and the present inadequate quarters may be abandoned in favor of a larger establishment.

Record sales during the holidays at the new Rhines Edison Shop, Cleveland avenue, North, were the biggest in the history of the company, which operates another store in Massillon, according to C. R. Rutledge, who was recently appointed manager.

The E. & J. Co., Cleveland avenue, Northwest, has added a line of standard talking machines, which it has been pushing through newspaper advertising and novel publicity stunts.

HOLD SALES CONFERENCE

Sales Executives of General Phonograph Corp. Attend Meeting in New York—Make Plans for Active Campaign During the Year

An informal meeting of the sales staff of the General Phonograph Corp. was held at the company's executive offices in New York on Friday, January 6. S. A. Ribolla, general manager of the Illinois corporation, and C. J. Pott, manager of the company's Canadian interests, attended the meeting.

Otto Heineman, president of the company, was in charge of the sales meeting, and the reports that he received from the members of the staff indicated that the products manufactured by the company were gaining new friends rapidly. Sales policies and plans for 1922 were discussed, and nothing will be left undone during the coming year to enhance the efficiency of the company's service to its clientele and to wage an aggressive campaign for business.

DID YOU GET YOURS?

If not, write today for circular illustrating our latest creation,

THE KENT "SPECIAL"



to play lateral cut records only on THE EDISON DISC PHONOGRAPH



Operates only with the lever, same as EDISON. Made of brass tubing, carefully finished, beautifully fashioned and modestly priced, it is easily the best buy on the market. Do not overlook this opportunity of supplying your trade with a product really worth while. We guarantee THE KENT "SPECIAL" to add materially to your profits and prestige.

We specialize in attachments for Edison and Victor machines, also sound boxes, diamond, sapphire and steel needles. Drawn brass tone arms made to order. Tube and pipe bends of all kinds successfully executed. Inquiries solicited.

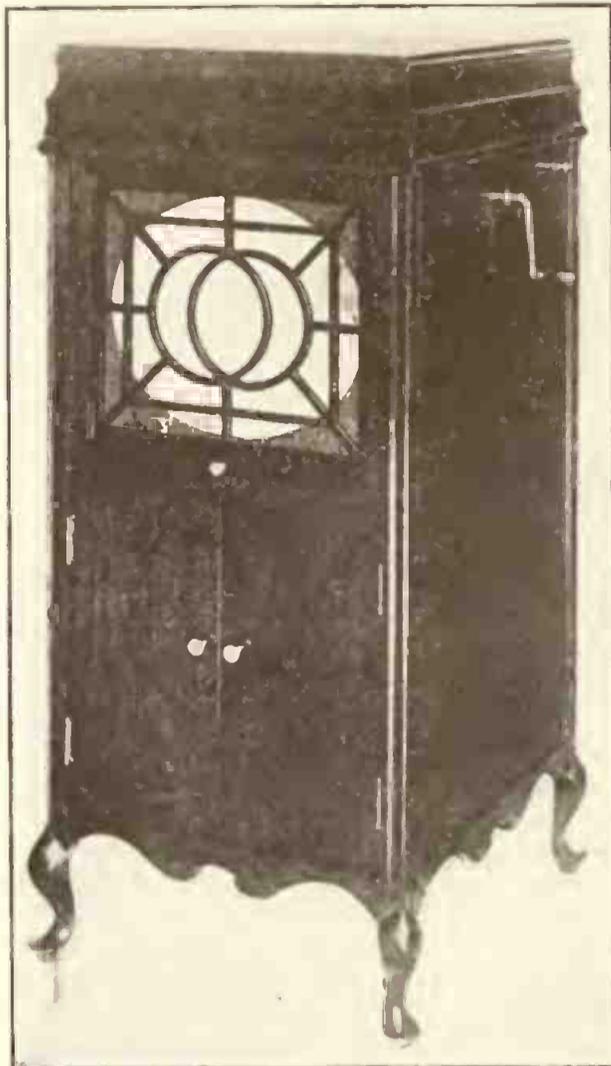
F. C. KENT COMPANY
IRVINGTON, N. J. U. S. A.

Whose phonograph accessories "Win their way by their play"

**CARDINAL
Phonographs**

Unmatched Beauty

*Models in
Mahogany and Oak*



**CARDINAL
Records**

Unexcelled Sweetness

*New Record Issues
Every Month*

Model No. 40—Mahogany, walnut. Height, 49 inches. Width, 21 1/2 inches. Depth, 23 1/4 inches. Cardinal Tone Chamber, Tone Modifier, Automatic Stop, Cardinal Filing System, Automatic Top Support. Price \$135.00

**THE NEW CARDINAL *and*
THE CARDINAL DEALERS' PLAN**

You are primarily interested in two things: Selling a Phonograph of Quality and selling that Phonograph at a worth-while profit.

Because the first will assure you satisfied patronage and the second financial gain.

The New Cardinal Phonographs and Cardinal Records make possible the exact fulfillment of the two things aforementioned.

A booklet, *The Cardinal Proposition*, and another, *The Cardinal Phonograph*, tell in a clear, understandable way why the progressive dealer should fully inform himself regarding the opportunities in Cardinal Products. Write to the address nearest you for full information. No obligation, of course.

Factory: ZANESVILLE, OHIO.

NEW YORK
106 East 19th Street

CINCINNATI
137 West Fourth Street

Distributors

The North Western Phonograph Supply Co.
203 Ryan Bldg., St. Paul, Minn.

The Tiffany Phonograph Sales Co.
1404 East 19th St., Cleveland

The Smith Woodward Piano Co.
1017 Capitol Ave., Houston, Tex.

**CARDINAL
PHONOGRAPHS and RECORDS**

RECORD HOLIDAY TRADE REPORTED IN BROOKLYN

Both Machines and Records Enjoy Lively Demand—Martin Kraus Now Ideal Music Co. Manager—Dominick D'Antonio Enlarging Establishment—General Conditions Reviewed

The holiday rush is over and dealers are a happy lot, for sales were far beyond the fondest hopes of the most optimistic. Many console types were sold, but the more conventional or upright models were in much greater demand, especially those priced at between \$100 and \$200. Records showed increased sales also, so that in all respects it was one of the most satisfactory holiday periods in sales totals ever experienced.

As January marked the opening of the new fiscal year for the majority of dealers, all are busily engaged in the important task of taking inventory. This work is of first importance and requires the skill of an experienced person. In a good many cases it falls to the lot of the proprietor or store manager to do this work, and they, consequently, are very busy.

Martin Kraus Becomes Manager

Beginning January 1, the Ideal Music Co., Victor dealer, at 6964 Third avenue, is under the management of Martin Kraus, well known in Brooklyn music circles and a talking machine man of several years' experience. Mr. Kraus was formerly assistant manager of the talking machine department of Abraham & Strauss, where he made an enviable record. His wide knowledge of retail merchandising and his ability as a musician will be invaluable to him in serving intelligently the high-class clientele to which this live store caters. In his new appointment he has the best wishes of all for his complete success.

Making Addition to Establishment

Now that the holiday rush is over Dominick D'Antonio, successful Victor dealer at 202 Fifth avenue, is busily engaged in preparing and equipping the new addition to his establishment, which he recently acquired by purchasing the adjoining store. The partition between the two stores is to be torn down and one large showroom made of both, additional booths are to be installed and record racks erected in the center, where they will be easily accessible from all parts of the store. When alterations are completed the floor space will

VICTROLAS

Looking Forward

THE VICTOR retailer who stocked goods anticipating a heavy holiday demand found he had followed a most healthy policy and was, indeed, fortunate.

The ever-growing demand for the Victrola and Victor products assured the retailer a substantial movement of goods then, as it does now, and in all seasons.

From now on business in other lines will show decided improvement, creating a further call for Victor products. Therefore, the Victor retailer's requirements should be planned in advance.

Make your plans now for 1922.

G. T. WILLIAMS CO. Inc.

217 DUFFIELD ST. ~ BROOKLYN, N.Y.

VICTOR RECORDS

be more than doubled and will present a very attractive appearance. With these increased facilities this establishment can take care of its customers in a much better manner and attract many new and desirable ones as well.

Great Drive for Business

The G. & R. Furniture Co., Columbia dealer, at 5413 Fifth avenue, has just completed one of the most successful drives for business ever inaugurated in Brooklyn. Full pages of advertising were used and very liberal terms were featured, also the large assortment of models carried, from which to choose, was made an incentive to attract prospective buyers. Officials of the company state that the total sales of machines in this intensive advertising campaign was the greatest in the history of their experience as Columbia dealers.

Closed a Big Year's Business

The Brooklyn branch of the Aeolian Co. has

enjoyed one of the most successful years of its existence, according to C. C. Davis, manager. The holiday demand for Vocalions was especially good, bringing the total annual sales volume above the figures for last year. Mr. Davis declared that the prospects for the new year are exceedingly bright. The console types of machines in this store are gradually declining in favor, which is growing in a corresponding measure in the direction of the upright period models. The upright models now lead the demand here and their popularity in this section during the new year seems to be assured.

Victor Distributors Are Pleased

According to the reports of General Manager R. H. Morris, of the American Talking Machine Co. and G. T. Williams, of the G. T. Williams Co., Victor wholesalers, the past year was the most prosperous these companies have yet enjoyed. It was very gratifying to every one in these organizations to feel that all played an important part in making the past year a fruitful one, not only for themselves, but for every Victor dealer in Brooklyn and Long Island whom they serve.

Co-operative Campaign Brings Good Result

A co-operative advertising campaign carried on just previous to the holidays by three live Columbia dealers, which featured the Columbia foreign record catalog, netted these concerns some additional business that proved the effort well worth while. The dealers in this commendable drive were the Bay Ridge Music Co., at 7218 Third avenue; Harry Druckman, at 5207 Third avenue, and the Sunset Talking Machine Co., at 4803 Third avenue, all of whom are well-known Columbia dealers in this section.

Successful in Placing Period Style

A shop in Brooklyn which has made quite a success of placing period models into the homes of Brooklyn people is the Arthora Shop, exclusive Victor dealer, at 60 Court street. Otto Ruckgaber, who, with his brother, conducts this high-class shop, has made a specialty of selling period models and, by co-operating with one of the leading interior decorators of Brooklyn, period types conforming to the general scheme of decorations were shown and sold.

Made Many Sales of Two Models

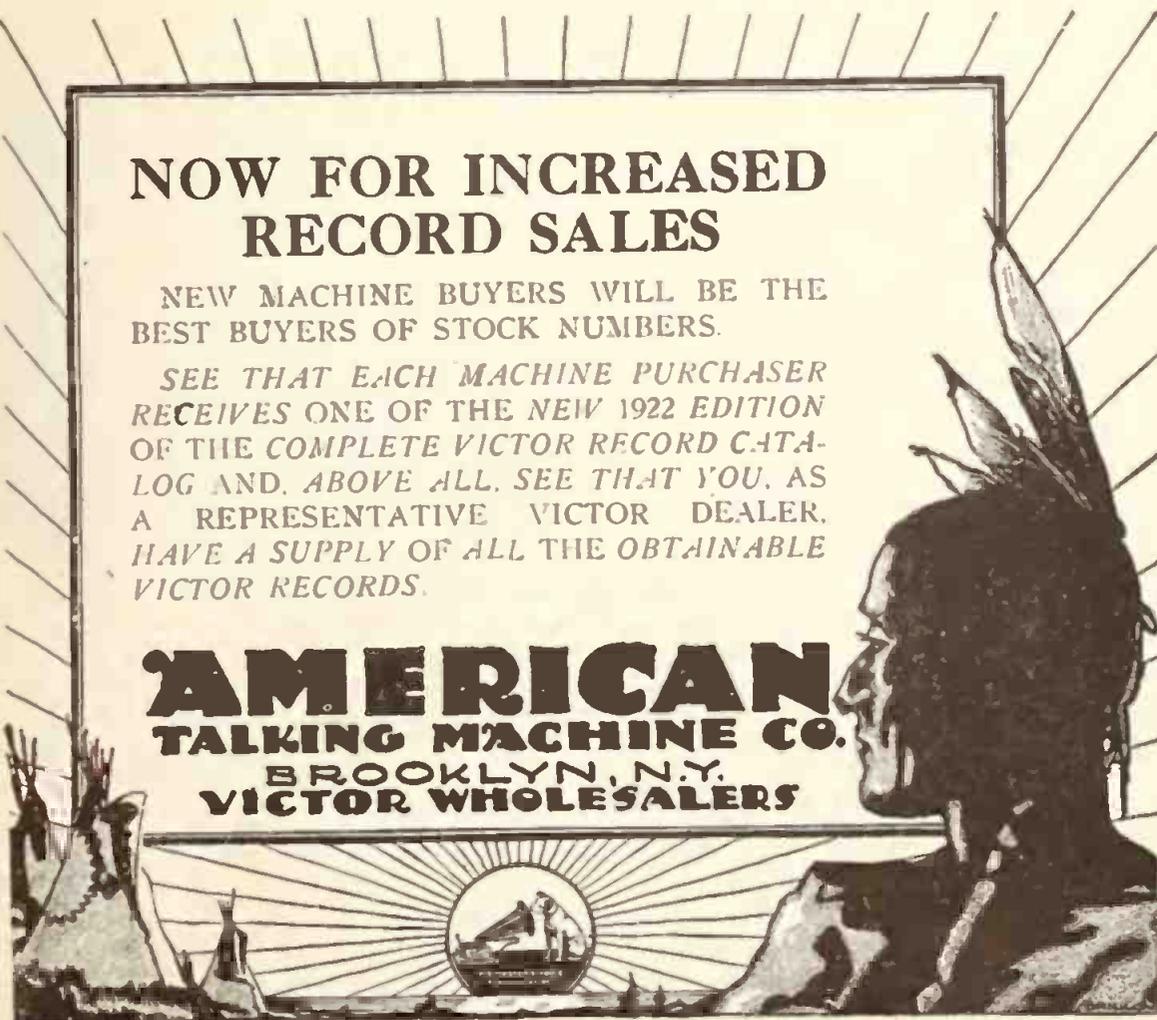
Oliver Bros., 250 Fifth avenue, aggressive Columbia dealers, report that the holiday business was exceptionally good. All models of Columbia machines were very much in demand, and especially so were the F-2 model, at \$100, and the G-2, which sells for \$125.

NOW FOR INCREASED RECORD SALES

NEW MACHINE BUYERS WILL BE THE BEST BUYERS OF STOCK NUMBERS.

SEE THAT EACH MACHINE PURCHASER RECEIVES ONE OF THE NEW 1922 EDITION OF THE COMPLETE VICTOR RECORD CATALOG AND, ABOVE ALL, SEE THAT YOU, AS A REPRESENTATIVE VICTOR DEALER, HAVE A SUPPLY OF ALL THE OBTAINABLE VICTOR RECORDS.

AMERICAN
TALKING MACHINE CO.
BROOKLYN, N.Y.
VICTOR WHOLESALERS



I don't have to worry my mind, Because I'm no one's fool, — I'm the struttin', in-de—

NO ONE'S FOOL

ASK TO HEAR IT!

THE BIG VAUDEVILLE HIT



NEW EMERSON ARTIST

ZeZ Confrey Makes First Emerson Record— Well Known as Pianist and Composer

The Emerson Phonograph Co. has announced several records by ZeZ Confrey, who is well known in musical circles. Mr. Confrey is an accomplished pianist who has been considerably



ZeZ Confrey

popular in piano concert work and composition. His first record in the Emerson library consists of two of his own compositions.

For a number of years Mr. Confrey was identified with the Q R S Co., making a series of rolls that met with considerable success. He originally played classic selections exclusively, but in recent years has devoted his time to playing piano novelties.

RESIGNS AS DIRECTOR

At the December meeting of the board of directors of the General Phonograph Corp. the resignation of Pliny Catucci as a director of the company was accepted. Mr. Catucci, who is known throughout the trade as one of the best-posted technical men in the industry, is planning to establish offices in Newark, N. J., as a consulting engineer. He was identified with the General Phonograph Corp. for many years, and he is entering upon his new activities with the hearty good wishes of every executive of that organization.

BETTER FEELING IN THE NORTHWEST

1921 Made Better Showing Than Anticipated— Geo. A. Mairs' Views on the Outlook for 1922 —Other Prominent Jobbers Optimistic

MINNEAPOLIS and ST. PAUL, MINN., January 6. —Notwithstanding the pessimistic prognostications of the recognized business prophets of the country, who predicted that everything had been shot to pieces and that there was nothing in sight but ruin, the talking machine dealers have but very little complaint to make. The reason is that they have fared fairly well. As a matter of fact, there are quite a number of dealers who insist that 1921 was ahead of 1920 in actual results.

Such a case might be that of W. J. Dyer & Bro. As the oldest talking machine house in the Northwest, it should be entitled to some consideration when it does speak. George A. Mairs, head of the Victrola department, hesitates to compare 1920 with 1921, but confesses that there has been a serious shortage of certain models, greatly to the disadvantage of W. J. Dyer & Bro. Why there should be a shortage he is unable to say.

Mr. Mairs, although satisfied with the net returns for 1921, is not quite sure what 1922 will have in store for the talking machine dealers. "I do not believe that there is much real use in trying to lay out the future. I know that there are many who pretend to tell what is going to happen. I confess that I try, but I am as much wrong as right—so what is the use? I would like to know, however, what one should do or take to enable one to read the future. Personally, I do not believe that the future will be bad, not by any means, and I look for a general revival of interest in music in all public matters."

Laurance H. Lucker, Northwestern distributor of the Edison phonographs and records, states that 1921 was a record-breaker insofar as the retail trade in the twin cities was concerned, but that the wholesale trade was quite disappointing. It appears that St. Paul and Minneapolis are taking very strongly to the Edison machines and are producing nice business for the retail houses.

Following the radical reduction in prices by the Pathé company, G. Sommers & Co. set right out to get all the business in sight. Samuel Levinson, manager of the Pathé department, states that the large increase in machine sales has made a great draft upon the records, and as a consequence, he is hard pushed to supply the

calls for records. By pushing both the machines and records somewhat harder than before some good totals are being obtained.

The widespread advertising campaign conducted by the Stone Piano Co. and the Aeolian Co. on behalf of the Vocalion machines and records has gotten results, according to the latest reports.

COLUMBIA DEALERS USE FLOATS

Timely Publicity Used by Progressive Columbia Merchants—Floats Attract Attention

The advertising department of the Columbia Graphophone Co., New York, received recently



Float Used by Majestic Music Shop

a photograph showing a float used by Arthur Goldberg, owner of the Majestic Music Shop, Columbia dealer at Minneapolis, that he used in a Paramount parade held in that city recently during Paramount week. This float attracted



Float of Snyder Music Co.

general attention, as it combined attractiveness with originality.

The Snyder Music Co., Wilkes-Barre, Pa., Columbia dealer, also used a very attractive float in an Old Home Week parade, held in that city a short while ago. This float, which is shown herewith, was one of the most artistic in the parade.

John Wanamaker says: "There are other compensations in doing the day's work than pecuniary gain."

"It is of great importance in business to be just right, as well as right just."

RECORD MANUFACTURERS

The foundation of your success lies in the quality of your product. To produce Records of Quality you must use only the best raw materials available.

COTTON FLOCKS

are an important ingredient of your product. Why not use the best on the market? Let us send you trial samples.

CLAREMONT WASTE MFG. CO.

CLAREMONT, N. H.



If the Victor were not giving universal satisfaction you would not be a Victor dealer. The accrued satisfaction given by Victor products during the past twenty years will be a decided contributing factor to your greater success in 1922—

C. BRUNO & SON, Inc.
 351-353 Fourth Avenue . . New York

Victor Wholesalers to the Dealer Only



T.M.W.

H.K. Lorentzen

Manufacturer of

Exclusive Cabinet Hardware and Accessories
60 Grand Street
New York City

ELKINS ORCHESTRA POPULAR

Exclusive Columbia Artist Scoring Success at Knickerbocker Grill—Eddie Elkins, Well Known in Musical Circles, on Coast

The recent announcement by the Columbia Graphophone Co. that the Eddie Elkins Orchestra would make Columbia records exclusively was received enthusiastically by Columbia dealers everywhere. This orchestra is making a phenomenal success in the Knickerbocker Grill, New York, where it is playing nightly, and its first Columbia records will be awaited with interest.

Eddie Elkins' career has been an interesting and a varied one. As a youngster he showed signs of musical talent and quickly learned to play the violin. He entered the University of



The Elkins Orchestra

California to study medicine, and while there took part in a musical show. The result convinced him that his career lay in music instead of medicine, so from then on he devoted all his energies along the latter line.

In 1919 he organized a band which was so unusual that it was immediately booked by the Fairmont Hotel in San Francisco, where it reigned supreme for a year and a half, when the Alexandria Hotel in Los Angeles enticed him to join them.

Here, during the early part of 1921, Al Jolson heard them and prevailed on Elkins to come to New York, where they were engaged by the Pavilion Royale, one of the most popular places on Long Island.

Recently the Knickerbocker Grill acquired the organization on an eighteen months' contract, which will leave them free during the

Summer months, when they expect to make a tour of Europe, stopping at London, Paris and Monte Carlo, where they are already booked, returning to the Knickerbocker in time for the Fall opening.

The orchestra is composed entirely of California boys, all of them talented musicians (several of them coming from the Los Angeles Symphony Orchestra) and, as Mr. Elkins expressed it, "they have a natural sense of rhythm, which is augmented by close teamwork."

The unusual effects obtained are due, Mr. Elkins said, to their method of grouping different instruments. They put together the trombone and cornet; the E-flat alto and tenor saxophone; the piano and the banjo, etc., so that when all these combinations come together in a selection there are three or four distinct types of rhythm plainly discernible.

ALBUM CREATOR OF RECORD SALES

Increasingly Active Demand for Albums Predicted for 1922 by Phil Ravis

Phil Ravis, president of the Peerless Album Co., New York City, has planned an extensive sales campaign for the year 1922. The arrangements make it possible for the dealer to place before his customers Peerless albums in a manner that should attract increased sales.

In speaking of the development of the album business, Mr. Ravis said: "Manufacturers and dealers have evidently arrived at the conclusion that the album is a creator of record sales. This has been impressively demonstrated during the past season by the new and increased interest shown in such products. The sales have increased most substantially, and albums have become an important adjunct to dealers' stocks. Not only is there a satisfaction to the customer in the protection which an album gives records, but invariably albums make record sales active. Naturally, this alone would be an inducement to the trade, but as there is a substantial profit to the retailer in handling such goods he finds it a product that should be considered."

Study trade papers. A trade paper often prevents a man from making a fool of himself in his own line of business.

RETIREMENT OF MIGUEL VOGLHUT

Made Many Friends in the Trade During His Vice-presidency of the American Odeon Co.

The liquidation of the American Odeon Co., with the consequent retirement of its vice-president, Miguel Voglhut, is the cause of regret to his many friends, whom he made through his genial personality and the intelligent service he has given in the handling of Odeon record business during the past year.

Mr. Voglhut is one of the best informed men in the foreign record field, as his experience cov-



Miguel Voglhut

ered a period of many years in European countries, as well as a wide knowledge of the South American market, where he introduced successfully a well-known talking machine and record.

His plans for the future are not as yet definitely arranged, for in addition to a very flattering offer from the Carl Lindstrom Co., of Berlin, Germany, he is considering an offer made to him from a well-known record concern in this country, which believes that his wide knowledge of the foreign record field would be valuable to them.

The A. L. Arvidson Piano Co., of Denver, Col., announces that it is disposing of its piano stock and in the future will handle talking machines.

Here It Is—

A High-Grade Console Cabinet At a Popular Price

Made of Genuine Mahogany 5 ply Panels. Height, 33"; Width, 36"; Depth, 23". It is a desirable addition to the famous Celina line.

Attention, Mr. Victor and Columbia Dealer.

The Console shown here (and 2 other Models) will also accommodate Victor and Columbia Table Machines. They are made by

THE CELINA SPECIALTY CO.

at CELINA, OHIO

"Where Better Furniture Is Built."



Queen Anne Period Model

MILWAUKEE TRADE IS PLEASED WITH BUSINESS OUTLOOK

Splendid Holiday Trade Closed—Majority of Concerns Break All Records—Many New Dealers Enter the Field—Future To-day Looks Much Brighter Than a Year Ago—New Stores Opened

MILWAUKEE, Wis., January 9.—Based on a holiday business that exceeded expectations in every way, the talking machine trade in Milwaukee and throughout Wisconsin has been greatly encouraged with respect to future business. In a majority of instances sales by retailers in this territory were the largest on record, with possibly only one exception, namely, the holiday season of 1919, which is so well remembered as the biggest "boom" period in the history of the industry, due largely to unnatural causes. In all cases business was better than in December, 1920, when the music business generally was feeling the worst effect of the reaction from the hectic days of the late war and immediate post-war period.

The wholesale trade entered the new year with a decided advantage, which was found in the fact that the average retailer's stock was the lowest in years. Dealers bought conservatively all through the year and went into the holiday season with stocks of considerably smaller size than they have ever been accustomed to carry in anticipation of Christmas business. The demand was beyond expectations, and as a consequence there has been a very pleasing tendency to place orders with jobbers.

"There is no question that the future to-day looks much brighter than it did a year ago," said Harry A. Goldsmith, secretary of the Badger Talking Machine Co., Victor wholesaler. "Conditions have been on the mend for five or six months, and there is every reason to believe that the improvement will be steadily accentuated. Our dealers in this territory are in a much more cheerful mood than they were after the holidays last year, and they are more disposed to buy fresh supplies of instruments and records because the future looks good to them and fears of calamity have been pressed out of their hearts by the glad experiences of the last six to eight weeks in being able to sell practically everything they had in stock."

Brunswick Branch Breaks Record

One of the happiest men in the local wholesale trade as the new year made its advent was Thomas I. Kidd, manager of the Milwaukee branch of the Brunswick-Balke-Collender Co. Brunswick phonograph and record business in 1921 was the largest in the history of the house, and Mr. Kidd's joy was made complete when at the end of the year he found that holiday trade exceeded by a long margin anything his branch had ever done. The Brunswick has long been

favorably known in this territory, but the vigorous efforts of the Milwaukee branch all through the year have given it still a higher rank and a greater prestige, so that to-day it must be reckoned with as one of the most popular lines in the entire field.

Many New Sonora Dealers

The Sonora, represented exclusively in the Wisconsin and Upper Michigan territory by the music merchandise division of the Yahr & Lange Drug Co., has hung up entirely new records by its 1921 business. Its dealers throughout the district have co-operated thoroughly with the headquarters. The dealer list in Milwaukee has been augmented by the acquisition of some of the best-known stores in this city, which include the following: Wm. A. Kaun Music Co., 90 Wisconsin street, downtown headquarters; George Durner, 745 Third street; Alfred W. Fuchs, 1403 Green Bay avenue; Thien & Pentler, 3401 North avenue, and Luebtow Music Shop, 923 Third street, North Side dealers; Carl Euler, 1611 Vliet street and 468 Twelfth street; Wm. Klug & Sons, Twelfth and Walnut streets; A. Kittelman, 1819 Center street, West Side dealer; Joe Goldman, Fourth avenue and Mitchell street; Noll Piano Co., 1015 Muskego avenue; Winter Piano Co., 375 Grove street, and Kunzelman & Esser Co., 460 Mitchell street, South Side dealers. In addition, there are well-known dealers in the downtown district, such as the C. W. Fischer Furniture Co., 217-223 Second street; Gether Piano Co., 625 Grand avenue, and the J. B. Bradford Piano Co., 411 Broadway, with a South Side branch at 596 Mitchell street.

Pushing the Record Lite

The Badger Co. at present is pushing hard the Record Lite, an automatic illuminating device for the turntable, which is made for Victor instruments only by the Record Lite Co., owned by the principal stockholders in the Badger wholesale house. The Record Lite has been on the market for several years and is now recognized as one of the most efficient and simplest appliances of this kind known to the trade.

Long List of Columbia Dealers

Robert H. Walley, district representative of the Chicago branch of the Columbia in Wisconsin, likewise has set a splendid mark of distribution which will give him ample work to improve this year. In Milwaukee the Columbia has made an especially distinct impression. Local dealers now embrace the following well-known establishments: Winter Piano Co., 516 Grand ave-

nue, with a South Side branch at 375 Grove street; Smith Piano Co., 274 West Water street; Waldheim & Co., 206-212 West Water street; Wm. A. Kaun Music Co., 90 Wisconsin street; Flanner-Hafsoos Music House, 417 Broadway; Mrs. D. J. Carpenter, 3613 North avenue; A. Kittelman, 1819 Center street; Edward Kupper, 1071 Teutonia avenue; Luebtow Music House, 923 Third street; Newdale's, 219 West Water street; Noll Piano Co., 1055 Muskego avenue; Frank Preuss Co., 1216 Walnut street; Sanborn's, three stores; August Zamka, 47 Center street, and several others.

Progress of Local Industries

The Edison branch reports an excellent year's business, with prospects for 1922 considered excellent in all respects, and much improved over the year just ended.

The Milwaukee Talking Machine Mfg. Co. has had a memorable year in producing and marketing the Dalion, and its holiday business was of an exceptionally high order.

Phono-Lamp Mfg. Co. Incorporated

A new industry manufacturing a combination talking machine and home lighting fixture has been established at Beloit, Wis. It is the Phono-Lamp Mfg. Co., which has been incorporated under the laws of Wisconsin by M. W. Wiegand, C. A. Riemer and E. R. Lucas. Some time ago the American National Mfg. Co., of St. Louis, Mo., purchased the brass foundry and machine shop of the Slater & Tuck Co. at Beloit and converted it into a plant for producing the combination instrument and lighting fixture. Now a separate corporation has been organized to take over and develop this business.

New Multitone Co. Activities

The Multitone Mfg. Co., of Eau Claire, Wis., which was thrust into bankruptcy following the disappearance of its founder and president, Edwin J. Sailstad, in August, 1920, has been discharged from bankruptcy. The business recently was acquired by a group of Eau Claire men, some of whom were heavy creditors. The settlement was effected despite the refusal of life insurance companies to pay claims amounting to \$75,000 on policies made to the company by Mr. Sailstad, it being alleged that there is reason to believe that he is alive and was not burned to death in the fire which destroyed his Summer cottage. Mrs. Sailstad was remarried on Christmas day to a well-known Eau Claire man, having established her widowhood to the satisfaction of the marriage license authorities.

New Partnership in Kenosha

S. Klukan, who recently established a music and jewelry store at 160 Milwaukee avenue, Kenosha, Wis., has admitted W. H. Raether as a

(Continued on page 100)

The Record Lite

for Victrolas only

Not an Accessory—but—a Necessity

THIS wonderful Automatic Record Lite prevents scratched records by proper illumination for setting automatic stop and starting. No screws or nails to mar cabinet—simply slip over tone arm. Use in Demonstrating Booths.

ONCE USED—ALWAYS USED. Orders may be sent to us and billed through your Victor jobber—or we will ship and charge direct.

Write
for special literature giving list prices and dealer and jobber special discounts.

Badger Talking Machine Company

Victor Jobbers—Wholesale Only.
135 SECOND STREET MILWAUKEE, WIS.



Ray Miller and His Black and White Melody Boys, one of the newest Columbia dance organizations, have produced a wonderful dance record of "The Sheik" and "Weep No More (My Mammy)". Order it. A-3519.

**Columbia Graphophone Co.
NEW YORK**

OUTLOOK PLEASES MILWAUKEE MEN

(Continued from page 99)

partner. Mr. Raether will take charge of the jewelry department, giving Mr. Klukan an opportunity to devote his entire time to the piano, talking machine and musical merchandise business.

E. J. Skelton Opens Store

Edward J. Skelton, of Madison, Wis., who began business as a piano and talking machine dealer on a small scale two years ago while director of the Orpheum Theatre orchestra, has opened a complete store on King street, adjoining the Capitol Hotel, and is adding a furniture department.

Noll Piano Co.'s Fine New Home

One of the events of the month of December in the retail field in Milwaukee was the formal opening during the week immediately preceding Christmas of the beautiful new store of the Noll Piano Co., at 1015 Muskego avenue. There is no handsomer building in the Middle West than this new music shop, according to the opinion of experts. It covers a quarter of a block, being 60 x 125 feet in size and two stories high. It represents an investment of nearly \$45,000. The Noll Co. was established seven years ago in a small way at 1055-1057 Muskego avenue and has grown to be one of the largest and best-known music houses on the South Side. To accommodate this business it has now erected a separate building, which is an artistic triumph and a showplace of Layton Park, the district in which it stands out as the finest establishment owned by any retail concern.

Opens Store in Old Home Town

Arthur Hamann, for eighteen years an executive of the P. A. Starck Piano Co., at Chicago, has returned to his native city, Sheboygan, Wis., after an absence of a quarter of a century, to establish a talking machine shop which later he intends to develop into a general music store. It is located at 922 Michigan avenue, in the building where his father for more than thirty years conducted a general store. A new building will be erected next Spring, when pianos and other musical merchandise will be added.

Some employes are an asset at \$10,000 a year; others are a liability at \$1,000 a year. Which class are you heading for? asks Forbes Magazine.

KNIGHT-CAMPBELL CO. CONVENTION

Sales Organization of Prominent Denver Concern Holds Fifth Annual Convention and Discusses Important and Timely Trade Topics

DENVER, COLO., December 30.—The fifth annual conference of the Knight-Campbell Co. ended here to-day and proved one of the most successful gatherings of the season. The sessions opened on Wednesday, when over twenty sales representatives of the company from all parts of Colorado, Wyoming, New Mexico, Arizona, South Dakota and Kansas were welcomed by C. R. Baker, vice-president of the company, and the other officers.

Among the out-of-town guests were Howard B. Morenus, vice-president of the Hobart M. Cable Co., Chicago, and R. A. Burgess, general representative of the Smith, Barnes & Strohber Co., Chicago, both of whom made interesting addresses on business topics.

W. Bradford, manager of the out-of-town sales department of the company, was chairman of the convention. Interesting addresses were made by Burt Wells, publicity manager; H. J. Prada, manager of the mail order department; F. D. Wootton; Felix B. Beyer, assistant manager of the wholesale Victrola department; Dave Arnold, of the retail Victrola department; T. O. Askerlund, manager of the Denver branch of the Q R S Co.; T. P. Foote, credit manager, and others.

The salesmen attending the meeting were: H. A. Baker, Las Animas; F. A. Black, Pueblo; C. E. Upp, Salida; A. E. Dorman, Raton, N. M.; George L. Horr, Dodge City, Kans.; P. J. Tirey, Grand Junction; W. J. Cox, Grand Junction; Marion Kingsbury, Leadville; O. A. May, Albuquerque, N. M.; E. Duff Wilson, Denver; Darius Allen, Colorado Springs; Wilbur Haines, Colorado Springs; Lewis E. Shrewsbury, Colorado Springs; R. C. Hofman, Cheyenne; W. O. Shumate, Cheyenne; Phil Kellerman, Greeley; Ernest Renley, Greeley; H. E. Mitchell, Pueblo; F. V. Foss, Pueblo, and M. J. Donald, Pueblo.

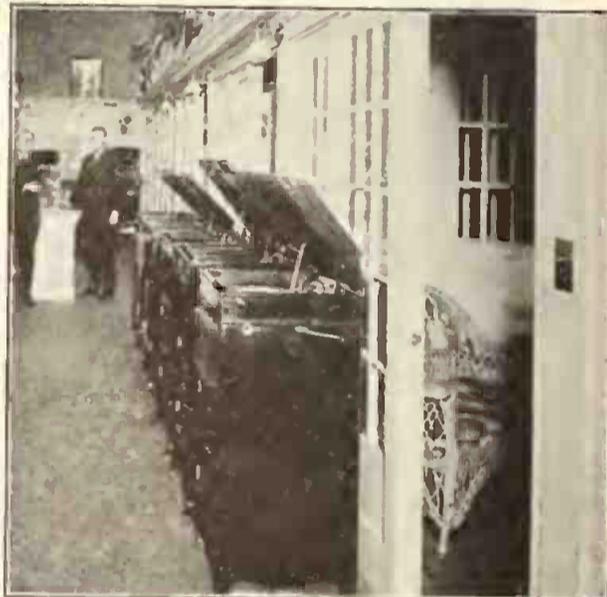
Thursday evening the visitors were the guests of the Knight-Campbell Co. at a theatre party, and Friday evening they were tendered a banquet at the Shirley-Savoy Hotel at 7 o'clock.

Put much into the world and in time much will be put into your world.

SALES METHODS BRING SUCCESS

Erb's Music Shop, Hamilton, O., Closing Excellent Columbia Business—Using Aggressive Sales Campaign in Developing Business

HAMILTON, O., January 5.—Erb's Music Shop, of this city, which handles Columbia Grafonolas and records, is meeting with exceptional success, which may be attributed in a considerable meas-



Views of John Erb's Warerooms

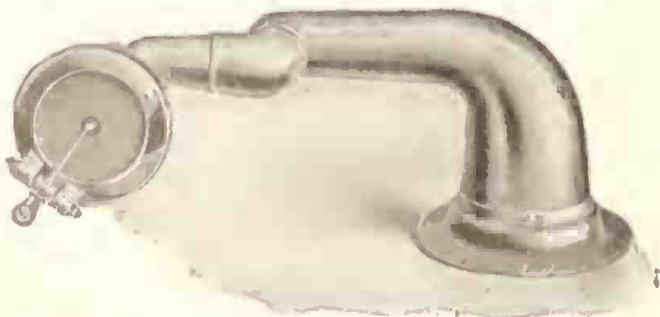
ure to the activities of John Erb, manager of the establishment, and Bryan Brittingham, head of the sales division. Ernest Erb, brother of John Erb, is a partner in the establishment and, in addition to his activities in the talking machine field, is also auditor of Butler County.

At the time this photograph was taken John Erb had been entertaining Johnny Black, the famous composer of "Dardanella," whose latest song, "Who'll Be the Next One to Cry Over You?" is meeting with exceptional success.

LOANS MACHINES AND BOOSTS SALES

WASHINGTON, D. C., January 4.—Ansell, Bishop & Turner, Inc., exclusive Victor dealers of this city, are boosting sales of Victrolas and records by loaning machines and a number of popular records to prominent stores. The stores readily agree to keep the machine in operation and a placard announces the name of the loaner.

TONE ARMS and REPRODUCERS



Various Styles and Designs to Meet Every Requirement

Prices \$2.50 to \$6.00

Samples on Request

Triangle Phono Parts Co.

722 Atlantic Ave. Brooklyn, N. Y.
Telephone Sterling 1120

MOTORS

(Swiss)

DOUBLE SPRING

Suitable for Portable Phonographs

Stock On Hand, Ready For Delivery

Sample \$3.75—Write for One

MERMOD & CO., 874 Broadway
N. Y.

RECORD TO HELP ORCHESTRA TRIP

Starr Piano Co. Offers to Make Record of Playing of High School Orchestra in Order to Pay Expenses of Concert Tour

RICHMOND, IND., January 3.—A proposed trip of the Richmond High School Orchestra to Nashville, Tenn., next March was insured recently when the Starr Piano Co. announced that to assist in paying the expenses of the trip it would make a phonograph record of selections rendered by the orchestra and would give the orchestra all profits derived from the sale of the record.

The orchestra will sell the records at the national music supervisors' conference at Nashville. The numbers which the record is to include are two selections said to have never been recorded. They are "The Red Man," from "Dwellers of the Western World," by Sousa, and "In the Village," from the "Caucasian Sketches," by Ippolitowivanow, and also the "Valse Triste," by Sibellius, and "Praeludium," by Jarnefelt.

NORMAN B. MEYER WITH EINSON

Takes Over Duties of Sales Manager of Einson Products—Is Nationally Known—Rounds Out Strong Organization of Specialists

Einson Litho., Inc., New York, manufacturer of dealer service helps, window displays and other display advertising material, announces that Norman B. Meyer, vice-president of the National Service Bureau, of Chicago, and previously advertising manager of the Chicago Examiner, joined the Einson organization on January 1. Mr. Meyer takes over the duties of sales manager for Einson products, and present plans call for an extensive and country-wide campaign in the interest of many new features of dealer service display material which the company is to introduce to the trade during 1922.

The addition of Mr. Meyer to the Einson Co. rounds out one of the most complete organizations in the lithographing field, as the company now includes such well-known names as Lawrence Harris, Joseph Ellner, A. J. Edgell, William G. Adams, Dennison Babcock, Leo Einson, Harry N. Stein, Francis D. Gonda and F. S. Goodspeed, who in bringing Einson products to the highest standards possible will give the dealer the best that can be produced in advertising material for the stimulating of sales in 1922.

TAKES OVER BRUNSWICK SHOP

Walter J. Baker Assumes Control of the Brunswick Shop in Indianapolis

INDIANAPOLIS, IND., January 3.—Walter J. Baker, manager of the local branch of the Brunswick-Balke-Collender Co., has purchased the Brunswick Shop at 124 North Pennsylvania street. He assumes active control of the shop, succeeding C. A. Grossart, who has been manager during the last year for the All Records Phonograph Co. Mr. Grossart plans to visit in California before making other business connections. No successor has as yet been named for Mr. Baker as manager of the Brunswick-Balke-Collender store.

Mr. Baker was with the Brunswick-Balke-Collender Co. twelve years, being employed at Toledo, Grand Rapids and Chicago before coming to Indianapolis a year ago. The phonograph department of the Indianapolis branch was transferred recently to Chicago.

The Brunswick Shop is the only exclusive Brunswick store in the city and was the only store handling the Brunswick machines until last Summer, when the agency was extended to the Baldwin Piano Co. The sales of both the Brunswick machines and records increased steadily in the city during 1921. Mr. Baker contemplates no immediate changes in the sales organization of the shop.

SALT LAKE CITY TRADE ACTIVE

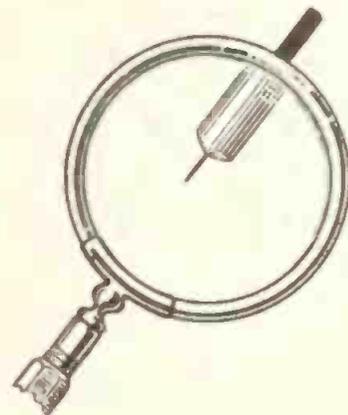
Record Business Particularly Good During the Holidays—Business Men Underwrite Concerts

SALT LAKE CITY, UTAH, January 4.—The Christmas business was, on the whole, very satisfactory and continues to hold up fairly well. George A. Bolduc, manager of the talking machine department of the Glen Bros.-Roberts Co., said the record business was excellent but machines were not so good. This was the experience generally. Some of the stores did a fairly good business in pianos.

Much sympathy is felt for Thomas O. Leaver, of the Consolidated Music Co., who lost his mother, Mrs. Mary A. Leaver, recently.

Sidney D. Hampton, of the Consolidated, says player-pianos have picked up a little of late. A. B. Irvine, president of the Consolidated Music Co., has gone to Ocean Park, Cal., on a trip.

The O'Loughlin Co., exclusive talking machine dealer, has had a good demand for "Period" model machines, according to H. R. O'Loughlin, who said the company has enjoyed a big record business.



PROFIT-plus

SONORA Semi-Permanent Needles are known everywhere for their lasting quality and purity of tone.



Sell Sonora Semi-Permanent Needles for the profit in each sale—for the satisfaction they give your customers.

In addition—demonstrate your records with Sonora Semi-Permanent Needles. They speed up your record sales as well. Carry sufficient stocks of Sonora Semi-Permanent Needles, and use Sonora Display Cards and Helps.

CAUTION! Beware of similarly constructed needles of inferior quality.

Sonora Phonograph Company, Inc.

GEORGE E. BRIGHTSON
President

279 Broadway New York

Canadian Distributors:
I. Montagnes & Co., Toronto

BEE CROFT



Delivery Envelopes

*Art Series
New Designs*

Now that many of the good old records are coming, the 60-day service will be more appreciated than ever.

NEW LIST OF RECORDS

Every 60 Days

A Selected List of Victor Records

We Will Be Pleased to Play Any of Them for You	
10000-10	Blanche Bannister - The Rose Tree
10000-20	The Rose Tree - Blanche Bannister
10000-30	The Rose Tree - Blanche Bannister
10000-40	The Rose Tree - Blanche Bannister
10000-50	The Rose Tree - Blanche Bannister
10000-60	The Rose Tree - Blanche Bannister
10000-70	The Rose Tree - Blanche Bannister
10000-80	The Rose Tree - Blanche Bannister
10000-90	The Rose Tree - Blanche Bannister
10000-100	The Rose Tree - Blanche Bannister
10000-110	The Rose Tree - Blanche Bannister
10000-120	The Rose Tree - Blanche Bannister
10000-130	The Rose Tree - Blanche Bannister
10000-140	The Rose Tree - Blanche Bannister
10000-150	The Rose Tree - Blanche Bannister
10000-160	The Rose Tree - Blanche Bannister
10000-170	The Rose Tree - Blanche Bannister
10000-180	The Rose Tree - Blanche Bannister
10000-190	The Rose Tree - Blanche Bannister
10000-200	The Rose Tree - Blanche Bannister

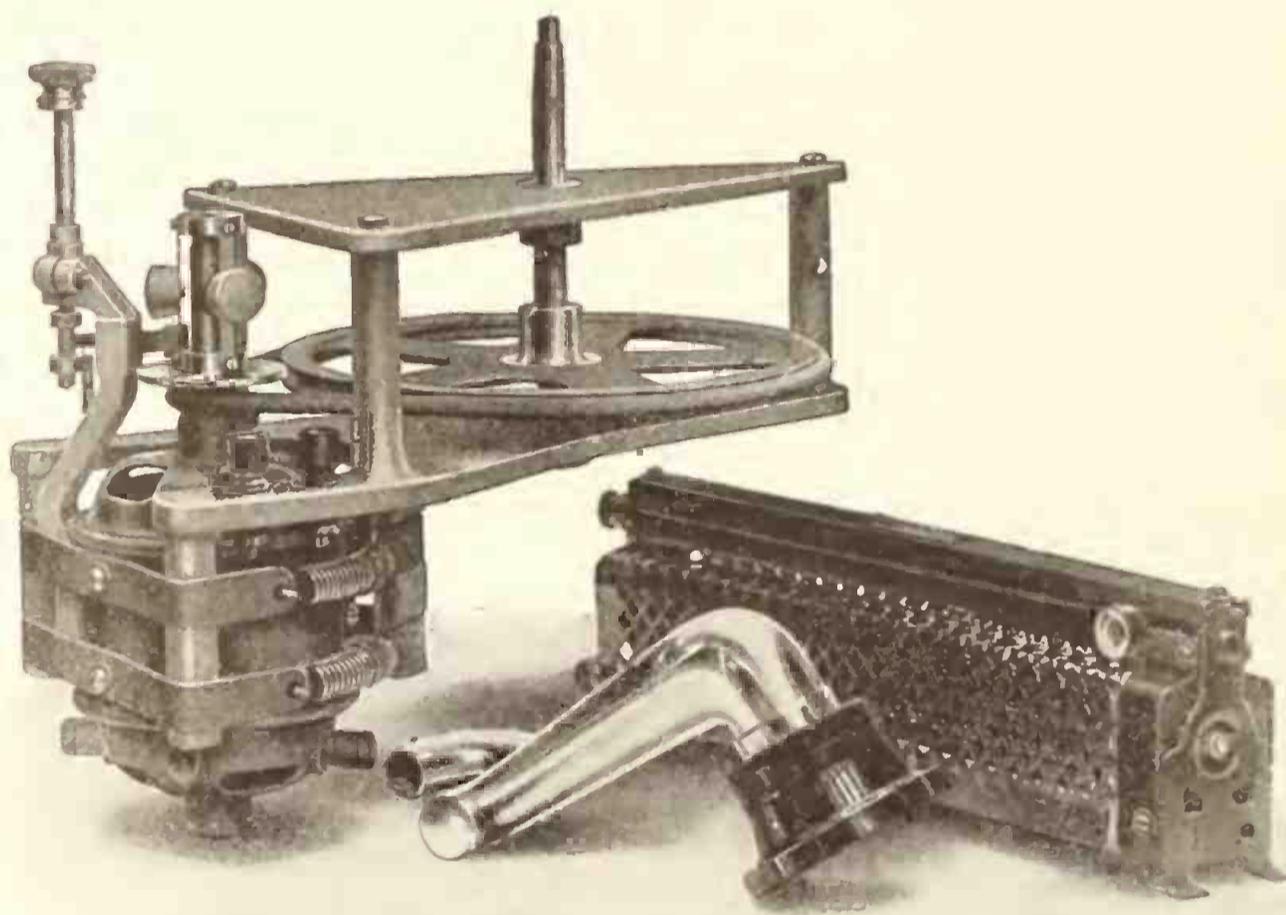
Write for samples and prices

Order Now for the New Year

CLEMENT BEECROFT
5546 North 5th Street
PHILADELPHIA

The Last Word in Electric Phonograph Motors

Make this *your*
leading line for
the coming
s e a s o n



The Electromophone

Absolutely Silent

Adjustable to any voltage. Tone arm equipped with electrical stopping device, which operates in conjunction with the Electromophone—Record stops automatically on last note—Never fails!!

The Sole Selling Rights of This Unique Mechanism Are in the Hands of

THE STERNO MANUFACTURING CO.

19 CITY ROAD

LONDON, E. C., ENGLAND

VERY SUCCESSFUL BUSINESS YEAR CLOSED IN CINCINNATI

Volume of Trade Satisfactory as a Whole—A. H. Bates Discusses Situation—New Edison Co. Sales Campaign—Six Carloads of Columbias Shipped—Brunswick Expansion—Other News of Interest

CINCINNATI, O., January 4.—And now another year has passed, as years will. Whatever it bore of opportunity, grasped or let pass unrecognized, it is irrevocably gone. Another year shall have gone its way before the gray dust of months is brushed from the miraculous flat discs of Christmas carols and "God Rest Ye, Merry Gentlemen," sounds in a million homes. Now, too, is the day of the inventory, bane of irresponsible clerks and fateful record of responsible tradesmen.

The years, indeed, have shown progress. The year of 1921 has shown success and progress in Cincinnati. Throughout every department of the talking machine trade in this city there is a glow of optimism. Not one manager but concedes that the year's business was better, much better, than expected. Every business, of course, but the bootlegger's, was somewhat below normal. But in view of economic depression in general, unemployment, high transportation rates; prices and all the impedimenta of the still new peace, the talking machine business was a rip-roaring success. Compared with other years, the result, of course, is less bright. Yet, there is satisfaction with the past year, quiet confidence in the present and a good measure of optimism for the future.

As to December, almost every dealer has the same words: "Holiday business was fine!" In most cases the dealer adds that it was much better than December of last year. And virtually every dealer believes that 1922 is going to be much better than 1921.

Some Shortage of Victrolas

One wholesale distributor of Victrolas was in the position, unique in these times of depression, of being unable to obtain enough machines to satisfy the demand made upon the company. This was the Ohio Talking Machine Co. A. H. Bates, of that company, said: "Our holiday business was very good, indeed. We sold out entirely in the Christmas trade. We could have sold a great many more Victrolas in popular models if they had been obtainable, but the demand upon our stock was so much greater than the number we could secure that we could not possibly catch up." Mr. Bates said, also, that business for the year of 1921 had been more than satisfactory. He commented particularly on the large number of moderate-priced machines which were sold.

In looking forward to 1922, Mr. Bates said: "The willingness of dealers to take out greater stocks of machines at cost should stimulate business. There is a demand now, even so shortly after the holiday rush, for certain models, so that it will be several months, probably, before the production catches up. The Kentucky district looks very good, because of prospects of substantial prices in the tobacco market. West Virginia is not so promising. The low coal demand, brought on by the mild Winter, and the incessant labor trouble, which will not be settled, apparently, until March or April, probably will make the market dull, especially in mining sections."

The New Edison Co. Progress

This company was not, by any means, the only one successful during the Christmas season or the past year. The New Edison Co., 224 West Fourth street, partook of these good things. P. H. Oelman, of this company, said: "Our Christmas business was fine, although, after a flying start two or three weeks before Christmas, it fell off a little just before the holidays. Sales of records were exceptionally good up to, and after, Christmas. The year, in the main, has been better than expected. Business looks very good, also, for 1922; much better than in January, 1921. We have a considerable number of substantial orders already on file for January, which is about the best sign we have seen recently."

The New Edison Co. began some time ago a sales contest in the Cincinnati district, and the

results have been very gratifying. The prizes being competed for are scholarships for the winners in various divisions of the district, assuring instruction in the Edison school for salesmen. The leaders in the divisions—the divisions are designated as "classes"—are: Class 1, J. A. Gregory, Harlan, Ky., and Jesse C. Huff, Har-dinsburg, Ky.; Class 2, E. C. Earhart, Franklin, O., and Cade Schulenberg, New Bremen, O.; Class 3, Charles D. Hayt, Williamson, W. Va., and G. Bruce Edelen, Lebanon, Ky.; Class 4, A. B. Simpson, Piqua, O., and Geo. E. Jenkins, Circleville, O.; Class 5, O. U. Briggs, Nashville, Tenn., and William C. Griffith, Bluefield, W. Va.

There is also a "sweepstake prize" for the salesman who heads the entire list. This prize, now that the contest is nearly concluded, is almost certain to fall to Joe McKee, Charleston, W. Va., who will win, in addition to the Edison scholarship, a fine Gruen watch. Mr.

McKee has established something of a record for salesmen to shoot at. In three days he sold \$2,300 worth of Edisons.

Retailers Have a Good Season

The feeling of satisfaction in December business, and business of the past year, spread throughout the trade. The Baldwin Piano Co., retailer of Victrolas, experienced a good year and a good holiday trade, both in machines and records, as did the Otto Grau Piano Co., handler of the Brunswick phonograph.

All of the department stores which have instituted departments for the sale of talking machines experienced a good Christmas trade and a good year. These stores, the H. & S. Pogue Co., the John Shillito Co., the McAlpin Co. and many others, advertise their talking machines extensively, and have gone into this popular business in earnest.

Six Carloads of Columbia Grafonolas

The Columbia wholesale branch in this city is proud of its record of business done during December. Ross H. Wilson, manager of the service department of the branch, said: "Our
(Continued on page 104)



Style L
One of several beautiful Console Models



Style J
Mahogany Walnut

KIMBALL PHONOGRAPHS

Invite good customers and ready sales

Because the line is attractive from a business-getting standpoint and is thoroughly *reliable*, the Kimball is the phonograph for the dealer who is building wisely and well.

Superior Construction; visible beauty; truth of tone in reproducing voice or instrument; Kimball prestige; Variety of Console and Upright Models; all are qualities that appeal to customers.

There will be a Kimball Dealer in your vicinity. Will you be the one?

Write for Agency Terms.

W. W. KIMBALL CO.

306 S. Wabash Ave., Kimball Bldg.
CHICAGO

Manufacturers of Phonographs, Pianos, Player-Pianos, Pipe Organs, Distributors of Okeh Records



Style G

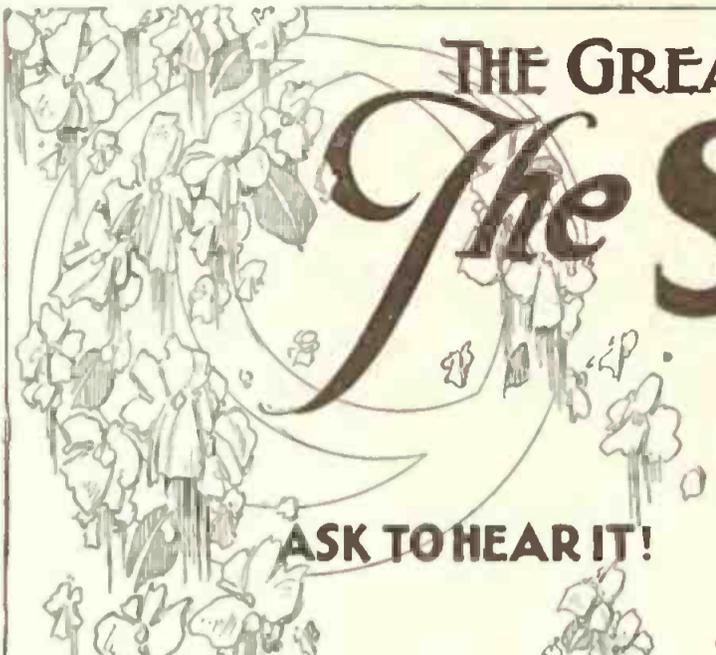
THE GREATEST MUSICAL HIT OF AGES

The SONG OF LOVE

From "BLOSSOM TIME"

ASK TO HEAR IT!

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



CINCINNATI CLOSES A GREAT YEAR

(Continued from page 103)

business was splendid. We shipped six carload lots of machines to dealers in the Cincinnati branch territory. These carload lots were delivered respectively to Hook Drug Co., Indianapolis, Ind.; Finke & Co., Evansville, Ind.; Lewis Furniture Co., Portsmouth, O., and Logan, W. Va.; the Grafonola Shop, Owensboro, Ky., and G. C. Garsuch, Springfield, O. Reports of quick sales from two of these concerns were remarkable. The Grafonola Shop, Owensboro, Ky., sold twenty-nine machines the first day after receipt of the shipment, and 120 machines in a week. The Evansville dealer disposed of forty-five of the carload lot on the day of its arrival and 178 machines during the week.

Growth of Brunswick Distribution

There is enthusiasm in the office of the Brunswick Co. over the showing made during 1921. The percentage of growth in distribution, noted in increase of number of new dealers in the Cincinnati territory, was 150 per cent over 1921. S. Reis, Cincinnati branch manager of the company, said: "Very many dealers in Cincinnati and nearby districts are realizing the value of the Brunswick line and are adding it to their stock of goods with fine success. During December our business was very large; much better than for the same period last year. Because of conditions, of course, the outlook for 1922 is not exceedingly brilliant, but we are quite encouraged. We are going out to get business and we will get it."

Prize for Good Sales Campaigning

The Hook Drug Co., Indianapolis, dealer in Columbia products, has won second prize in the

national advertising contest conducted by the Columbia Co. The prizes were awarded for general excellence in sales campaigning. Emerson McCord, manager of the talking machine department of the Hook Drug Co., and Miss Elizabeth Horner, who write advertisements, must receive credit for their prize-winning work.

Howard L. Chubb, of the Chubb-Steinberg Music Shop, said: "We have been in the Victrola and record business but five months, and yet we are encouraged to believe that we will go on next year with a splendid business, as we have had thus far. Our trade during and before December was excellent. Even in the great rush just preceding Christmas we were able to satisfy every demand upon us. It seems to me that this speaks for a remarkably good stock of goods."

E. M. Abbott, dealer in machines and records, who has three stores in Cincinnati, has developed a remarkably fine trade. His Christmas business was good, as was that of the year. He looks forward with confidence to 1922.

Ross H. Wilson, manager of the Dealer Service department of the Columbia wholesale branch here, visited friends and relatives at Chicago during the holidays. R. H. Woodford, wholesale branch manager of the company, passed last week in New York. He attended there a meeting of the Columbia branch managers.

A surprising number of drug stores in the suburbs of Cincinnati, and even a delicatessen or two, have taken on talking machines as an auxiliary line. They have had little trouble in disposing of the necessarily limited stocks which they handled.

Advertising Brings Big Results

F. X. Donovan, manager of the Victrola department of the John Shillito Co., said: "A review of the year's business is very satisfactory. Although we undertook the sale of Victrolas slightly more than a year ago our business in machines and records has been surprising. We attribute our success in a great measure to our extensive advertising of this special department. We intend to continue this advertising campaign, particularly in newspapers, during the next year."

Holiday Demand for Jazz

Manager Pauling, of the Starr Piano Co., distributor of Starr talking machines and records, said: "Our holiday business in talking machines and records was very good. There were surprisingly few calls for Christmas hymns and carols. There seems to be such a demand for jazz records that not much time can be given to other records."

E. A. Gekow, talking machine dealer of Gorman, Tex., is planning to open a branch store in the Nowlin Building, De Leon, Tex.

The talking machine department of the Messerschmitt Jewelry & Optical Co., Fort Collins, Col., is now in charge of Miss Lillie Welch.

BELIEVES IN BILLBOARDS

Enterprising Columbia Dealer Uses Billboards to Advantage—Sells Many Grafonolas to Schools

Although A. F. Hibbard, Columbia dealer at Huntington, W. Va., has had his store only two years, he has already sold quite a number of Grafonolas to schools in his territory. He not only pushes Grafonola sales, but has a systematized method of attack in the record department,



How A. F. Hibbard Advertises

which consists of an intensive circularizing campaign among the schools, school teachers and principals, coupled with a unique sales idea.

Among Mr. Hibbard's latest publicity enterprises is a thirty-two sheet billboard, located near a street-car switch, where every car stops to wait for others to pass. This billboard is seen by many passengers who pass the switch day by day and it represents timely publicity.

MUSICAL CENSUS BRINGS SALES

The Lippert Jewelry & Music Store, Dyersville, Ia., took advantage of the lull last Summer to make a complete musical census of the 5,000 inhabitants of that town, together with some thousands of the rural population, and as a result of having the facts at hand has been closing an excellent business all Fall, disposing of twenty-two cabinet Victrolas in the month of November.

Whatever a man does, if that act is reinforced by his "upper story," he will come out on top.

Empire State Finance Corp.

Gotham Natl. Bank Bldg.

1819 Broadway, New York

Purchaser of talking machine and piano retail collateral notes or leases.

Annual requirements may be arranged.

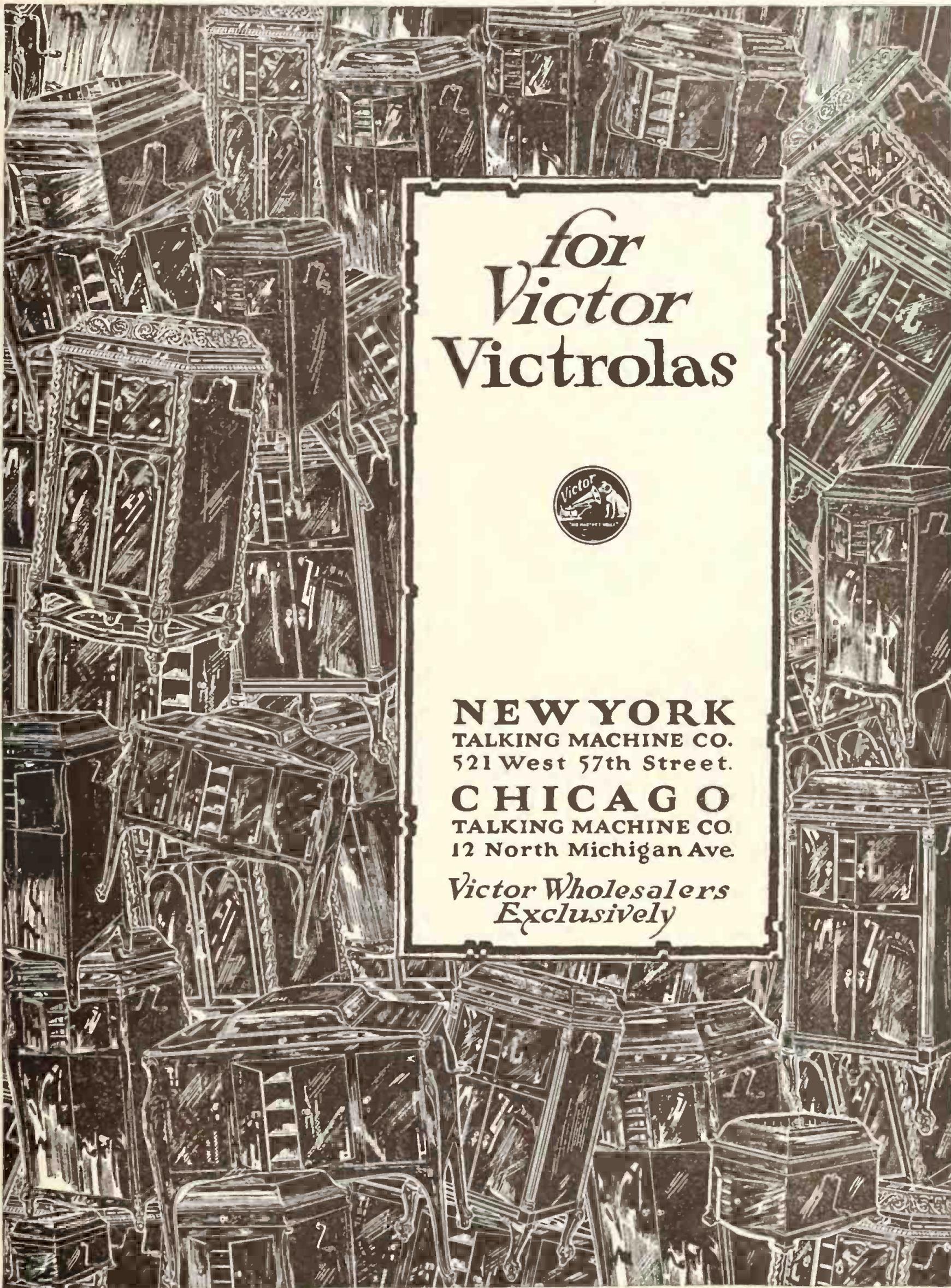


PERRY B. WHITSIT CO.

WHITSIT co-operation and service to the Victor dealer has been enhanced by the exceptional facilities afforded us in our new home. Visit us on your next trip to Columbus.

COLUMBUS OHIO

VICTOR DISTRIBUTORS



for
Victor
Victrolas



NEW YORK
TALKING MACHINE CO.
521 West 57th Street.

CHICAGO
TALKING MACHINE CO.
12 North Michigan Ave.

*Victor Wholesalers
Exclusively*

Mid-West Point of View

WESTERN DIVISION OF THE WORLD, CHICAGO, ILL., JAN. 10, 1922.

WE did our New Year's resolving early, to avoid the rush. And so have others, so that by this time, no doubt, most of the mid-West members of the talking machine industry are settled down to the contemplation of the year 1922, and are asking themselves what it is likely to bring forth. Well, one guess sometimes may be no better or worse than another, nor are we wise enough to know whether our particular guess does, or does not, possess any especial virtues over those of our friends. But for so much as it may be worth, it is here presented for consideration.

Doing
It
Early

IN the first place, let us look at some facts; not deductions, not rumors, but facts. It is not a bit of use denying what everyone

Facts,
Not
Rumors

knows, namely, that during the greater part of the year now happily past the talking machine business was in rather a poor way. Its own vitality has pulled it through the worst time it ever experienced. And that says much for its ability to take care of itself. It would likewise be ridiculous to deny that retailers have been stocked up for the greater part of the Summer and Fall and have not been ordering, during this period, save in the smallest possible quantities. The natural result—overstocked factories running, if at all, on short time—has been with us during these past months pretty continually. Nevertheless, the conditions which began to prevail at the beginning of last month (December), and which have continued to prevail right up to the date of writing without sign of relaxation, indicate a very remarkable probability. During December, as we can say on the very highest authority, retail business throughout the mid-West territories picked up wonderfully, with the natural result that many dealers found themselves short on certain favorite styles of machines and certain favorite record titles. Factories were unable to supply the last-minute demand, in spite of their generally stocked-up condition, for the demand was for certain styles and the stocks of these were rapidly exhausted. In consequence—as again we can say on high authority—many orders were taken at retail for future delivery of these favorite styles. These orders are now being filled. The outlook for the immediate future is therefore, from the narrow trade standpoint, not unfavorable at all.

BUT there are other and equally important factors to be considered, broader in latitude and reaching towards the general conditions of national and international industrial activity. For

The
Broader
View

the benefit of our mid-West readers, therefore, it gives us much pleasure to be able to say that, as of January 1, 1922, the employment situation in our territories is steadily improving. The revival is slow, but it is none the less certain. Factories in various lines, such as clothing, shoes, furniture and so on, are reopening, or, if they had been on part time, are going gradually on to full time. The purchasing power of the people is thus being gradually restored. The process will be slow, without a doubt, and there will be reactions, arrests of progress, hesitations, difficulties. Still, whereas one year ago we could only hope that things might not become even worse, to-day we can say that things have been as bad as they can be. The clean-up has been appallingly complete, and the survivors are the strong and the sound only. We look forward, then, to the coming twelve months with unabated confidence, strengthened by the knowledge that world conditions are gradually coming towards a settlement, if only because it has finally been seen that some sort of settlement is essential to the future of civilization. Moreover, the American people by now generally recognize that their own prosperity has become so bound up with the prosperity of the world that they must take their share in the labor of house-cleaning. Thus it becomes certain that, with a clearer view of the facts, with a cleaner state of business, now down to rock-bottom and reaching upwards again, we may all join in looking forward with clear-eyed confidence, not blinking the facts, but taking advantage of them.

THE announcement carried in a news column of this month's Talking Machine World to the effect that W. H. Wade has taken over one of the oldest and most famous of Chicago's retail piano houses and proposes to carry on its business in connection with his own, directs attention to the career of a merchant who has known, better than most men, how to make the merchandising of talking machines into a process of constant growth and success. To-day "Bill" Wade is one of the largest sellers at retail of both Columbia and Brunswick machines to be found in the mid-West territory, and his handsome warerooms on Chicago's magnificent Michigan Boulevard are by this time in the nature of a trade landmark. Ever since the old days with Lyon & Healy he has been a worker and a thinker. He to-day is showing some discouraged merchants that the talking machine business is a big and worth-while, success-bringing business to those who treat it rightly.

Wonderful
William
Wade

NOT everyone realizes how the mid-West is becoming the center—a new and strong center—for the manufacture and distribution of records. We would not say a word against the great and wonderful collections which were first begun in the old days when no one believed in the talking machine, and which retain their foremost position today. But at the same time we do believe that it is a very good thing to have as much variety as possible in this particular department of our industry. It is very necessary that there should be as much as possible of healthy competition in this line, as in all others, simply because our industry is still in a fluid state and still holds in solution unlimited possibilities for development. Not all those possibilities can ever be worked out by any one group or even by any small number of groups. It seems quite obvious that the future progress of the industry rests, as much as on anything else, upon the perfection of the art of recording. As one finds things at present, each make of record has its peculiar advantages. One is noticeably free from mechanical scratch. Another excels in clarity, i. e., in ability to render the individual voices of a tone mass with distinctness and cleanness. Another, again, is superior in durability, lasting through many hundreds of successive playings without perceptible deterioration of the surface. Each make, we say, has its own peculiar virtues, but no one make can possibly combine them all, just as no one make can be without some distinct virtues. Wherefore the value of competition. We are glad to see a variety of makes, and still more glad to see them all steadily improving as time goes on. No one can question the immense value in a musical way of the records of standard music, both vocal and instrumental. They are playing a vital part in the upbuilding of musical knowledge in America and particularly among those people who have little opportunity of hearing our great artists or our great musical organizations. The talking machine record has a divine mission because musical culture aids in the refinement of our civilization.

Progress
in
Variety

AND now, as we reach the last few lines of our page, may we say to our friends of the mid-Western trade one word of a more strictly personal and confidential nature? May we say that it is a pleasure to note how, month by month, the asperities, the back-bitings and the personal irritabilities which used to disfigure the relations existing between individual members of the industry, between rival dealers, and between newcomers and old standbys in the manufacturing branches, are being smoothed down into nothingness? It shows that the trade, as a trade, is rapidly becoming settled, staple, steady; that the wildcat days are over and that those who to-day survive are worthy associates of the great pioneers. Gentlemen, you want, and we want, to see the industry do big things in 1922 and ever after. One essential towards those wished-for big doings is mutual forbearance and friendliness. You are beginning to show these qualities; and though it be late to wish you a Happy New Year, at least we can congratulate you on your wider vision.

Concluding
With
Compliments

From our CHICAGO HEADQUARTERS

REPUBLIC BLDG., 209 SOUTH STATE ST. TELEPHONE WABASH 5242

EDWARD VAN HARLINGEN

WILLIAM BRAIDWHITE

EUGENE F. CAREY

ARTHUR E. NEALY

A. SNYDER

CHICAGO, ILL., January 8.—The keynote of business during the year of 1922 will be keen competition. This deduction is based on a census of dealers' opinions derived from the holiday business just passed. All indications point to a feeling of unconcern regarding haphazard makes of instruments that were placed on the market in the past two or three years. Many of the dealers who had instruments of this type on their floors during the Christmas rush still had them after the rush was over. In many instances these instruments have been consigned to the basement "for keeps." The buyers during the holiday season showed what they wanted. The dealers had to have goods of a high quality and reasonable price or else the customer invariably walked out. On the other hand, the dealers who had goods of quality and workmanship did a splendid business. Furthermore, these very same dealers who sold only goods of quality feel that they may be sure of good business for 1922. Consequently, they have no fear for the future. For the inferior grades of machines, as a matter of fact, there has been no demand to speak of for a number of months, and it seems as though these goods cannot be disposed of even at a sacrifice. The accumulated factory stocks of such machines were sent into storage by the hundreds, at charges which, by now, have accumulated until the total costs have become prohibitive.

On the other hand, there was quite a shortage on some of the well-known brands of instruments during the holidays. This condition had been predicted in these columns for several months and reasons had been given. For the sake of argument we again state them briefly.

During the Summer months the factories curtailed manufacturing to a considerable extent and did not cut any lumber or manufacture any instruments until the finished goods on their floors should be depleted. By the time this had happened the trade was already well into the Fall season. Then, and only then, the great number of manufacturers began to prepare for the late Fall and Christmas season. But even then they only manufactured enough to keep up with current demands. It was not until November that they put on full forces and began working at top speed. Then warnings were sent out to all dealers asking them to anticipate as nearly as possible their Christmas business. Many dealers did this and many did not. Those who did met with no serious shortages, whereas those who did not suffered considerable loss.

There is a tendency on the part of some dealers to offer goods to the public on long-time payments, with a small initial down payment. The most conservative dealers are not taking kindly to this plan, because, in many instances, these men have been handling pianos for years and know what the piano trade went through when it instituted the so-called "banking system." By that is meant leaving goods out on long time with small payments and depending upon accrued interest to fatten their wallets. The piano men did this for a long time, but, several years ago, found out that the best way to fatten a pocketbook and keep it fat was by the quick turnover route. They found out that it paid in greater revenue to turn over a dollar several times within a year than it did to leave it out at a certain amount of interest per year. It took them quite a long time to figure this

out, but they finally got out of the rut and have been making good money ever since. Therefore, there is no reason why the talking machine men should not take advantage of this lesson, which cost the piano men many a dollar.

Wolf Mfg. Industries Open Chicago Office

The Wolf Manufacturing Industries of Quincy, Ill., have just opened a Chicago sales office at 123 West Madison street. At the new office the company are exhibiting their entire line of high-grade talking machines of both upright and console types. This office is under the supervision of Carl Knittel, sales manager of the concern. Mr. Knittel expects to spend most of his time in and about Chicago, but contemplates making monthly visits to surrounding territory. The Wolf Industries are bringing out many new instruments in 1922 models and, as Mr. Knittel says, these models are built along the lines desired by the public, and in bringing them out the officials of the Wolf concern have closely adhered to the aforesaid desires.

Brunswick Service Was Efficient

Harry B. Bibb, sales manager of the Chicago division of the Brunswick-Balke-Collender Co., stated during an interview with a representative of the Talking Machine World that, with the exception of certain slight and forewarned shortage, Brunswick dealers throughout his territory received their holiday goods in good time and in very large quantities. Most of the shortage was for Stratford consoles and No. 117 uprights. This seems to indicate that the public demand is for the higher class of instruments. Quite a number of dealers lost a great amount of business during the holiday rush by not an-

(Continued on page 109)



What Our Dealers Say:

Consolidated Talking Machine Company, Chicago, Ill.
"We have very carefully tested the Geer Record Repeater and are convinced that it is something that ought to be in the hands of every phonograph owner. We shall be very glad to recommend this repeater to our dealers."

P. E. Grunden, Harrisburg, Pa.
"The Geer Record Repeater came this morning and was tried and sold to the second man who saw it. Another man who saw it wants one. Send me one dozen more immediately—special delivery."

Bond's Graphophone Shop, Nashville, Tenn.
"You will find enclosed amount covering our account. Please give us credit and enter our order for twelve repeaters, which please ship via RUSH to us. We are very much pleased with your device."

Wade Talking Machine Company, Chicago, Ill.
"We are pleased to advise you that after making a test of eight hours per day for two weeks, we decided to use your record repeater in our show windows as an attraction. It has kept large crowds of people before our show windows continuously, resulting in sales of ten to fifteen repeaters per day."



GEER REPEATERS

FROM every part of the United States we are receiving letters like the four reproduced below. Hundreds of stores who have ordered our "Demonstration Package" of three Geer Repeaters have found to their surprise and profit that all three repeaters were "sold out" the same day they were received. To say that Geer Repeaters sell on sight, therefore, is not a figure of speech. It is the truth. In nine cases out of ten a demonstration makes the sale.

The Geer Repeater is as simple and easy to use as a record. It repeats instantly and as often as wanted. It cannot break or get out of order. It protects the record, the machine and the needle. For dances, receptions and at other times when a phonograph owner wants music, the Geer Repeater is needed. Send for our "Demonstration Package."

WALBERT MANUFACTURING CO.
925-41 Wrightwood Avenue CHICAGO, ILL.

Walbert Manufacturing Company,
925-41 Wrightwood Ave., Chicago, Ill.

Please send me by return mail your "Demonstration Package" containing three Geer Repeaters. I agree to pay \$4.75 C.O.D.* for the repeaters—the retail price to be \$2.50 each.

Name

Address

Jobber

*Credit extended to rated concerns.

for economy—
L & H Fibre Needle Cutter

While every talking machine merchant understands the advantage of using fibre needles, particularly for the expensive records, sometimes the sale of these needles is small because of their seemingly higher price.

As a matter of fact, the fibre needle is very economical when used with the improved L & H Fibre Needle Cutter.

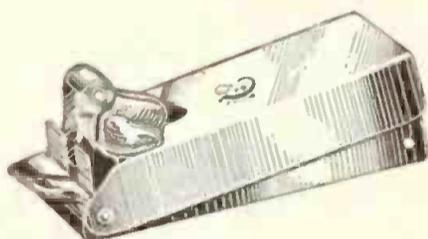
The L & H Fibre Needle Cutter will repoint each needle ten to twelve times. It is as simple to operate as a

cigar cutter and almost as small. The new, improved method of manufacture makes the cutter practically unbreakable. For this reason, Lyon & Healy absolutely guarantee each cutter against breakage or trouble of any kind. Should one fail to give satisfaction, it will be replaced or repaired, free of charge.

Despite these remarkable improvements, the price of the L & H Fibre Needle Cutter has been reduced to pre-war level.

Retail Price

\$1.50



Usual Discount to Merchants

LYON & HEALY

Victrola Distributors

CHICAGO



FROM OUR CHICAGO HEADQUARTERS—(Continued from page 107)

icipating their wants earlier. In spite of the fact that warnings were sent out months ago, some dealers waited until the last minute to order their holiday goods, and consequently were disappointed.

Mr. Bibb is sure that all dealers in his territory are looking ahead to a good year.

Changes Company Name

The R. C. Wade Co., of Chicago, which manufactures the Tonofone talking machine needles, announces that it has reorganized the company and has changed its corporate name to the Tonofone Co. The change in officers has been completed and the new men filling the official chairs are: J. F. Johantgen, president; Alfred Enger, vice-president, and E. E. Powell, secretary and treasurer. The financial condition of the company has been materially strengthened by the addition of new stockholders, who have added considerable to the capital of the company.

The Tonofone needle made its appearance in the field several years ago and since its introduction has met with great favor throughout the trade. It is a two-piece affair, with a point made from resilient, flexible metal, which embodies many striking characteristics. For example, the ingredients of the metals making up the flexible point have been calculated to such nicety that when traversing the record groove the needle acts in the same manner as a pneumatic tire rolling over a cobblestone pavement; that is, it does not bounce from one wave to the next, as does the steel tire of a wagon wheel, but, like the pneumatic, rides the hills with perfect smoothness and falls down into the depressions. The shank of the needle is made of brass because the manufacturers believe that the ideal needle should have no definite vibratory sound-making quality of its own. The resilient point is toneless, and so is the shank; therefore, neither part adds or takes away from the tonal qualities of the record.

New Brunswick Traveler

The latest addition to the Brunswick traveling forces is Harry L. Ferris, who has just been appointed to cover northern Illinois and southern Wisconsin. For many years Mr. Ferris had been associated with his brothers in the manufacturing business at Waukesha, Wis., which is his home town. Mr. Ferris succeeds H. R. Mirich, who resigned after lengthy service to open an exclusive Brunswick shop in the cooperative store at the University of Wisconsin, Madison, Wis.

Lead Christmas Caravan

One of the most novel Christmas decorations that have been seen around Chicago in a long time was put into use by Bill and Gus Fricke, proprietors of the Lakeside Supply Co., during the holiday week. Each year these gentlemen make it a point to get out with other business men and form a line of good fellows for the purpose of donating Christmas gifts and delivering Christmas baskets throughout the poorer sections of the city.

This year both Bill and Gus decided that they were going to lead the parade or know the reason why. They gained their leadership in the parade by means of a Christmas tree, about three feet in height, which was mounted on the radiator of their car. The tree was decorated with brightly colored glass bells, tinsel and fancy little Santa Clauses, and was illuminated by sixteen small electric lights of various colors. These electric lights were wired in multiple and run from the electric circuits of the car. Most of the delivering was done during the evening, and the Fricke car, being the only one decorated with an electrically lighted Christmas tree, naturally was placed at the head of the procession.

Opens New Brunswick Shop

The Deimel Furniture Co., of this city, has just opened another new, exclusive Brunswick shop at 2701 North avenue. This new shop was opened for the Christmas holidays, and the proprietors were well pleased with the results obtained. The Deimel Furniture Co. now operates three Brunswick shops. The first is

located in its furniture establishment at 2522 West North avenue, and the second was opened during November, 1920, at 3957 North avenue. All these shops are exclusively Brunswick, and equipped with up-to-date demonstration booths and record racks.

Purchases Twichell Store

The Wade Talking Machine Co., of 12-14 North Michigan avenue, gave out the announcement this week through its president, W. H. Wade, that negotiations had just been completed to take over the retail establishment of J. O. Twichell. The Twichell business is one of the oldest retail establishments in Chicago, and was organized in 1879. The merger includes, with stock and good will, the agencies for the Sohmer, Emerson, Schomacker and Lindeman piano lines.

Murray Harrison, who has been manager of the Twichell concern for twenty years, will continue in that capacity. For the present it is planned to conduct both the Wade store and the Twichell store at their present addresses, but on or about May 1, 1922, both stores will be merged and located under one roof somewhere along Piano Row. The lease of the Michigan avenue store has been sold by Mr. Wade and after May 1 it is expected that some new retail talking ma-

chine store will be opened there. In his Michigan avenue place of business Mr. Wade retails Brunswick and Columbia talking machines and the same line is handled by the Twichell concern.

Sends Out New Calendar Fillers

The mailing department of the Chicago Talking Machine Co. spent some mighty busy hours the week between Christmas and New Year's sending out new calendar fillers for the year 1922 to Victor dealers. Some years ago the Chicago Talking Machine Co. sent out a beautiful red leather covered desk calendar which is very cleverly made. Between the calendar pad and the frame work is a piece of isinglass on which is painted a red line, and by the turn of a screw at the top of the calendar the line extends and indicates each day. The frame work is a permanent affair and the fillers containing the months are replaced each year.

Vacationing in Florida

F. S. Spofford, local Sonora dealer, with headquarters in the Republic Building, left Chicago last week for Sarasota, Fla., where he maintains a Winter home. At this time every year Mr. Spofford spends a several weeks' vacation there, as he believes that after the Christmas holidays is a logical time for a dealer to rest up.

(Continued on page 110)



The Oro-Tone

QUALITY FIRST

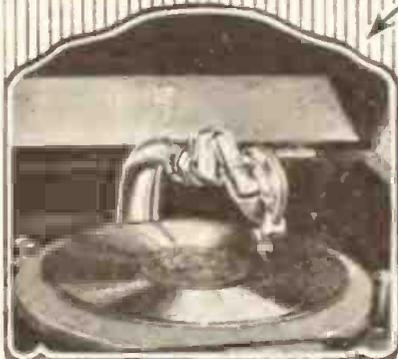
Just say—

“Send Samples on Approval”

For the EDLSON

WHAT THIS DEALER SAID

“I have tried all of the different makes of attachments, but the Oro-Tones remain in a class by themselves. Rush the enclosed order.”



No. 1E ORO-TONE

For Playing All Records on the Edison

Reproducers Fitted With Special Oro-Tone Diaphragms

Attached in a second. Needle retains perfect center in playing either lateral or hill and dale cut records. **TONE QUALITY**—Full, rich and glowing, with great carrying power and absence of metallic shrillness and surface noises.

Retail price, Nickel Plated, \$7.50.
Highest Grade Gold Plate \$10.50.

ANOTHER DEALER SAYS

“Your attachments for playing all records on the Edison, Victor and Columbia are simply perfection and the wonderful tone quality is the convincing argument.”



For the VICTOR

No. 1S-V ORO-TONE

For Playing All Records on the Victor

Reproducers Fitted With Special Oro-Tone Diaphragms

Attached in one second. Needle retains perfect center in playing either lateral or hill and dale cut records. **TONE QUALITY**—Deep, rich and mellow, with great volume, eliminating thin metallic tones and surface or needle noises on the records.

Retail price, Nickel Plated \$6.50.
Highest Grade Gold Plate \$9.50.

WHY DON'T YOU ORDER SAMPLES TODAY?



For the COLUMBIA

No. 1C ORO-TONE

For Playing All Records on the Columbia

Reproducers Fitted With Special Oro-Tone Diaphragms

Attached in one second. Needle retains perfect center in playing either hill and dale or lateral cut records. **TONE QUALITY**—Rich and musical with splendid volume and definition. Surface or needle noises practically eliminated.

Retail price, Nickel Plated \$6.50.
Highest Grade Gold Plate \$9.50.

ASK FOR COPY OF THE ORO-TONE ILLUSTRATING AND DESCRIBING THE COMPLETE ORO-TONE LINE

The Oro-Tone Co.

QUALITY FIRST

1006 GEORGE STREET
CHICAGO, ILL.

FROM OUR CHICAGO HEADQUARTERS

(Continued from page 109)

During the regular Summer vacation season, when all others are spending their time at local Summer resorts, Mr. Spofford follows out the edicts of the old adage, "Make hay while the sun shines."

Issue New Catalog

Lyon & Healy have just issued their 1922 abridged catalog, which contains the latest additions to their extensive line of musical instruments and supplies. The catalog also contains the latest revised prices. It has more than 100 pages and every article described is beautifully illustrated. The talking machine section of the catalog is devoted exclusively to Victor goods. In conjunction with the regular catalog this new abridged edition covers everything handled or manufactured by Lyon & Healy.

Columbia Artists in the City

Gus Van and Joe Schenck, exclusive Columbia record artists, are now appearing in the Ziegfeld Follies at the Colonial Theatre, Chicago. Van and Schenck's visit to this city last year will be remembered by the music industry of Chicago for their willingness to participate in any and all of the interests of the industry.

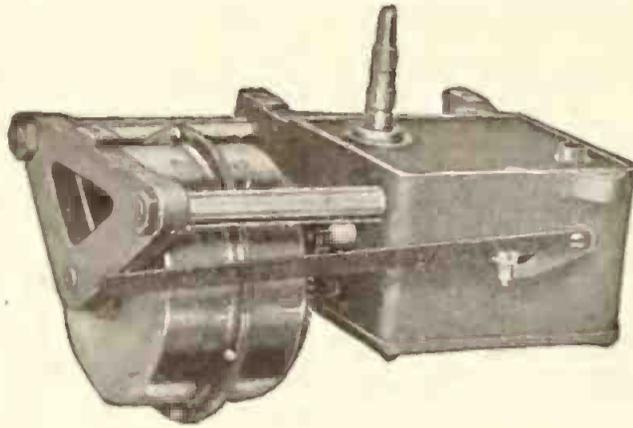
What of 1922?

When a World representative asked Leigh J. Hunt, of the Oro-Tone Co., to make a prediction relative to the business outlook for 1922, Mr. Hunt replied: "That's a big thing to ask a man to do. In fact, I do not believe any man can do it. However, here is my guess: I am of the opinion that the greatest trials to which the trade could ever be put have already been gone through. This ought to augur well for 1922. The ups and downs of 1921 ought to teach a wonderful lesson to the trade. We learned things during that year which were unheard of before and the experience gained should stand us in good stead in the years to come. Too rapid expansion brought about many a failure in the past, and this alone causes me to believe that the failures will be fewer in 1922. But, above all else, the man in our trade, and every other trade, learned that the fighter is rewarded and the fellow who gets out and works is going to end up the year of 1922 with a very satisfactory business report. On the other hand, the fellow who is spending his time hanging crepe will most likely continue to do the same for the balance of the year, instead of working, and at the end of 1922 is going to have a very unsatisfactory balance sheet. For 1921 the Oro-Tone Co.'s business was very pleasing to its officers and increased to a considerable extent even in the face of the difficulties through which the trade went. Every man in our company believes that the business for 1922 is going to be what we make it. And we are determined to make it satisfactory."

Music With Meals

Arnold Shircliffe, superintendent of dining car service of the Monon Route, has the honor of being the first to bring music to the patrons of that railroad. Some time ago Mr. Shircliffe purchased a Brunswick talking machine, and in due time became an ardent Brunswick fan. Recently, when suggestions were asked by the company toward the betterment of the road and the greater comfort of the passengers, Mr. Shircliffe proposed that the Monon dining service should install talking machines in the dining cars. This plan was given a trial, and a No. 117 upright

Price Reductions on Enclosed Motors



We have recently made sharp reductions in the prices of enclosed, self-lubricated motors—due to decreased costs in labor and material and a larger output.

This will put the Enclosed Motor within the reach of those manufacturers whose desire has been to use this motor, but whose lines have not been high enough in price to do so.

The same quality and high degree of inspection will be maintained.

REMEMBER

You don't have to tune this motor. It comes to you silent and smooth running. It reaches your customers in the same condition.

Ask about various models and prices.

United Manufacturing and Distributing Company
536 Lake Shore Drive CHICAGO

Brunswick model was placed aboard the diner of the Indianapolis flyer, which leaves Chicago at 5:30 every evening. During the dinner hour the Brunswick is kept busy playing all the latest Brunswick operatic and popular selections. After the dinner hour has passed a continuous musicale is given, which lasts until about ten o'clock and to which all passengers are invited. Of course, all passengers aboard the train cannot be accommodated in the diner at one time, so Mr. Shircliffe has hit upon the plan of issuing tickets to all passengers, inviting them to appear at a specified time. In this way all passengers are treated to a high-class musicale.

Planning Expansion

The Fletcher-Wickes Co., manufacturer of the well-known Fletcher tone arm and sound box, expects to enlarge the size of its present offices at 6 East Lake street. The contemplated expansion calls for practically the entire floor of the building. At present the company occupies about half of this space, with a similar space on the third floor and a large stockroom in the basement.

Brunswick Man Disabled

E. J. Ackerman, city salesman for Brunswick, had the misfortune to meet with a severe accident on Christmas eve, when he fell, dislocating his left shoulder and breaking his left wrist. The accident happened when he was coming out of his garage after putting up his car.

Rudolph Wurlitzer Suffers From Burglars

Four safe-blowers broke into the store of the Rudolph Wurlitzer Co., at 700 West Jackson boulevard, their wholesale branch, on the night of December 23 and escaped with quite a sum of money secured from the sale of Christmas goods. The robbery was quite spectacular. Fred Begason, an employe of the Rudolph Wurlitzer Co., was bound, gagged and forced to watch three of the men while they drilled into the two safes. One of the men stood over him with a

gun, threatening to blow out his brains if he moved. According to his story, the quartet got in through a rear door, confronted him before he was aware of it and bound him securely. After the four had left the building Mr. Begason started working at his bonds. He finally freed himself and gave the alarm.

Now Handle "True Time"

The Lakeside Supply Co., of this city, announces that it has taken on the "True Time" electric motor, manufactured by the Efficiency Electric Corp., of New York City. In speaking of the new line, W. F. Fricke, secretary of the company, said: "We have always advocated electric drives and in the past year have used over 3,000 electric motors in our business. The electric motor has many advantages over the spring drive in that, for one thing, the come-backs and repairs are perhaps 70 per cent less than we have on spring motors. The troubles are usually trifling—such as, for instance, a broken wire or a loose connection—and repairs are very readily made.

"The trade has to a great extent contended that electric motors do not constitute an important selling point, but I believe this is a mistake, because they are very much easier to maintain and keep in shape than spring motors. We want to try to make 1922 an electric year, and we are sure that we can do this. In addition to having machines electrically equipped the replacement business is very lucrative and brings good returns."

Now With Chicago Talking Machine Co.

R. E. Kane, who for the past three years has been connected with the traveling sales force of Sherman, Clay & Co., San Francisco, has joined the Chicago Talking Machine Co. and will work with the inside sales force. Mr. Kane is very well known on the Coast and his many friends in the trade there were very sorry to see him leave. He comes to Chicago at an opportune time, for just now the Chicago Talking Machine Co. is about to hold its annual conclave, when the traveling men in from the road go over their plans for the new year.

Firestone With Bissell-Weisert

Fred Firestone is now associated with the Bissell-Weisert Co., Victor retailers. In this new connection Mr. Firestone is in charge of the Bissell-Weisert Co.'s outside sales forces and at present is busily engaged in organizing a large canvassing crew. His addition to the Bissell-Weisert sales force is in line with the expansion that the new quarters on Michigan avenue will permit when it moves on January 15. Mr. Fire-



MANUFACTURED BY

ALTO MFG. CO.

1801-1803 Cornelia Avenue

CHICAGO

THE ALTO \$1.00 Retail

A high-grade fibre needle cutter made entirely of steel, hardened, ground and nickel-plated. Will cut as well as any cutter at any price.

The Alto Superior \$1.35 Retail

Of the same general design as the \$1.00 cutter, but somewhat heavier; hand-polished and heavily nickel-plated.

Carry the Alto Cutter; it is a good line

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 110)

stone's son, Leroy, several years ago conducted a business here under the name of the Firestone Phonograph Co.

Chairman of New Association

At a recent meeting of the Western Advertising Managers' Association C. E. Byrne, vice-president of Steger & Sons Piano Mfg. Co., was appointed chairman of the By-laws Committee. Mr. Byrne is a man of much eminence in Chicago advertising circles, who, as advertising manager of the Steger Co., received numerous compliments for the manner in which he maintained its constructive policies. His abilities have received additional recognition recently in his election as secretary and treasurer of the Steger & Sons Piano Mfg. Co., maker of Steger phonographs and pianos.

B. J. Duesler Stirs Up Fort Wayne

Probably the most sensational of all the many carload sales conducted throughout the United States by the Columbia Graphophone Co. was that of B. J. Duesler, Columbia dealer in Fort Wayne, Ind.

A solid carload of Columbia Grafonolas was bought by Mr. Duesler to supply the large demand created by the holiday season. Upon the arrival of the car in Fort Wayne a fleet of motor trucks was sent to the switch track and loaded with Grafonolas. Large canvas signs were placed on both sides of each truck, telling of the arrival of the Christmas Grafonolas. The trucks then staged a big parade through the downtown business section. A Grafonola and Magnavox on the first truck entertained the Saturday afternoon throng through which the trucks passed as a demonstration to the public. One of the trucks broke down at a busy street intersection and the traffic was held up for a while.

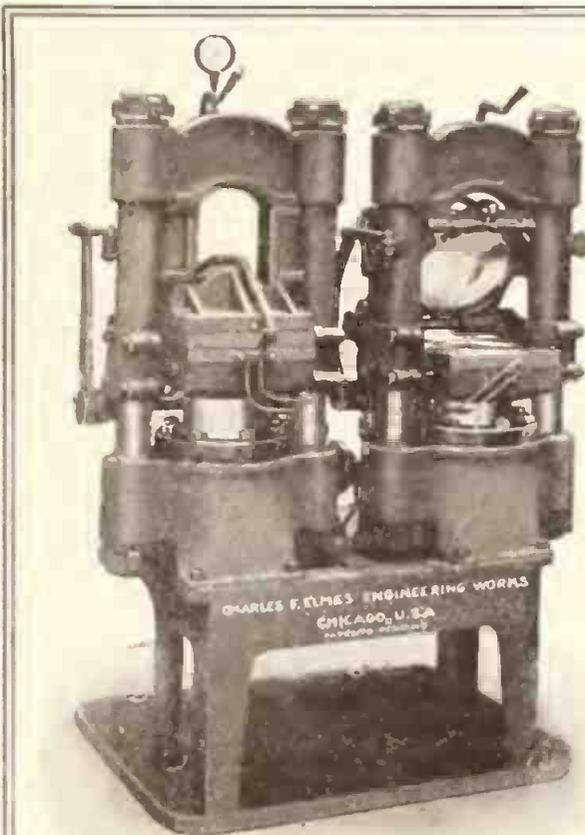
One of the interesting features of the demonstration was the fact that The Better Business Association of Fort Wayne questioned whether or not the Grafonola packing cases actually contained Grafonolas. An invitation on the part of Mr. Duesler to the officials of the Association to participate in unloading the "empty cases" from the trucks brought from the Association a hearty congratulation on the unique advertising and sales stunt. All the local papers took photos of the trucks in action and tremendous publicity was given the sale in all papers for the succeeding week.

Visits the East

H. L. Fricke, who travels the northern Illinois and southern Wisconsin territories for the Chicago Talking Machine Co., spent the holiday season visiting relatives, friends and trade acquaintances in New York and Philadelphia.

About Victor

Something rather original as far as Christmas remembrances go was received by the officers of the Chicago Talking Machine Co. this year when the Krausgill Piano Co., of Louisville, Ky., sent them a live opossum. Shortly after its arrival a christening was held and he was named Victor. After a jolly party, during which Victor



1 2 0 0
RECORDS A DAY
 WITH
ONE OPERATOR
 ON AN
E L M E S
AUTOMATIC
DUPLEX RECORD PRESS

Your request will bring you full information in regard to this or our other Standard Hydraulic Presses, Pumps, Accumulators, Valves or Fittings.

CHARLES F. ELMES ENGINEERING WORKS
224 N. MORGAN ST. Est. 1861 Inc. 1895 CHICAGO, U. S. A.

proved to be very much alive, the folks all got into automobiles and drove to Lincoln Park, where it was presented to the Zoo with the compliments of the Chicago Talking Machine Co.

Returns From Trip

Manager John McKenna, of the Columbia Graphophone Co.'s Chicago office, has returned from a trip through Wisconsin, Iowa, Indiana, Michigan and Illinois, where he has been looking over the field. He reports that the trade did an excellent holiday business and that there are very few dealers who do not look forward to a steadier and bigger business for 1922.

Changes Hands

M. F. Hill, who for the past twenty-eight years has been in the mercantile business at Lagrange, Ill., a suburb of Chicago, is reported to have purchased the Forest Park Brunswick Shop. This shop, it is said, will be conducted by Mr. Hill and his wife. Mr. Hill plans to spend most of his time on the outside looking after business and canvassing, while Mrs. Hill will look after the store. The Forest Park Brunswick Shop is exclusively Brunswick, but carries a full line of sheet music besides.

Sawkins Purchases Westfall

News has reached Chicago that the Sawkins Piano Co., of Alma, Mich., has purchased outright the complete business of E. J. Westfall, of Mt. Pleasant, Mich. The new company makes the announcement that work will be begun im-

mediately to remodel the store and put in a new stock. Besides a complete line of pianos and musical instruments this company carries both the Brunswick and Columbia lines of talking machines. The store will be under the supervision of E. P. Mahr, who formerly was in charge of the music section of the Cleveland Department Store.

Records in Libraries

During a recent meeting of librarians from public libraries all over the United States, which was held in Chicago recently, the feasibility of carrying a complete library of all talking machine records was discussed. Just how the discussion ended has not been made public as yet, but from the little rumors picked up here and there by The World correspondent it seems certain that ere long operatic and popular records will be obtainable in all of the public libraries throughout the country. It might be a good idea for the manufacturers of talking machine records to get in touch with their local librarians and find out what the plans will be.

Now Illustrious Potentate

At the annual election of officers of the Medinah Temple, Chicago, A. A. O. N. M. S., which was held on the evening of December 29, William H. Wade, head of the Wade Talking Machine Co., was unanimously elected Illustrious Potentate. The local Shrine boasts of a membership
 (Continued on page 112)

THE MANDEL TONE ARM AND REPRODUCER

It's better because it's different. No loose joints. No unnecessary vibrations. No springs to make it lighter. No weights to make it heavier. The Mandel is correct down to the last little detail.

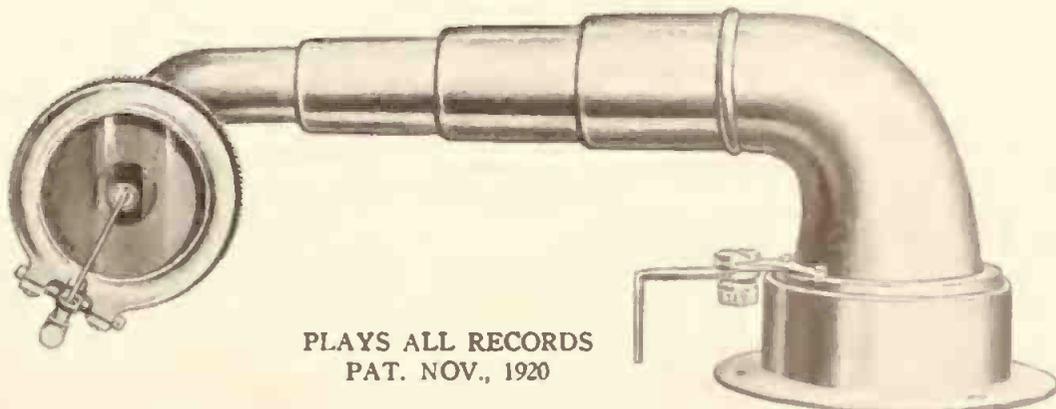
These highly efficient sound reproducing units are now available for phonograph manufacturers and assemblers.

A few hundred thousand Mandel tone arms and reproducers are now in use. That in itself is an eloquent testimonial.

We offer a tried product and a proven success.

Write for sample and prices

MANDEL PHONO PARTS CO.
 1329 W. LAKE ST. CHICAGO, ILL.



PLAYS ALL RECORDS
 PAT. NOV., 1920

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 111)

of over 20,000 Nobles and is said to be the largest single fraternal organization in the world. Shriners throughout the trade kept Potentate Wade's place of business at 14 North Michigan avenue jammed for the balance of the week. The visitors represented other temples in all parts of the country and were calling to pay their respects. Numerous telegrams of a congratulatory nature were received by him, as were also many beautiful floral offerings, which went to decorate the store.

Fine New Shop in Decatur

After months of careful planning and preparation, Richard Calhoun, of Decatur, Ill., opened his doors to the public on December 20 with one of the most beautiful music stores in the Central West, under the title of Calhoun's Music Shop.

Mr. Calhoun has been a resident of Decatur for several years, being formerly connected with a Decatur newspaper. The new store is decorated in blue paneling with white enamel work. Columbia Grafonolas and Columbia records, Q R S player rolls and sheet music are being handled exclusively.

Binger Gets Large Order

F. S. Binger, representative of the Columbia Graphophone Co. in northern Indiana territory, has taken the largest individual order ever received from any Fort Wayne phonograph dealer and has turned over to B. J. Duesler a complete carload of present model Columbia Grafonolas. One week later Mr. Binger visited Logansport, Ind., and sold to E. F. Watkins, Columbia dealer in that city, a similar carload of Grafonolas. He will conduct a similar carload sale.

This is "Bing's" thirteenth year with the Columbia Grafonola Co., being connected with the auditing department before going on the road.

Increase in Record Mailing

The past Christmas season has revealed a surprising increase in the quantity of records which are now being delivered by mail. A few years ago the amount of mail orders for records was negligible among Chicago dealers. To-day, due

largely to a growing appreciation on the part of the public, records ordered by mail and delivered by mail mount into huge figures.

Many machine owners who live in the suburbs surrounding Chicago have been unable to find sufficiently big stocks to select from in the stores of their local dealers. The result has been that they have formed connections with some of the big concerns in town and by judicious use of the catalogs and the names of alternate selections have been able to make as satisfactory purchases as though they were able to hear the records before buying.

One very essential thing has been secure packing, for many dealers have learned through bitter experience that to trust records to the parcel post when insufficiently protected has meant complete loss, not only of the stock itself but of the patronage of the customer.

One of Chicago's most successful dealers recently said to The World representative: "I have one customer who, this Christmas season, sent thirty-seven records away to his relatives and friends. He explained that every one of these people had a talking machine, that this sort of gift was always a very welcome one and that he was able, because of these conditions, to go into one store and do all his Christmas shopping at one time. He is, of course, a great lover of music and evidently his family and relatives are, too. He selects the better-class records, such as operatic, and in this way helps his friends to build up a library and at the same time perpetuates the memory of the gift in their minds. As he is a very busy man who travels and is obliged to spend most of his time on the road, he finds it a great convenience to go in and get all his shopping done at once. He never comes back to the city but he remembers his mother and a sister and sends them both two or three records. I imagine he is the sort of a man who does not write letters, but expresses his regards and his thoughtfulness in his own way.

"During the holiday season he fussed quite a

bit because the Christmas boxes which we had were not sufficiently elaborate. He maintained that the biggest half of a gift was in its wrapping, especially if the recipients were women, and next year I am going to have some very elaborate boxes made and, using him as a nucleus, I am going to see if I can't build up a good business in this one direction. Of course, I will make a charge for the special boxes, not necessarily a high price, but one that will at least cover the cost and give me a fair profit."

To Protect Instalment Sales

At a recent luncheon of the Chicago Piano Club C. L. Davies, of the Illinois Furniture Association and the Chicago Retail Credit Men's Association, told of the movement to protect instalment sales from "skips." Mr. Davies mentioned the city ordinance recently nullified in a decision by Judge Trude, which required moving and van companies to keep a record of the removal of household furniture, giving the address at which received and the address at which delivered. The decision of Judge Trude has been carried up to the Court of Appeals in an effort to prove that the ordinance is legal.

It is difficult to understand who would oppose this, inasmuch as no honest man objects to having people know where he goes, nor where he lives.

Where Will Be "Phonograph Row"?

The recent move of the Bissell-Weisert Co. from the Fine Arts Building to a ground floor location on Michigan avenue, near Madison street, has aroused considerable interest among music men generally as to the future center of the local musical instrument business. At present it is strongly entrenched at Wabash avenue, centering around Jackson boulevard, where four of the biggest houses of the music industry are located.

Many talking machine men are of the opinion that because of the growing popularity of Michigan boulevard as a promenade and the immense improvement resulting from the boulevard link



The Wolf
ESTD BY THE WOLF MANUFACTURING INDUSTRIES
 QUINCY, ILLINOIS

Start the New Year
 With a Better Factory Service

TRY

OUR JOBBERS FACTORY PLAN

QUALITY VALUE SERVICE

We operate a plan that makes

OUR PLANT—YOUR FACTORY

NO INVESTMENT NO HANDLING QUICK AND SURE SERVICE

Build your *Business* on *Wolf Service*, a *Solid Foundation* with a *Future*. Save yourself the embarrassment of a false start on models that will be discontinued.

Phonographs Designed with a Sales Appeal
 on Simply Policy of *Just a Square Deal*

WRITE TODAY To THE WOLF MANUFACTURING INDUSTRIES

Sales Office
 123 WEST MADISON STREET
 Chicago, Ill.

Factory and General Office
 126 WEST 3rd STREET
 Quincy, Ill.

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 112)

bridge there will be a tendency to locate new talking machine shops on Michigan avenue from Madison street north.

Stores of the ultra exclusive "shop" type are the sort which thrive best on such a boulevard as Michigan avenue. It will be interesting to see if this prediction will materialize.

New Corporation

The Bowen Music Shop has been incorporated with a capital of \$10,000 to deal in musical instruments. The shop is located at 5516 South Halsted street. Its incorporators are John King, John J. Bowen and Margaret Bowen. The lines to be handled have not yet been announced.

Another new house is the Quigley Music Co., at 129 North Clark street. It is to publish and deal in musical instruments, sheet music and so forth. The firm has been incorporated with a capital stock of \$25,000 by Benjamin Garrison, J. Lewis Guyon and Thomas J. Quigley.

Pushing Quality Goods

Of genuine value to every dealer in talking machines or, in fact, any other class of merchandise are the conclusions reached in an editorial entitled "Old Convictions Are Verified," which appears in the January issue of Field Quality News, one of the house organs published by the great house of Marshall Field & Co. This editorial says, in part:

"The record of a year is completed and time is placing before us a fresh sheet upon which to chronicle another chapter of industrial history.

"On the brightest page of the narrative is written the epic of workers, of those who marched successfully through a difficult business year by means of untiring effort. Our records show that the alert, hard-working salesmen of this house have continued to make a creditable record, regardless of their territory or the difficulty of the period.

"The same significant fact characterizes the year for our customers. In every section of the country there have been merchants, awake to opportunities their communities afforded, untiring in their effort to develop business, for whom the closing year has proved successful beyond their expectations. The year has rewarded industry.

"Another bright memory and significant lesson of 1921 is that merchandise of high quality enjoyed the surest sale. It has proved that Americans understand that there is economy in quality; the merchants whose reputation for quality in merchandise was strongest were best able to maintain a large volume of business.

"These two golden rules—assayed in the crucible of 1921—may safely guide us through the coming year. Your business and ours cannot be endangered by chance circumstances; through the years they must hold to an unfluctuating standard of quality in merchandise and meet adversity with the surest weapon—alert, tireless industry."

Filled With Orders

C. B. Corder, proprietor of the Symphony Music Co., is one gentleman who is not kicking about present conditions. He informs us that his entry into the wholesale talking machine business has been marked by an unusual influx of orders for his diminutive talking machine, "Baby De Luxe." At present he is unable to meet the full demand for this attractive



Sell Quality Quality Merchandise

means

**Increased Sales
Greater Value
Complete Satisfaction**

Jobbers and Dealers who sell Quality Phonographs are aiding materially in bringing conditions back to normal.

Write us today for prices

HIAWATHA PHONOGRAPH CO.
209 South State Street Chicago, Ill.

little instrument, but at the present time he is negotiating for larger manufacturing facilities whereby he hopes to put the instrument on the market in large numbers.

Importance of Advertising in 1922

William H. Rankin, president of the William H. Rankin Co., one of the largest of Chicago's advertising agencies and which the last few years has handled as much talking machine advertising as probably any agency in the country, has written a very interesting article for the Chicago Journal of Commerce. It is entitled "Advertising to Be Greatest Producer of the New Year" and is worthy of the most careful attention of everyone in this or any other trade, whether he be manufacturer, jobber or retail merchant. He naturally includes salesmanship as an integral part of his subject. Mr. Rankin directs his talk largely to the manufacturer, but what he has to say can be applied equally well to the business of the wholesaler and dealer. He starts off in this pertinent manner:

"Nineteen twenty-two will be a real advertising year. When you compare business conditions just now with those conditions that were with us and in front of us for 1921 we can say with a sigh of relief that we prefer the outlook for 1922. One thing certain, 1921 proved the necessity of both salesmen and advertising. I believe these two factors, combined intelligently, will be far more important in the promotion of business in 1922 than in any one year during the last ten.

"The manufacturer wants, and must have, the salesman who really sells—sells on such a basis that when he goes back he will get repeat orders. The same manufacturer wants, and must have, advertising that will educate the consumer to ask for—to insist on having—the goods advertised. Instead of advertising only for prestige—instead of so-called 'institutional' advertising—most manufacturers now look upon advertising for just what it is, namely, the most economical way to create a consumer demand for their goods."

Further on in his article Mr. Rankin has these paragraphs:

"The prime factors in selling in 1922 will be the salesman, advertising to the dealer and, last and most important, advertising to the consumer.

"We must plan to help the dealer more through advertising to create the demand for

products he handles and also to teach him how to advertise and sell the products he handles, so that the consumer will get lower prices because of quicker turnover in sales of advertised products.

"Advertising will help manufacturers to realize their fondest hopes in 1922.

"Go ahead!" means saner and safer use of advertising—better sales and business conditions resulting in 1922.

"Set the example and work ten, twelve or sixteen hours a day, and in that way we can catch up for the time lost in 1920.

"Newspapermen, salesmen and advertising men can do much to improve business conditions, as they always do—and as I believe they will do—in the year which has just opened.

(Continued on page 114)

Why Break Records? Just File Them!

That is if you have the wonderful Record filing system which is a feature of

The Marvelous MAGNOLA



Watching the Music Come Out

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

MAGNOLA TALKING MACHINE COMPANY

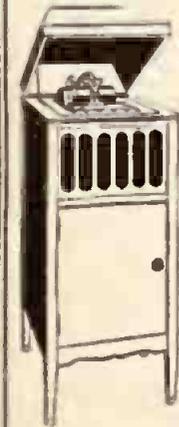
OTTO SCHULZ, President

General Office

Southern Wholesale Branch

711 MILWAUKEE AVENUE
CHICAGO

1530 GANDLER BLDG.
ATLANTA, GA.



**Edison Diamond
Amberolas--Plus Service**

You know the quality of Edison instruments. Until you have placed a trial order with us, you are unfamiliar with SERVICE.

A TRIAL CONVINCES

Our Service Covers the Country

William H. Lyons
Formerly Jas. I. Lyons
17 W. Lake St. Chicago

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 113)

"One of the best ways to help is to encourage buying at readjustment prices. Every buying and selling transaction helps to bring back prosperity, helps the retailer clear his shelves, helps the manufacturer sell to the retailer and it helps the man who works for the manufacturer, so that man can buy from the retailer and his purchase can move again in the same beneficial circle. Therefore, I say 1922 will be a real advertising year."

Addition to Rodeheaver Staff

Mrs. Sue Hewling, who has been connected with the Martin Band Instrument Co., of this city, for some time and who is well known locally as a musician, is now connected with the sales force of the Rodeheaver Co., 218 South Wabash avenue. Mrs. Hewling will cover the Chicago territory in the interests of the records manufactured by the company.

Brunswick on the Canadian Pacific

Word comes from Vancouver, B. C., that the Kent Piano Co., Ltd., with retail stores at that city and Victoria is reporting most encouraging sales in its Brunswick departments. Although the Brunswick is a recent acquisition by the Kent Co., the well-known phonograph has proven decidedly popular on the Canadian Pacific Coast. With the aid of the progressive merchandising methods of the Kent Piano Co. the Brunswick has been placed in the front ranks of the talking machine trade of British Columbia.

Changes in Texas House

Some important changes have taken place in the Bush & Gerts Piano Co. in Dallas, Texas. Robert L. Mayhew has been elected first vice-president and general manager, and Paul E. Burling becomes the general sales manager. Mr. Mayhew is an experienced man in the piano trade, but has been more recently with the Mayhew Investment Co., of Dallas. Mr. Burling, who was already second vice-president of the company, has been a special salesman for the Bush & Gerts Co. and is strongly affiliated with various Dallas musical organizations.

Early this year President W. L. Bush, who is again in Texas after a Winter spent in Chicago at the piano factory of the Bush & Gerts Co., will go to Houston for the reorganization of the company's two stores in that city, which will be merged under one roof. Instead of maintaining separate locations for the Victrola, record and player roll headquarters three very desirable stores, with a total frontage of seventy-five feet on Travis street and one hundred feet on Rusk avenue, will be redecorated and equipped for occupancy, giving a big corner location, affording not only ample space for the piano department, but also for the Victor record department, which needs the additional space it will now have.

Arthur D. Geissler a Visitor

Arthur D. Geissler, president of the Chicago Talking Machine Co., with headquarters in New York City, has been spending some time, as usual, at the Chicago office. He is gratified with the amount of Victor business being done in the Middle West. He found out that the December business of the Chicago Talking Machine Co. was a little more than an even break over last year and that it showed an even greater increase over the Decembers of the pre-war period. He returned to New York this week, as did also Vice-president Dan Creed.

He's Been Europing

Samuel Rosenau, who owns a chain of Columbia stores on the West Side, recently returned from a protracted trip through Europe. Most of his time was spent in Hungary. He got many good points and some bad ones from a study of the conditions in the talking machine industry abroad and is going over there again next Spring to see if he cannot get some more good ones.

Accepts Important Position

F. K. Pennington, who was formerly associated with the Columbia Co. of New York, has accepted the very responsible position of general sales manager of the A. S. Dick Co., the

large manufacturer of mimeographs, etc., whose headquarters are located in this city.

Among the Visitors

J. B. Ryde and Jewett Fuller, proprietors of Fuller-Ryde, Indianapolis, Ind., were visitors to Chicago the first week of the new year. Both gentlemen, who, by the way, handle Victor talking machines exclusively, reported an excellent business for the holiday trade.

J. E. Meagher, of Ford's Meagher Music Co., of Madison, Wisconsin, paid a visit to his friends in the Chicago trade the first of the week. Mr. Meagher had to say that the dealers as a whole throughout Madison were well satisfied with their year's work.

A conference was held the first week in January by all Victor travelers of Lyon & Healy. Manager L. C. Wiswell presided and plans for the year of 1922 were gone over. Immediately after the conference all the travelers departed for their respective territories.

E. J. Pruin, of Grand Rapids, and his Grand Rapids store manager, L. A. Shoppe, were visitors here the first of the year.

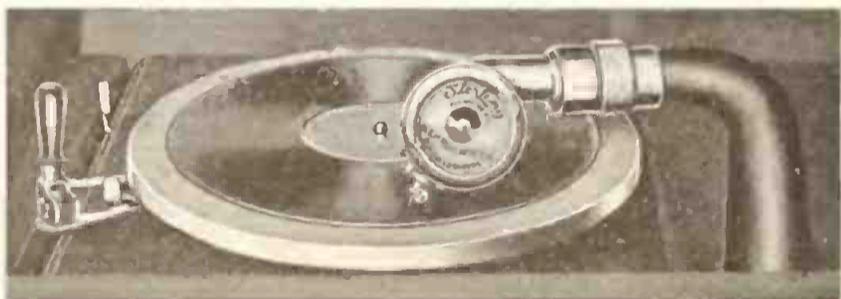
Ben F. Dvorak Sells

Ben F. Dvorak, who conducted a retail Victor shop at 7339 West Madison street, Chicago, has sold out his interests to Wesley H. Wiehe. Mr. Wiehe was formerly connected with Montgomery Ward. Mr. Dvorak, who conducted this place of business for the last six years, has made no plans as to the future other than a visit to Los Angeles.

Keep Their Dealers Busy

The national advertising campaign, which was put into operation several months ago by the W. W. Kimball Co., is bringing splendid results, according to J. V. Sill, wholesale manager of that company. Kimball advertising is appearing in national publications which are known in advertising circles as the quality group, and to date many interesting inquiries have been received. All inquiries received are turned over to Kimball dealers, who are located in the terri-

STERLING REPRODUCER with EDISON ATTACHMENT



PLAYS ALL RECORDS



Write for New Prices
on Sterling Tone Arms
and Reproducers.

Sterling Devices Co.

Manufacturers of the No. 11 Sterling Non-Infringing Tone Arm, the Sterling No. 31 Tone Arm with Non-Set Automatic Stop, the Sterling No. 41 Ball-bearing Tone Arm, and the Sterling Reproducer fitted with Edison, Victor, or Columbia attachments.

534 Lake Shore Drive

Chicago, Illinois.

The Sterling Reproducer with Edison attachment not only harmonizes in appearance with the Edison machine, but harmonizes with it in its perfect adaptation to all Edison requirements.

To say that the Sterling Reproducer plays all records and plays them beautifully is no idle statement. It is based on scientific facts which talking machine experts will appreciate.

The Sterling Reproducer when used on the Edison absolutely synchronizes when playing both hill and dale and lateral records. The Edison machine automatically moves the reproducer 150 threads to the inch and sufficient free motion is allowed by the Sterling for the difference between 150 and 80 threads. Upon completion of the record, when the lever is operated to release the reproducer from the record, the reproducer automatically returns to its original or starting position.

FROM OUR CHICAGO HEADQUARTERS

(Continued from page 114)

ories from which these inquiries originated and Kimball dealers are being kept busy getting after these prospects. According to Mr. Sill, one dealer who conducts a retail establishment in a small town in New York State has sold over 425 Kimball talking machines since September 1. Just shows what can be done!

The Cheney Resonator

The Cheney Resonator for January is made up of news which is of particular interest to Cheney dealers. The bulk of the paper is given over to news of the Victor-Cheney suit, the full text of the decision occupying five full newspaper columns. Other lengthy articles in this issue are editorials concerning this case and an interview with Professor Forrest Cheney telling how he originated the instrument which now bears his name. The issue is newspaper size and is four pages. The fourth page contains many artistic cuts, showing some of the merchandising helps which make the Cheney line profitable. C. E. Swanson, sales manager of the Cheney Talking Machine Co., who supervises the editing of the Cheney Resonator, plans to send the January issue to some fifteen thousand retailers throughout the United States.

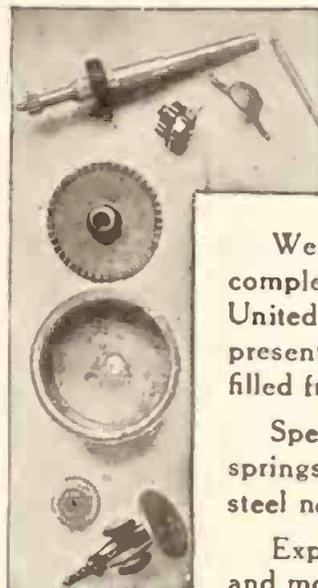
In commenting upon the business situation Mr. Swanson stated that the Cheney plant is working almost to capacity, but, even at that, the company is still oversold. During January the Cheney Co. is participating in the semi-annual Furniture Show at Grand Rapids and is exhibiting its full line of instruments at its showrooms in that city.

Attracts the Crowds

Over at the Song and Gift Shop, a Columbia account, which is located between Quincy and Jackson boulevard on State street, in the heart of Chicago's Loop, the sidewalks have been jammed with passers-by. The attraction is nothing less than a spinning turntable in the window, whereon two little kewpie dolls go through the movements of a shimmy dance. The little dolls are caused to zigzag back and forth above the whirling turntable by means of a magnet, which is concealed on the platform which rests on the turntable. The little dolls in turn are mounted on a wire support which the magnet attracts.

What of 1922?

"There has been more or less talk as to what prospects are in view for 1922 and whether or not this year will beat 1921." The above was



INCORPORATED UNDER THE LAWS OF ILLINOIS

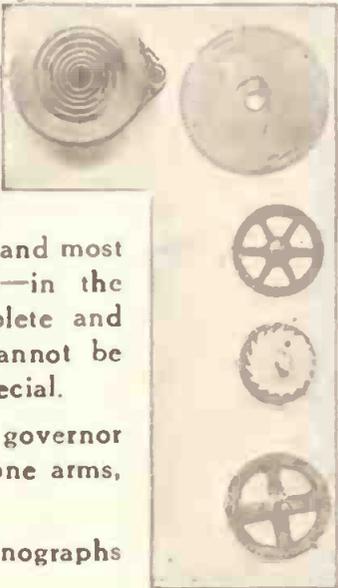
Repair Parts

For All and Every Motor That Was Ever Manufactured

We can supply any part. The largest and most complete assortment of repair parts—in the United States—on hand, for old, obsolete and present-day motors. If your order cannot be filled from stock, we will make it up special.

Special prices on main springs, governor springs, micras, repair parts, motors, tone arms, steel needles, etc., in quantity lots.

Expert repairing on all makes of phonographs and motors.





SUCCESSIONS TO
Standard Talking Machine Co.
United Talking Machine Co.
Harmon Talking Machine Co.
O'Neill-James Co.
Ardino Co.

High Grade Talking Machines, Disc Records,
Talking Machine Supplies, Etc.

227-229 W. WASHINGTON ST., CHICAGO, ILL.
Branch: 2957 Gratiot Ave., Detroit, Mich.



TRADE MARK
"CONSOLA"
CABLE ADDRESS
"CONSOLA"

uttered by E. A. Fearn, of the Consolidated Talking Machine Co., and, continuing, he said: "The year 1922 is going to be the best the Consolidated Talking Machine Co. ever enjoyed. For example, we know that there are more dealers in the business to-day than there were in 1917, which was practically one of the last normal years the trade experienced. In that year we brought out our little Liberty device, with its three flags, which proved a tremendous success, and in the short space of two months we sold over a million and a half of these Liberty bells. At that time it was indicated to us that there were practically a million and a half users of talking machines who were making use of their instruments. Since that time there has been a tremendous increase in the number, and this means to the Consolidated Talking Co. that there are a tremendous number of talking machine owners all over the States who are in the market for records and accessories. That is the market which the Consolidated Co. is going to

tackle with full force for 1922, and we firmly believe that ere the end of this year rolls around every one of these users will have been made acquainted with our goods."

Vocalion Man Here

W. H. Alfring, general manager of the wholesale branch of the Aeolian Co., visited Chicago during the latter part of December. Mr. Alfring was on a tour of the various Vocalion branches and reported that conditions in general were improved.

BIGGS MUSIC CO. OPENS

Handsome Warerooms Under the Direction of Two Well-known Piano Men in Richmond, Va.

RICHMOND, VA., January 2.—The Biggs Music Co., Broad and Third streets, recently opened a very handsome wareroom which is fast becoming a music center of the city. The store has a complete line of pianos, player-pianos and reproducing pianos as well as of talking machines. The piano department is in charge of William R. Reinhardt and L. T. Gruner, while the talking machine department is under the supervision of L. Bert Slaughter. The company handles the Knabe, Ampico and other instruments. Mr. Reinhardt and Mr. Gruner were for many years connected with the Corley Co. as general manager and sales manager, respectively.

CLOSED HEALTHY BUSINESS

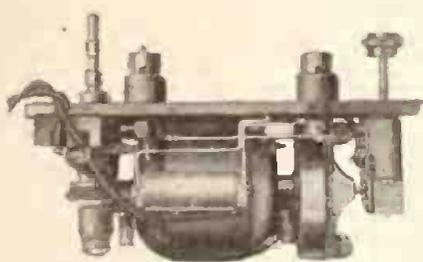
General Phonograph Corp.'s Business for December Very Satisfactory—Okeh Sales in New York Particularly Pleasing

"Okeh record sales for the month of December were very satisfactory," said Otto Heine-man, president of the General Phonograph Corp., in a chat with The World. "Practically all of our jobbers closed a splendid month, and the demand for foreign language records in particular was far beyond our expectations. The sale of Okeh records in New York territory was especially gratifying, and new accounts are being opened daily in the metropolitan district.

"Motor business for December was generally satisfactory, and there seems to be a better feeling at the start of the New Year than there was last year. When 1921 started we all looked for the worst, but with the beginning of this year we all feel that better business is coming. Apparently we have been through the worst, and the tide has turned for the better."

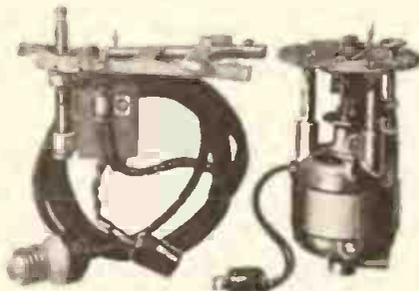
ELECTRIC MOTORS GOING BIG

Both for Complete Machines and Replacements



View of the Tru-Time Motor with Hood Removed. Built Like a Watch. Send for Sample. Price, \$30.00.

**BOTH
MOTORS
RUN ON
D.C. OR A.C.
CURRENT**



Built for Service and Priced to Use in Moderate Priced Machines. Sample, \$19.50.

Let us tell you about our "F & L" Automatic Stop for use with either of the above electric motors, or any other motor.

Let us figure on your 1922 requirements: On completed machines (spring or electric), Cabinets, Motors (spring or electric), Tone Arms, Hardware and Accessories.

LAKESIDE SUPPLY COMPANY, Inc.

416 SOUTH DEARBORN STREET

CHICAGO, ILL.

TELEPHONE HARRISON 3840

DETROIT TRADE WELL PLEASED WITH GENERAL BUSINESS

Dealers and Jobbers Gratified Over Showing for December—New Jewett Models Coming—G. W. Hopkins Believes in Action—Vocalion Progress—Grinnell Booms Michigan Composer

DETROIT, MICH., January 4.—The month of December turned out just as we predicted it would be early in the month. Dealers had a very good December business, making the year show up considerably better than it would have otherwise. This week we found dealers very busy taking inventory of their stock, to find out just what they would have to reorder. We are frank in saying that, while no dealer will make as much profit in 1921 as he did in 1920, he feels mighty happy to know that he has been able to stand up during the depression and the worst slump that Detroit has ever had. So, after all, there is really a great deal to be thankful for, as prospects are certainly bright for 1922, and especially for the dealer who is willing to "go and get business" and not rely entirely upon the national advertising of leading manufacturers to bring the business to them. When Roger W. Babson, the famous economist and statisti-

cian, was in Detroit recently, he said: "There will be plenty of business in 1922, but those who want it will have to go out and look for it with a lantern."

Jobbers Pleased With Holiday Demand

The wholesalers did not fare so well in the month of December, which was not unusual. November is invariably the best month of the year for the jobbers, because it is during that month that they make their greatest number, and largest, of shipments to dealers who want them for the month of December. Orders do not come in very heavily to the jobbers during December, as dealers are already stocked up, only ordering a number here and there as they need them. But we'll say this much—the jobbers are very well pleased with their holiday trade and they do anticipate a revival in talking machine business within the next few months.

Record business seems to be holding up very

good for everybody, and January is proving an excellent month for records. The thousands of people who received talking machines for the holidays are naturally good buyers of records, and we find the record departments very busy places these days. In fact, January is one of the best months of the year for records.

Grinnell Bros. Featuring Guest

All of the Victor stores are boosting the first record made by Edgar A. Guest, Michigan's famous composer of sentimental poems, who writes daily for the Detroit Free Press. Almost every Victor store in Detroit is boosting the record and pushing it. Grinnell Bros. even went so far as to have the three poems printed in white on a black card, placing them in their window with a large photo of Mr. Guest, with the record. The display is drawing crowds every hour of the day and the record is proving a big seller. Dealers say they have noticed it brings them a new clientele of customers, many of whom are school teachers, who want it for their school.

Good Year for the Vocalion

S. E. Lind, of the Lind & Marks Co., Detroit distributor for the Vocalion, reports that he had a very good year, despite the fact that his company did not start in until March—the worst month of the year. Each month business improved and November was the best month of the whole year. Right on January 1 orders began coming in from dealers, which indicates that Vocalion dealers enjoyed a good holiday trade. Mr. Lind is extremely enthusiastic over 1922 and believes that the industry will enjoy even greater prosperity than it did in the year just ended. Some weeks ago Mr. Lind was in New York, accompanying Henry Theis and some members of the Ritz Detroit Orchestra. While in New York City Mr. Theis made four records for the Vocalion, which are to be released as a special some time in January. Mr. Lind no sooner notified his dealers of the new records to be released than he was swamped with orders, as Mr. Theis and the Ritz Orchestra are very popular in Detroit and their new records are certain to be a tremendous success. Mr. Lind is planning a number of novelty advertising and exploitation stunts to increase the demand for the Theis records.

New Jewett Models Ready Soon

The salesmen of the Jewett Phonograph Co. left for their respective territories this week, after spending a week at the home office conferring with executives of the company on plans for the new year. A. A. Fair, sales manager, went over the Jewett product in detail and announced that within a few weeks some beautiful new models would be ready for the market. Several of them were on exhibition and the salesmen almost gasped for breath when they looked them over and were told the low prices at which they would be sold. "This company is trying to make the greatest phonograph in the world, and at the least possible profit," remarked Mr. Fair to the writer. As a wind-up to the sales conferences Fred Underwood, general manager of the Jewett Phonograph Co., tendered to the salesmen and the various department heads a dinner at the Hotel Statler on Tuesday, January 3. There were a few short talks, in which the various salesmen assured Mr. Underwood that they would work as never before in 1922 and that they felt sure of "bringing home the bacon." During the evening Elmer Wilkinson, production manager in charge of the factory at Allegan, Mich., explained in detail the making of the Jewett phonograph, from the time the tree was chopped in the forest to its finished state in the phonograph. Mr. Wilkinson opened the salesmen's eyes when he described the quality and the fine selection of woods that were put into the Jewett, although the average person or dealer would not thoroughly appreciate it. Still, it was there, just the same, and meant lifetime endurance.

Some Big Plans for 1922

The Jewett Phonograph Co. has great plans for 1922 in the way of increasing selling force and increasing manufacturing facilities, in ad-

How's Your Stock of Victor Records?

The great number of Victrolas sold during the Holiday season gives you an entirely new group of buyers—buyers who are eager to add to their record libraries. Are you prepared to care for this new demand? Right now, through having the records they want, is the time to make them YOUR steady customers. Have you a record stock that admits of your properly developing and profiting by this new business—of retaining your present buyers—of bringing back those you have lost?

You'll Find Us Well Prepared to Care for Your Needs

All orders filled same day received. Transportation facilities that admit of getting Victrolas and Records to you in shortest possible time.

Write for list of records selected by our committee as the best sellers for the coming month. To allow us to furnish this will not obligate you in the least—and it will aid you in making up your order.

Grinnell Bros.

Wholesale Distributors
of Victrolas and Records

First and State Streets, Detroit

dition to more attractive designs and models. New accounts galore have been added in the past two months in the East, as well as in the Middle West, and applications are received every day for the line in every part of the country. Recently the company leased storage space in the Old Farrant Organ Building, at Twelfth street and the Grand Trunk railroad, from where all shipments are now being made.

Records of Detroit Are Popular

A record made by the Emerson Co., and which is certain to prove popular in Detroit, if not all over the country, and especially in the large cities, is that of I. Leonard Braun, just released. Mr. Braun has been in Detroit the past six weeks, giving recitals before Jewish and other organizations, and he has been a great success. He has also made a record for the Victor Co., which will be released later. He is to give a series of twelve recitals in Michigan, Indiana, Illinois and Wisconsin before returning to New York some time the latter part of January. Mr. Braun has written the Ritual of the B'na Brith, a Jewish organization with over a million members. His home is in Detroit. He will continue to record for the Victor Co.

To Open New Brunswick Shop

The Brunswick Music Shop, of Muskegon, Mich., is opening an exclusive branch at Grand Haven, Mich., under the management of Art Wingerden. The company recently opened its new and handsome shop in Muskegon.

George W. Hopkins Visits Columbia Branch

H. E. Gardner, manager of the Detroit branch of the Columbia Co., recently made an extended trip through the State and said he found business improving in the small towns. He reports that new Columbia dealers in his territory are: Ypsi Phonograph Shop, Ypsilanti, Mich.; Grubbs' Music Shoppe, Toledo, O., and the Harper Music Co., Detroit.

Since our last letter George W. Hopkins, general manager of the Columbia Graphophone

Co., was in Detroit and spent a day in conference with Mr. Gardner. Mr. Hopkins said that America had been through a slump which came suddenly and unexpectedly and that American industries had stood up exceedingly well, considering the chaotic condition of things, and that he believed that if phonograph dealers would put their shoulders to the wheel and work harder than ever before they would find the public ready to respond. It has always been the contention of Mr. Hopkins that the average phonograph dealer is too easily satisfied and lacks the ambition because sales are created for him in advance. "Just imagine what these same dealers could do if they would go out and create new business themselves," he has often remarked. "The opportunities in this industry are unlimited for the man who is willing to work, and a man's success is judged by the amount of work he does."

Oscar W. Ray, manager of the record department of the Vocalion Co., was here recently, conferring with Sam Lind, of Lind & Marks Co. He also visited Cleveland and Chicago while in the Middle West.

Jules H. Roos, director of sales for the needle department of the General Phonograph Co., maker of Truc-Tone needles, was here Christmas week and said business was very satisfactory.

Carload Sale Goes Over

The Detroit Music Co. bought two carloads of Columbia phonographs just before Christmas, which they advertised very extensively at special prices. When the machines arrived they loaded them on two great, big trucks, and had banners painted for all sides announcing "A carload shipment of Columbia Graphophones, to be sold for ten days at special prices." Charles Smith, secretary of the company, says the sale was very successful.

Takes in the Jewett Line

The Friedrich Music House, of Grand Rapids, Mich., has added the Jewett phonograph line.

OGDEN REPORTS GREAT ACTIVITY

Tremendous Holiday Demand for Ogden Specialties Throughout the Country

LYNCHBURG, VA., January 6.—J. B. Ogden, president of the Ogden Sectional Cabinet Co., of this city, reports that the demand for Ogden stands for table model and portable machines has been very brisk and that immediately prior to the Christmas holidays a large number of telegram rush orders were received for immediate express shipment, indicating that a number of dealers were completely sold out of the stands. Mr. Ogden further reports that he has received a number of substantial orders from Victor jobbers who stated, when ordering, that they found the stands and service tables were much in demand in conjunction with the table models. The factory has been working at full capacity and, although it was originally planned to close the factory for a day or so during the Christmas holidays, the rush of business made this impossible. Referring to foreign business, Mr. Ogden stated that Latin-American business is constantly improving and that shipments to South Africa and Australia are likewise improving. It is expected that the Ogden stands will be shortly introduced in talking machine circles in Africa, India and Indo-China. Mr. Ogden believes that the trend of the times points toward greatly increased business during 1922.

TO PARTICIPATE IN THRIFT WEEK

Members of Music Industry Throughout Country Indicate Intention of Taking an Active Part in Forthcoming Thrift Celebration

That the members of the music industry throughout the country are planning to participate actively in the Thrift Week campaign during the week of January 17-23 is indicated by the demand being made upon the Trade Service Bureau of the Music Industries Chamber of Commerce, as well as upon the National Bureau for the Advancement of Music for advertising and publicity matter hooking up the music trade with the thrift idea.

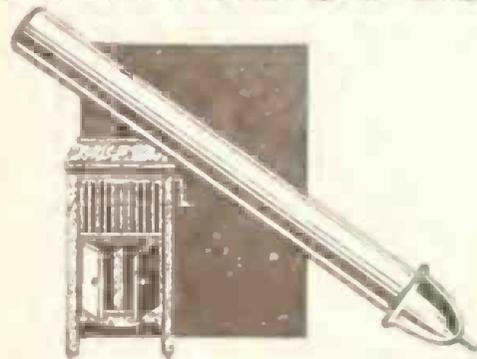
During December the first issue of 50,000 booklets "Music an Aid to Thrift," was almost exhausted, and a second lot of 50,000 was ordered. Dealers who want the booklets, window streamers, display cards and newspaper advertising copy offered to the trade are advised to send in their orders at once to the Chamber office at 105 West Fortieth street, New York City, in order to allow time for filling orders before January 17.

A special notice has been sent to music merchants in towns and cities, which have registered for local observance of Thrift Week, calling attention to the special thrift service of the Chamber.

COLUMBIA CO. VISITORS

There were quite a number of visitors at the Columbia executive offices in New York over the holidays, among the callers being Thomas B. Niles, assistant manager of the Pittsburgh branch, accompanied by Mrs. Niles; D. H. Delzell, manager of the Salt Lake City branch of the Columbia Stores Co.; R. H. Woodford, manager of the Columbia Co.'s Cincinnati branch; Mr. Markson, of Markson Bros., Columbia dealers at Syracuse, N. Y., and Carl Buechner, sales representative of the Boston branch. The visitors were all optimistic over trade prospects.

Tonofone



NEEDLES

The only *Phonograph* needles made with *Flexible Point* and *Solid Brass Shank*.



Ordinary needle after playing one record. Point worn blunt. Will injure record.

Are guaranteed to make clear and accurate reproduction of

Original Tone

To minimize *Surface Noise* and *not* to injure records.

Other needles sold under various names have come and gone, but

TONOFONE NEEDLES



Tonofone needle after playing 20 to 50 records. Point same width as when new. Records never injured.

have stood every test and

ARE HERE TO STAY.

Liberal Profits to Dealers. Write for Samples and Revised Price List.

The Tonofone Company
Makers

110 S. Wabash Ave., Chicago, Ill.

MODERNOLA GROWS IN FAVOR

Modernola Sales Co. Reports Satisfactory Holiday Business, With Good Outlook for 1922

The Modernola Sales Corp., New York City, Eastern distributor for the Modernola phonograph, reports that its dealers completed a very successful Fall and holiday season, and that from present indications 1922 will be a very satisfactory year. George Seiffert, president of the company, stated that the recent newspaper campaign conducted in the metropolitan dailies was highly productive for both the Modernola Sales Corp. and its dealers. This campaign elicited replies from foreign countries although only appearing in New York papers. Mr. Seiffert has in his possession an order, received from an ad appearing in the New York Times, from a town in Ohio, where the reader was so highly impressed that he immediately ordered a model of the Modernola and sent in payment several shares of stock in a farmers' supply company.

NOTICE
Record Dealers & Shippers
RECO-RAPS

A Transportation Package for Phonograph Records
Saves Far more than their Cost in Postage and Insurance Prevents Breakage.

Write us for particulars and samples

THE RECO-RAP CO.

104 North 12th St. St. Louis, Mo.



TY-TEE

Miss Gilda Gray's Sensational Success
at the "RENDEZVOUS"—New York's Newest and Smartest Dance Palace

**ASK TO
HEAR IT**

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

A TREMENDOUS DEMAND FOR RECORDS IN LOS ANGELES

Holiday Trade, Despite Unfavorable Weather Conditions, Most Satisfactory—Many Concerns Report Phenomenal Business—New Local Record Manufacturers—Interesting Review of Conditions

LOS ANGELES, CAL., January 4.—December ended in a blaze of glory in respect to sales of talking machines and records, according to reports from practically all music stores in Los Angeles. With many extra assistants the record departments had great difficulty in coping with the big crowds that surged into the stores every day, and all day, for several days, meeting with an almost greater problem in keeping track of records and returning them to their proper places so that they could be found when wanted; but, owing to the fact that record stocks were in much better shape than in former years, records sales were extraordinarily good. Rain fell almost continuously during the last week before Christmas, but appeared to have no effect upon shoppers, except that it probably served to prevent them from wandering from one store to another on their purchasing quest.

Barnes' Sales Break Records

George H. Barnes, president of the Barnes Music Co., declares himself to be extremely well pleased with the sales of the Brunswick department for the month of December, which far exceeded those for the corresponding period of last year, and particularly for Christmas week; next week will see them with a practically depleted stock.

Phenomenal Sales at Barker Bros.

J. W. Boothe, general manager of the music department at Barker Bros. reports that the December, 1921, sales in the talking machine department will exceed by a large margin those of 1920. On the Wednesday immediately preceding Christmas the high-water mark in sales of instruments for one single day was reached, namely, eighty-seven. Of the eighty-seven machines sold, one consisted of a thousand-dollar period model, three were in excess of \$500 each, while the remainder varied in prices from \$50 to \$500. Mr. Boothe emphasized the fact that all advertising of talking machines by his firm during the last two or three weeks before Christmas omitted all reference to specific terms; in many cases advertisements actually stated that

the goods were not offered at bargain prices on terms—N. B.: Would one call this kind of advertising appealing to the customer's pride, getting the customer's goat, or raising the house's prestige? A combination of all three, perhaps. Anyhow, it seems to have brought home the bacon.

Southern California Music Co. Crowded

The talking machine departments of the Southern California Music Co., both on the first and third floors, were crowded to capacity during the last two weeks before Christmas. Edisons, Victor and Burnhams were sold in large quantities, and the record departments smashed all former—er—er—totals, Manager Westphal states.

Hamburger's Require More Space

Sales of Victor, Brunswicks and Vocalions were excellent throughout the month and the expected rush occurred during Christmas week; some difficulty was experienced in taking care of all record customers, all demonstration rooms being filled. Harry N. Briggs, general manager of the music department, is looking forward to big extension plans in the very near future, at which time the present space occupied by the department will be doubled or trebled.

Among the Wholesalers

Charles Ruggles, Los Angeles, manager of Sherman, Clay & Co., Victor distributor, reports that sales for December were the largest in the history of the branch.

W. F. Stidham, manager of the Los Angeles wholesale branch of the Columbia Graphophone Co., is well pleased with the sales for December; the Los Angeles branch has led the United States for seven successive months, according to quota.

Howard L. Brown, manager of the phonograph division of the Los Angeles branch of the Brunswick-Balke Collender Co., states that sales for the month of December, 1921, exceeded those for December, 1920, by over 100 per cent. The Los Angeles branch occupied top place for every month of 1921 in the listing of all the branches of the United States for sales per capita, and showed a larger percentage of gain than any other branch.

E. R. Darvill, Vocalion manager of the Commercial Associates, successors to the Western Jobbing Trading Co., distributors of Vocalions and Vocalion records, reports that sales for 1921 were very satisfactory. Dealers have been loud in their praises of the record service which has been given to them, and are pleased at the new fifteenth of the month release, which will go into effect at once.

Irving C. Franklin, sales manager of the Burnham Phonograph Corp., stated that extra shifts had been employed at the Burnham factory, keeping the wheels turning daily until 11 p. m. up to within a few days before Christmas in order that they might cope with the demand.

Mr. Franklin looked forward to a still larger increase in 1922.

M. F. Fybush, general manager of the Blue Bird Talking Machine Co., declared that work at the Blue Bird factory during the latter part of the year had called for extra pressure, especially due to the demand for certain models; 1922, in his opinion, should bring excellent business for all lines.

Record Factory and Laboratory in Los Angeles

Los Angeles is to have its own recording laboratories and record presses in the immediate future. The Golden Record Co. is the name of a new concern, which plans to record and manufacture records here. The record which it will make will be golden in color, and special attention will be given to the recordings by private persons of records for their own private use. Theophilus Fitz is at the head of the company, and has had many years of experience in the business.

New York Man Stays in Los Angeles

J. G. Pierce, for many years assistant to Herbert Brennan, of the Rudolph Wurlitzer Co., New York, has located in Los Angeles and is at present connected with the sales force of the Starr Piano Co.

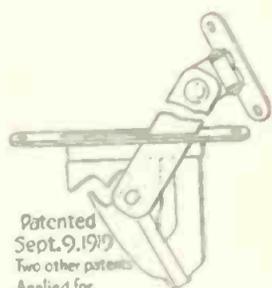
Will Go Into Business

J. A. Sabine, Columbia jobber for the province of Ontario, Canada, has arrived in Los Angeles and is believed to have decided to make this part of the world his future home, and, with an inherent dislike for idleness, will engage actively in the music business, principally phonographs, in this section.

JOHN CHAS. THOMAS GOES TO ITALY

Popular Baritone and Vocalion Artist to Study Under Jean De Reszke

John Charles Thomas, noted musical comedy baritone and exclusive Vocalion record artist, recently made his farewell appearance in New York prior to sailing for Italy, where he will spend some time as a pupil of Jean de Reszke. With the additional training thus received it is believed that Mr. Thomas will find a new pinnacle awaiting him among American baritones in the grand opera field.



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 bent. Samples on request.

STAR MACHINE & NOVELTY CO.
81 MILL STREET BLOOMFIELD, N. J.

THE BROOKS' INBUILT AUTOMATIC REPEATING PHONOGRAPH



The most wonderful Talking Machine on the market. All but human, will play any part or all of any record from one to eight times. Set the dial and have music throughout the meal or during the dance. It is justly termed the "wonder" instrument, exquisite in cabinet design and marvelous in tone. Send for dealers' di count. Distributors wanted.

BROOKS MFG. CO.
Saginaw Mich.



The Geo. J. Birkel Co., Los Angeles, Cal.—A progressive dealer with progressive equipment.

1922—The Year of Discriminating Buyers Are You Ready for Them?

Trade Leaders predict good business in 1922 for the Talking Machine industry—but they also predict that the purchasing public will be discriminating.

The *Quality Market* has returned—the attractive store which suggests quality will secure normal 1922 business.

Analyze your store—plan to make it the focus point for the quality buyers of your community.

The Unico System has accomplished this result for the Birkel Company of Los Angeles (the photograph and letter tell the story).

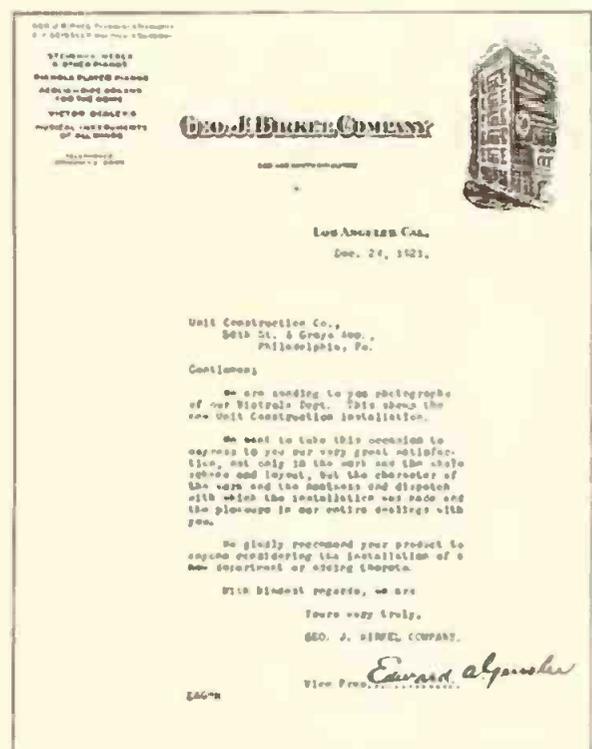
The Unico System will produce the same results for you.

Consider your essential requirements in equipment!

Price?	Low!
Sales Background?	Attractive and Productive!
Quality?	The highest!
Service?	Quick but dependable!
Investment?	Secure!

Unico Equipment fulfills all of these requirements—not only fulfills but *guarantees* them.

Consult our nearest branch in reference to the Unico Guarantee of Price, Quality and Service.



UNIT CONSTRUCTION COMPANY

Rayburn Clark Smith, *President*

58th Street and Grays Avenue, Philadelphia, Pa.

NEW YORK, N. Y.
299 Madison Ave., Cor. 41st St.

ATLANTA, GA.
49 Auburn Ave.

DALLAS, TEXAS
209 Dallas Bank Bldg.

CHICAGO, ILL.
30 North Michigan Ave.

LOS ANGELES, CAL.
274 L. W. Hellman Bldg.

DENVER, COL.
1741 Champa St.

SALT LAKE CITY, UTAH
150 Main St.



Address our nearest office TO-DAY

ASK TO HEAR IT



THREE O'CLOCK IN THE MORNING

Tempo di Valse Lente



It's three o'clock in the morning.

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



The WORLD FAMOUS CHIMES WALTZ THAT IS MOVING A MILLION FEET

HONOR LOUIS D. ROSENFELD

Emerson Sales Executive Guest of Honor at Testimonial Dinner Given by Artists and Dealers—Presented With Handsome Loving Cup—S. J. Corsover in Charge of Arrangements

Louis D. Rosenfield, head of the foreign language record department of the Emerson Phonograph Co., New York, was the guest of honor at a dinner given on January 4 at the Little Roumanian Restaurant, 108 West 116th street, New York. The dinner was in the nature of a testimonial to Mr. Rosenfield by the dealers and artists with whom he has been associated for the past nine years, and there were also present Emerson executives who have been associated with Mr. Rosenfield for the past four years.

The committee in charge of the dinner emphasized the fact that the surprise testimonial to Mr. Rosenfield had been planned in order to express the dealers' and artists' appreciation of the co-operation and consideration that he had extended them during the past nine years. Mr. Rosenfield's popularity in the trade is indicated by the fact that over sixty people attended the dinner, all of whom were glad to have the opportunity of joining in the testimonial to one of their friends and associates.

The toastmaster of the evening was E. H. Davis, advertising manager of the Emerson Phonograph Co., who filled the post with signal ability. As the first speaker of the evening, Mr. Davis introduced Victor H. Emerson, president of the Emerson Phonograph Co. and one of the pioneers of the talking machine industry. Mr. Emerson gave a semi-humorous, reminiscent talk, bringing the guests back to the early days of the industry, and outlining some of the difficulties that had been faced and solved. As one of the foremost technical experts of the industry, Mr. Emerson's comments regarding the various

phases of the development of the talking machine were received with keen enthusiasm.

Other speakers of the evening included H. T. Leeming, vice-president and general manager of the Emerson Phonograph Co.; Harry G. Neu, sales manager; Miss Lillian M. Guth, credit manager, and Sidney J. Corsover, chairman of the dinner arrangement committee, who was largely responsible for the success of the event.



Louis D. Rosenfield

In the course of his address Mr. Corsover paid a signal tribute to Mr. Rosenfield's indefatigable efforts in behalf of the artists and the dealers, and also referred to Mr. Rosenfield's willingness and desire to aid the artists along helpful, practical lines. At the close of his address Mr. Corsover presented Mr. Rosenfield with a handsome silver loving cup, which he stated was a token of esteem from the artists, dealers and the business and personal friends with whom Mr. Rosenfield had been associated for many years.

In expressing his appreciation of the honor conferred upon him by the guests present, Mr.

Rosenfield outlined briefly the aims and ideals which had formed the foundation for his activities in this industry. He stated that he would cherish the cup as his most valued possession because it represented the good will and love of his fellowmen.

The musical program for the evening was a lengthy one, and each number was received with enthusiastic applause by the guests. All of the artists appearing are well known in talking machine and musical circles, and among the artists on the program were Mme. Louisa Tuzier, formerly a member of the Metropolitan Opera Company; Joseph Feldman, S. Berini, S. J. Corsover, Simon Paskal, Fred Duff, A. Schwartz and daughter, and the Misses Lindeman and Lipman.

M. Ross, of the Rialto Phonograph Co., was chairman of the committee which planned the dinner, and was ably assisted by Harry Duff and Mr. Corsover. They left nothing undone to make the dinner a success, and well deserved the congratulations which they received at the close of an evening which was greatly enjoyed by everyone in attendance.

E. R. BURLEY TAKES OVER BUSINESS

BUFFALO, N. Y., January 6.—The partnership heretofore existing between Edward R. Burley and A. V. Biesinger under the firm name of Burley & Biesinger, Victor talking machine dealers of this city, has been dissolved and the business will be conducted in the future by Mr. Burley at the present address at 332 West Ferry street.

MULTUM IN PARVO

He that crawfisheth, nor repineth not when he's "broke." but getteth out and hustleth in the vineyard, shall gather!

Imported Homokord Records

"A Better German Record"

More profit in selling Homokord Records.
Let us send you details regarding agencies.

A. G. KUNDE

Importer and Distributor

344 E. Water Street

Milwaukee, Wis.



"Ka-Lu-A" and "Blue Danube Blues," two new dance hits from the musical comedy success *Good Morning, Dearie*, are played tantalizingly by the Knickerbocker Orchestra, another new addition to the Columbia list of musicians. A-3516.

**Columbia Graphophone Co.
NEW YORK**



RECUPERATION NOW AT HAND, SAYS HERBERT HOOVER

**He and Secretary Weeks See Great Promise of Better Conditions in All Lines During 1922—
Period of Liquidation Is About Over and Recuperation Is Bound to Follow**

WASHINGTON, D. C., January 3.—Much of promise in the new year is seen by Secretaries Hoover and Weeks, who in statements issued on Saturday last declared that the American people could look forward to 1922 as a year of recuperation.

"Considering that we have gone through the greatest war in history and considering the dangers that we have passed through in the great readjustment of 1921," said Secretary Hoover, "we have a lot to be cheerful over and we have ahead of us very substantial hopes of steady improvement both at home and abroad."

"The industrial and social upheaval resulting from the war reached its crisis during the old year," said Secretary Weeks. "The period of adjustment has been trying for the people and the Government alike, but the rapidity with

which the American people have been putting their affairs in order during the past few months makes the outlook for complete industrial adjustment and resulting prosperity during the coming year bright."

Mr. Hoover in his statement said:

"The economic situation for the New Year holds much good promise. Our year of liquidation is over and we can look forward to a year of recuperation. Except for the seasonal dip of the Winter we should have a continuous lessening of unemployment and an increasing betterment in the agricultural situation. We have passed through the most precipitous price drop in our history—a drop averaging nearly 50 per cent—and necessitating the writing of something more than \$20,000,000,000 off our books as a Nation during 1921.

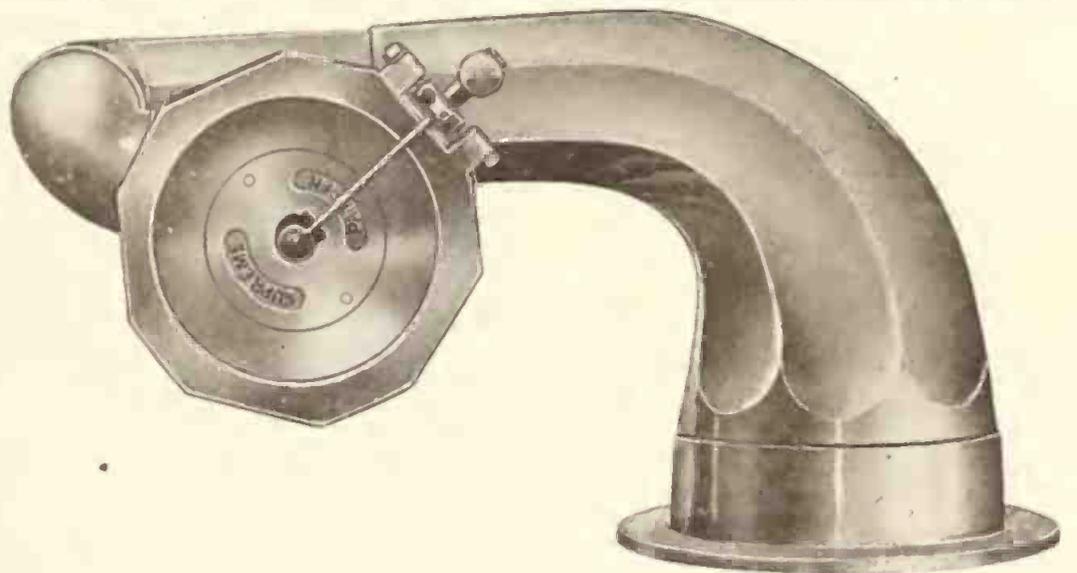
"We have still a good many readjustments to be made, due to the inequality in the fall of prices and wages. The former has fallen too much. Some of the industries, such as coal, railways and construction, are far above the average levels of the country; but economic pressures, although painful, are in motion which will eventually reduce the expenses and the charges of these industries against the community."

"A secondary part of our recuperation must depend upon the recuperation abroad. In Europe the most promising thing is that there is a more general realization that German reparations, land armaments, unbalanced budgets, inflated currencies, unnecessary barriers against economic movements, must all be reduced if Europe is to attain economic stability and if the very solid progress made in other directions during the last three years is not to be lost."

Is your establishment neat and orderly? If not, why not?

**NEW WITH THE
NEW YEAR**

*Pleasing to the Eye
and
Pleasing to the Ear*



The New Phillips Octagon Throw Back Tone Arm No. 5

With Octagon Reproducer No. 5

A decidedly attractive combination that has met with instantaneous success. Besides its attractive appearance it has a deep full tone that is much admired.

Quantity Prices on Request

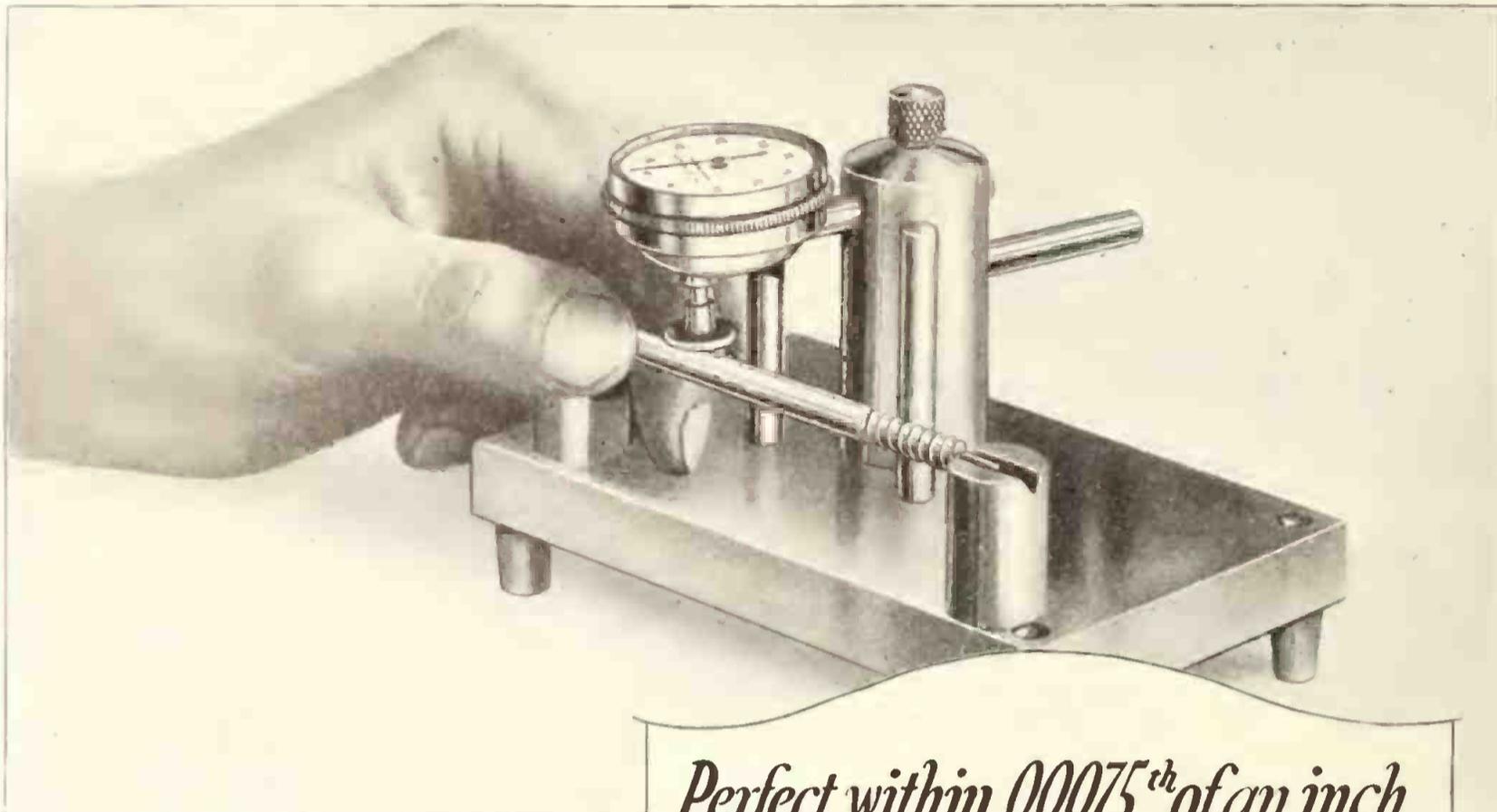
The William Phillips Phono Parts Corp.

Manufacturers of Tone Arms for Portable, Medium and High Grade Machines

145 West Forty-fifth Street

New York City

"Genius is the capacity for taking infinite pains"



The exacting test of the governor shaft in the Cheney motor



These two views show how carefully the governor shaft is polished.

After the governor shaft is made, it is polished by drilling it hundreds of times in a piece of maple. Every burr is removed and the shaft, when finished and buffed, feels smooth as velvet and glistens like silver. A man can polish only about 100 shafts a day.

Experience has demonstrated that only by rigidly holding to such high standards can we maintain dynamic balance in the governor and assure dealers that perfection of Cheney motors which has added so much to the reputation of The Cheney.

Perfect within .00075th of an inch

Three-fourths of 1/1000 part of an inch! Can you conceive of it?

Divide one thirty-second part of an inch into 32 parts, and one of those microscopic divisions represents the outside limits of variation permitted in the making of the governor shaft in the Cheney motor.

It is the most exacting test in all of the manufacture of The Cheney where we are accustomed to hold mechanical parts to thousandths of an inch. It explains why the Cheney motor runs as smooth as a watch, practically without noise.

Equally high manufacturing standards for Cheney cabinet and acoustic parts have made The Cheney "the master instrument." Though offering such supreme value, Cheney prices are remarkably low.

Cheney Talking Machine Company • Chicago

The
CHENEY
THE MASTER INSTRUMENT

ANNOUNCES NEW DEVELOPMENT

C. A. Fullerton, of Architectural Bronze Fame, Enters Phonograph Industry—Fullertone Phonograph Products, Inc., to Manufacture New Musical Instrument, the "Fullertone," a Radical Departure in Phonograph Construction

By H. N. McMENIMEN

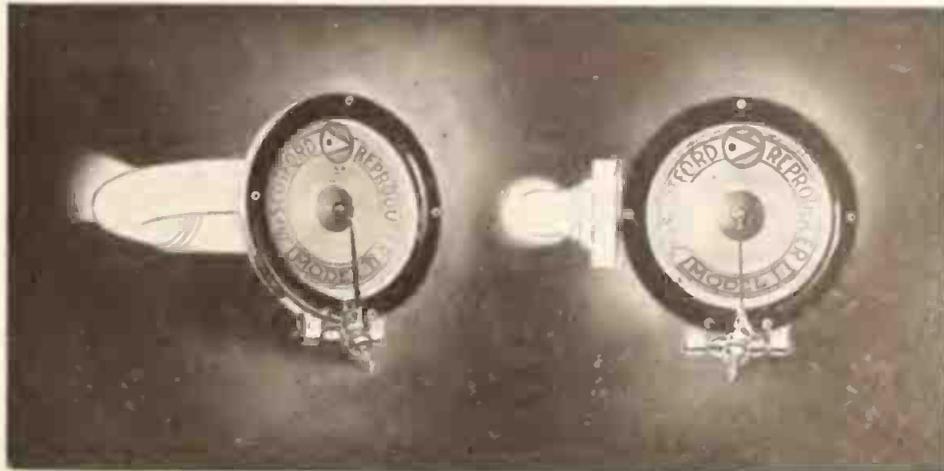
For several months past there have been rumors around the phonograph shops, telling of a sensational phonograph invention. Rumors of this kind are plentiful in the trade. Nobody paid much attention to this one until they heard that Clarence A. Fullerton, head of the Fullerton enterprises, had started the manufacture of this invention. The name of C. A. Fullerton is known to but few people in the phonograph business, but after having had the opportunity of investigating the merits of his new invention I may safely believe that it is going to be a name to conjure with in the talking machine industry as it is to-day in the field of art bronze working.

When I was requested by Mr. Fullerton to investigate the invention of Antal Fodor, an engineer of Paris, and to make an exhaustive laboratory test of this invention, I was impressed with the fact that the tone was the most natural that has ever been brought to my attention in twenty-eight years of constant association in the phonograph industry. I was fully convinced that there never was a time in the history of the talking machine business when essential and basic improvements were more needed than at the present time. I mean improvement upon the sound wave regenerating device, of what is technically known as the graphophone.

An instrument of this kind, I felt, should not only be an artistic achievement in reproducing music, but also prove to be a real business-getter for the trade. I believe the "Fullertone," the trade name given to this device, to be such an instrument that it opens new vistas in the field of phonograph construction as well as in the field of merchandising.

Too great stress cannot be laid on the fact that the "Fullertone" is a new entity in musical instruments, which consists of a small wooden resonator, having the shape of a lyre, resembling a violin in its construction and finish. It can be used as a reproducer on any of the existing phonographs, as it replaces all of the mechanical parts of the phonograph, excepting the motor and turntable. It will play all makes of records and its wonderful tone qualities as a musical instrument are chiefly due to the fact that the whole instrument excepting the needle holder is constructed of wood.

Wood has been recognized by scientists and musicians for ages as the most resonant material known to mankind. A large vibrating wooden surface enables the "Fullertone" to move a large



Scotford Model I Reproducer on Victor and Columbia
Plays Only Hill-and-Dale Records, but Plays Them at Their Best
Scotford Model I Reproducer 1-V for Victor—Sample Prepaid to Dealer
 \$3.85 Nickel; \$4.75 Gold—Retails \$6.00 and \$7.50
Scotford Model I Reproducer with 1-C Columbia Connection—Prepaid to Dealer, Nickel \$4.25; Gold \$5.50—Retails \$6.75 and \$8.75
Quantity Prices on Application

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

body of air, producing sound waves that create a large volume of sound of great carrying power, which is mellowed by the inherent qualities characteristic of all wooden instruments. It regenerates sound waves, substantially corresponding in intensity with the general recording, besides giving it a tone quality entirely free of



H. N. McMenimen

megaphonic or nasal rendering of the artist's efforts.

As to merchandising possibilities the "Fullertone" offer, I only call attention to the fact that it can be used on any existing phonograph, irrespective of cabinet style, and it can be placed on any piece of furniture in which a motor and turntable can be installed. This feature of the "Fullertone" will give the trade a wide range of models which are bound to suit every conceivable taste. The Fullerton Phonograph Products, Inc., plant has started quality production of this remarkable instrument, which I believe will be the means of bringing a renaissance in the industry, pointing to a new departure in phonograph construction and artistic development.

CLOSED A SATISFACTORY YEAR

Max Willinger, president of the New York Album & Card Co., spent the opening weeks of the year at the Chicago factory of the company. Mr. Willinger reports that the year just concluded was a satisfactory year in every respect and that indications point toward generally good business during 1922.

The University Music Store, 4312 University Way, Seattle, Wash., features Columbia Gramophones exclusively and has built up a large trade.

HEALTH-BUILDING RECORDS

Leading Metropolitan Stores Tell of Increasing Appreciation of Course by Public—Outlook Reported by the President to Be Excellent

R. B. Wheelan, president of Health Builders, states that he has received many encouraging reports from dealers relative to the good holiday business they did in this health-building course of records. One dealer reported that a customer purchased ten sets of the course for Christmas presents, and it was not an uncommon custom for two and three sets to be bought at a time for gifts.

Wanamaker, Lord & Taylor, Fredk. Loeser & Co., Davega and other metropolitan stores report increasing demands for this course. In the case of the S. B. Davega Co. it was found that the Health Builders' course was the direct cause of the sale of two machines, as the customers who desired the course did not have the machines to play it on. Mr. Wheelan states that the outlook for 1922 is very promising. Not only is the record course getting more and more popular, but the Winter season is acknowledged as the best for this indoor exercise and the keeping-fit movement is rapidly spreading throughout the entire country.

SHOW NEW SEABROOK PHONOGRAPH

Dodge Mfg. Co. Makes Display in Offices of Company—Many Claims Made for It

SOUTH BEND, IND., January 3.—Shortly before Christmas the Dodge Mfg. Co. turned its offices into a sales exhibition room and gave the public an opportunity to examine the new Seabrook phonograph being manufactured by the company. The instrument is the invention of B. R. Seabrook, a Canadian engineer, who has specialized in acoustics. He began development work on the instrument in May, 1920, and the result is said to be a radical departure from all accepted types of sound-reproducing machines.

As it stands the Seabrook phonograph, it is announced, has fourteen distinctive improvements. The plan is to place the new instrument on the market immediately.

THE TRIPLEX PHONOGRAPH

is an entirely new type which combines the portable with artistic reproduction and changeable picture panels.

Made in one standard size which incorporates all features.

Do not select your lines for 1922 until you have learned all about this wonderful and unique instrument.

For descriptive folder address the
TRIPLEX ARTISTIC PHONOGRAPH CO.
 Pershing Road and Ridgeland Ave.
 BERWYN, ILLINOIS

FULTON (MODEL 35)



Price for Sample Now \$13.50
 3 or more \$12.50

Phonographs and Accessories, Repair Parts for All Makes.

Best Steel Needles of American Manufacture at 30c. per M.

FULTON TALKING MACHINE CO.
 253-255 Third Ave., New York City
 Between 20th and 21st Streets

STOCKS LOW IN PORTLAND OWING TO HOLIDAY DEMAND

Continued Buying of Machines and Records Since the Holidays Affords Encouragement to Merchants Regarding Continuation of Good Business—What a Talk With Leading Dealers Reveals

PORTLAND, ORE., January 4.—A better Christmas trade than was enjoyed last season was experienced by the dealers in talking machines and records of Portland in the period just ended. Dealers throughout the city have expressed surprise at the condition and to-day the stocks are decidedly low.

One of the most heartening factors for the dealers is the condition since Christmas. The amount of buying of both machines and records since the holidays has eclipsed former similar periods. The same condition seems to be true in all lines of trade in Portland and the Pacific Northwest.

E. B. Hyatt, of the Hyatt Talking Machine Co., reports business for the month of December better by far than expected. The sale of the better grade of machines took a big jump just before Christmas and this popular shop

was so busy during the holiday buying that people were turned away. Mr. Hyatt proved himself to be a wonderful Santa Claus to his employes.

Frank M. Case, manager of the Wiley B. Allen store, is very greatly pleased over the December business. C. L. Neilson, formerly of the Sherman, Clay Victrola department, has been secured by Mr. Case, to assist Paul B. Norris, sales manager. Bertha Serr, for the past three years manager of the record department, has resigned her position and Erma Ewart has taken Miss Serr's place as manager of the department. Margaret Corbett has been added to the record sales force.

D. C. Peyton, manager of the Meier & Frank talking machine department, who advertises extensively "The House of the Big Four"—Victrola, Vocalion, Columbia, Edison—reports a

rushing December business, with over 300 machines being placed in Portland homes during the month.

A. C. Sherbet has returned to the Meier & Frank department and Marvel Case and Flora Wakefield have also been added to the force.

Charles T. Corbin, general manager of the Seattle branch of the Bush & Lane Piano Co., extended an invitation to the Portland firm to participate in the annual banquet which was given by them on New Year's Eve. As many of the force as could get away gladly accepted the invitation and motored to Seattle.

Garrett Stetzel, credit man for the Bush & Lane Piano Co., has gone to California and J. F. O'Gara, formerly of Lipman, Wolfe & Co. and president of the Portland Credit Association, has been secured by J. H. Gallagher, manager, to fill his position. F. E. Shaw, formerly of the Sherman, Clay & Co. Victrola department, has been added to the sales force of the Bush & Lane phonograph department.

The Harold S. Gilbert Music Co., which for the past six years has occupied quarters at 384 Yamhill street, has moved to bigger and better quarters in the Pittock Block, at 103 West Park street. The store has very fine window space and with a fine big electric sign being installed Mr. Gilbert expects to attract a great amount of new trade to his store.

Clyde Freeman, manager of the Remick Song Shop, reports a good December in the Columbia department and when the Christmas rush began he added three salesmen to his force to accommodate the throngs of customers. W. B. Maxwell, for some time assistant to Mr. Freeman, has accepted a position with the wholesale Victrola department of Sherman, Clay & Co., and will assist Elmer Hunt, manager.

Ray Feldenheimer, manager of the Lipman, Wolfe & Co. phonograph department, reports an excellent sale of Sonoras and Brunswicks during December.

Charles D. Carter, Northwest representative of the Sonora Phonograph Co., who had his headquarters at Seattle, Wash., has moved to Portland, where he is now making his home.

Andrew Noble, formerly of the Berkey & Gay Co., of Grand Rapids, Mich., has been secured as superintendent and designer for the Stradivara Phonograph Co. Mr. Noble is proving a very valuable man and has designed some very artistic work.

C. A. Alphonse, of the Hyatt Talking Machine Co., was an active member, acting as vice-president on the Christmas tree committee of the Portland Elks, 142, who entertained 3,200 poor children at a Christmas party given by them at the public auditorium Monday, December 26. Gifts and baskets of food were generously given.

CHEER INVALIDS AND MAKE SALES

Smith & Stout, Brunswick Dealers, Send Machines to Homes of Sick and Reap Profits of Several Sales and Much Publicity

LA PLATA, Mo., January 9.—A clever stunt which is selling Brunswick machines and records for the firm of Smith & Stout, Brunswick dealers, this city, is the loaning of a machine and records to persons who are ill. Upon hearing of any person confined to the house by illness or accident, a machine and records are immediately sent out to the house in an effort to cheer up the invalid. There is no solicitation to buy, but in every instance where this plan has been tried a sale was made.

A. C. IRETON'S OPTIMISTIC LETTER

Edison Phonographs, Ltd. Edison jobbers on the Pacific Coast, with headquarters in San Francisco, and branches in Los Angeles and Portland, sent out on the first of the year a most optimistic letter to the trade regarding the business opportunities that were in view for 1922. The letter was signed by A. C. Ireton, manager, and was of a character to instill confidence.

The New Year

1921 was spent in the further liquidation and reduction of prices of commodities to a normal basis.

This year we start with this liquidation practically completed, which means an increase in production and an increase in employment.

With this splendid outlook for the present year, there is every reason why Victor dealers throughout the country should enjoy a greatly increased business.

We trust that each will secure his share, and we also trust that we may be given the opportunity to help and co-operate in furthering this prosperity of the Victor dealer.

CURTIS N. ANDREWS
BUFFALO, NEW YORK

GLEANINGS *from the* WORLD *of* MUSIC

TENDENCY TOWARD A BETTER TYPE OF POPULAR MUSIC

"Melody" Songs Appear to Be Finding Much Favor With the Public During the Current Season and Some Have Proven Real Hits—The Relation of Jazz and the Dance Craze

While it is true that there have been, this season, several big song and, particularly, instrumental successes that can be described as "jazz" or "blue" numbers the contributions as a whole have been of a much better musical standard. The jazz numbers are not having quite the large sales they once had and there are not so many of them. The real big things have been melody songs, and the jazz, if there still be any, gets most of its encouragement from the dance field.

Songwriters and publishers, naturally, endeavor to turn out those things which will have the largest returns and it is the melody songs and ballads that can be arranged as dances that reach the top figure in sales. Their life being much longer, it gives the publisher opportunity to cash in over an extended period, whereas the jazz or novelty type is short-lived and must be exploited intensively in a short space of time. A comparison of songs of this season and those of the last shows a decided improvement from a musical standpoint and, as these are the most profitable issues, the natural result is that they get the most attention.

There has been much propaganda against jazz, columns have been written in the newspapers and civic bodies and others interested in improvement have bewailed the present-day standards. But all this has resulted in little or nothing. Protest did not accomplish anything

and jazz will not be entirely eliminated until it spends itself.

From a song standpoint it is almost passé. At least, no such number nowadays acquires national importance as a song. In the dance field such numbers still have big popularity and as long as numbers are issued of that type that have a wide appeal as a dance they, undoubtedly, will continue to enjoy prominence in dance programs. The improvement in the dance field is somewhat slower. The lure of jazz for the dancer is quite decided and will take a much longer time to spend itself.

J. Hartley Manners, husband of Laurette Taylor, of "Peg o' My Heart" fame, has just starred his wife in a new production, the title of which is "The New American Anthem." The show has not yet reached New York, but the reports from the towns where it has appeared describe it as a satire on present-day life in which, of course, jazz is made the "anthem." Of course, it is all exaggerated and it is not expected that it will be taken overseriously, although it may prove quite entertaining.

After all, quite an injustice is done the average American in making it appear that he is jazz mad, for, as a matter of fact, the things that are popular here are proving successful in all other parts of the world. Some of the newer English publications, particularly of the one-step variety, have their jazz effects and there

are any number of French fox-trots which show jazz at its best, if there is such a thing. At least two of these latter numbers have been successful in America and, we understand, there are still more to come, so we are not alone in our worship at the shrine of jazz.

But the tendency is toward better things and, while the change has not been revolutionary in character, it is probably more healthy, and in this manner makes for permanence.

The songwriters and publishers, of course, are only giving the public what it wants, which is good business. Thousands of dance orchestras throughout the country must be satisfied, and as long as they feature music of the jazz variety someone will supply them with such material. But such demands are becoming more and more limited and, as the royalties on the better-class songs are more assured, the writers, in the future, will more and more endeavor to issue numbers of that type.

SPECIAL WINDOW FOR "THE SHEIK"

The new Victor record success, "The Sheik," was featured most successfully recently by Simon's Music Store, Uniontown, Pa. The window represented a real desert scene with sand, a palm tree, and a real Sheik to give it tone. An increase in the sales of the record was directly traceable to the window.

Gottschalk & Co., 732 Market street, Chattanooga, Tenn., have opened a phonograph department in which various Brunswick models are featured.

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;

FORSTER
MUSIC PUBLISHER INC.
235 SOUTH WABASH AVE.
CHICAGO

Published by the publisher of "MISSOURI WALTZ," "NAUGHTY WALTZ," "SWEET AND LOW," "KISS A MISS"

TWO GENUINE IRVING BERLIN HITS—GET THEM AT ONCE

GRANNY

YOU'RE MY MAMMY'S MAMMY

By the Writer of "Mammy," "Tucky Home," Etc.

JUST A LITTLE LOVE SONG

The Most Beautiful Song We Have Ever Published

IRVING BERLIN, Inc., 1607 BROADWAY, NEW YORK

SPECIAL WINDOW FOR KARLE

Brunswick Dealer Takes Full Advantage of Visit of That Artist to Portland

PORTLAND, ORE., January 3.—Brunswick dealers in this section took full advantage of the recent appearance here of the noted Brunswick artist,



Theo. Karle Featured in Window Display Theodore Karle, in a very successful concert at the Portland auditorium.

The Powers Furniture Store devoted one of its large windows to a special display in honor of Mr. Karle, and P. J. Heinz, manager of the company's phonograph department, reported a big increase in the sale of the Karle records as a result of his personal visit.

SCORING A BIG HIT

Yerkes S. S. "Flotilla" Orchestra Winning Wide Reputation for Its Dance Music

Harry A. Yerkes and his S. S. "Flotilla" dance orchestra opened an engagement at the S. S. "Flotilla" restaurant, 100 West Fifty-fifth street, New York, last month.

This dance orchestra has gained the reputation of making "dancing the poetry of motion." Through his many novel orchestra combinations Harry A. Yerkes has gained almost international fame for the dance records recorded for the various leading talking machine record companies. This, his newest orchestra combination, the S. S. "Flotilla," has already been given recognition as a leader. Among the numbers he is now featuring is "Arkansas Blues," published by the Frances Clifford Music Co., Chicago.

L. C. ACKLEY RESIGNS

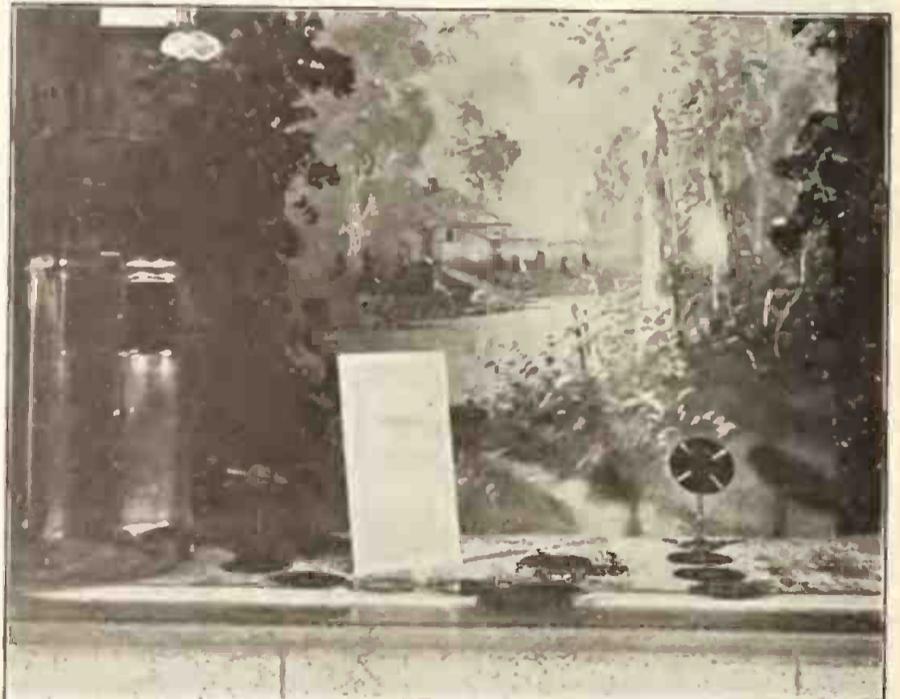
L. C. Ackley, manager of the San Francisco branch of the Columbia Graphophone Co., resigned from this position, effective January 1. P. S. Kantner, formerly a member of the sales staff, has been appointed acting manager.

FEATURING "WABASH BLUES"

Lyon & Healy, Chicago, Devote an Elaborate Window Display to That Number

The success the larger talking machine stores of the country have had with attractive window displays, and the increased sales resulting therefrom have served to encourage dealers with smaller stores to follow suit. Among the stores which can be credited with materially advancing the interest of popular numbers with special displays is that of Lyon & Healy, Chicago, Ill., who, throughout the past year, have shown a series of most attractive windows, all of which were the means not only of attracting attention to their popular record department, but also of increasing sales.

One of the more recent displays shown by this well-known firm was the window featuring "Wabash Blues." The photograph shows a scene on the Wabash and is presented, along with a Victrola and records, in a most attractive manner. Dave N. Allen, one of the Western traveling representatives for Leo Feist, Inc., the publisher of the number, states that the success Lyon & Healy have had with this particular display was the means of inducing numerous dealers in his territory to allot special display space to "Wabash Blues," which has helped to increase the popularity of the number.



Lyon & Healy Window Display of New Feist Hit

POPULAR MUSIC ON THE COAST

SAN FRANCISCO, CAL., January 5.—Henry Grobe has been featuring the "Lilac Tree," by George H. Gartlan, Hinds, Hayden & Eldridge, New York, and reports that the sale is very favorable. The "Four Castilian Sketches," by Frederick K. Logan, Forster Music Co., are proving attractive to customers at Sherman, Clay & Co.

"Honolulu Honey," by Louis Weslyn, Eva Applefield and Hal Dyson—Edw. B. Marks Co., New York—is also having a good sale, according to the Elite Music Shoppe. Miss Applefield is a San Francisco composer and is the author of "Hawaiian Chimes," published by Leo Feist.

The Elite Shoppe reports also that "Plantation Lullaby" and "Maybe It's All for the Best" are having brisk sales.

feature during their Chicago stay is the Frances Clifford Music Co.'s "Arkansas Blues."

THE "HAPPY SIX" IN CHICAGO

The Balaban & Katz Co., Chicago, has secured the services of the "Happy Six" to play in its two new theatres, the Chicago and Tivoli, for the weeks of January 9 and 16. Chicago record buyers undoubtedly will anxiously await this personal appearance of the well-known dance organization. One of the numbers the "Happy Six" will

TWO NEW IRVING BERLIN SONGS

Among the new songs released for sale by Irving Berlin, Inc., on January 1 were the success, "Granny, You're My Mammy's Mammy," and the Irish novelty song, "Delia."

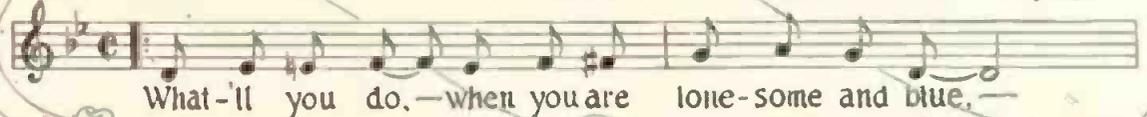


What'll You Do?

Latest Dance Hit by
Isham Jones

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

HEAR IT
- NOW -



What'll you do, — when you are lone-some and blue.

NEW IRVING BERLIN DRIVE

"Say It With Music" to Be Featured During
Week of February 4

Irving Berlin, Inc., announces a national sales week on the big song and dance success from Irving Berlin's "Music Box Revue," "Say It With Music." This campaign will be similar to the previous publicity drives on "My Mammy" and "All By Myself." The week will be from February 4 to February 11, inclusive.

"Say It With Music" has probably had more free publicity than any musical number of the past decade. Upon its original release it was most favorably received by not only sheet music dealers but talking machine record and player roll dealers as well. Since that time its sales have steadily mounted and the talking machine record companies which originally released the number in dance form now announce a re-issuance of the number in vocal form.

"Say It With Music," together with "Tuck Me to Sleep" (In My Old Tucky Home) and the two new songs recently added to the Berlin catalog, "Delia" and "Granny, You're My Mammy's Mammy," are among the current big sellers.

TO OPEN JOBBING BUSINESS

Maurice Richmond to Establish Jobbing Head-
quarters in New York

Maurice Richmond, formerly active head of the Enterprise Music Supply Co., which latter was some time ago purchased at auction by the Crown Music Co., will, as announced some time ago in these columns, open up a music jobbing business in New York. The name of the new company will be the Richmond Music Supply Co., and it is understood the new firm has leased offices on West Forty-second street, New York City.

NEW POST FOR J. J. BREGMAN

J. J. Bregman, who for many years was business manager for the Enterprise Music Supply Co. and later auditor and office manager for Maurice Richmond, Inc., will, it is announced, join the staff of the new Richmond Music Supply Co., Inc., which recently opened up offices in the Bush Terminal Building, West Forty-second street, New York City. It is understood that Mr. Bregman will also act in an advisory capacity to the firm of Richmond-Robbins, Inc.

INFRINGEMENT SUIT ENDED

A formal order of discontinuance of the copyright infringement suit brought by G. Ricordi & Co. against Jerome H. Remick & Co. was signed by Judge Knox in the Federal District Court last week. The plaintiff had charged that Remick's "Avalon" song, written by Al Jolson and Vincent Rose, was an infringement on the melody of Puccini's opera "Tosca," which copyrighted composition the plaintiff controlled.

SAM FOX ON VISIT TO NEW YORK

Sam Fox, head of the Sam Fox Publishing Co., Cleveland, Ohio, arrived in New York quite recently. Mr. Fox has just completed a trans-continental tour covering the larger trade centers of the United States, including many points in Pacific Coast territory. He is completing

plans for an Eastern publicity campaign on the current Fox successes, but returned to Cleveland in time for the holidays.

The new publishing firm recently organized by Albert Von Tilzer has been named the A. V. T. Music Pub. Co. Neville Fleeson and Seymour Prown are associated with the concern.

IN MAYTIME

(I LEARNED TO LOVE)

By JACK SNYDER



Pronounced by
critics to be
The MOST
BEAUTIFUL
WALTZ
BALLAD
EVER
WRITTEN

BAND
OR
ORCHESTRA
25¢

Published by THE HOUSE OF MASTER COMPOSITIONS
JACK SNYDER INC.
1658 BROADWAY, NEW YORK.

See Advance Bulletin
FOR
RELEASES
ON THIS
Big Selling Blues Hit
and Order on Your Favorite RECORD

"Arkansas Blues"
Classic Blues *A Down Home Chant* *Snappy Joddl*
Player Rolls, Sheet Music & Records



FRANCES CLIFFORD MUSIC CO.

"Publishers of Real Songs"

CHICAGO, ILL.

KIMBALL HALL

A NEW WALTZ SONG SUCCESS

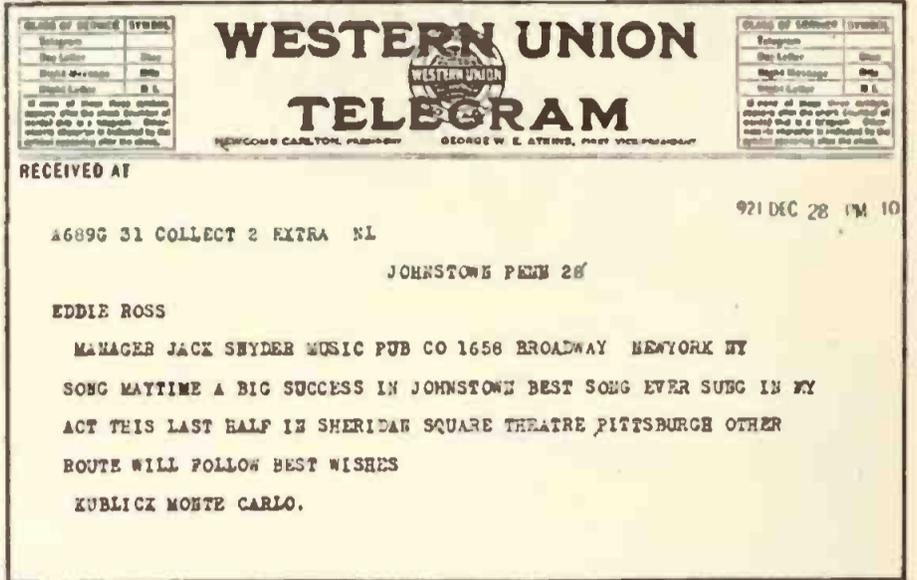
"In Maytime" Being Used Extensively by Vaudeville Singers and Orchestras

Jack Snyder, the author, composer and publisher, who some time ago opened offices at 1658 Broadway, New York City, and who is responsible for such songs as "Frankie" and "In Maytime," has been receiving many letters and telegrams of congratulation on the success of his catalog, and particularly "In Maytime," in waltz form.

Among the vaudeville stars who are singing "In Maytime" is Sophie Tucker, now appearing on the Keith circuit. The reception of the number would indicate that others will quickly take it up. In the orchestra field there are many organizations featuring this number in dance form. Recently

Jack Snyder received a letter from the King's Favorite Syncopators, of Jersey City, N. J., in which "In Maytime" was shown to be a big favorite.

The sales of this recent addition to the Jack Snyder catalog have been steadily mounting and show indications of its becoming one of the



One of the Many Telegrams Sent Jack Snyder Music Pub. Co. most successful waltz ballads of many seasons in the theatre and in the home.

"ARKANSAS BLUES" A HIT

Western Number Proving One of the Successes of the Season

"Arkansas Blues," described as a down-home chant, and which is published by the Frances Clifford Music Co., Chicago, Ill., is fast establishing a record for a number of its type. For a period of months it has been one of the most successful of the novelty song and instrumental numbers. Generally speaking, the life of a "blues" number is quite short, but such is not the case with "Arkansas Blues." It is apparently easy to sing and as it is featured extensively in theatres, cabarets, dance halls, amusement parks, etc., its sales should be quite large during the present season.

The writer of the number, Spencer Williams, in describing it, said:

"The melody of 'Arkansas Blues' is similar to the chant of the Voodoo doctors at a time when they are indulging in their witchcraft dances." Mr. Williams, by the way, is the writer of other successes, as "Royal Garden Blues" and "Tishomingo Blues," and the Frances Clifford Music Co. will shortly release his latest number, entitled "The Mississippi Blues."

Nature makes no allowance for a man who lies down; he must face the music.

NEW MUSICAL COMEDY

Crown Music Co. Publishing Score of "Up in the Clouds," Now Playing in New York

"Up in the Clouds" is the title of a musical comedy which opened at the Lyric Theatre, January 2. The production had quite an extensive run in Chicago, following which it appeared on the road. Jos. M. Gaites is the producer and the book is by Will B. Johnstone, with music by Tom Johnstone. The Crown Music Co. has the selling rights for the music.

DEATH OF CAMILLE SAINT-SAENS

Camille Saint-Saëns, the noted French composer, died suddenly in Algiers, Africa, on December 16. He was born in Paris in 1835, and at the age of two and a half years was able to play the piano. He began the study of music at an early age under the leading teachers, devoting himself to the piano and organ, and eventually became a prize-winner in the Conservatoire. His first symphony was written and performed when he was seventeen years old.

The compositions of Saint-Saëns which are familiar to American audiences are legion and cover every line of composition—opera, symphony and piano numbers, for Saint-Saëns was a great pianist as well as a great composer.

MUSIC PUBLICITY OF MANY USES

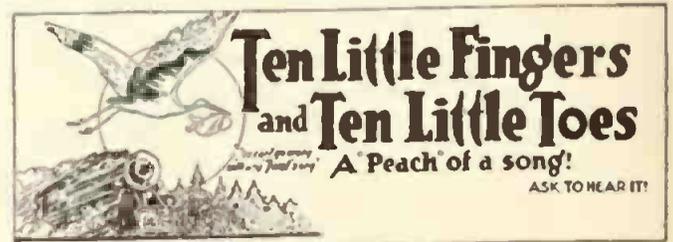
Advertising Material Prepared by Leo Feist, Inc., Found Available for Use of Talking Machine Dealers in Window Displays, Etc.

During the past year Leo Feist, Inc., has issued much of its advertising material in a form which allows it to be used in many ways, all of which, however, carry the same idea on any individual song title. This includes the material for window strips, counter display, material for the band and orchestra field and for trade papers. Smaller reproductions embodying the same idea have recently been used by many of the salesmen, song pluggers and others in the company's employ as a "back-up" on their personal cards.

Invariably the Feist advertising material can be most appropriately used by the talking machine record dealer, the player roll retailer or by those handling sheet music. In this manner special material need not necessarily be issued for any particular record, roll, etc., but the same material can be used advantageously in any one of these fields or in all of them.

The Feist active sellers are invariably announced in The World, the material usually ap-

pearing in a strip across three columns at the top of the page. Many dealers have extracted these strips and made use of them for display



Two of the Striking Feist Cards purposes when the particular number was released in record form. Where larger space is not available this smaller size, naturally, can prove of value.

Snow flake, Snow flake, leave the sil-ver sky for my sake, —

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

SNOWFLAKE

The HIT From The Greenwich Village Follies 1921

HEAR IT NOW

SURVEY OF CONDITIONS IN THE RETAIL FIELD IN AKRON

Reports From Leading Dealers Show Marked Increase for 1921 Over Previous Year—Big Holiday Trade Inspires Confidence That 1922 Will Make a Satisfactory Showing

AKRON, O., January 5.—A survey of the retail music industry this week by a representative of The World disclosed that, without exception, every dealer enjoyed a very profitable business during the holiday season and in many instances the volume of sales was beyond their expectations. Another encouraging report, which is putting the industry on a better footing, is the fact that collections have improved in the past four weeks almost 25 per cent and that sales are, in a large majority, for cash instead of instalments.

Double the volume of business of 1920 was done the past year by the A. B. Smith Piano Co., according to Ernest E. Smith, manager of the company. "Our books show that twice the number of pianos and talking machines were moved during 1921 as in the year previous," said Mr. Smith. Continuing, he declared that the piano and talking machine business is steadily improving and he predicts a busy Spring for the retail music trade of the Akron district. He expressed himself as being highly pleased with the improvement in collections the past four weeks, which change is attributed to the revival in the rubber industry and the relieving of the unemployment situation, hundreds of workers having returned to their jobs since the middle of December. Talking machines moved well the three weeks prior to Christmas and records held their own. Small goods helped swell the volume of holiday trade.

George S. Dales, of the George S. Dales Co., Victor dealer, said this week that the holiday talking machine business was beyond expectations this year and that much more merchandise was moved than he anticipated. He declared that there was practically no business on cheaper-grade machines and that sales in his store were confined to merchandise from \$100 up. "Taking the holiday business as a whole, it was 50 per cent better than a year ago," said Mr. Dales.

Phenomenal record sales characterized the holiday business at the Windsor & Poling store, another Victor store, according to Earl Poling, of the firm. He said that the business the day prior to Christmas was so heavy that it was almost impossible for the augmented sales force to handle the crowds.

J. A. Perry, well-known music dealer at New Castle, Pa., has taken over the entire stock formerly owned by John C. Rote, bankrupt, 30 East street, and will dispose of same at a sale. The stock includes a varied line of talking machines and records. Mr. Perry has been connected with several New Castle music firms.

Thomas B. Johnson, formerly manager of the Union Piano Co., Akron, has joined the sales force of the A. B. Smith Piano Co. This is the first addition to the sales force of this music house for many months and is an indication that

business is on the up-grade, according to Manager Ernest Smith.

Business in the music department of the M. O'Neil department store, largest Akron department store, was of a very satisfactory volume during the holiday season, William H. Corcoran, merchandising manager, said this week. The talking machine sales were ahead of last year and records held up amazingly well for three weeks prior to Christmas.

DEALERS INSTALL EQUIPMENT

Report by Van Veen & Co. Indicates That Dealers Plan Lively Campaign for Business

Van Veen & Co., Inc., New York City, report that a large number of dealers are planning to increase their facilities during 1922. Leon Tobias, secretary of the company, is spending much time in and out of town calling upon the various dealers and co-operating with them in planning these improvements. A. L. Van Veen, president of the company, states that the recent installation in the talking machine department of the James A. Hearn department store, New York City, is exciting considerable comment, because of its exceptional soundproof qualities.

THE INFLUENCE OF GREAT MUSIC

"Great music is a physical storm, agitating to unimaginable depth the mystery of the past within us. Or we might say it is a prodigious incantation, every different instrument and voice making separate appeal to different billions of prenatal memories. There are tones that call up all the ghosts of youth and joy and tendencies. There are tones that evoke all phantom pain of perished passion. There are tones that resurrect all dead sensations of majesty and might and glory—all expired exultations—all forgotten magnanimities. Well may the influence of music seem inexplicable to the man who idly dreams that his life began less than a hundred years ago! But the mystery lightens for whomsoever learns that the substance of self is older than the sun. He finds that music is a Necromancy; he feels that to every ripple of melody, to every billow of harmony, there answers within him out of the Sea of Death and Birth some eddying immeasurable of ancient pleasure and pain.

"Pleasure and pain: They commingle always in great music, and therefore it is that music can move us more profoundly than the voice of ocean or than any other voice can do. But in music's larger utterance it is ever the sorrow that makes the undertone, the surf matter of the Sea of Soul. . . . Strange to think how vast the sum of joy and woe that must have been experienced before the sense of music could evolve in the brain of man!"—Lafcadio Hearn.

THE BEST BLUES SINGERS

and

NEGRO SPIRITUALS

Are to Be Found Only on

Black Swan Records

Ethel Waters
Alberta Hunter
Katie Crippen



Lucile Hegamin
Lula Whidby
Carroll Clark

Pace Phonograph Corporation

2289 Seventh Avenue

New York, N. Y.

HAPPENINGS IN THE DOMINION OF CANADA

APPRECIATION OF RECORD MUSIC GROWING IN TORONTO

Musical Clubs and Literary Societies to Be Followed Up by Dealers—Figures on Male and Female Purchasers—Edison Artists Heard—Canadian Plant of General Phonograph Corp.—Recent Visitors

TORONTO, ONT., January 2.—The talking machine trade should not overlook the important fact that musical clubs and literary societies are doing a great deal to stimulate and create a demand for all that is up to date and best in music. Although they have no thought in regard to the commercial aspect, they nevertheless are the mand for all that is up to date and best in music. music trade that would not otherwise be spent with it. The reason for this is that through them the influence and power of music is being taught and understood. As a consequence, there is an ever-increasing and steady demand for talking machine records, vocal and instrumental selections and publications, which should not escape the notice of music dealers, whose encouragement and hearty co-operation would result in benefit to both parties.

Mrs. Christine Frederick, director of the Applecroft Experiment Station, Greenlawn, L. I., in an address recently before the Advertising Affiliation Convention in Hamilton, Ont., stated that only 24 per cent of the talking machines bought were purchased by men. This would mean, therefore, that women do the bulk of the buying, the percentage being 76 per cent.

C. J. Pott, of the General Phonograph Corp., reports a much brighter outlook from all quarters, and that plans are now being made for a greatly increased production of motors and tone arms during the Winter and Spring at the Kitchener factory.

Recent visitors to the Canadian headquarters of the Columbia Graphophone Co. were L. L. Leverich, advertising manager at the New York office, and T. H. Johnson, of the George Batten Advertising Agency. Mr. Pratt, of the New York office, also called on the Toronto Columbia dealers recently.

An event in the trade in Ottawa was the personal appearance recently of several Edison artists in a special demonstration of re-creation qualities in the Edison instrument. This stunt has been featured in many cities, but it was staged in fine style in Ottawa through the initiative of Arthur Mandy, Ottawa branch manager of R. S. Williams & Sons Co., Ltd., in having the soloists at the luncheon of the Rotary Club of Ottawa on the same day as the public concert and in making a speech on the subject of the origin of the phonograph before the club luncheon.

H. S. Berliner, proprietor of the Compo Co., of Lachine, Que., recently renewed his contract to personally supervise the manufacture of the material and the pressing of Starr-Gennett records for the Starr Co. of Canada, in connection with which W. D. Stevenson, of the latter company, recently met Mr. Berliner here.

Arthur B. Pollock, of the Canadian Division of the General Phonograph Corp., and in charge of the Canadian factory at Kitchener, when seen recently in Toronto was enthusiastic over the quality of the motors being produced in Kitchener, and also over the production facilities at the plant. With modern equipment, a large, thoroughly trained staff and experienced engineers and inspectors, the output of motors for 1922, Mr. Pollock feels confident, will, in point of both quality and quantity, be a credit to Canadian manufacturing enterprise.

John A. Croden, president of the Starr Co. of Canada, Ltd., London, recently visited dealers in the Western provinces. He was accompanied by Mrs. Croden, who, unfortunately, was hurriedly called home owing to the serious illness of her mother.

An intelligent, living counterpart of "Nipper," the His Master's Voice dog, trots sedately back

and forth in a Western talking machine store with a monthly record supplement in his mouth. He courteously presents the booklet to customers entering the store.

With the addition of Roy Howells to the selling staff of the Sun Record Co., distributor of Apex records, the Howells family can truly be called a musical family.

J. W. Nichols, who is well known in the talking machine trade through his dealers' service and promotion work for His Master's Voice, Ltd., has joined the staff of the Musical Merchandise Sales Co. in the same capacity. Mr. Nichols has already taken up his new duties and will devote all his time to co-operating with

Brunswick dealers by preparing all sorts of dealer helps and in helping solve these retail problems. He has had a wide experience in both wholesale and retail talking machine work in the West as well as here in the East.

W. F. Hitchcock, proprietor of the Phonomotor Co., Rochester, N. Y., and maker of the Hitchcock patented electric drive and automatic stop for talking machines, finds that business conditions in Canada, as far as his line is concerned, are picking up more quickly than those in the United States.

With the co-operation of the Liberal-Conservative Association, which installed a telegraph and receiving station in the Rytic Building, where Sonora offices are located, I. Montagnes & Co., Canadian distributors, announced the recent Dominion election returns from the Sonora offices through the Magnavox and the Sonora. The results were plainly heard for some blocks distant.

HOLIDAY SALES IN MONTREAL WERE ABOVE THE AVERAGE

Prices, However, Were Very Elastic, an Evil Which Should Be Remedied—Julien & Co., Ltd., Assigns—Recent Edison Tone-tests—Wm. Lee's Great Columbia Sales—Month's News Budget

MONTREAL, CAN., January 3.—Christmas talking machine sales this year were excellent, and why shouldn't they be? Never before in the history of the industry has so much newspaper advertising been used by the manufacturers, and this was largely supplemented by the retail dealers, and in addition talking machines were offered at any old terms. Montreal is situated a little differently than most cities inasmuch as the English population caters more to gift-giving at Christmas than the French citizens, who observe New Year's Day as a day for exchanging presents. So the dealers get the benefit of both weeks.

Nora Bayes, the well-known Columbia artist, played a week's engagement at His Majesty's Theatre. Her appearance in person was certainly profitable for Columbia dealers, who cashed in largely on the sale of her records.

The McCaw-Bissell Furniture Co., Sherbrooke, Que., recently advertised the Aeolian-Vocalion as follows: "While not the best-known phonograph, the Aeolian is positively the best of known phonographs to-day. It stands without a peer in the phonograph world."

New firms registered in Montreal include the Artrola Co., manufacturer of talking machines.

The first community Christmas tree ever put up in Montreal was placed in Dominion Square on Christmas eve and a community sing of Christmas songs and carols was held. Brown's Talking Machine Shop as usual supplied the Magnavox.

The McCaw-Bissell Furniture Co., Sherbrooke, Que., has received its first shipment of English records made by the Aeolian Co., of London, Eng.

C. J. Pott, Canadian manager of the General Phonograph Corp., Ltd., Toronto, was a recent visitor to this city in the interests of Heineman and Meisselbach motors and tone arms. He reported improved business conditions in the Prov-

ince of Quebec, which he found to be confirmed by the observations of other business men in Montreal.

Phinney's, Ltd., Halifax, N. S., brought to that city recently Edison tone test recital artists Miss Leola Lucey, Adrien Freiche and Raymond Barry. It has always been the custom of this firm to issue invitations for these annual events, but this year the public was invited to attend, all that was necessary being to ask at their store for tickets. The recital was held in the Majestic Theatre.

W. B. Puckett and F. A. Trestrail, of the Musical Merchandise Sales Co., Toronto, and A. J. Kendrick, sales manager of the Brunswick-Balke-Collender Co., Chicago, visited Montreal the middle of last month.

The stork recently visited the home of W. W. O'Hara, of W. W. O'Hara, Ltd., Columbia dealer, and deposited therein a bouncing baby girl.

Eugene Julien & Co., Ltd., Quebec, have made a voluntary assignment. The assets of the firm are \$1,300,000, while the liabilities are said to exceed a million dollars. The failure is ascribed to difficulty of collections, reduced sales and loss on heavy stock. The firm deals in talking machines, musical merchandise, sheet music, pianos, automobiles, furniture, agricultural implements and vehicles of all kinds.

The appearance in Montreal of Harry Lauder, exclusive Victor artist, stimulated the sale of this artist's records. The demand for the new double-faced ones of his recording was considerably stimulated.

In connection with the recent Edison tone test recital held in the Ritz-Carlton Hotel under the auspices of Layton Bros. this firm ran a photograph of the event in the leading newspapers showing the large and fashionable audience present, and they are to be congratulated upon providing a recital of such high artistic merit.

TALKING MACHINE SUPPLIES AND REPAIR PARTS

The superiority of RENÉ MADE SPRINGS and PARTS is not accidental but is the result of years of painstaking devotion to the highest standards of machine shop craft.

NONE BETTER IN QUALITY NONE LOWER IN PRICE

THE RENÉ MANUFACTURING CO.

Montvale, New Jersey

An attractive display inaugurated by Wm. Lee, Ltd., paraded the main thoroughfare featuring a freight car of Columbia Grafonolas, numbering 130 cabinet models. Mr. Lee, the president and managing director, was most emphatic in his statement that this carload of \$10,000 of Grafonolas would be sold within ten days—and they were.

V. Sgroi, Columbia distributor, had a similar parade featuring the sale of a carload of Columbia Grafonolas and likewise was most enthusiastic as to the disposal of the same within a very short period.

Christmas clubs were all the rage during December, and from what we can learn all makers participating in the same reaped the benefit of an increased volume of sales.

TRADE GLEANINGS FROM WINNIPEG

Melotone Co. Makes Offer of Preferred Stock—Masterpiece Co. Incorporated—Incident Which Shows the Extent of Talking Machine Popularity—How Calgary Dealer Builds Trade

WINNIPEG, MAN., January 5.—The Melotone Talking Machine Co., of this city, which for the past six years has been engaged in the manufacture of talking machines, is offering to the investing public of the Province \$50,000 of 8 per cent preferred stock.

The Fowler Piano Co., which has been established for some years at 432 Main street, is moving to splendid, large, new quarters at Portage and Edmonton streets.

The Child & Gower Piano Co., Regina, Sask., is specializing in Columbia Grafonolas and Brunswick phonographs.

Mr. Johnson, of the Mason & Risch Regina store, reports that they carry so complete a supply of His Master's Voice records that they could easily arrange classified selections for use in almost any sort of a lecture-recital on short notice.

W. G. F. Scythes & Co. tendered the music lovers of Regina a phonograph concert at the City Hall auditorium recently which was greatly appreciated by the many who attended. The phonograph used was a New Edison. Miss Helen Newitt, soprano, Miss Virginia Powell, reader, and Miss Whitaker, violinist, helped to make the event a success.

The Masterpiece Music Co., Ltd., 519 Burrard street, Vancouver, B. C., has incorporated for \$40,000, taking over the business of the Masterpiece Phonograph Co.

The manner in which the talking machine has penetrated into the remotest country districts of our Canadian West is indicated by this item in one of the Edmonton papers: "A young woman called at the warerooms of a music dealer in Saskatoon to see some talking machine records. She mentioned that her home was two hundred miles from the railroad, and that she had come to the city by motor car. The dealer, naturally, began to show her some of the newer and more popular records. She was not particularly interested. 'We have that one,' was her invariable remark. After inquiry the dealer learned that the family received every month the catalog of one of the leading manufacturers, and purchased the records largely by mail order."

A Calgary, Alta., phonograph firm watches for wedding announcements of daughters of its regular customers. To the recent bride goes a letter calling to her attention the fact that her family has been a customer of the store for many years and that they offer the same service to her. Of course, they close the letter by inviting her to open an account, and store statistics prove that many of the brides thus invited do so.

Claire Dux, soprano of the Chicago Opera Co. and Brunswick artist, was one of the soloists at a morning musicale in the Waldorf-Astoria Hotel in New York City last week.

BUFFALO DEALERS ARE OPTIMISTIC

Business Steadily Improving, With Better Prospects in Sight—G. W. Peace Resigns—Victor Dealers' Association Honors Victor Artists—The Enterprise of Oliver E. Dake

BUFFALO, N. Y., January 9.—It is with a hopeful spirit that the talking machine dealers here are looking forward to 1922. The impetus derived from Christmas trade provided them with considerable encouragement, after a year that had been rather a dull one.

Business here is still improving, with better prospects in sight. Industrial conditions are very much better than they were a few months ago and there is a greater plentitude of ready money. Record business picked up considerably, also, during the holiday season. Popular syncopated numbers went rapidly. The record business was still continuing strong after Christmas.

G. W. Peace has announced his resignation from the Columbia branch office here, where he has been assistant branch manager. The resignation takes effect January 14. Mr. Peace is not announcing his future plans at the present time.

In honor of John Steel and Walter C. Kelley, Victor artists, who were appearing that week at Shea's Theatre here, the Victor Dealers' Association of Western New York held a luncheon at the Hotel Iroquois on December 30. C. E. Siegesmund, president of the Association, presided at the luncheon. Among those present were Curtis N. Andrews and O. L. Neal. Covers were laid for about thirty members of the Association.

The Columbia carload sales which have been held in this vicinity have proven very successful. In frequent cases it is reported Grafonola sales mounted to the 100 mark. Much enthusiasm is reported from the places where the sales were held.

The Brunswick branch here reports a good business in records during the holiday season. Among the popular numbers that are going well are the "Wabash Blues" and "Canadian Capers." The Brunswick operatic records are growing rapidly in popularity here, according to reports at the branch office.

T. R. Tracy, who has been connected with the Columbia branch here as city representative, has tendered his resignation, effective January 1. He is succeeded by Milton H. Batz.

Oliver E. Dake, Brunswick dealer at Springville, N. Y., and also proprietor of a moving picture theatre in that town, recently combined his two lines so as to feature the Brunswick. He held a special "Brunswick Day" at the theatre, when a fine program of movies was shown and an exhibition given of the qualities of the Brunswick. Admission was free. His move proved a great hit, large crowds attending the theatre from whom he got a long list of prospects.

OUR FOREIGN CUSTOMERS

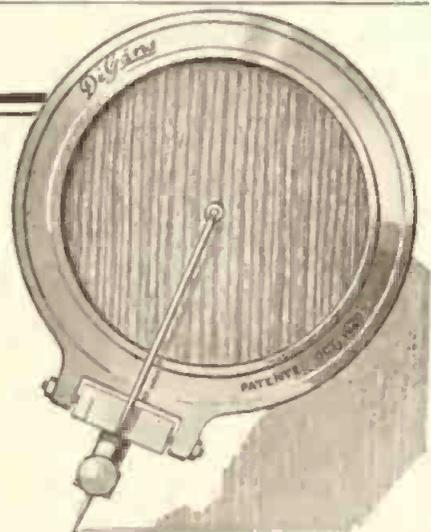
Interesting Figures Showing the Leading Importers of Talking Machines, Records and Supplies in Foreign Countries

WASHINGTON, D. C., January 9.—Details of the statistics relative to exports of talking machines, records and accessories from the United States during November, 1921, issued by the Department of Commerce, which appear elsewhere in this issue of The World, show that Canada was the leading importer of talking machines, its purchases possessing a value of \$73,918. Mexico was second, with imports valued at \$13,194, and Australia was third, with imports valued at \$8,169.

Canada was also the leading importer of records and accessories, which were valued at \$80,196. Argentina was second, with imports valued at \$7,499, and Mexico was third, with imports valued at \$6,221.

Announcing

the first successful application of wood as a diaphragm in the phonograph reproducer



THE VIOLIN SPRUCE DIAPHRAGM

The Violin Spruce Diaphragm will earn acceptance as the greatest step in the tonal development of the phonograph.

It has been brought to the stage of commercial possibility under the supervision of the world's leading authority on acoustics. The application of the same scientific principles as applied to the forming of a violin top results in tone reproduction of a

quality that is unattainable with any mica or fiber diaphragm.

So strikingly favorable is a comparison demonstration that the sale of a Violin Spruce Diaphragm almost invariably follows.

This diaphragm is adaptable to any well-made phonograph; interchangeable with any reproducer; unaffected by atmospheric conditions.

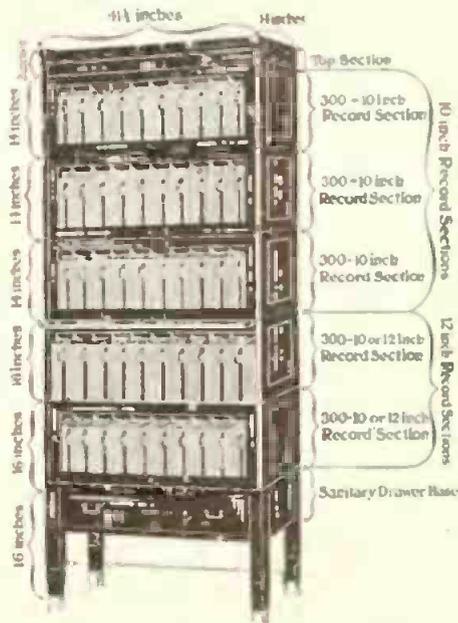
Retails at \$15. Sold only through dealers and distributors. If your distributor cannot supply you—order direct.

The DIAPHRAGM Co.
CLEVELAND

Improve Your Service AND Increase Your Sales

By Equipping With
**The OGDEN "UNIT"
or Sectional System**

which has been used by thousands of dealers for the past six years and "Sold" to all on our UNCONDITIONAL GUARANTEE OF SATISFACTION, QUALITY AND PRICE.



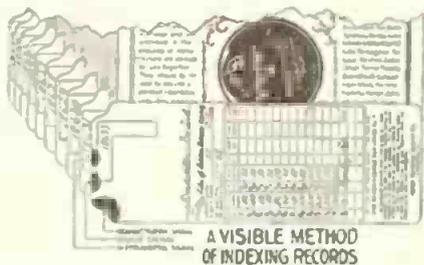
Model No. 1 and No. 31 Sectional Cabinet

This Cabinet, consisting of five Record Sections, Top and Base, files 1,500 10- and 12-inch Records, all in easy reach, and with our "Visible Indexes" any Record is obtainable in four seconds. This Service equipment will increase your Sales.

Each Section holds 300 Records, which are protected by Glass Doors. Base has locking Accessory Drawer. Complete tier of six sections, as illustrated, Mah., Quar. Oak and Enamel finishes \$59.25

Quar. Oak, Mahogany and Enamel Finishes

Ship us via: FREIGHT— EXPRESS—	
—Top or Crown Section No. 1.....	\$4.00
—Record Section No. 1 (holds 300 10-inch and 12-inch records)...	9.75
—Record Section No. 31 (holds 300 10-inch records).....	9.75
—Base No. 1 with Locking Accessory Drawer.....	6.50
—Base No. 1 without Accessory Drawer.....	5.50
—Finish Wanted.....	



Visible Tab Indexes No. 2

Extend in front of your Records with EVERY RECORD NUMBER ALWAYS VISIBLE and INSTANTLY ACCESSIBLE.

You can't afford to continue a BLIND system when you can save one-half your time and give much improved service by using OUR VISIBLE METHOD, which is Guaranteed to Increase Sales. 10- and 12-inch sizes (any quantity) at \$14.00 per M. Complete catalogue with reduced prices on Filing Cabinets, and Catalogue of Stands and Service Tables mailed upon request.

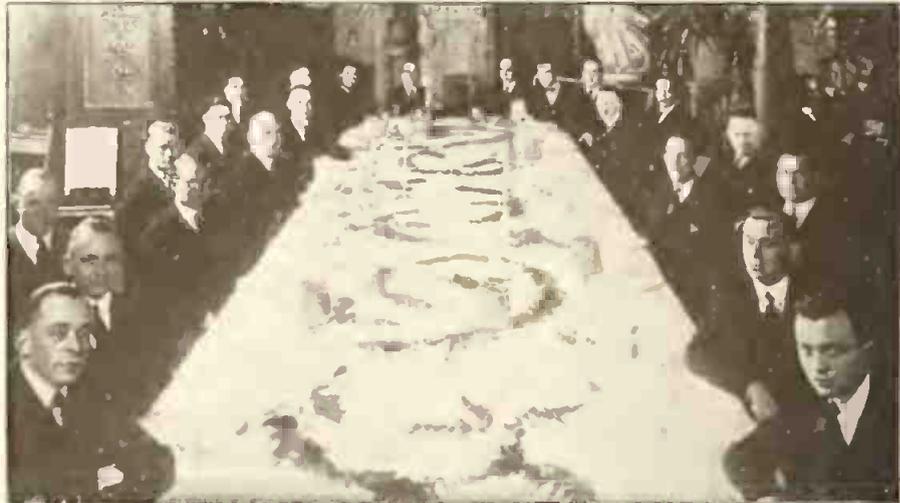
Ogden Sectional Cabinet Co., Inc.
Lynchburg, Va.

See pages 53 and 133

FAREWELL DINNER TO H. C. ERNST

Staff of New York Talking Machine Co. Honors Former Sales Manager—Presents Him With Cigarette Case as a Mark of Esteem

H. C. Ernst, former sales manager of the New York Talking Machine Co., Victor wholesaler, was the guest of honor at a farewell dinner given by the members of the executive sales staff of this company in the Blue Room of the Hotel McAlpin on January 4. Mr. Ernst recently resigned from this position to become vice-president and general manager of Paul Whiteman, Inc., which has opened offices at 156 West Forty-fifth street, for the purpose of furnishing musical entertainment for all professional and social purposes. Twenty-one members of the staff of the New



Those Present at Dinner Given to Mr. Ernst

York Talking Machine Co. were present at the dinner, and as a token of their esteem and affection they presented Mr. Ernst with a handsome cigarette case. Charles B. Mason, assistant sales manager of the company, presided as toastmaster, and after the banquet was over the party adjourned to the Palace Theatre, where boxes had been reserved. Mr. Ernst's resignation is

VICTOR ARTISTS SCORE IN JAPAN

Mischa Elman and Mme. Schumann-Heink Achieve Triumphs During Their Recent Concert Tours in the Land of the Nipponese

It is generally understood that the Oriental's conception of what constitutes good music differs materially from that of the Occidental and vice-versa, and that for an American or European artist to attempt to win favor among the natives in the Orient with European or American music is likely to prove a mistake.

The recent visits of Mischa Elman, the noted

an artist can give them. They are in every way equal to the finest audiences I have played before on any American or European stage.

"Substantially the same thing is true of Mme. Schumann-Heink's concerts—which the quiet and undemonstrative Japanese took at their full artistic value.

"The Japanese do not care for what is artistically imperfect or insincere; they will not have it, they will not tolerate its presence. All must be perfect in technique; must embody sincere human feeling; must, in short, touch life into responsiveness.

"Therefore, when we tell you that, immediately after the concerts of these two great Victor artists, Japanese dealers in Victor products were literally swamped with orders for their Victor records, you will agree with us that high tribute has been paid not only to the genius of Mischa Elman and to Mme. Schumann-Heink, but also to the innate quality and the supremacy of the products that we are proud to manufacture and you to sell."

The wonderful response accorded these artists on their tours is indicative of the progress of American music in Japan and the splendid opportunities for developing the talking machine trade in that country.



Mischa Elman Surrounded by Enthusiastic Tokyo Dealers

violinist, and Mme. Schumann-Heink to Japan, however, and the wonderful receptions accorded those artists by the Japanese has shed a new light on the progress of the Japanese, at least in matters musical as we understand them. The results of the tours are set forth as follows in The Voice of the Victor:

"The tours of both of these artists were something more than ordinary 'successes.' They not only drew audiences, but they drew audiences of high responsiveness.

"Few except the most far-seeing American manufacturers and merchants know the eager curiosity with which Japan looks upon the Western world. It is not a curiosity born of ignorance, but one which has grown out of an appreciation of the arts developed through centuries, and pursued to a degree of connoisseurship hardly known in the Western world.

"Hear Elman himself. When he gave his first Japanese concert he said: 'Do these people really appreciate my music or do they applaud because they think it is the proper thing to do?' He gave his own reply before leaving Japan when he said to the same person: 'I am convinced that these people appreciate the very best

INVENTION ATTRACTS INTEREST

Several members of the local trade have expressed keen interest in a new invention recently completed by Hugo Schroeder, who has perfected several improvements in the automobile field. Mr. Schroeder's invention, when attached to a talking machine, will play from one to twelve records consecutively, or will repeat the whole or a part of any record. The invention is noteworthy for its simplicity, as it is controlled entirely by two buttons and does not mar or injure the cabinet in any way. After each record is played it is thrown off automatically, and the succeeding record is placed on the turntable ready for playing.

A. H. CURRY BACK AT DESK

A. H. Curry, vice-president of Thos. A. Edison, Inc., returned to his desk at the Edison headquarters in Orange on January 2, after being confined to his home for some time by illness.

The smooth running of a business depends on the absolute co-ordination of its every part.

EDISON SCHOOLS FOR SALESMEN

Schools in Twenty-two Different Cities of Country to Be Conducted During Period From February 20 to May 20 for the Benefit of Retailers and Their Sales Staffs

Plans for an elaborate series of Schools for Salesmen, to be conducted in twenty-two cities of the country and covering a period of nearly three months, are now in preparation by Thomas A. Edison, Inc. The first school will open in Philadelphia on February 20, and will last for a week, and simultaneously will open in Boston and continue for the same period. The local arrangements for the schools are in charge of Edison jobbers in the various localities, and those who attend will include dealers as well as the members of their sales organizations.

The instructors elected for the schools will be Dr. Benjamin W. Robinson, loaned for the purpose by the Carnegie Institute of Technology, Pittsburgh, and Dr. Paul N. Stinchfield, a graduate of the Carnegie Institute. The lecturers will be William Maxwell, vice-president of Thos. A.

Edison, Inc., who will spend three days at each school and lecture on the various phases of salesmanship, and Eugene Lockhart, the noted actor, composer and writer, will also spend three days at each school alternating with Mr. Maxwell, and teach the essentials of deportment, manner of speech, refinements of carriage, etc. One day at each school will be devoted to a round-table discussion for dealers on various business questions. At the present time 1,500 students have already been enrolled for the twenty-two schools, and indications are that the total enrollment before the series opens on February 20 will be close to 2,500.

The schedules for the various schools for salesmen are as follows: Philadelphia and Boston, February 20-25; New York and Syracuse, February 27-March 4; Toronto and Cleveland, March 6-11; Detroit and Chicago, March 13-18; Indianapolis and Cincinnati, March 20-25; Richmond and Atlanta, March 27-April 1; New Orleans and Dallas, April 3-8; Kansas City and St. Louis, April 10-15; Des Moines and Minneapolis, April 17-22; Winnipeg, April 24-28; Seattle, May 2-6; San Francisco, May 9-13, and Ogden, May 15-20.

G. W. LYLE ON WESTERN TRIP

President of Manufacturers' Phonograph Co. Visiting Trade in Middle West—Several New Deals to be Announced Later

Geo. W. Lyle, president of the Manufacturers' Phonograph Co., New York, manufacturer of the Strand phonograph, is at present visiting the trade in the Middle West. Mr. Lyle's itinerary calls for a visit to Indianapolis, Cincinnati, St. Louis, Kansas City, Omaha, St. Paul, Chicago, Cleveland, Buffalo and Pittsburgh.

Before leaving for the West, Mr. Lyle stated that the company's sales for December were far beyond expectations, and judging from all indications, January business will be very satisfactory. Several important additions to the company's sales staff have been made in the course of the past few weeks, and full details will be ready for announcement upon Mr. Lyle's return the end of the month.

NEW MUSIC JOBBING HOUSE OPENED

Richmond Music Supply Corp. Opens New Quarters in Heart of New York

The Richmond Music Supply Corp., well-known jobbers of sheet music, held the formal opening of their new quarters in the Bush Terminal Sales Building, 143 West Forty-first street, New York, on Friday, January 13, just to show that the heads of the company have no superstitious dread of the combination of Friday and 13, but rather regard the combination as a good omen.

OUTING PORTABLE ACTIVITIES

In a chat with The World, A. J. Coté, head of the Outing Talking Machine Co., Mount Kisco, N. Y., manufacturer of the Outing Portable machine, stated that during the past few weeks his company had established jobbers in New York, Buffalo and Davenport, Ia. Arrangements also have been completed whereby the Outing machine will be given valuable export representation, and in the course of the next fortnight jobbing arrangements will be completed with a number of prominent concerns in the leading trade centers.

A. H. CUSHMAN'S PLANS

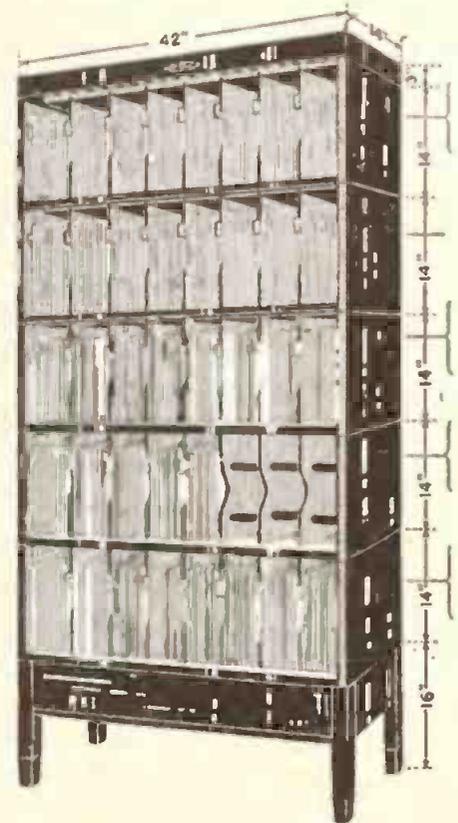
Arthur H. Cushman, formerly associated with the Regal Record Co., New York, resigned from this company's staff the first of the year. Mr. Cushman has not yet announced his plans for the future, but he has made an important connection that will be announced shortly.

Tino Pattiera, Brunswick artist and a member of the Chicago Opera Co., has been engaged for a recital which will take place at Louisville, Ky., on February 7.

The OGDEN "UNIT" Filing and Sale System

Is guaranteed to increase your service, as it makes every record instantly available.

A Patented Record Cabinet with soft, flat springs to support the records in an upright position (the only convenient position for handling) and prevent warping.



This is Model No. 2 and No. 62

As illustrated: Five record sections, a top and base. Holds 1,500 10" and 12" records. Costs only \$43.00.

Oak, Mahogany and Enamel Finishes

Ship Us via:	
FREIGHT	EXPRESS
—Top or Crown Section No. 2 only	\$3.00
—Record Section No. 2 (holds 300 10-inch and 12-inch records)	7.00
—Record Section No. 62 (holds 300 10-inch records)	7.00
—Sanitary Base No. 2 with Accessory Drawer	6.50
—Sanitary Base No. 2 without Accessory Drawer	5.50
Finish wanted	

Reduced Prices on Unit Model No. 2, 150 D.D. (Not Illustrated)

- Each Holds 2,150 10 and 12-inch Records
- OAK, MAHOGANY and ENAMEL FINISHES
- No. 2150D.D. With Locking Wood Roll Curtain \$85.00
- No. 2150D.D. With Spanish Leather Curtain 75.00
- No. 1800 Without any curtain 65.00

This high-class cabinet work costs less than carpenter work. Files the largest number of records in the smallest possible space, with every record at your finger-tips. As simple as 1, 2, 3.

New catalogue with reduced prices on all models of cabinets and catalogue of stands and service tables mailed upon request.

Ogden Sectional Cabinet Co., Inc.
Lynchburg, Va.

See pages 53 and 132

The Cabinet and Accessories Co., Inc.

Distributors of Talking Machine Accessories

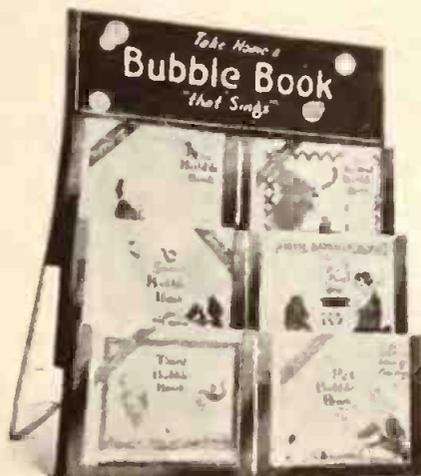
Portable Machines



CIROLA in New Model
Now ready for immediate delivery . . . List Price \$35

OUTING
The newest portable with sound chamber album and other exclusive features
List Price \$35

BUBBLE BOOKS
PRICE REDUCED
\$1.00 Each (List Price)



Ask for Dealers' Discount

Write for our complete catalogue of all Talking Machine Accessories

The Cabinet and Accessories Co., Inc.
OTTO GOLDSMITH, Pres.
145 East 34th St. New York

Featuring the MUSICAL POSSIBILITIES of the TALKING MACHINE

[EDITOR'S NOTE:—This is the fifteenth of a new series of articles by William Braid White, devoted to the various interesting opportunities which prevail in the domain of education for the retailer of talking machines. The subject is one of great interest and we commend these articles to the consideration of all who are devoting attention to the featuring and developing of the musical possibilities of the talking machine.]

A WAY TO GET AT THE MUSICIANS

Why do not merchants try harder to sell the talking machine to singers and students of singing, as well as to other musicians? The question when asked sounds so obvious and there seems to be so very little need of asking it that the reader may wonder if, in putting it forward, we are not showing ourselves hard pressed for a subject. Yet such is not the case. For, obvious as the idea may be, the fact remains that talking machine dealers have been singularly slow to connect up their selling machinery with the musical people in their communities. Yet these musical people form a large and eminently desirable element in the buying mass, an element which ought to be encouraged, brought into the buying circle and exploited for all it is worth. As a subject to be discussed at the opening of the year, it is highly apropos.

Repertoire and Study

The writer happens to be acquainted with a young lady who for some years has been studying the vocal art. She possesses an excellent contralto voice and most of the qualities which go to make up a successful singer. She finds, however, like many others, that one of her greatest difficulties is to keep in touch with the progress of the art as exemplified by its great exponents. In order to perfect her repertoire she finds it necessary not only to hear a great deal of music, but to be continually studying new things and working to gain the right interpretations of the great standard works. This means usually that one must engage the services of a coach, which is very expensive. Even when a singer has graduated, as it were, and is no longer a mere pupil, the need persists for acquiring a large and perfected repertoire. A singer must be letter perfect and note perfect in a great many songs, arias, recitatives, etc., and at the same time must be acquainted with the traditional method of rendering many of these that are old enough to have acquired a tradition. That is only another way of saying that the great mass of classic and operatic music suited for each type of voice, soprano, mezzo-soprano, contralto, tenor, baritone and bass, must be studied by each possessor of one of these voices, not merely as to word and music but as to interpretation, too.

The singer who cannot go on forever paying out large fees to a coach has, however, one ex-

cellent substitute. This, of course, is the talking machine. Just as soon as this fact is clearly recognized by, and demonstrated to, any singer there will be an immediate response. And in the case of the young lady to whom I have already referred the talking machine has become a truly adequate substitute for the ordinary process of coaching.

A Practical Example

This young singer has not only a good talking machine but has gradually acquired an excellent library of contralto songs and airs as sung by such great contraltos as Clara Butt, Louise Homer and others. She has thus been able not only to learn the traditional method of rendering most of the important classic airs, such as the great solos in Handel's oratorios and in the best-known Italian operas still in use, but also of comparing one artist's rendering with another. This has been a most wonderful help to her and has enabled her to learn for herself what otherwise she would have had to pay others to tell her.

What has here been set forth as the experience of one singer has been the experience in fact of many others. But still there is comparatively very little understanding by singers of the possibilities of the talking machine. That this ignorance should exist is not very creditable to the retail merchants of the industry.

Numbers vs. Influence

If it be alleged that the past trade apathy of which we speak has been fostered by a belief that in all probability very little could be gained by cultivating the trade of the musicians the answer is that all experience points the other way. Here is a feature of all such situations. The musical community is always a small fraction of the larger community of which it forms a part, but its influence is always out of any proportion with its numbers. Musicians, for instance, who are important enough to appear on the concert platform with concert grand pianos are very few in number, and the actual quantity of concert grand pianos made at any time is very small. Yet it is the concert grand which dominates and directs the construction of every other piano, while it is the concert grand user who advertises pianos in general to the public more effectively than any other medium does or can. The same reasoning holds good with the talking machine business.

The musicians who use talking machines as aids for study are few in number as yet, and even when the talking machine shall have become as much a feature of the vocal studio as the piano is, they will still constitute only a small fraction of the complete community. But if every vocal studio where is now a piano also held a talking machine and library of records, the talking machine would be *ipso facto* placed

in a position of superiority which it in no other way could possibly achieve. The musicians of the community would be behind it—that is what it would come to—and it would, therefore, step at once into a public position of respect and regard on the part of the whole community which it otherwise would and could not attain.

How to Do It

Is there anything unreasonable, therefore, in the idea of a merchant setting aside a part of his advertising appropriation and of his floor space for the purpose of cultivating, obtaining and exploiting to the general advantage the talking machine trade of the musicians? There are many ways in which such a scheme might legitimately be worked out. For instance, it would be a simple matter to provide a room especially for the purpose of enabling singers to select records. This should be comfortably furnished, and contain a piano, which should be kept in tune constantly. It should be in charge of a saleswoman who knows something about music and who could, for instance, be trusted to see that the pitch of a record and the pitch of the piano were in agreement when a musician might wish to try on the piano the accompaniment to a record, as is often done. And there are many other details which will suggest themselves.

But this is not all. Suppose that each month the musicians of the community, especially vocal teachers, students, church soloists, etc., should receive lists of the extant vocal records classified for soprano, contralto, tenor, baritone, etc., for the purpose not only of showing the new things which come out each month, but also to give information and suggestions as to choice of music for the different voices. This would be a simple scheme, but most effective. It would, of course, entail a good deal of work, but the manufacturers of records are always ready to co-operate, and many of them already put out educative matter.

Similar work in the advertising columns of the newspapers, if kept up persistently, would have the best of effects. In a word, it is a question (1) of arresting the attention of vocal teachers and students of singing, (2) of demonstrating to them that the talking machine and its records are actually a genuine and authentic record of interpretation and style, and (3) of showing that the store actually possesses enough knowledge to co-operate intelligently with musicians who wish to avail themselves of the musical possibilities of the talking machine.

One could go along indefinitely in this strain, but enough has been said to outline the general idea. It need hardly be added that, given intelligent direction by the merchant and intelligent service by a trained clerk, the same idea may easily be broadened to include instrumental music and the students thereof.

A Message To

Victor Dealers in Ohio, Michigan and Indiana

We now have the stock you will want a little later. Why hesitate?

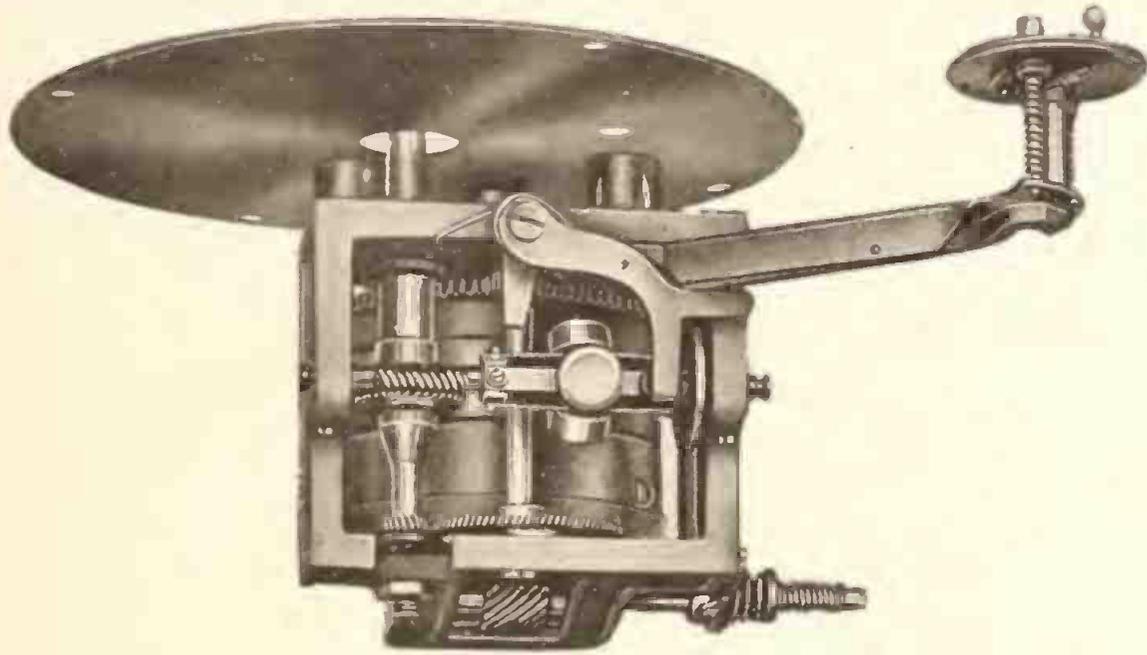
THE TOLEDO TALKING MACHINE CO.

TOLEDO, OHIO

WHOLESALE



EXCLUSIVELY



Relativity

ART and craftsmanship in cabinet making, skill and knowledge in tonal reproduction, organization and aggressiveness in the sales department; these count for naught if the motor equipment is not as troubleless as the cabinet itself, and if it does not unflinchingly perform its function positively and so quietly as to be unnoticed.

The Stephenson Precision-made Motor for Phonographs is a product of merit with features that add a tangible sales value to the phonograph equipped with it.

STEPHENSON
DIVISION
OF CAMP & SLOAN INC.
One Hundred and Seventy Pennington Street
Newark, New Jersey



LIVELY MEETING OF THE TALKING MACHINE MEN, INC.

Entertainment Features Overshadow Business at Monthly Meeting of Local Organization—Elaborate Plans for the Future of the Association Announced and Discussed by Members

The monthly meeting and luncheon of The Talking Machine Men, Inc., the first meeting since the joining with that body of the United Phonograph Dealers' Association, attracted about 125 members of the association and their friends, one of the biggest gatherings in the history of the organization.

During the course of the luncheon President Kurtz took the opportunity of making a list of those present and introducing them all individually. Before proceeding with the general program he announced that a new swindler of talking machine dealers had been captured. This man had made a practice of visiting Victor dealers and while a record was being demonstrated for him in the booth he would remove the Victor sound-box and substitute therefor a cheap imported sound-box of similar design. Local retailers who have suffered at the hands of the swindler are urged to communicate with Mr. Kurtz at once in order that they may appear against him in court.

The E. B. Marks Music Co. was the music publisher invited to this month's meeting, and Ed Bloedon, of the company's staff, introduced Billy Jones and Ernest Hare, well-known and successful record artists, who rendered in their inimitable manner "Down at the Ol' Swimmin' Hole" and two brand new Marks numbers, "Eddie Leonard Blues," and "Lullawanna Lullaby."

After this demonstration the Princess Watawaso was introduced, appearing in costume, and gave a very interesting talk regarding her work of interpreting Indian music and legends. The Princess also sang several characteristic Indian songs, explaining each in detail, and demonstrating several Indian dances, her work creating a decidedly good impression. It is very likely that she will be heard on numerous occasions in and about New York under the auspices of various Victor dealers, for which company she has made a number of records.

M. V. DeForeest, president of the National Association of Music Merchants, was next introduced and told briefly of what was being accomplished by the national organization for the benefit of music and talking machine dealers as a whole. He also called attention to the forthcoming convention of the various national music trade organizations in New York in the Spring.

to be preceded by a big music week celebration.

President Kurtz next introduced the several division vice-presidents, namely, L. Tylkoff, for the Columbia; V. J. Faeth, for the Victor; A. Bersin, for the Brunswick, and J. H. Mayers, for the Sonora. The several vice-presidents in turn gave their ideas of what was to be accomplished and the best way to proceed. Mr. Tylkoff particularly pointed out the growing menace offered by the price-cutter and "gyp" dealer.

The attention of the members of the association was called to the forthcoming celebration of the 125th anniversary of the birth of Franz Schubert on January 29, and they were urged to feature records of Schubert's popular compositions, as well as portraits of the composer, in their window and store displays and in their publicity.

President Kurtz announced that artists were now working on a new design for an association insignia, with a record as the basis, and that a suitable slogan to be placed thereon was much desired, suggestions being sought. It is the plan to have the insignia reproduced on decalcomania for pasting on store windows, etc.

The president also announced that several leading manufacturers had been approached with the suggestion that a certificate be issued with every machine leaving the factory, the certificate to bear the machine number, and that the advertising to the public urge that the buyer insist upon receiving a certificate with the machine to insure its being as represented.

It was also suggested that manufacturers print two list prices in their catalogs, one applying to cash sales and one to instalment sales. No action was taken on this at present.

The annual entertainment and dance of The Talking Machine Men, Inc., will be held in April, and plans are under way to make it one of the most elaborate of the series. Plans are also being considered for a big musical affair in the Fall in one of the theatres featuring the Eight Famous Victor Artists, some of the prominent recording orchestras and other artists known to the public through the medium of their records.

Among the out-of-town visitors at the meeting were S. Semels, president, and H. A. Glasser, secretary, of the Victor Retailers of New Jersey.

At the next meeting of the Talking Machine Men, Inc., to be held on February 15, the L.

Wolfe Gilbert Music Corp. will send representatives to tell of its plans for the New Year and demonstrate some of its late song successes. The rest of the session will be devoted exclusively to business.

AN IMPORTANT "PRICE" DECISION

While Beechnut Packing Co.'s Policy Is Declared Illegal, U. S. Supreme Court Reaffirms Right of Refusal to Sell to Price-Cutters—Views of Justice Holmes, Who Dissented

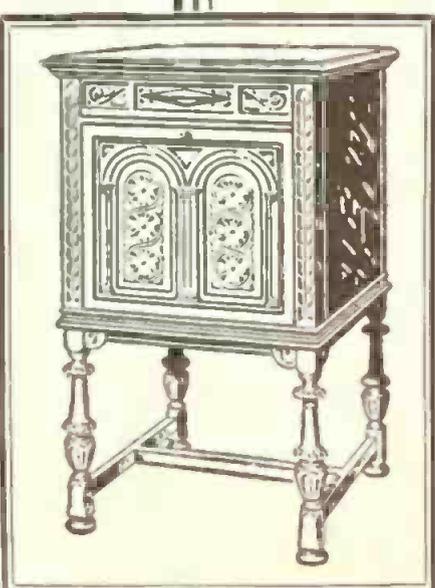
Believers in the value of price maintenance in the retail field and in the protection of trademarked merchandise have been interested in and surprised at the recent decision of the U. S. Supreme Court in the Beechnut Packing Co.'s case which, while reaffirming the right of a manufacturer, or merchant, to refuse to sell to price-cutters—in other words, goods may be withheld from those who will not sell them at the prices fixed—the court, by a five to four decision, held that the company cannot consistently, under the Sherman Act, go beyond the exercise of this right, and by contracts, or combinations, expressed or implied, unduly hinder or obstruct the free and natural flow of commerce in the channels of interstate trade. In this respect the Beechnut Co. went beyond its legal rights, according to Supreme Court Justice Day, who wrote the majority opinion, reversing the ruling of the Federal Court of Appeals, which refused to uphold the complaint of the Federal Trade Commission.

Justice Holmes, who, with McReynolds, McKenna and Brandeis, dissented from the majority opinion, in a prepared statement pointed out in part: "The ground on which the respondent is held guilty is that its conduct has a dangerous tendency unduly to hinder competition or to create monopoly. It is enough to say that this I cannot understand. So far as the Sherman Act is concerned I had supposed that its policy was aimed against attempts to create a monopoly in the doers of the condemned act, or to hinder competition with them. Of course there can be nothing of that sort here. . . . The worst that can be said, so far as I can see, is that it hinders competition among those who purchase from it. But it seems to me that the very foundation of the policy of the law to keep competition open is that the subject matter of the competition would be open to all but for the hindrance complained of. I cannot see what that policy has to do with a subject matter that comes from a single hand that is admitted to be free to shut as closely as it will. And to come back to the words of the statute I cannot see how it is unfair competition to say to those to whom the respondent sells and to the world, you can have my goods only on the terms that I propose, when the existence of any competition in dealing with them depends upon the respondent's will. I see no wrong in so doing, and if I did I should not think it a wrong within the possible scope of the word unfair. Many unfair devices have been exposed in suits under the Sherman Act, but to whom the respondent's conduct is unfair I do not understand." Justice McKenna and Justice Brandeis concurred in this view of the case.

FILE ANSWERS IN "SUPERBA" SUIT

WASHINGTON, D. C., January 10.—The May Co. and the May Department Stores Co., both of Cleveland, O., have filed separate answers to the suits brought against them several months ago by the Schiller Piano Co., of Oregon, Ill., charging infringement of its trade-mark for phonographs and asking \$50,000 damages, according to advices received here by the United States Patent Office.

The May concerns state that the advertisements were withdrawn as soon as it was learned that the word "Superba" was used as a trade-mark by the Schiller Piano Co. They state further that no machines were sold under that name and deny that there was any intention to defraud.



THE INSTRUMENT OF QUALITY

Sonora

CLEAR AS A BELL



HAPPY NEW YEAR

WE thank the trade for the good will so liberally displayed toward us. And we hope, by continuing to couple the best of merchandise with the best of service, to merit a continuance of that good will.

Greater City Phonograph Company
 311 Sixth Ave. Tel. Chelsea 9237 New York
Sonora Distributors Exclusively
 for New York, Staten Island and the lower Hudson Valley

HOW MUSIC PLAYS ITS PART AS AN AID TO THRIFT

The Music Industries Chamber of Commerce has again taken an active interest in the annual celebration of Thrift Week, January 17 to 23.

"Thrift" have been sent to dealers in all sections of the country for distribution to the public, and there have also been issued special circulars,

ment in the home, and it is emphasized that Benjamin Franklin, the great apostle of thrift, was himself a musician of no mean ability and the inventor of the harmonica, or musical glasses, now on display in the Metropolitan Museum of Art, New York.

A reproduction of the window streamer prepared and distributed by the Chamber of Commerce is presented herewith. The original is in two colors, 14x56 inches. Streamers and other material may be obtained from the Trade Service Bureau of the Chamber of Commerce, 105 West Fortieth street, New York.



Window Streamer Prepared by Music Industries Chamber of Commerce for Thrift Week

and has been carrying on a strong campaign among the members of the music industry seeking to hook up music with the thrift idea.

During the past few weeks several thousand booklets on the subject of "Music as an Aid to

posters and window-streamers for the use of the dealer in taking part in the campaign.

The idea being put across is that the purchase of a musical instrument indicates thrift and serves to make it possible to provide entertain-

ment in the home. Frank Steadman, proprietor of the Steadman Music House, Yonkers, N. Y., left recently for Florida for his health. Mr. Steadman's physician ordered the trip, following an operation.

NEW WIDDICOMB RETAIL PRICES

Widdicomb Furniture Co. Announces Reduction in List Prices of Widdicomb Phonographs—New Prices Well Received by Trade

GRAND RAPIDS, MICH., January 9.—The Widdicomb Furniture Co., of this city, manufacturer of the Widdicomb phonograph, announced this week that a new price-list of Widdicomb phonographs was ready for the trade and, according to the new price-list, this well-known line of phonographs will now retail from \$90 to \$260. This represents a special reduction in price, as Widdicomb phonographs formerly retailed from \$95 to \$300. The company states that the new prices have been made possible because of recent opportune purchases of raw materials and the further enhancement of manufacturing efficiency.

Widdicomb dealers have evinced keen interest in the new prices, and many of the dealers have advised the company that they greatly appreciated its spirit of co-operation and helpfulness in giving them an opportunity to stimulate sales at this time.

DISCUSSES ARTO CO. AFFAIRS

G. Howlett Davis Declares Standard Music Roll Co. Is Not Affected Except in That It Is One of the Largest Creditors of the Company

G. Howlett Davis, president of the Standard Music Roll Co., Orange, N. J., in commenting upon the financial difficulties of the Arto Co., Inc., the manufacturer of Arto records, said:

"The Standard Music Roll Co. has no relation with the Arto Co., except to the extent of being one of its largest creditors. However, any losses sustained through the Arto Co. will not seriously affect us. We are fortunate in that our firm has weathered the financial storm successfully; in fact, we are now in better position financially than ever before in the history of our business. We earnestly trust that each one of our Standard dealers is also in position to take advantage of improving conditions."

CHAS. K. HADDON GOING ABROAD

Charles K. Haddon, vice-president of the Victor Talking Machine Co., accompanied by Mrs. Haddon, will sail on January 28 for a trip to the Mediterranean and the Winter resorts along the Riviera. Mr. and Mrs. Haddon will probably be away several months, and their itinerary provides for a trip that should be keenly enjoyed.

PURCHASES RETAIL STORE

The retail piano business conducted by Brodbeck & Co., 49 Fourth avenue, Mount Vernon, N. Y., has been purchased by S. L. Schott. This company is one of the oldest established retail music concerns in Westchester County, and handles a complete line of Victrolas and pianos.



The new and better Phonograph

CONSOLE—MODEL 8
Mahogany or Walnut
Top, 36" x 21". Height, 34 1/2"



List Price, \$125

Costs the Dealer—Write in and Ask!

Not a Liquidation Sale

All Strand models represent our 1922 standardized line. All Strands new in design, built in one of the best-equipped factories in the country, at current costs. All sold to the dealer direct.

Safe Instalment Business

You can work up sales on STRAND product and be sure that no Tom, Dick or Harry can cut in and grab them off. No next-door competition to buck. This is the time to tie up with the Manufacturers Phonograph Com-

pany, whose recommended list prices are right, whose discounts are right, whose product is right, who sell only to representative houses, protect them against competition, and who guarantee all product fully as to design, finish, motor and other parts—all parts replaceable at any time.

Three New Console Models

We are now ready with three additional STRAND Consoles—at \$150, \$175 and \$200, each as correct and beautiful in design and finish and as non-competitive in value and with the same long discount as the Model 8.

"IT'S THE DEALER'S TURN NOW."

The man who does the selling is entitled to a REAL profit.

"Better merchandise, lower list, and fatter discounts."

MANUFACTURERS PHONOGRAPH COMPANY, Inc.

95 MADISON AVE., N. Y.

GEORGE W. LYLE, PRESIDENT

PUBLIC APPRECIATES BETTER MUSIC

American People Beginning to Like the Classics, Declares Paul Whiteman, the Noted Orchestra Leader—Wide Jazz Craze Is Wearing Out

Paul Whiteman and his orchestra were the subject of a very interesting article in the magazine section of the New York World on January 8, the article being written by John Wiley and telling how Mr. Whiteman came to organize his own orchestra in San Francisco and of the success won by the orchestra in Atlantic City and finally in New York. The popularity won by the Whiteman orchestra through the medium of Victor records is country-wide and, therefore, the opinion offered by that well-known conductor regarding the change of public taste in music is of unusual interest.

In this connection Mr. Whiteman is quoted as saying:

"I think the attitude of the American people toward music has changed. They like things that were formerly considered classic and fit only for opera or the concert stage. Even in the jazziest homes there is a section of the album where the red seal records are kept. I think that the phonograph and the player-piano are accountable for this. Of course, rhythm and tone are the fundamentals of jazz, yet when people hear classical music that they know set to jazz they particularly enjoy it.

"I think that the days of jazz being popular simply because it is jazz are over. It is no longer new to see a man play a trombone walking around his chair or blow a horn through his hat, or playing two instruments at the same time and simultaneously playing the traps. That sort of stuff doesn't get by any more. The novelty has worn off. They do enjoy, though, renditions of favorite composers such as Grieg, Massenet, Schubert, Chopin and Puccini. They are always popular. It is familiarity with these pieces that people enjoy.

"We were the first to start playing soft. Now that there aren't so many drunk parties as there were, this comes as a relief, because sober people don't like the blare. Of course, in scoring for dance music, the field is limited. People for some reason will not dance waltzes. Dances like the tango and the maxixe passed out a long time ago."

Mr. Whiteman smiled. "Of course, you can't tell," he said, "how long the vogue for this kind of music is going to last. The public is pretty fickle. Still we have been pretty successful." He flicked the ash from his cigarette. "Next summer we may go abroad if our contract permits." He smiled. "I guess we haven't anything to complain about," he added.

A new Edison phonograph establishment has been opened at 2412 Santa Clara avenue, Alameda, Cal., by Louise Bates.

The City News Stand, Russellville, Ark., has added a line of talking machines and records. W. G. Renfrow, proprietor, reports a good business.

"DREAM PICTURES" IN NEW HAVEN

Loomis Temple of Music Attracts Enthusiastic Audiences With the Pictures Shown to Accompaniment of Victrola and Ampico

NEW HAVEN, CONN., January 9.—The Loomis Temple of Music attracted a host of lovers of music and art to its warerooms throughout last week with the showing of the "Dream Pictures," originated and presented by Branson DeCou, which have already been described at some length in The World.

The pictures were shown each afternoon and always attracted a capacity audience, and there were special evening presentations on Thursday and Friday to take care of those who could not attend the afternoon session. The Victrola and the Ampico in the Knabe piano were used in furnishing the musical accompaniments to the pictures, of which twelve in all were shown.

The showing of the Dream Pictures was well advertised by the Loomis Temple of Music and was also given much free publicity by the newspapers.

WINDOW PRODUCES SALES

Columbia Dealer in Denver Specializes on Attractive Windows—Features Economy Theme

DENVER, Col., January 5.—The Russell Gates Grafonola Store, 633 Sixteenth street, recently prepared an effective window display that resulted in the sale of a number of Columbia Graf-



How Denver Dealer Uses Window Effectively onolas. This enterprising Columbia dealer has been taking advantage of every opportunity to place before the Denver public the fact that Columbia Grafonolas give maximum value for the money expended. Their sales and publicity campaigns have been built around this theme and the results to date have been very satisfactory.

Leopold Godowsky, pianist and Brunswick artist, will appear in concerts at Grand Rapids, Detroit and Kalamazoo, Mich., before starting his Canadian tour at Hamilton, Ont., on January 19.

Universal Record-Lite

Now Retail at \$2.00 Complete



An Easy Seller

At \$2.00 each, this handsome phonograph accessory is within the reach of everyone. It is a necessity, for it prevents scratching the record, and groping in the dark for the needle. It beautifully finishes and adds to the appearance of any phonograph. Comes packed complete with battery. Anyone can attach it in a minute.

Helps You Sell Phonographs

Equip your sample machines with this Record-Lite. You will be surprised at how it helps you sell phonographs. This device is fully guaranteed. Order now—don't delay.

40% Discount to Dealers

COLE & DUNAS MUSIC CO.
50-56 W. Lake Street Chicago, Ill.

SOME NEW YORK BRUNSWICK NEWS

E. R. Strauss Attending Conference in Chicago—E. Wolf Returns to Toronto—O. J. Miller Visits Headquarters and Tells of Factory Activities in Chicago

E. R. Strauss, manager of the New York branch of the phonograph division of the Brunswick-Balke-Collender Co., left on Saturday for a visit to the Brunswick headquarters in Chicago, to attend a sales conference of branch managers, to be held this week. This is the annual reunion held at this time each year for the purpose of discussing business done the past year, and the preparation of policies and plans for the new year. Mr. Strauss expects to be gone for a period of ten days.

Before leaving, Mr. Strauss announced that E. Wolf, who has been covering Brooklyn territory, has resigned and is returning to his home in Toronto, Canada. Mr. Wolf was formerly with the Musical Merchandising Sales Co., Canadian distributor for the Brunswick line in Toronto, and is going back to take up the post of sales representative, which he formerly held.

O. J. Miller, assistant superintendent of the Brunswick factories in Chicago, and son of C. P. Miller, vice-president of the New York branch of the Brunswick-Balke-Collender Co., came East to spend the Christmas holidays with his parents at their home in Mt. Vernon. Mr. Miller called at the New York offices while here, and stated that the factories had been working overtime since the month of September, and that despite the night and day schedule at the plant they were unable to meet the demand, which is simply enormous.

Retail Price, \$35

THE OUTING

Write for Discount

The most improved Portable Phonograph ever made. A modest investment with big returns for the dealer.

Distributed by

CABINET & ACCESSORIES CO.,
145 East 34th Street, New York

IROQUOIS SALES CO.,
Buffalo, N. Y.

DAVENPORT PHONOGRAPH & ACCESSORIES CO.,
Davenport, Iowa

R. C. ACKERMAN
291 East 162nd Street, New York
Export Representative

Desirable Jobbing Territory Open.

Manufactured by



OUTING TALKING MACHINE CO.

Mt. Kisco, N. Y.



This trade-mark is a symbol of supremacy in every corner of the world.

YOU don't have to tell people what the Pathé red rooster on your window stands for. You may stake your reputation as a dealer on this: That they already know it and are entirely familiar with its significance—both as an identification of Pathé phonograph product and as an instantly recognized message of quality flashed daily on ten thousand motion picture screens.

You've got an asset in that red rooster and the Pathé name as big as the world-wide Pathé repertoire—as broad as the claims you can make for Pathé product—and as solid as the business you can build on the exclusive features and TONE and quality of both the Pathé Phonographs and Pathé Records. And it's one asset worth more to you each time we remind the public of what it stands for—as we are regularly doing it with increased force.

*Pathé dealers are not enjoying all the privileges of a Pathé franchise unless the Red Rooster is displayed on their windows. Decalcomanias for this purpose are supplied by Pathé jobbers or the Pathé Dealer Service Bureau to authorized Pathé dealers.



PHONOGRAPHS



SAPPHIRE RECORDS



ACTUELLE RECORDS



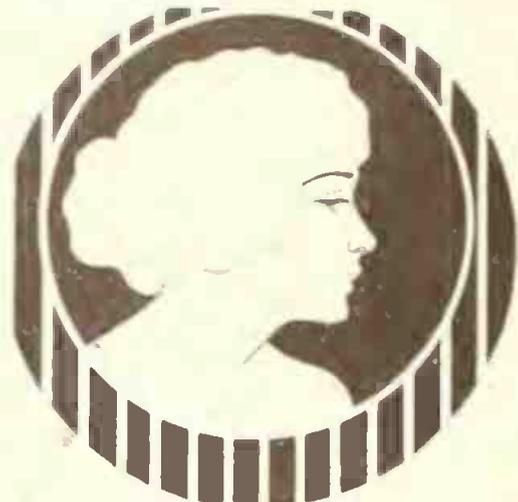
ACTUELLE



ELECTRIC MOTOR

PATHÉ FRÈRES PHONOGRAPH CO.

20 GRAND AVENUE, BROOKLYN, N. Y.



STEALING

"A Fox Trot Rhythm that will steal right into your Heart."

HEAR IT NOW

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

FOUR STAGES OF BUSINESS LIFE

Benjamin H. Jefferson, of Lyon & Healy, Describes Various Stages of Business Existence in a Very Interestingly Written Article

"How to Keep a Business From Growing Old" is the title of an interesting and lengthy article appearing in the current issue of Printers' Ink. The article, which was written by Benjamin H. Jefferson, advertising manager of the enterprising house of Lyon & Healy, Chicago, compares the average business life with that of a man. He points out that the life of a business has four distinct stages, as follows: An enterprise, an established enterprise, an enterprising establishment and an establishment.

Excerpts from the article, which possesses distinct merit and will form the basis for self-analysis by wise dealers, follow:

"A young man must go forward—and so must his enterprise. A middle-aged man proceeds vigorously but with caution; so does an established enterprise. A mature man looks carefully at the risk before trying new things, and so does an enterprising establishment. And, finally, an old man is busy hanging on to what he has. And so is an establishment.

"The relation of an enterprise to youth in another direction is also most interesting. An enterprise is willing to spend itself freely. Therefore, like a young man, it must absorb energy in great waves. Nature has fixed it that every enterprise must either perish or eventually turn into an establishment. Just as in every man's life the time must arrive when he is no longer able to give out endless radiations of pep, when

he feels that he must conserve his strength, so this moment comes in a business house. But this time may be greatly retarded, and it is this fact that makes a study of the matter so well worth while. A man who is afraid of his shadow has a hard time of it; a business house that is unduly concerned with safety will quickly reach the fourth and final phase of its existence. When the business arrives where it 'won't take a chance' either on the human race, the vitality of the United States, the ability of an individual, the soundness of an idea, or the salability of goods, then the legal undertakers are near.

"In conclusion, it seems to me that a business man should hold fast to the spirit of joy in the conduct of his affairs. When office duties cease to be a pleasure, are they worth while? The bardic note should be encouraged in the visions of achievement yet to come. Enterprise for its own self, as well as for definite gains, should be treasured. Each division of the house should be viewed as embryonic, just as in the beginning. The full glory of the institution should still be visualized as something to be brought about in the years to come, as the fruition of plans conceived in happiness and brought forth in triumphant hope."

FIRE DAMAGES BADGER CO.'S STOCK

PLYMOUTH, Wis., January 9.—The building and stock of the Badger Cabinet Co., manufacturer of talking machine cabinets here, was seriously damaged by a fire last week. The damage is estimated at \$50,000. The loss is covered by insurance.

JOBBERS' COMMITTEE AT CAMDEN

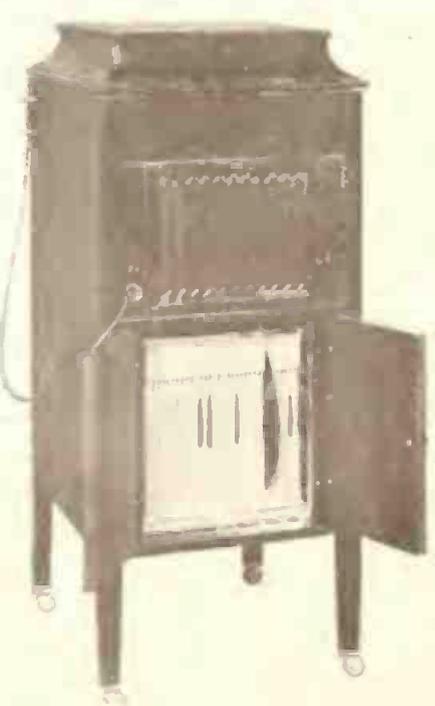
Association Officials Confer With Company's Executives on Various Matters Connected With Merchandising of Victor Product

PHILADELPHIA, PA., January 10.—Louis Buehn, president of the National Association of Talking Machine Jobbers, together with J. Newcomb Blackman, W. F. Davisson, L. C. Wiswell and E. C. Rauth, of the executive committee of that organization, visited the Victor Co. factory yesterday for the purpose of conferring with Victor officials regarding various matters of general importance to the trade. It is understood that many matters of interest were taken up, including a discussion of the record exchange, of cabinet styles and various distributing problems.

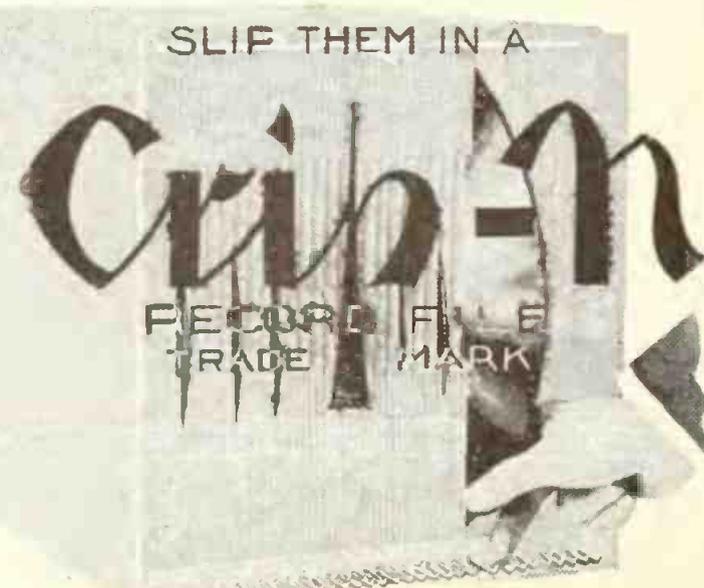
It was felt that there were a sufficient number of matters pending to warrant a conference between the jobbers and factory officials at this time without waiting for the calling of a meeting of the full executive committee of the association.

SAUL BIRNS TO ENTERTAIN

Saul Birns, the well-known piano, talking machine and music dealer of New York, has arranged to give an elaborate entertainment and supper to his employes and friends at the Hotel Commodore on Sunday evening, January 15. Officials of the Victor, Columbia and Brunswick companies have promised to attend the affair, which will be held in the east ballroom of the hotel.

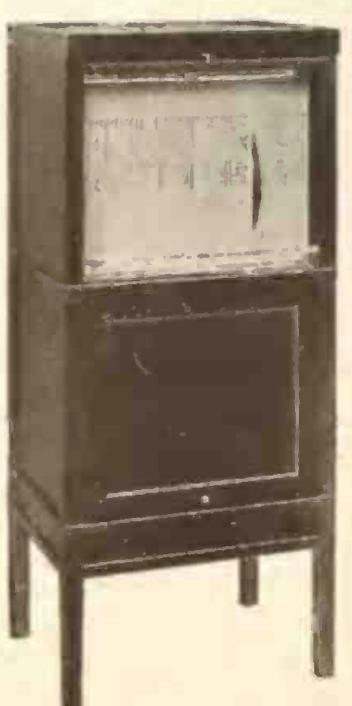


SLIP THEM IN A



Crip-N

RECORD FILE
TRADE MARK



ONE HAND DOES IT ALL
Even a Child Safely Handles Records
Filed in a "Crip-N"

Each separate record instantly accessible. Double the capacity of other files. Mechanically simple. Easily installed in any talking machine. Improves appearance. **MANUFACTURERS WHO ADOPT THIS FILE WILL COMMAND THE MARKET.**

CRIPPEN RECORD FILE CORPORATION

39 N. Water Street, Rochester, N. Y.



The examples shown are by
 1—CHENEY TALKING MACHINE CO.
 2—CHARLOTTE CHAIR CO.
 3—GRANBY PHONOGRAPH CO.
 4—SONORA PHONOGRAPH CO.
 5—THOS. A. EDISON INC.
 A few of the many who consider "Domes of Silence"
 Standard Equipment for Furniture

DOMES of SILENCE

The PERFECT Furniture Footwear

Best for all furniture except Refrigerators and Pianos. They improve the appearance of furniture and save furniture, floors and rugs. Their use means satisfied customers.

HENRY W. PEABODY & CO.
 17 STATE STREET NEW YORK CITY
 Domes of Silence Division

Specify **DOMES of SILENCE**
A mark of BETTER Furniture regardless of its cost F15

*What we say above about Furniture applies also
 to Phonographs*

A violin solo by Duci de Kerekjarto stands out conspicuously in the Columbia list for February as a winner, Moszkowski's "Serenata." Kerekjarto and his violin prove to be veritable spellbinders in this record. Columbia 79749.

Columbia Graphophone Co
NEW YORK



PRONOUNCED ACTIVITY PREVAILS IN BALTIMORE TRADE

Holiday Trade Exceeded Expectations—New Year Has Opened Up With Continued Buying Indicating That Baltimoreans Are Appreciative of the Talking Machine as a Musical Factor

BALTIMORE, Md., January 9.—Last-minute buying—that is, the purchasing of machines and records during the last week before Christmas—saved the holiday business for this city and section and not only came up to but in many cases exceeded the expectations of the most optimistic. A canvass of both the wholesale and retail business shows that the volume of business done during the month of December will run away ahead of the 1920 Christmas trade and bids fair to almost equal the banner years of 1918-19, which were due to wartime prosperity.

As was to be expected, this has been followed by a big sale of records ever since Christmas and dealers are having a hard time keeping their stocks supplied with most of the popular selections. The Victor Co. made a ten-strike by releasing its January records right after the holidays and its local distributors, Cohen & Hughes, have been kept busy trying to keep up with the orders which have been coming in ever since, especially "Ku-Lu-A," "Blue Danube Blues" and "Everybody Step," fox-trots, played by Paul Whiteman's Orchestra; "Weep No More, My Mammy," "April Showers," "Birds of a Feather," "Leave Me With a Smile," "I Want Mammy" and "Mandy 'n' Me," by the Peerless and American quartets.

Handsome window displays featured the holiday trade, almost every dealer in the city, and especially those in the downtown section, having attractively arranged and in most cases original creations that held the attention of crowds at all times. The majority of them followed this up with liberal newspaper advertising calling atten-

tion to their unusual and beautiful displays.

The Columbia Branch is still pushing its carload lot proposition and meeting with great success, according to J. H. Marshall, who has just returned from Roanoke, Va., where he spent ten days helping Hobbie Bros. dispose of their carload order. He said the business done was remarkable and the best in the history of the firm, selling sixty-seven Grafonolas in ten days and disposing of as many in the last days before Christmas as were sold by the firm during the months of September, October and November. W. H. Swartz, of the Columbia sales force, was also busy just about the same time helping Gutman's, of Bristol, Va., dispose of their carload in what was record time for a sale of that kind. W. T. McCoy, of Charlotte, N. C., is another dealer who not only disposed of a carload but has placed his order for another one, due to the excellent work of Mr. Swartz and Paul E. Merker.

The Bubble Books had a big sale during Christmas and repeat orders are still coming in in such volume that the local agency is having a hard time in keeping the dealers supplied.

David Rufkind, 1534 Seventh street, Washington, is another new Columbia dealer who opened just before Christmas and reports an excellent business.

The Brunswick-Balke-Collender Co. here reports a very gratifying year for the Brunswick machine, and that total sales for 1921 will no doubt greatly exceed all expectations. The business so far this month indicates that the improvement noted the last two months of the year can be counted upon to continue, and the outlook is very encouraging. The Brunswick is rapidly coming to the front in this territory, according to the local agency, and the list of dealers taking on the Brunswick line is being augmented each month.

The unusually large Christmas business was not confined to the downtown district by any means. Dealers in all sections of the city report not only a good holiday trade but, with few exceptions, business for the year, considering the industrial depression through which Baltimore and vicinity has passed, showed a very gratifying increase. Leonard Trout, of Trout's Music

Shop, 511 South Third street, Highlandtown, in commenting on business, said that while a number of the residents of his section had been hard hit by the closing down of the shipyards and other war plants, their business as a whole had been really better than they anticipated, especially the Christmas trade, and that they closed the year with a substantial balance on the right side of the ledger.

Going over into the western section of the city, Berlin & Lewis, 1317 West Baltimore street, had practically the same experience. They are located in a section of the city where their trade comes almost entirely from the working people, and notwithstanding that many of them lost considerable time during the year through furloughs from the railroad shops and other manufacturing plants, business for the year was very satisfactory and had shown a marked improvement during the past few months. It is expected that this improvement will continue.

CHINESE RECORDS PROVE PUZZLE

Collector of Customs Thought the Music Was a New Brand of Jazz Until Owner of Chop Suey Restaurant Made Explanation

LOUISVILLE, Ky., January 9.—Although "there's nothing new under the sun," more than a score of Chinese phonograph records proved a new importation to Collector of Customs Thomas L. Walker, who collected the tariff due and turned them over to their owner, Chan Fong, of the Liberty chop suey emporium.

The records represent the best vocal and instrumental talent of the Far East—the Paderewskis, Kreislers and Galli-Curcis of China.

Although the music was at first mistaken for American jazz by the unaesthetic ears about the Federal building, all were correctly informed to the contrary when Fong called for the prized records.

They were made in Canton and Berlin, whence they were imported through the Oriental firm of Eng Chow Co., of Vancouver, B. C.

Whether patrons of the chop suey cafe will be treated to Chinese opera and orchestral music with the meals, Fong could not say. He imported the records for the personal delectation of himself and compatriots at the cafe, but explained that he would play them for those "who like music with their meals," if appreciated, instead of American jazz.

FIRST-CLASS GERMAN FACTORY
Specializing in

Phonograph Motors

Wants several High-grade, Efficient Representatives for the UNITED STATES.

Present capacity (which can be greatly increased) 10,000 motors per month.

Interested parties are requested to send their address and references as quickly as possible to Box G, care Talking Machine World, 373 Fourth Avenue, New York.

HIGH CLASS PHONOGRAPH RECORDING

FOR THE TRADE AT EXCEEDINGLY LOW PRICES

Newark Recording Laboratory
15 West Park St. Newark, N. J.

ACME-DIE

CASTINGS

ALUMINUM-ZINC-TIN & LEAD ALL °YS
Acme Die-Casting Corp.
Boston Rochester Brooklyn N.Y. Detroit Chicago

REPAIRS

TALKING MACHINE TROUBLES AND
HOW TO REMEDY THEM

Conducted by Andrew H. Dodin

USING SPRINGS THAT HAVE BROKEN

Dayton, O., December 29, 1921.

A. H. Dodin, care Talking Machine World:

Do you know of any device on the market to enable you to use old main springs which have broken in the center?

I find that many springs only break at the very end, and in many cases, as they are odd-sized springs which I have not in stock, I have been unable to make the repairs. Yours truly,

Frank Rase.

Answer—It is impossible to use this main spring which has been broken in the center a second time. Those that break near the cage end, say up to about two feet from the end, can be used again if they are properly cut and holed. To



We Challenge Comparison

Exclusive Patented Features,
Attractive Library Table and
Phonograph Combined.

The exquisite tone of this new patented Clayola Phonograph distinguishes it from all other phonographs.

The foundation of artistic worth in a phonograph is mechanical excellence. Painstaking care to secure perfection in every detail of construction. The most artistic, the most useful of all phonographs. We have added to the cost of this table money which might have been added to our profits.

My idea of introducing the new style Clayola is not to make the most profit but to make the best phonograph.

We are more than sure of your approval of the exclusive patented features of major importance, features other phonographs do not have.

We can furnish these library table machines in the William and Mary period if you desire.

Attractive prices to dealers forwarded on application.

THE PHONOMOTOR

The standard electric phonograph motor for seven years. Universal motor, A. C. or D. C. current, 110 volts, with current consumption of less than a twenty watt lamp. Automatic stop.

Always true to pitch. Silent, durable and dependable. Write for our new prices.

GEO. CLAY COX

Manufacturer

Offices: 73 State St.
ROCHESTER, N. Y.

make a new hole in the spring it is necessary to first take the temper out of the spring for about three inches back from its end. Then drill a hole a little larger than the head of the cage rivet, say an inch and a half from the end of the spring, and directly in front of this hole drill a second one the size of the body of the cage rivet; place the spring in a vise and, with a rat-tail file, file out the metal remaining between the two holes and then with a small, flat file shape up to a pear-shape hole. This completes the operation, as it is not necessary to re-temper the end of the spring. There is not at the present time any tool on the market that would be of any use to you other than those mentioned.

Repairing Broken Springs

Youngstown, O., January 7, 1922.

A. H. Dodin, care Talking Machine World:

Will you advise the writer if you know of any device whereby old, broken phonograph springs can be repaired and used a second time? The reason the writer asks this is that he has an idea that he could utilize about 95 per cent of all broken springs which at the present time are discarded for new ones used in their place. For the past two and a half years I have been repairing different makes of phonographs, and find that out of 1,700 springs which were broken and which I repaired and used a second time only nine of them were returned broken to me within that period of time. I believe that it would be a great saving to the repair department of the different stores to use my method of repairing these broken springs, and it would also obviate the necessity of carrying a stock of many different sizes of main springs which are seldom used. Trusting that you will give me your opinion of the value of a tool of this description and purpose, I am,

Very truly yours,

Domenick Ruff.

Answer—As to a device for repairing broken main springs I refer you to my answer to Mr. Frank Rase in the letter above. I am of the opinion that if you have only had nine returns out of 1,700 springs repaired your tool and method of doing this work must be very good, and I can see no reason why a tool of this nature would not find a ready sale among the many repair shops throughout the country. I would be very pleased to have you give me a description of this tool, or inform me when you have same ready to market and I will bring it to the attention of the various repairmen through this column as soon as received.

CONVENTION OF EDISON JOBBERS

Annual Meeting of Association to Be Held in
New York on February 13, 14 and 15

The annual convention of the Edison Disc Jobbers' Association will be held at the Waldorf-Astoria Hotel, New York, on February 13, 14 and 15, and the usual elaborate program is in preparation covering all three days. The second day of the convention, as usual, will be termed "laboratory" day, when the officials of Thomas A. Edison, Inc., will attend the convention and discuss with the jobbers the various trade problems. On the evening of the last day the jobbers will be the guests of the company at an elaborate banquet at the hotel, where a fine program of entertainment will be offered by Edison recording artists.

OPENS STORE IN ATLANTA

ATLANTA, GA., January 9.—The latest addition to the local retail music field is the Okeh Record Shop, which was opened recently at 73 Decatur street by Charles L. Adams. The lines that will be featured in this new store will be Okeh records and Steger phonographs. The establishment is fitted up very attractively and a complete line of Steger phonographs, with a full library of Okeh records, affords Atlanta music-lovers an opportunity to secure maximum service and co-operation.

TAX RELIEF IS USHERED IN

Elimination of Excise, Transportation and Other Taxes Means Substantial Savings for the Music Industry and Other Trades

WASHINGTON, D. C., January 6.—The first concrete evidence that the war is really "over" reached the music industry on January 1, when the repeal of the tax on musical instruments provided for in the new revenue law became effective. While benefiting directly from the lifting of this tax the industry also will feel the effect of the repeal of other taxes which during the past four years have been a material factor in the cost of production and distribution.

More than \$13,000,000 was collected from the tax on musical instruments during the fiscal year ended June 30 last, and while business since the first of the year has fallen off somewhat it is believed that the taxes for the fiscal year of 1921 would have been not less than \$10,000,000.

The repeal of the transportation taxes will save the business of the country hundreds of millions of dollars a year. Since January 1 there has been no tax on freight, express or parcel post shipments, on personal transportation tickets, or on berths, staterooms or similar accommodations.

The repeal of the excess profits tax and the lowering of the surtax rates became effective on the first of the year, and so taxpayers will not benefit by these provisions of the law in paying their income taxes for 1921. Heads of families, however, will benefit this year by the provision increasing the exemption for dependents from \$200 to \$400 each and increasing the personal exemption from \$2,000 to \$2,500 where the net income is not more than \$5,000.

AN AGGRESSIVE MUSIC DEALER

Campbell Pomeroy, piano merchant of Santa Rosa, Cal., was the subject of an interesting cartoon and article in a recent issue of the Press Democrat of that city. The cartoon showed a portrait of Mr. Pomeroy resting on a Baldwin piano and bore the caption, "Campbell Pomeroy, Who Has Made 3,000 Homes Vibrate to the Baldwin Tone."

Mr. Pomeroy established his business in Santa Rosa in 1909 under the name of the Sonoma Music Co. and established a number of sub-agencies which enable him to cover the country thoroughly. He features Baldwin pianos particularly, and also handles Brunswick and Columbia machines.

WORLD CLASSIFIED ADVERTISING

(Continued from page 148)

WANTED

Dealers and distributors in every State to sell the So-ave-tone line of talking machines. The machine with a personality. The J. K. Mohler Co., Ephrata, Pa.

CARVED LEGS

Eight designs in gum, oak and mahogany. Prices reduced. Send for circular. Klise Mfg. Co., Grand Rapids, Mich.

BUSINESS OPPORTUNITY

WANTED—Salesmen to sell a line of metal nameplates to talking machine dealers and manufacturers. Big profits. No bulky samples. Commission paid on receipt of orders. Can be handled in connection with any line. Write for our proposition today. Fogarty Manufacturing Co., Dayton, O.

CABINETS

Beautiful new designs in mahogany, oak and walnut. Everett Hunter Mfg. Co., McHenry, Ill.

Imagine a set of five attractive Form-Letter Folders in full color, imprinted with your name and address, mailed to all your prospects! Grafonola Form-Letter Folders bring prospects into your store half-sold. Ask your dealer service man.

Columbia Graphophone Co.
NEW YORK



POMMER'S STORE OPENS IN ALBANY

Latest Brunswick Dealer in Central New York Gets Magnificent Send-off at Opening

ALBANY, N. Y., January 9.—The latest addition to the Brunswick retailer list in central New York State is Pommer's modern music store of this city, which was formally opened early in December by John W. Pommer. The Brunswick Co. spared no effort to make the opening a successful one and to properly introduce this new exclusive Brunswick dealer to the people of Albany. During the day a musical program was furnished by Carl Fenton's orchestra, exclusive Brunswick artists. E. R. Strauss, manager of the New York branch of the Brunswick Co., attended the opening and with Chester I. Abelowitz, metropolitan representative, planned and personally took charge of the arrangements.

The equipment of the store is modern in every respect, a feature of which is the installation of the Sel-Rex record counter, the newest device in the trade for hearing records. Seven private

record booths have also been installed, of a design to conform with the rest of the store. Two large show windows, artistically arranged, add to the store's attractive appearance, which, as a whole, is a credit to the retail section.

MUSIC MEMORY CONTEST BULLETIN

Educational Department of Sanger Bros., Dallas, Tex., Prepares Elaborate Series of Plans and Suggestions for Carrying on Such a Contest With the Aid of the Victrola

The value of the music memory contest in the work of developing interest in the Victrola and Victrola music is strongly emphasized by the wholesale Victrola department of Sanger Bros., Dallas, Tex., which has recently issued a comprehensive set of instructions and suggestions for conducting a music memory contest. The outline is the work of L. A. Inman, director of the Victrola educational department of Sanger Bros., and is based largely upon suggestions made by many noted supervisors of music.

The outline includes suggestions for securing the support of school officials, newspapers, churches, etc., methods for raising necessary funds, the materials needed and the cost, the Victor literature of special value in the carrying on of the contest, and detailed plans for the carrying on of the contest itself. A number of the suggestions offered by the National Bureau for the Advancement of Music, which was responsible for the music memory contest idea, are included in the bulletin, which is an admirable production in every respect.

PEARSALL CO.'S GIFT TO DEALERS

The Silas E. Pearsall Co., New York, Victor wholesaler, presented its clientele with a handsome bronze tray as a Yuletide remembrance. This tray can be utilized for many practical purposes, and forms another link in the set of bronze gifts that have been sent out to the trade by this popular Victor wholesaler. This year's gift was erroneously reported as a tray made of lacquered brass.

RETAIL DEALERS — The Madison Is the Greatest TABLE PHONOGRAPH Ever Offered to the Trade



THE MADISON TABLE PHONOGRAPH. Size, 13' wide—12' deep—7½' high

A Real Phonograph

Plays ten or twelve-inch records as clear and loud as the largest phonograph.

Compact—has a real motor.

This is not an assembled machine—every part manufactured in one factory—mechanically perfect in every detail. Never before has such value been offered by anyone at this price.

Mahogany polished lacquer finish—all parts finest grade nickel plate—improved mica sound-box—large amplifying chamber—speed regulator—start and stop device.

SAMPLE PRICE \$7.50 Firms not rated remittance with order QUANTITY PRICE QUOTATIONS ON REQUEST

We offer jobbers a very attractive proposition—territories still open—write us today.

We have a leatherette carrying case for the Madison—price on request.

MADISON MUSIC COMPANY

114 East 28th St., New York City

WABASH BLUES *"You can't go wrong with any 'Feist' song"*

ASK TO HEAR IT

FEATURED BY LEADING — ORCHESTRAS EVERYWHERE

A SNAPPY BIT OF SYNCOPATION
AS GOOD AS THE FAMOUS
"WANG WANG BLUES"

CLEVER AUTOMATIC "TALKER"

Six Dry Cells Play Over 2,000 Records on New Machine. Containing Novel Equipment

An automatic talking machine electrically operated by means of six dry cells is described in the current issue of Science and Invention. This invention, which is the work of James T. Sibley, has been thoroughly tested and 2,000 records have been played on it without exhausting the power of the batteries. A clever governor keeps the speed of the machine absolutely constant; a special reproducer allows of the playing of any record, and a repeat arrangement can be set so that a record can be automatically played as many times as desired.

BERT WILLIAMS SCORES IN CHICAGO

CHICAGO, ILL., January 10.—Bert Williams' troubles in "Under the Bamboo Tree" at the Studebaker Theatre in Chicago are the delight of the thousands of people that are seeing him—just as his troubles on Columbia records are the delight of millions. Bert Williams is to be seen now to a better advantage than he has ever been for years. The Columbia Graphophone Co. is securing unusual co-operation during Bert Williams' appearance in Chicago. A one-sheet poster featuring five of his records and circulars for circularization over dealers' mailing lists have been furnished through the courtesy of the

publicity man of the show. The one-sheet posters listing Bert Williams' records have started the ball rolling in the sale of Bert Williams' records in a very gratifying way.

ONEPEN MAKING RAPID PROGRESS

New Needle Now Being Merchandised by Dealers Everywhere—Company Making Plans for Intensive Sales Campaign

The Tonepen Co., New York, manufacturer of Tonepen needles, states that its product is being well received by the dealers throughout the country. Distribution has been established from coast to coast, and the company has received enthusiastic letters from the dealers relative to the quality of its product and its sales value.

A few weeks ago the Tonepen Co. also received an interesting letter from a prominent manufacturer of an automatic repeater, who stated that he had tested the Tonepen needle and was delighted with its tone and wearing qualities, the contents of which, in detail, will be gladly sent to members of the trade. The company is making plans to give its dealers practical co-operation during 1922, and an intensive sales and merchandising campaign is under way.

D. L. Hogan, of Kankakee, Ill., who was a visitor to the Chicago office of the Columbia Co. the other day, reported a fair sale of Grafonolas during the holidays.

A LETTER FROM A DEALER

"New York, December 17, 1921.

"Editor, Talking Machine World, New York.

"Dear Sir: Tremendous changes are taking place in our business. It is now in a state of flux, but only the purblind fail to perceive the new order emerging from the chaos. This new order is not a thing of progress, but is rather a case of atavism, a reversion to the pre-A. T. Stewart era, when merchandising was only another name for 'doing' somebody.

"This condition has been brought about by a few unscrupulous jobbers, apparently with the tacit approval of the manufacturers. No attempt is being made to stop price cutting, misrepresentation and all-around rascality now running riot in our business. Nay, it is actually encouraged by certain jobbers by granting franchises to the lowest element and most notorious despoilers of our industry. Their advice to the dealers seems to be: 'Make sales, honestly if you can, but make them anyway.' And the present avalanche of 'gyps' infesting the whole country, and New York in particular, is one of the results.

"It is obvious that the legitimate dealer cannot continue much longer. I must sound an alarm and say to my friends who persist in living in a fool's paradise: 'Beware, the new order is upon you! Either fight for your business with your backs to the wall or get out while the getting out is good!' You are not wanted any longer. You were the goose that had been laying the golden eggs; the new order is for the killing of the goose. You must step aside and make room for the new darlings of these jobbers—the Pitch Blacks, the Blackbergs and their class.

"But you still have a powerful weapon in your hands. If you use it with unswerving resolve, then your battle is won; but if you are weak-kneed, if the temptation to get a missing record is too strong for you—better don't start. Bow your head and receive all the cuffs and kicks which are the heritage of the puny. This is your weapon: Trade only with the fair and square jobbers, of whom a few are still left. Refuse absolutely to have any dealings with those jobbers who have made themselves conspicuous by their treacherous actions.

"You may think yourself safe in your locality because you have always been on the level. But as sure as you are born a jobber is lurking around, giving you 'the once over,' trying to find an opening for a licensed gyp. Big sales is all that jobber cares for, and the gyp will always outsell you ten to one. Remember, it is a matter of life and death to your business. Many gyms, I am informed, have filed applications for franchises, among them the well-known Mr. Blackberg. He, too, gave 'his word of honor' to be 'good' (after pledging himself to purchase several carloads of goods). Who knows but the same jobber who whitewashed Mr. Pitch Black might also declare Mr. Blackberg 'kosher'?

(Signed) "Theo. Arison."

1922 — HITS — 1922

NERVOUS BLUES

By the writer of Crazy Blues.

Sung by Edith Wilson.

Played by the Original Jazz Hounds.

Columbia Record No. a-3479

OLD TIME BLUES

"Variety" says: "This was the Greatest Finale of any Show ever played on Broadway."

Sung by Edith Wilson.

Played by the Original Jazz Hounds.

Columbia Record No. b-3506.

BUGLE BLUES

That Great Sensational Blues.

Played by the Original Jazz Hounds.

Columbia Record No. a-3541.

MY JUNE LOVE

By SPENCER WILLIAMS

The Hit of the "Put and Take" Show, Broadway's Fastest Musical Comedy
ALAN DALE says—"It's a wonderful tune."

PERRY BRADFORD, Inc., 1547 Broadway, New York

F. W. SCHWOEBEL WITH CORLEY CO.

Becomes Wholesale Manager of the Victor Department of the Widely Known Richmond House—Experienced, Capable and Popular

RICHMOND, VA., January 10.—F. W. Schwoebel, well known in the Victor trade throughout the South, joined the forces of the Corley Co., of this city, on January 1. He will act in the capacity of wholesale manager of the Victor department.

For a period running over several years Mr. Schwoebel has been affiliated with the Victor product. For a considerable length of time he was employed by the Victor Co. as traveling representative in the South. Later on in his career he became attached to the staff of one of the Southern Victor jobbers. A short time ago he severed this connection and joined the staff of the Eclipse Musical Co. He left this last position to assume the duties of manager of the Victor wholesale department of the Corley Co.

The many years of experience which Mr. Schwoebel has had in selling the Victor line and his personal intimate contact with the Southern trade and Southern conditions make him admirably suited for his new position. There is no doubt that the addition of Mr. Schwoebel to the staff of the Corley Co. will prove a very valuable asset to the house for the ensuing year and years to come.

SHELTON ELECTRICS FOR NOTED MEN

John D. Rockefeller Again Joins Forces with A. I. du Pont and Henry Ford in Paying Tribute to Merits of This Motor

W. Gentry Shelton, president of the Shelton Electric Co., New York City, reports that another Shelton electric motor for the talking machine has been purchased by John D. Rockefeller. Among the users of this efficient electric motor, which is placed on the top of the motor board next to the turntable, are such well-known men as Henry Ford and Alfred I. du Pont. Some time ago Mr. Rockefeller purchased a Shelton motor for his Pocantico Hills estate. It evidently gave entire satisfaction, as last week another one was ordered. It is expected that still another will be purchased within the next few months for use in his Summer home. Mr. Shelton has also been granted patents on a non-set automatic stop, which efficiently stops the motor as the last record groove is reached. He is negotiating with several prominent talking machine manufacturers relative to the exclusive use of this stop.

NEW THROW-BACK TONE ARM LIKED

Wm. Phillips, president of the Wm. Phillips Phono-Parts Co., reports that the new throw-back tone arm No. 5, which is octagon in shape, together with the No. 5 octagon sound box, is meeting with much popularity wherever shown. Mr. Phillips describes this new product as having a dual appeal. The octagon shape and excellent finish are very pleasing to the eye, and this new combination produces an exceptionally fine, full tone.

The Wm. Phillips Phono-Parts Co. completed a satisfactory year during 1921, and Mr. Phillips predicts that 1922 will see a continuance of good, normal business.

OPENS BRANCH IN BREWSTER, N. Y.

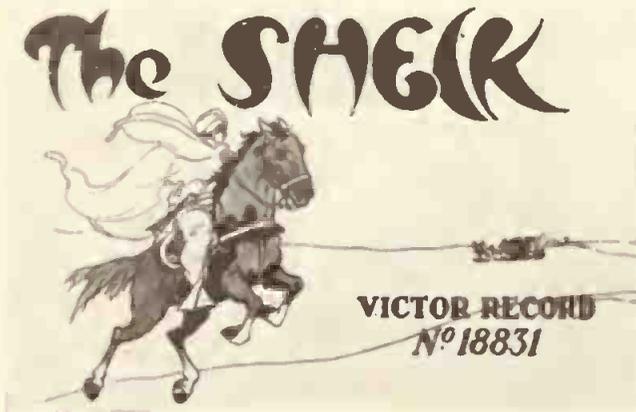
Heim's Music Store, Danbury, Conn., of which Jackson & Hanson are proprietors, having purchased the business after the death of Mr. Heim, who established the business twenty-one years ago, recently opened a branch store in Brewster, N. Y. The house handles pianos, Victrolas and a complete line of musical goods and operates another branch in Ridgefield, Conn.

Without self-control there can be no success.

**“DA-LITE”
ELECTRIC DISPLAY
SERVICE
SELLS RECORDS**



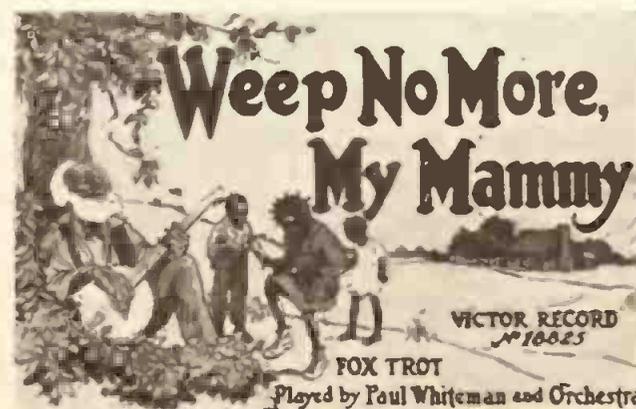
FOUR PANELS EACH MONTH FOR \$6.00
ADVERTISING VICTOR RECORDS EXCLUSIVELY



The profit of one 85c. record pays for the service 24 hours, including cost of electricity



See display at your distributor's or write us for full particulars



**“DA-LITE” ELECTRIC DISPLAY COMPANY
114 NORTH ERIE STREET TOLEDO, OHIO**

WORLD'S CLASSIFIED ADVERTISING

Any member of the trade may forward to this office a "Situation" advertisement intended for this Department to occupy a space of four lines, agate measure, and it will be inserted free. Replies will also be forwarded without cost. Additional space will be at the rate of 25c. per line. If bold faced type is desired the cost of same will be 25c. per line. Rates for all other classes of advertising on application.

SPLENDID OPPORTUNITY for experienced piano and talking machine man to buy interest in an exclusive music store in one of the most prosperous towns in Maine. Great future for hustler. Owner has other business and cannot give time that business deserves, so will sell interest in same or entire business. Investigate this proposition at once. Address "Opportunity, Box 1078," care The Talking Machine World, 373 Fourth Ave., New York City.

POSITION WANTED—Recording engineer of experience and ability desires to become associated with established firm manufacturing commercial records of quality. Address "Box 1074," care The Talking Machine World, 373 Fourth Ave., New York City.

WANTED—Salesmen now traveling to handle our varied line of talking machine record dusters on liberal commission. E. T. Gilbert Mfg. Co., Rochester, N. Y.

EXPERIENCED MANAGER wishes to locate in the East. If you desire the services of a manager who has had ten years' experience with both Victor and Brunswick lines, one who is capable of handling and organizing an up-to-minute department, I know I can interest you. I am at present managing a large department in the West and I am in position to furnish the best of references. Address "Box 1081," care The Talking Machine World, 373 Fourth Ave., New York City.

POSITION WANTED—Recording engineer open for engagement. Familiar with all phases of the record business. Has own machine. Address "Box 1083," care The Talking Machine World, 373 Fourth Ave., New York City.

FOR SALE

A few hundred \$35 model table machines at a sacrifice. Will sell in large or small quantities. Write at once as we do not expect to have this lot on hand for any length of time. Also a few million Puritone and Truotone needles at a very low price. Address "Box 1073," care The Talking Machine World, 373 Fourth Ave., New York City.

BESTONE STEEL NEEDLES TWO CENTS PER PACKAGE

All tones. No orders accepted for less than 100,000 needles. Packed 100 needles to package. Limited quantity at this price. Cole & Dunas Music Co., 56 West Lake St., Chicago, Ill.

FOR SALE

Talking machine booths, complete equipment. Unico booths for music store. Sectional construction easily shipped and erected equal to new and priced less than half present value. For full information address H. J. Straten, 209 North Liberty St., Baltimore, Md.

FOR SALE

Parts for assembling two-spring motors similar to Heineman No. 7. Send for complete list. Address "Box 1073," care The Talking Machine World, 373 Fourth Ave., New York City.

FOR SALE

Mermod Swiss Motors. 385 two-spring Mermod Swiss motors, complete with winding crank, 12-inch felt turntable, brake and speed regulator. Plays three to four 10-inch records. Price \$4.00. Address XYZ. "Box 1080," care The Talking Machine World, 373 Fourth Ave., New York City.

FOR SALE

Very neatly fitted up music store, doing a good business in substantial and rapidly growing business section of Westchester County (N. Y.) town. Store now drawing upon a population of 25,000. Six booths, Brunswick, Sonora and Q R S lines. Extraordinary opportunity for enterprising phonograph man. Doubtlessly acceptable reason for selling. Address Lambert Friedl, 201 Valentine Lane, Yonkers, N. Y. Phone Yonkers 3273.

FOR SALE

A quantity of standard make of records, English, Jewish, Italian, all new and various selections. To close out at sacrifice price, \$25.00 per hundred. Write for particulars today. Address "Box 1076," care The Talking Machine World, 373 Fourth Ave., New York City.

RECORDS WANTED

Will buy entire stocks, large or small, of Brunswick, Columbia or Victor records. Would consider other good lateral-cut records. If you "need the money" write J. P. Decker, 526 Duquesne Way, Pittsburgh, Pa.

1000 CARTONS MYSTO NEEDLES AT SACRIFICE PRICES

Sixty 10c boxes of Mysto phonograph needles to each carton. Each 10c box contains 50 Mysto needles in brass finish. Each needle guaranteed to play ten records. Attractive display carton in colors. Regular wholesale \$3.90 per carton.

OUR PRICES

1 Carton, \$1.75 50 Cartons, \$1.40 ea.
5 Cartons, 1.60 ea. 100 Cartons, 1.30 ea.
10 Cartons, 1.50 ea. Entire lot, \$1 per carton.
FANTUS BROS., 1317 S. OAKLEY AVE.,
CHICAGO, ILL.

FOR SALE

Established phonograph store for sale. Going abroad. Apply "Box 1077," care The Talking Machine World, 373 Fourth Ave., New York City.

FOR SALE

Completely equipped phonograph, recording laboratory and plating plant, also executive offices, vicinity 59th St., New York City. For further particulars see George Closset, Jr., 50 East 42nd St., or phone Vanderbilt 7396.

POSITION WANTED—Expert matrix man and plater. Am familiar with the most up-to-date laboratory layout. Capable of handling wax to the finished matrix or stamper. Had eighteen years' experience. Address "Box 1079," care The Talking Machine World, 373 Fourth Ave., New York.

EXPERT REPAIRING

OF ALL MAKES OF PHONOGRAPHS
Vitanola—World—Eldina—Victor—etc.
Send in your broken Motors and Tone Arms via
Parcels Post or Express to
NORTHWESTERN PHONOGRAPH WORKS
218 S. Wabash Ave., Chicago, Ill.
Motors Phone, Wabash 8693 Tone Arms

MERCHANDISE WANTED

Owner of Music House, with growing business, would consider adding another phonograph line. Submit proposition. Address Music House, 15 Main St., Newton, N. J.

PARTS AND REPAIRS

Let us do your repair work. Specialists on phonograph repairs. Any make of machine. We also sell springs, tone arms, sound boxes and all other phonograph parts and supplies. Mandel Phono. Parts Co., 1329 W. Lake St., Chicago, Ill.

FOR SALE

1 9-inch Hermance Moulder (1909 Model)
1 38-inch Crescent Band Saw
1 Hall & Brown 2-Spindle Shaper
1 30-inch Whitney Planer
1 H. B. Smith Belt Sander
1 Variety Saw
1 Hall & Brown Jointer (Round Head)
1 Rip Saw
1 Swing Cut-off Saw
1 Jig Saw

All machines guaranteed to be in first-class condition. For prices write The Parlephone Co., St. Joseph, Mo.

FOR SALE

One hundred No. 1 Supreme Nickel-plated Tone Arms. If taken at once, \$1.50 each. Address "Box 1082," care The Talking Machine World, 373 Fourth Ave., New York City.

SALESMEN

Selling phonograph records can add materially to their income by communicating with "Box 1085," care The Talking Machine World, 373 Fourth Ave., New York City.

FOR SALE

Half interest in established music house in central Western city of 60,000; investment for expansion of business; standard lines. Address "Box 1052," care The Talking Machine World, 373 Fourth Ave., New York City.

Sacrifice Sale of 15,000 Standard

10-inch DOUBLE DISC RECORDS
Very large assortment
All desirable—no patriotics.
In 100 lots, 19c. In 2,000 lots, 17c.
In 250 lots, 18½c. In 5,000 lots, 16½c.
In 500 lots, 18c. In 10,000 lots, 16c.
In 1,000 lots, 17½c. Entire stock, 15c each.
Terms: Net F.O.B. Chicago. Subject to prior sale.
Fantus Bros., 1315 S. Oakley Ave., Chicago, Ill.

WANTED

Phonograph records and musical merchandise. My several outlets and connections enable me to give you quick action on job lots, overstocks and complete lines of any kind of musical merchandise you wish to liquidate. All transactions confidential. Address J. K. Morgan, Leiter Bldg., Stores, State and Van Buren St., Chicago, Ill.

FOR SALE

Recording machine for sale with tools for lateral recording at reasonable figure. Address "Box 1084," care The Talking Machine World, 373 Fourth Ave., New York.

On With The Sales Let Profits Be Unconfined

Thousands of Wide-a-Wake Stores are doing a phenomenal business with popular priced records



*The Merchandise Sensation of Last Year
and with Greater Prospects for 1922*

Quality

Banner Records are equal in quality to the best records on the market regardless of price.

Some of the Hit Numbers

- | | |
|-----------------------|----------------------|
| "SAY IT WITH MUSIC" | "DAPPER DAN" |
| "TUCK ME TO SLEEP" | "SWEET LADY" |
| "MY SUNNY TENNESSEE" | "WABASH BLUES" |
| "I WANT MY MAMMY" | "PEGGY O'NEIL" |
| "APRIL SHOWERS" | "TEN LITTLE FINGERS" |
| "WHEN FRANCIS DANCES" | "MA" |
| "THE SHEIK OF ARABY" | "KA-LU-A" |
| "TY-TEE" | "BLUE DANUBE BLUES" |
| "SONG OF INDIA" | "YOO-HOO" |

Recordings

The leading orchestras and vocal artists whose names appear on the standard records also make Banner records.

Besides the Popular Numbers we have a Catalog of the Best Selling Standard Numbers

PLAY ON
ANY
PHONOGRAPH

PLAZA MUSIC CO.
18 West 20th Street New York City

PLAY ON
ANY
PHONOGRAPH



FROM OUR EUROPEAN HEADQUARTERS

2 GRESHAM BLDG., BASINGHALL ST., E.C., LONDON

W. LIONEL STURDY, MANAGER

Expect New Year to Show Up Favorably in Comparison With Trade Prospects of a Year Ago—Christmas Trade Makes Satisfactory Showing—Annual Report of Federation of British Music Industries—Review of Conditions in Germany—The Record as a Censor of the King's English—Important Issues by the Record Companies—"His Master's Voice" in Electricity—Trade Figures Show Business Progress—New Baby Record—News of Month

LONDON, ENG., December 29.—With this issue we enter upon a new year, which it may reasonably be anticipated will show up favorably in comparison with trade prospects one year ago. One year ago our hopes of a big trade revival all over the world were at least bright in promise of fulfilment. But, oh! what a sad result! 1921 will go down into history, in the opinion of 90 per cent of traders, as a commercial failure of the first magnitude. It is useless to cry over spilled milk, and equally useless to waste time racking one's brains about what might have been. The only satisfaction possible is to make full use of our 1921 experiences, to profit by them in whatever way seems best calculated to forward along our trade plans for the new year.

1922, however, promises to make a really good start. The industrial and social unrest existent for so long throughout the world at last shows definite signs of improvement. This better understanding will strengthen as the year proceeds along its allotted course, establishing a firmer foundation upon which to build and develop commercial structures for the benefit of the community.

Throughout the world of politics good will among nations has manifested itself. In the domestic sphere full credit must be given the value Britain and Ireland will derive from a settlement of their centuries-old disagreements. Along the peaceful path of commercial development progress of permanent utility can now be registered. In a hundred-and-one directions the outlook is distinctly brighter than it has been for years. It just means that the wheels of commerce throughout the world will gradually move toward normal revolution and stability. With this gradual improvement unemployment must, in proportion, become steadily less and less. To reorganize the shattered forces of industrialism is an evolutionary attainment which may yet take a year or more to accomplish, but to know that we are at least on the road is in itself a satisfaction, the beneficent influence of which will spread good cheer throughout the communities of the world. That is the kind of good cheer required to help and accompany us all throughout the year 1922.

Christmas Trade Very Satisfactory

By optical evidence at the large London warehouses and reports from different trade centers I am confirmed in the belief that the gramophone industry experienced as satisfactory a turnover as any during the Christmas season. At such a time most firms are busy; it is, therefore, a little difficult to make comparisons. Though it may be true that sales registered did not constitute a record in the annals of our business, the position this Christmas was infinitely better than last. Indeed, more than one wholesale firm assured me that, if anything, the retail trade seemed

brighter and more responsive than for the past two seasons. The class of trade experienced generally was more in the direction of cheap and medium-priced goods. And this is perhaps quite understandable, considering the state of unemployment during the whole of 1921. The high-class trade is nevertheless fairly good, though far below what it should be at this time of year. As to records, the popular-priced ones are selling quite well. The majority of dealers are doing a brisk trade in discs up to 3/- each.

The Federation's Annual Report

The Federation of British Music Industries has just issued its Blue Book, being the second annual report for the year ended August, 1921. Its seventy pages make quite a voluminous volume, the contents of which make interesting reading. The extent of the Federation's activities and wide interests, as reflected in the report, is really surprising. From every angle the welfare of the music industries is nurtured and developed under the expert direction of the Federation's staff. A great amount of most valuable work has been accomplished to the benefit of every section of the trade. If this good work is to go forward the Federation must receive financial support. Its new chairman, Louis Sterling, has already made a very successful appeal to traders, resulting in subscriptions totaling several thousands of pounds. But this is not enough. Some idea of the amount required is shown by the fact that for the fiscal year above mentioned expenditures exceeded income by no less than £3,584 9s. 10d. To meet this amount the Federation Fund was drawn upon, but that will not do again. If it is to continue, and we all want it to, the Federation



"His Master's Voice"

Copyright

This intensely human picture stands for all that is best in music

—it is the "His Master's Voice" trade-mark, and it brings to you, no matter where you are, the very best music of every kind, sung and played by the world's greatest artists—the greatest singers, pianists, violinists, orchestras and bands—all enshrined in the unequalled "His Master's Voice" records

'His Master's Voice'

—the trade-mark that is recognized throughout the world as the

HALL-MARK OF QUALITY

DENMARK: Skandinavisk Grammophon-Aktielselskab, Frihavnens, Copenhagen.

FRANCE: Cie. Française du Gramophone, 115 Boulevard Richard Lenoir, Place de la République, Paris.

SPAIN: Compañía del Gramófono, 56-58 Balmes, Barcelona.

SWEDEN: Skandinaviska Grammophon-Aktiebolaget, Drottning Gatan No. 47, Stockholm.

RUSSIA: The Gramophone Co., Ltd., 45, Nevsky Prospect, Petrograd (Petersburg); No. 1 Solyanka, Solyanov Dvor, Moscow; 9, Golovinsky Prospect, Tiflis; Nowy-Swiat 30, Warsaw; 11 Michalovskaya Ulitsa, Baku.

INDIA: The Gramophone Co., Ltd., 139, Ballaghatta Road, Calcutta; 7, Bell Lane, Fort, Bombay.

Great Britain:

The Gramophone Company, Ltd.

HAYES

MIDDLESEX

ENGLAND

AUSTRALIA: S. Hoffnung & Co., Ltd., Sole Concessionaries of The Gramophone Company, Limited, 163, Pitt Street, Sydney.

NEW ZEALAND: Gramophonum, Ltd., 118-120 Victoria Street, Wellington.

SOUTH AFRICA: Darter & Sons, Post Box 174, Capetown; Mackay Bros., Post Box 251, Johannesburg; Mackay Bros. & McMahon, Post Box 419, Durban; Ivan H. Haarbarger, Post Box 105, Bloemfontein; Franz Moeller, Post Box 103, East London; B. J. Ewins & Co., Post Box 86, Queens-town; Handel House, Kimberley; Laurence & Cope, Post Box 132, Bulawayo; The Argus Co., Salisbury.

EAST AFRICA: Bayley & Co., Lourenço Marques.

HOLLAND: American Import Co., 22a, Amsterd Veerkade, The Hague.

ITALY: A. Bossi & Co., Via Orefici 2, Milan.

EGYPT (Also for the Sudan, Greece and the Ottoman Empire): K. Fr. Vogel, Post Box 414, Alexandria.

FROM OUR LONDON HEADQUARTERS—(Continued from page 150)

**Horn, Hornless and Table-Grand
GRAMOPHONES**

FOR
EXPORT

Please State Your Requirements

REX GRAMOPHONE CO. 2 Elizabeth Place
Rivington Street, LONDON, E.C. 2, England
Cable Address "Lyrecodisc, London"

must absolutely be in a position to balance each year's expenditures against each year's revenue. A £3,000-a-year Federation can have little influence; a £10,000-a-year Federation will carry all before it and make the music trade a prosperous industry for its members everywhere.

Excess Profits Duty on Easy Payment Terms

An important concession to business firms has been announced by the Chancellor of the Exchequer. It refers to the payment of the excess profits duty. The welcome statement by the Chancellor is as follows: "With a view to assisting industry in its present difficulties, I intend to propose to the House of Commons, in connection with the Finance Bill of next year, a scheme for spreading payment of outstanding arrears of excess profits duty, in suitable cases, over a period of five years from January 1 next. The instalments would be payable quarterly, and 5 per cent interest charged on all outstanding arrears. Thousands of pounds' arrears are involved in some cases, the prevalent trade depression being responsible for inability of business firms to pay at time of assessment."

Needed Reform of Bankruptcy Laws

Our bankruptcy laws are very much in need of revision. Even though he may be aware of his insolvency, there is nothing to stop a man juggling with money and goods at the expense of his creditors. Debts are piled up and up without responsibility until a creditor becomes suspicious and forces the debtor to file his petition in bankruptcy. There is little or no protection for the creditors, though a recent case brings to light that it is an offense if within two years of bankruptcy petition it can be shown that the debtor materially contributed to or increased the amount of his insolvency by gambling. The punishment for this may be two years' hard labor.

German Trade Policy Varied

The depreciation of the mark in nearly all countries of the world is not benefiting German exporters to the extent that seems probable at first glance. The German Government is seeking to secure a larger share of the plunder by an increase of the export tax on gramophone goods from 2 to 6 per cent. And in addition to the previous regulations insisting that German exporters must deliver against foreign currencies, and not against payment in marks, the new regulations state that all dealings must be effected through banks, which must report to the Reichsbank the amount of foreign exchange involved. It is said that so far these regulations have exerted little or no influence, though by this effort speculation in marks and foreign currencies may perhaps be reduced.

As regards German trade, it is generally admitted to be in a flourishing state, though high-water mark has been reached. According to some reports the tide is even now on the turn and a reaction has set in.

The British Chancellor of the Exchequer, in the course of a recent speech upon the subject, informed his audience that German exports to the United Kingdom were very much on the decline. During nine months ended September last we imported German goods to the value of only £15,000,000—in value just about a quarter of the figures for 1913. He said some people thought the trade depression was because we were exacting reparations from Germany, but he thought that was not the reason, as the United States, which had waived any reparation claim, had as great, if not a greater, degree of unemployment than we had here.

Edison Bell and Winner News

J. E. Hough, Ltd., are keeping dealers well ad-

vised of seasonable selling lines for Christmas and New Year trade. This is conveyed by means of attractive publicity matter, a batch of which is just to hand. One leaflet advertises a special offer of hornless gramophones at a really remarkable selling figure. In addition, dealers are offered a special discount and given every inducement to place substantial orders for this entirely British machine.

Great success has attended the issue of the little Bell record, diameter 5½ inches, double sided, retailing at 1/3. As explained in a previous report, these miniature records are real shellac discs—not cardboard—and all have been specially recorded. Nursery rhymes, popular hits and dance numbers comprise some of the many items already programmed.

The December "Winner" record list evokes high praise from factors and dealers. It represents a seasonable collection of pleasing titles, of which there are some special to the kiddies and some for the grown-ups. The contributors comprise such popular artists as Charles Penrose, Stanley Kirkby, the Elliotts, Jay Laurier, Miss Marie Novello (the popular pianist) and Talbot O'Farrell, among others. The latter artist, by the way, has been exclusively engaged by Messrs. Hough for the recording of the great Irish peace song, "The Tears of an Irish Mother," a copy of which has been accepted by Lloyd George. The song is listed on Winner No. 3611 and is coupled with "Muldooney's Christening," by the same artist.

H. M. the King Orders a Winner

In aid of the Variety Artists' Benevolent Fund a grand performance by a number of "stars" was given before Their Majesties the King and Queen, Princess Mary and Lord Lascelles. Billy Merson in "The Society Entertainers" came under favorable notice and the King and Queen were so tickled by his droll presentment that they inquired if it was obtainable on a record. Being informed that a recording of the piece by Billy was on "Winners," made by J. E. Hough, Ltd., at the Edison Bell Works, Peckham, His Majesty ordered that a record should be sent to Buckingham Palace. Acknowledgment has since been received.

A Speaking Trade-mark

The work upon the erection of the "His Master's Voice" trade-mark on the front of the company's fine Oxford street premises is, at time of writing, almost complete. This wonderful electric sign is probably the largest in size and certainly the most ambitious in design to be seen

anywhere in London. That it will attract great attention when in operation is a foregone conclusion. The value of this electric sign as a speaking trade-mark will outweigh all other forms of gramophone publicity on the highways of our great city.

Survey of the King's English by Records

The officials of the London University College have given themselves over to a close study of the many fascinating changes in the English language—of the past, the present, and will also give attention to the likely pronunciation of the future. Professor Jones avers that our language has changed and is changing according to certain laws as immutable as those of the Medcs and the Persians. Periodic changes can only be registered by means of the gramophone. Therefore, a complete phonetic survey of the dialects, past and present, of the English language is to be attempted. It is said that so perfect are the recording instruments installed at the University for the purpose stated that there is no dialect which could not be recorded both in sound and symbol to-day, so that in, say, a thousand years' time scientific workers could know how each human group held converse. The records taken will be sealed for that purpose and deposited in a safe place.

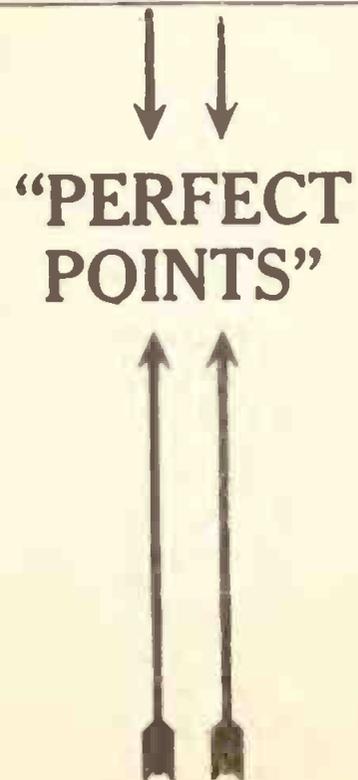
November Trade Figures Show Improvement

Though the increase is but slight, it is satisfactory that some progress is indicated by the Board of Trade returns for the month of November, showing exports of the value of nearly £73,000,000 and imports just over £89,000,000. Compared with November, 1920, the export figures are less by £60,000,000, so we have a lot to catch up. It is a hopeful sign that industrial conditions continue to show gradual improvement.

Some New Zonophone Record Issues

The new Zonophone list itemizes a welcome number of attractive vocal and instrumental items for Christmas trade. As will be appreciated by the following examples, these records are of a class to appeal to a wide musical taste: No. 2182 is another brilliant contribution by the famous St. Hilda Colliery Band. It gives a well-balanced performance of "Orpheus" and "St. Hilda March," the latter being especially good. No. 2180 carries selections I and II of a pot-pourri of "hits" under the appropriate title of "Rages and Crazes," a really good selling record, by the Black Diamond Band. Record 2191 is a real jazzer by Jack Hylton's Jazz Band. The

(Continued on page 152)



"PERFECT POINTS"

BRITAIN'S BEST
Gramophone Needle
(Guaranteed made from High Carbon Steel)

IS MADE BY

W. R. STEEL, of REDDITCH,
Head Office and Works—QUEEN ST.

Scientifically pointed, Hardened and Tempered on the latest up-to-date machinery and plant by skilled craftsmen only.

RESULT:
A FIRST QUALITY NEEDLE far ahead of anything of pre-war quality

INQUIRIES SOLICITED

Special Quotations for Quantities

Manufacturer of all Kinds of Sewing Needles

EDISON BELL


WINNER
 TRADE MARK
 GRAMOPHONE RECORDS

 CABLE
 "PHONOKINO,
 LONDON"

ARE THE GREATEST VALUE FOR MONEY PRODUCED IN GREAT BRITAIN

TEN INCH

DOUBLE SIDED

NEEDLE CUT

PLAY ON ALL GRAMOPHONES
Catalogue contains 4000 Titles by the Premier Artistes, Instrumentalists, Orchestras and Bands of the British Empire

DEALERS PREPARED TO DO BUSINESS ARE INVITED TO COMMUNICATE WITH

Proprietors and Manufacturers, J. E. HOUGH, Ltd., 62 Glengall Road, London, S. E. 15, England
FROM OUR LONDON HEADQUARTERS—(Continued from page 151)

titles are "Mooning" and "Coal Black Mammy," both fox-trots. G. H. Elliott, the popular comedian, is heard to advantage on 2190. "There's Going to Be a Wedding" and "My Old Home in Virginia" are characteristic of his style and will be welcomed by a large Elliott clientele. No. 2185 bears a couple of acceptable songs. "Cheery Song" and "The Memory of a Song," by Robert Woodville. Both are of the robust order and particularly well sung. Sydney Coltham's fine tenor voice is finely used in the rendition of "Provence" and "Ah! Though the Silver Moon Were Mine" (Lohr) on record No. 2183.

Twenty-three Years Ago

That's a catchy caption; it makes one wonder what happened all those years ago. The answer is found in an advertisement that is now appearing in the Belfast newspapers. It reads in part: "The evolution of mechanical devices during the past twenty-three years has been truly phenomenal. . . . One cannot help recalling October, 1898, when a word unknown to our citizens was just printed in our columns. That word appeared in a paragraph advertisement inserted by a well-known merchant. We refer to the word 'gramophone,' and our advertiser was T. Edens Osborne, Belfast," etc.

It is this interesting kind of publicity that stands for distinctive methods in the conduct of the very fine business which Mr. Osborne so ably directs.

Bigger Discount for Pathé Dealers

The London house of Pathé Frères has announced concessions on trading discounts that will please their retail agents all over the country. In addition to the usual retail discount there will be an increased discount up to 10 per cent cash monthly on accounts for machines and accessories. This also applies to records, and in every case is subject to prompt payment within one month from date of invoice.

For goods of the value of £5 and over packing cases are free, and carriage is paid on all parcels of not less than £2 net value.

Another Little Record—the "Pop"

Advance information reaches me from the Sound Recording Co., Ltd., this city, of the issue of a baby "Popular" record, about 5½ inches in diameter, double sided, to retail at the nominal figure of 1/-. The little "Pop," as it is called, is, of course, begotten of the well-known "Popular" standard-size record. A first list of fifty titles is now in the hands of dealers. Every known style of music is listed—band, orchestral, solo

instrumental, piano, etc., and vocals. The titles are mainly of the tip-top "hit" order. Some of them I have played over; they are excellently well recorded, good volume and tonal quality. The little "Pop" is a first-class new trading line for dealers everywhere.

SMALL-TOWN OPPORTUNITIES
Talking Machine Dealer by Developing Friendly Spirit Can Build Up His Business

The small-town talking machine merchant has opportunities which are denied to dealers in the large cities. He can, if he is energetic and disposed to friendliness, become personally acquainted with a great many people in his community. This is a valuable asset which should not be overlooked and the small-town dealer is wise and showing foresight if he enters into the civic work which is such an integral part of these communities.

Henry Blumberg, son of J. Blumberg, Columbia dealer at Waukegan, Ill., took an extra week's vacation from his allotted Christmas vacation at Harvard this year to assist his father in a holiday campaign on Columbia Grafonolas in their store at Waukegan. It was a great success.

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


THE MUSIC TRADE REVIEW

ESTABLISHED 1876

The oldest and leading music trade weekly, which covers every branch of the industry

It Contains

Instructive and educational articles. Hints on salesmanship and advertising. Editorials that are timely and authoritative. Facts about the new things in the trade. Trade happenings in all parts of the United States

"Review the Music Trade With Us"

Send your \$2 now for a full year's subscription to

THE MUSIC TRADE REVIEW
 373 FOURTH AVENUE NEW YORK

LATEST PATENTS RELATING TO TALKING MACHINES AND RECORDS

WASHINGTON, D. C., January 8.—Sound-reproducing Machine. Forest Cheney, Chicago, Ill., assignor to the Cheney Talking Machine Co., same place. Patent No. 1,395,092 and Patent No. 1,395,093.

The first-named invention relates to sound-reproducing machines, and more particularly to sound amplifier means therefor.

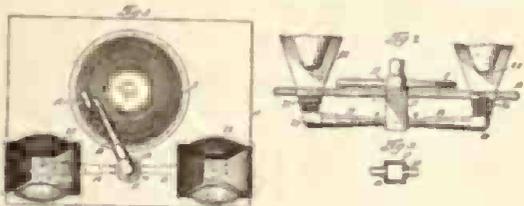
As is well known to those skilled in the art, while the initial vibrations of the diaphragm of such machines potentially set up all of the complex air vibrations necessary to produce the fundamental tones and overtones going to make up the character and tone color of all the instruments or voices (the tones of which are being reproduced), said air vibrations are nevertheless very weak and must be amplified and strengthened in order that the sounds will be reproduced in sufficient volume.

One of the objects, therefore, of this invention is to increase, in a novel manner, the volume of sound-reproducing machines.

Another object is to provide a simple and effective combination of parts to increase the volume of sounds adapted to meet the various requirements for commercial operation.

These and other objects are accomplished by providing in a sound-reproducing machine a sound chamber having an inlet and an outlet, the latter of which is smaller than the inlet.

Figure 1 is a fragmentary plan view of a sound-reproducing machine embodying the invention; Fig. 2 is a fragmentary rear elevation



of the same machine, and Fig. 3 is a detail sectional view taken in the plane of line 3-3 of Fig. 2.

Patent No. 1,395,093 relates to sound-reproducing machines, and more particularly to an improved sound amplifier therefor.

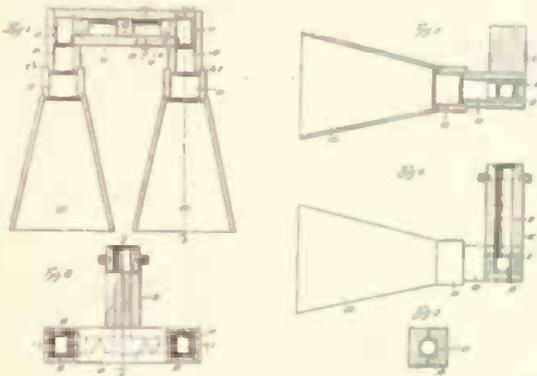
As is well known to those skilled in the art, while the initial vibrations of the diaphragm of such machines potentially set up all of the complex air vibrations necessary to reproduce the fundamental tones and overtones going to make up the character and tone color of the recorded sound of instruments or voices, said air vibrations are nevertheless very weak and must be amplified and strengthened in order that the recorded sounds will be developed and reproduced in sufficient volume.

It has been discovered that the volume of sound which can be reproduced by a sound box and tone arm of a given size may be greatly increased by conducting the sound waves from the tone arm through a cubical distributing chamber and therefrom by a plurality of outlets the area of each of which is less than the area of the cubical chamber, the effect of this arrangement being to control the sound by providing a slightly restricted aperture from the cubical chamber to the outlet. Such a chamber is employed in combination with a plurality of amplifiers, each comprising a mechanical throat, orchestral sections and a violin resonator such as described in Letters Patent of the United States No. 1,170,800 and No. 1,170,801, granted on February 8, 1916.

One of the objects of the invention is to provide a talking machine with a plurality of amplifiers so constructed and arranged as to increase, in a novel manner, the volume of the reproduced sound.

Another object is to provide a talking machine with a distributing or tone chamber into which the sound is delivered from the tone arm and

from which it is directed through a plurality of outlets, which outlets are in connection with the usual amplifiers or resonators. The distributing chamber which is found most desirable for the proper reproduction of sound is a cubical one,



and it is with the cubical chamber that the outlets communicate.

These and other objects of the invention are accomplished by providing a sound-reproducing machine having a distributing chamber, a plurality of resonators and connections between the distributing chamber and resonators comprising orchestral sections and mechanical throats.

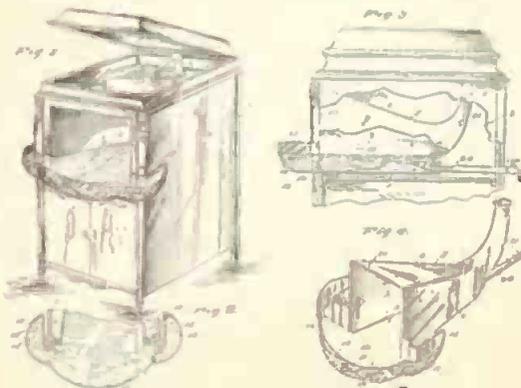
In the drawings Figure 1 is a horizontal sectional view on line 1-1 of Fig. 2, showing the preferred embodiment of the invention; Fig. 2 is a sectional view on line 2-2 of Fig. 1; Fig. 3 is a section on line 3-3 of Fig. 1; Fig. 4 is a section on line 4-4 of Fig. 2, and Fig. 5 is a section on line 5-5 of Fig. 1.

Resonance Chamber for Sound-reproducing Apparatus. Hermann Schroder, New York. Patent No. 1,395,602.

One of the primary objects of this invention is to provide a resonance chamber possessing features which will adapt it to modulate and at the same time improve the quality of the tones reproduced and thus obviate all harsh and discordant sounds and greatly increase the faithfulness with which the sounds are reproduced. Another object is to provide for an increase in the carrying quality of the reproduced sounds.

A further object of the invention is to provide a resonance box, sound chamber or basin so constructed as to adapt it to contain a volume of water or other liquid in order to produce the advantageous results above mentioned.

Figure 1 is a perspective view of a cabinet phonograph equipped with the resonance chamber and sound outlet embodying the invention; Fig. 2 is a horizontal sectional view through the forward portion of the cabinet and illustrating the forward portion of the said chamber in plan; Fig. 3 is a view partly in side elevation and partly in front to rear section illustrating the manner in



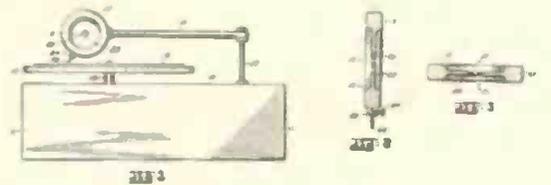
which the resonance chamber is arranged within the cabinet of the phonograph, and also clearly showing method of draining the said chamber of its contents; Fig. 4 is a perspective view of the resonance box removed from the cabinet.

Reproducer. Abraham Atlas, Philadelphia, Pa. Patent No. 1,395,937.

The invention relates to phonographs and has for an object to provide a reproducer for reproducing vocal, instrumental or other sounds.

Among other features the invention comprehends a reproducer, designed to be cheaply manufactured and to effectively produce sounds from the grooves or sound undulations of a phonograph record, and to this end use is made of a body preferably carried on a suitable swinging support so that it can operate over the record and with the aid of a stylus produce the sound simulating the nature of the particular sound record from the same by instrumental or vocal production, the usual amplifier or horn being dispensed with.

Figure 1 is a fragmentary side elevation showing the application of the reproducer; Fig. 2 is a vertical longitudinal sectional view taken

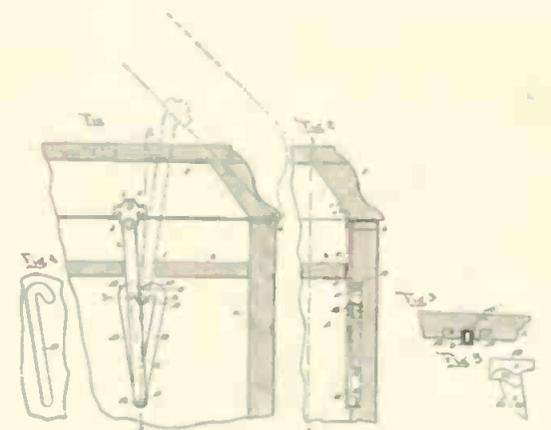


through the reproducer substantially on the line 2-2 in Fig. 1, and Fig. 3 is a horizontal sectional view taken through the reproducer.

Lid Support. Frank Oberst, Glendale, N. Y., assignor to the Sonora Phonograph Co., New York. Patent No. 1,395,350.

This invention relates to devices for supporting the lid or cover of a talking machine in a partly open position whereby the tone arm, turntable, record, speed regulating and braking devices are rendered accessible, and has for its objects to provide a device which will automatically support the cover when the latter is raised to a predetermined position; which will be capable of easy release to enable the cover to be closed, which will be noiseless in operation, which will be cheap to construct and which will not get out of order.

Figure 1 is a longitudinal section of a portion of a talking machine cabinet provided with the invention, the section being taken on the line



1-1 of Fig. 2; Fig. 2 is a transverse section on the line 2-2 of Fig. 1; Fig. 3 is a horizontal section on the line 3-3 of Fig. 1; Fig. 4 is a detail view of a modification, and Fig. 5 is a detail view of a further modification.

Process of Making Styli and Products Thereof. Byron E. Eldred, New York, assignor to the Commercial Research Co., same place. Patent No. 1,396,412.

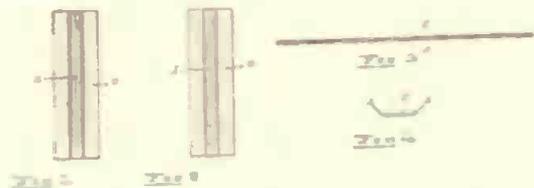
This invention relates to processes of making styli and products thereof, and it comprises a method wherein a rod or bar of hard low heat-conductive metal, such as tungsten or tungsten group metal or alloy, of any desired cross section, is covered with a sheath of protecting metal, advantageously high heat-conductive stiff and strong, high-melting metal, such as iron, steel, nickel, nickel steel, or the like, and the two are co-worked down to stylus diameter, cut into stylus lengths and the core of one or both ends of each such length exposed and pointed if desired, and it further comprises a compound stylus having a core of hard low heat-conductive

(Continued on page 154)

PATENTS RELATING TO TALKING MACHINES AND RECORDS—(Continued from page 153)

metal, such as tungsten or tungsten group metal or alloy and a sheath of higher heat-conductive high-melting stiff and strong metal, such as steel, iron, nickel, nickel steel and the like, the core being exposed at one or both ends and pointed if desired.

In the drawing Figure 1 is a longitudinal section showing two metals assembled; Fig. 2 is a similar view after the metals have been heated and united; Fig. 3 is a longitudinal section on



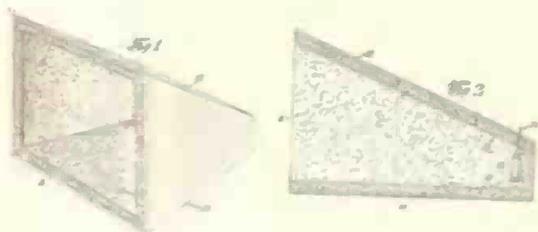
an enlarged scale showing the compound metal bar after it has been drawn or swaged; Fig. 4 is an elevation of the complete stylus on an enlarged scale.

Sound-selecting Apparatus. Wm. H. Bristol, Waterbury, Conn. Patent No. 1,396,402.

The invention relates to the reproduction of sound, particularly when under amplification, and either directly or through the medium of a permanent record and a reproduction apparatus therefor.

The invention is concerned more especially with sound reproduction involving the use of super-sensitive devices such as thermionic and other amplifiers in combination with telephonic transmitting means, for example, as more particularly set forth in co-pending application Serial No. 330,119. In the reproduction of sound in this manner it becomes necessary as a result of the extreme sensitiveness of the amplifying means to exclude all extraneous sounds, echoes and reflections. To this end it has heretofore been found necessary to suitably pad the walls and ceiling of the room in which desired sound waves were produced for recording purposes. While this expedient may be satisfactory for some purposes, it of course excludes the making of records, for example, in auditoriums, churches, court rooms and under various other conditions where it would be desirable to obtain a record of a speaker or speakers or of musical selections.

It is found by locating the electrical transmitting mechanism employed at the rear of a



suitable protector box, which is lined with sound-deadening material, as heavy felt or like material, that the expensive and troublesome lining of the walls and ceiling, formerly necessary, may be dispensed with and the desired sounds selected so that entirely satisfactory records may be obtained under conditions which have heretofore precluded the making of such records.

Figure 1 illustrates in perspective a sectional protector box for the transmitting apparatus; Fig. 2 is a vertical section thereof.

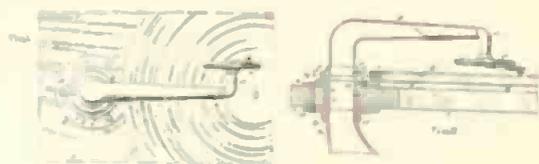
Talking Machine. Clinton E. Woods, Waterbury, Conn. Patent No. 1,396,083.

The principal object of this invention is to provide new and improved means for mounting

the movable sound-conveying arm of a talking machine so as to allow the usual freedom of movement of the sound box carried by said arm and to co-operate with said arm in providing a smooth, sound-tight and unobstructed passage-way for sound.

Another object of this invention is to provide new and improved means for connecting said movable arm to the stationary amplifying member or horn, which means may be quickly and easily assembled and taken apart.

Figure 1 is a plan view of a sound box, sound-conveying arm and mounting therefor, in accordance with this invention, and Fig. 2 is a side



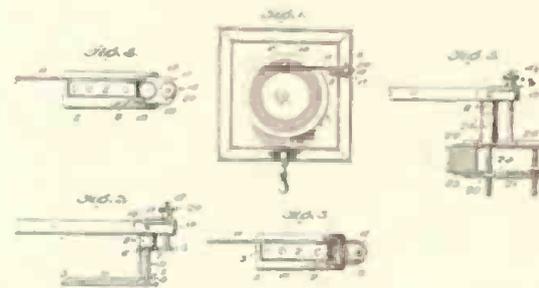
elevation, partly in section, of the supporting deck, sound-conveying arm and associated parts of a talking machine.

Phonographic Record Cleaning Device. Leonard A. Wellington, Keene, N. H. Patent No. 1,396,544.

This invention relates to a cleaning means for removing particles of dust from the sound grooves of a phonographic record and the object is to provide a cleaning brush of soft material which is mounted in such a manner as to be moved across the face of the disc or sound record during the playing of the same.

Another object is to provide means for the vertical adjustment of said brush to accommodate the same to different machines which may vary somewhat as to the height of the sound record.

Figure 1 is a top plan view showing the device as applied; Fig. 2 is a side elevation of the device; Fig. 3 is an enlarged horizontally vertical section through the pivotable point and adjusting means; Fig. 4 is an enlarged top plan view



of the inner end of the roller support, and Fig. 5 is a modified form disclosing a different form of means for mounting the device upon the machine.

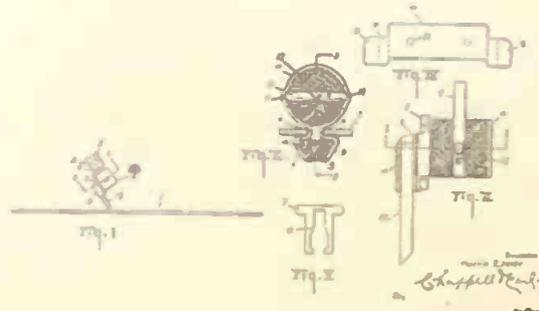
Stylus Holder for Phonograph Reproducers. Martin Elmer, Hastings, Mich. Patent No. 1,397,835.

This invention relates to improvements in stylus holders for phonograph reproducers and the main objects are:

First, to provide an improved stylus holder which eliminates the scratching noise commonly incident to phonographs.

Second, to provide a stylus holder which is adapted for use with the numerous types of phonograph sound boxes now on the market and in more or less extensive use.

Figure 1 is a detail side elevation of a stylus holder embodying the features of the invention,



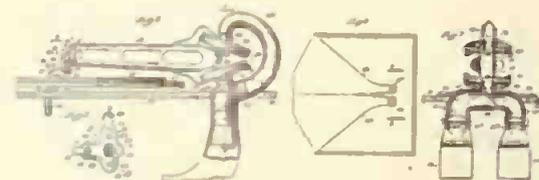
the record being shown conventionally and a portion only of the sound box being shown; Fig. 2 is a detail transverse section through the improved stylus holder on a line corresponding to line 2—2 of Figs. 1 and 3, parts being shown in

full lines for convenience in illustration; Fig. 3 is a vertical section on a line corresponding to line 3—3 of Fig. 2, parts being shown in full lines; Fig. 4 is a plan view of the blank from which the body and jaws of the holder are formed; Fig. 5 is a plan view of the blank.

Sound-reproducing Apparatus. Henry K. Sandell, Chicago, Ill. Patent No. 1,399,403.

The present invention relates to apparatus for reproducing sounds, and more particularly to apparatus wherein a plurality of vibratory diaphragms may be actuated independently and simultaneously by a single reproducing needle or stylus to produce different series of sound waves.

Figure 1 is a side elevation, partially in section, of a device constructed in accordance with the present invention; Fig. 2 is an end elevation, partly in section on line 2—2 of Fig. 1 of the



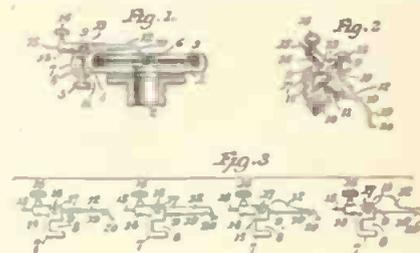
reproducing mechanism, the parts thereof embodying the diaphragm supports not being shown; Fig. 3 is a vertical section on the line 3—3 of Fig. 1, and Fig. 4 is a plan view of the amplifiers, being taken in section through the conduits leading thereto.

Attachment for Sound Boxes. Frank L. Capps, Brooklyn, N. Y. Patent No. 1,399,003.

This invention relates primarily to sound boxes for playing the well-known zigzag sound records, but the underlying principles of the invention can be utilized in connection with sound boxes for playing other types of records. The object of the invention is to modulate the audible reproduction, so as to play one record or selection more softly, and another more loudly, or to play the same record more softly on one occasion and more loudly on another, without in any case distorting the music.

The invention comprises broadly a plurality or series of interchangeable attachments, each readily securable to and removable from the sound box, and each comprising its own particular stylus bar or lever fulcrumed thereon, each lever (with its stylus or needle) differing from the others in the series (as in dimensions or material, or both), so as to produce (with its needle) the softer or the louder playing as the case may be.

Figure 1 is a side or edge view, mainly a diametric section, of a conventional sound box,



showing the new attachment in place; Fig. 2 is a perspective, showing the inner face of the new attachment, removed from the sound box, and Fig. 3 is intended to illustrate the plurality of such interchangeable attachments.

A recent fire in the building occupied by the National Phonograph Co., 2713 Roosevelt road, Chicago, caused damage estimated at \$50,000.

REPAIRS

All Makes of Talking Machines
Repaired Promptly and Efficiently
REPAIR PARTS FOR ALL MACHINES

ANDREW H. DODIN

28 Sixth Avenue New York
TELEPHONE, SPRING 1194

DAMAGED VARNISH

Like taxes and death, you can't avoid, so get wise to the use of

LESLEY'S PATCHING VARNISH

dries instantly making permanent invisible patches.

PRICE \$2.50 for complete finishers repair outfit or \$1.50 for 1 pt. of varnish and set of stains with working directions.

Write for free catalog

LESLEY'S CHEMICAL CO.

Indianapolis, Ind.

Advance RECORD BULLETINS for February, 1922

VICTOR TALKING MACHINE CO.

POPULAR SONGS

- 45263 Second Hand Rose... Fanny Brice 10
18836 Rise of My Soul... John Steel 10
18837 Georgia Rose... Sterling Trio 10
18838 I've Got My Habits On... Miss Patricola 10
18841 When Shall We Meet Again... Edna Brown-Elliott Shaw 10

DANCE RECORDS

- 18835 My Sweet Gal... Fox-trot, All Star Trio and Their Orchestra 10
18839 Gypsy Blues... Fox-trot, Paul Whiteman and His Orchestra 10
11842 Just a Little Love Song... Fox-trot, Paul Whiteman and His Orchestra 10

- 18843 Granny, You're My Mammy's Mammy... Fox-trot, Club Royal Orchestra 10
18845 I Want My Mammy... Mandy 'N' Me... Fox-trot, Joseph C. Smith and His Orchestra 10

- 35713 Popular Songs of Yesterday... Medley Waltz No. 1, Hackel-Berge Orchestra 12
Popular Songs of Yesterday... Medley Waltz No. 2, Hackel-Berge Orchestra 12

VOCAL AND INSTRUMENTAL RECORDS

- 45264 Mill By the Sea... Elsie Baker 10
18840 (1) Run, Run, Run (Concone), (2) Jumping (Gurlitt), (3) Running Game (Gurlitt), (4) Air de Ballet (Jadassohn)... Victor Orchestra 10

RED SEAL RECORDS

- 66019 For Ever and For Ever!... F. Paolo Tosti 10
74724 Alice, Where Art Thou?... J. Ascher 12

FLONZALEY QUARTET

- 74726 Quartet in D Major-Allegro Moderato... Haydn 12
66014 Ol' Carlina... James Francis Cooke 10

- 66017 Les Saltimbanques-C'est l'amour (The Mountebanks-Tis Love)... Louis Ganne 10
FIRST VICTOR RECORDS BY HULDA LASHANSKA
66021 Canzonetta... Goethe-Loewe 10

- 66020 Sweet and Low... Tennyson-Barnby 10
87331 Querida (My Darling)... Spaeth-Seismit-Doda 10
87332 Still wie die Nacht (Calm as the Night)... Carl Bohm 10

- 74704 Taming of the Shrew-Part I... Shakespeare 12
74705 Taming of the Shrew-Part II... Shakespeare 12
74725 Fete Boheme (Bohemian Festival) (No. 4 from "Scenes Pittoresques")... Massenet 12

- 66018 Where My Dear Lady Sleeps... Weatherly-Breville-Smith 10
64955 Russian Dance... Zimbalist 10

COLUMBIA GRAPHOPHONE CO.

SYMPHONY RECORDS

- 49936 Could I-Tenor Solo... Charles Hackett 12
A3510 The Swallows-Soprano Solo... Lucy Gates 10
The Wren-Soprano Solo... Lucy Gates 10

- 49922 Mira, Di Acerbe Lagrime (Here, Pleading at Thy Feet), from "Il Trovatore"-Soprano and Baritone Duet, Rosa Ponselle and Riccardo Stracciari 12
79749 Serenata, Op. 15, No. 1-Violin Solo, Duel de Kerekjarto 10

- 79720 Mattinati (Tis the Day)-Baritone Solo, Riccardo Stracciari 10
A3518 The Old Rugged Cross-Baritone Solo, Oscar Seagle 10

- When They Ring the Golden Bells for You and Me... Oscar Seagle and Male Quartet 10
A6202 Valse Lente and Pizzicati, from "Ballet Sylvia," Columbia Symphony Orch. 12

- A3522 Espana Rhapsody... Columbia Symphony Orch. 12
My Hawaiian Melody-Hawaiian Guitar Duet, Ferera-Franchini 10

- My Sweet Sweeting-Hawaiian Guitar Duet, Helen Louise-Frank Ferera 10
A3509 Cho-Cho-San-Fox-trot... Eddie Elkins' Orch. 10

- Tea Cup Girl-Fox-trot... Eddie Elkins' Orch. 10
A3516 Ka-Lu-A (Intro: "Didn't You Believe," from "Good Morning, Dearie")-Medley Fox-trot, Knickerbocker Orch. 10

- Blue Danube Blues (from "Good Morning, Dearie")-Fox-trot... Knickerbocker Orch. 10
A3519 The Sheik-Fox-trot... Ray Miller and His Black and White Melody Boys 10

- Weep No More (My Mammy)-Fox-trot, Ray Miller and His Black and White Melody Boys 10
A6203 When Francis Dances With Me (Intro: "In the Old Town Hall")-Medley Waltz, Prince's Dance Orch. 12

- Love's Ship (Intro: "Say You'll Be Mine")-Medley Waltz... Prince's Dance Orch. 12
A3517 Song of Love (from "Blossom Time")-Tenor Solo... Edwin Dale 10

- I'll Forget You-Tenor Solo... Edwin Dale 10
A3521 Da Da Da, My Darling-Tenor Solo, Frank Crumit 10

- When Francis Dances With Me-Tenor Solo, Frank Crumit 10
A3520 I Want My Mammy-Tenor and Baritone Duet, Vernon Dalhart-Al Bernard 10

- That's How I Believe in You... Edwin Dale 10
A3507 I Hold Her Hand and She Holds Mine, Al Herman, Comedian 10

- They Call It Dancing (from "Music Box Revue")... Al Herman, Comedian 10
A3506 Old-Time Blues (from "Put and Take"), Edith Wilson and Johnny Dunn's Original Jazz Hounds 10

- Frankie... Edith Wilson and Johnny Dunn's Original Jazz Hounds 10
DANCE RECORDS
MID-MONTH LIST

- A3515 April Showers-Fox-trot... Eddie Elkins' Orch. 10
June Moon-Fox-trot... Eddie Elkins' Orch. 10

- A3512 Leave Me With a Smile (Intro: "I Wonder If You Still Care for Me")-Medley Fox-trot, The Happy Six 10

- How Many Times (Intro: "The Sheik")-Medley Fox-trot... The Happy Six 10
A3514 Gypsy Blues (Intro: "Love Will Find a Way," from "Shuffle Along")-Medley Fox-trot, The Happy Six 10

- Birds of a Feather (Intro: "I've Got the Joys")-Medley Fox-trot... Manhattan Orch. 10
A3508 Unexpectedly... Bert Williams, Comedian 10

- Brother Low Down... Bert Williams, Comedian 10
A3513 Yoo-Hoo... Al Jolson, Comedian 10
Georgia Rose-Male Quartet, Broadway Quartet 10

AEOLIAN CO.

OPERATIC SELECTIONS

- 30146 Rigoletto-Si vendetta (Yes, my vengeance) (Verdi)-Soprano and Baritone, in Italian, Vocalion Orch. Accomp., Evelyn Scotney and Giacomo Rimini 10

STANDARD SELECTIONS

- 30147 Elegie (Massenet)-Soprano, in French, Vocalion Orch. Accomp., Marie Sundelius 10
52025 The Lost Chord (Procter-Sullivan)-Baritone, Vocalion Orch. Accomp., John Charles Thomas 12

- 52026 Carmena Waltz Song (Walton-Wilson)-Soprano, Vocalion Orch. Accomp., May Peterson 12
24021 Pale Moon (Glick-Logan)-Tenor, Vocalion Orch. Accomp., Colin O'More 10

- The World Is Waiting for the Sunrise (Lockhart-Seitz)-Tenor, Vocalion Orch. Accomp., Colin O'More 10

INSTRUMENTAL SELECTIONS

- 30148 Slavonic Dance No. 1 in G Minor (Dvorak)-Violin; Piano Accomp. by Willy Schaeffer, Sasha Culbertson 10

- 14265 Air Louis III (Gavotte) (Ghys), The Aeolian Light Orchestra 10
Pulcinello (Aletter), The Aeolian Light Orchestra 10

SACRED SELECTIONS

- 14266 I Love to Tell the Story (Hankey-Fisher)-Contralto and Tenor, Orch. Accomp., Nevada Van Der Veer and Reed Miller 10

- God Be With You Till We Meet Again (Tomer)-Contralto and Baritone, Orch. Accomp., Helen Clark and Elliot Shaw 10

HAWAIIAN SELECTIONS

- 14267 Sweet Hawaiian Girl of Mine (Sam A. Perry), Ferera and Franchini 10
Susquehanna Shore (Young-Parish-Squires), Ferera and Franchini 10

- (The following record is supplementary to the bulletin)
14268 Hatikvoh (The Song of Zion) (Imber)-In Hebrew Orch. Accomp., Jean Alfred 10

- Rosinkes mit Mandlen (A Jewish Lullaby) (Goldfaden)-In Hebrew, Orch. Accomp., Jean Alfred 10

ITALIAN SELECTIONS

- 14269 Mandulinata a Napule (Serenade at Naples) (Murolo-Tagliavero)-In Italian; Mandolin; Harp and Flute Accomp., Roberto Rotondo 10

- 'A Canzona si itu (A Song You Are) (Murolo-Curtis)-In Italian; Mandolin; Harp and Flute Accomp., Roberto Rotondo 10

POPULAR SELECTIONS

- 14270 Granny (My Mammy's Mammy) (Young-Lewis-Akst)-Orch. Accomp., Charles Harrison 10

- When Shall We Meet Again (Egan-Whiting)-Orch. Accomp., Broadway Quartet 10
14271 That's How I Believe in You (Dubin-Cunningham-Rule)-Orch. Accomp., Charles Harrison and Everett Clarke 10

- I've Fallen in Love With the Girl of My Dreams (Ash-Cornack)-Orch. Accomp., Sam Ash 10

- DANCE SELECTIONS
14272 Arkansas Blues (Lada-Williams)-Fox-trot, Yerkes' S. S. Flotilla Orchestra 10

- Stop! Rest Awhile (Gilbert-Bryman)-Fox-trot, Yerkes' S. S. Flotilla Orchestra 10
14273 Dapper Dan (Von Tilzer)-Fox-trot, Thies' Detroit Ritz Orchestra 10

- I Want My Mammy (Breau)-Fox-trot, Thies' Detroit Ritz Orchestra 10
14274 Blue Moon (Burnett-Marcasie)-Fox-trot, Thies' Detroit Ritz Orchestra 10

- Can You Forget (Hugo Frey)-Fox-trot, Thies' Detroit Ritz Orchestra 10
14275 The Sheik of Araby (Smith-Wheeler-Snyder)-Fox-trot... The Californian Ramblers 10

- Georgia Rose (Intro: Snowflake) (Rosenthal-Morgan)-Fox-trot... The Californian Ramblers 10
14276 Don't Forget (Herscher-Burke)-Fox-trot, Ray Miller's Black & White Melody Boys 10

- Da-Da, Darling (Leslie-Monaco)-Fox-trot, Ray Miller's Black & White Melody Boys 10
14277 I've Got My Habits On (Durante)-Fox-trot, Selvin's Dance Orchestra 10

- Just a Little Love Song (Young-Lewis-Cooper) Fox-trot... Selvin's Dance Orchestra 10
35009 She Loves Me, She Loves Me Not (Intro: "Doll House" from "A Perfect Fool") (Ed Wynn) Fox-trot, Ray Miller's Black & White Melody Boys 12

- Stealing (Sullivan)-Fox-trot, The Newport Society Orchestra 12

BRUNSWICK RECORDS

- 10049 Rigoletto-La donna e mobile (Woman Is Fickle) (Act III) (Verdi)-Tenor, in Italian, with Orchestra... Mario Chamlee 10

- 10036 My Laddie (Troubetzkoy-Thayer)-Soprano, with Orchestra... Florence Easton 10
30025 Kamennoi Ostrow (Op. 10) (Stony Island) (Rubinstein)-Pianoforte Solo... Leopold Godowsky 10

- 30024 La Capricieuse (Elgar)-Violin Solo; Pianoforte by Paul Frenkel... Bronislav Huberman 10

- 13031 I'll Forget You (Burns-Hall)-Tenor, with Orchestra... Theo. Karle 10

- The World Is Waiting for the Sunrise (Lockhart-Seitz)-Tenor, with Orchestra... Theo. Karle 10

- 5071 Listen to the Mocking Bird (Winner)-Soprano and Mixed Trio, with Bird Voices and Orchestra; Bird Voices by Margaret McKee, Marie Tiffany 10

- Ma Curly-Headed Baby (Clutsam)-Soprano, with Orchestra... Marie Tiffany 10
13032 Autumn and Winter (Glazounow)-Violin, Cello and Piano... Elshuco Trio 10

- Swedish Folk Song (Swendsen)-Violin, Cello and Piano... Elshuco Trio 10
5075 Arlesienne-Minuet (Bizet)-Concert Band, Vesella's Italian Band 10

- Arlesienne-Farandole (Bizet)-Concert Band, Vesella's Italian Band 10
2166 Sally in Our Alley (Carey-Smith)-Male Quartet, Strand Quartet 10

- Bells of Shandon (Mahoney-Nevin)-Male Quartet, Strand Quartet 10
2071 Velma (Rosebrook)-Saxophone Solo, with Orchestra... Rudy Wiedoeft 10

- Saxophone Fantastic (Rosebrook)-Saxophone Solo, with Orchestra... Rudy Wiedoeft 10
2172 Georgia Rose (Sullivan-Flynn-Rosenthal)-Tenor, with Orchestra... James Craven 10

- I Want My Mammy (Velmer-Breau)-Baritone, with Orchestra... Ernest Hare 10
2173 I'm Just Too Mean to Cry (Parish-Young-Squires)-Tenor, with Orchestra, Al Bernard with Carl Fenton's Orchestra 10

- Brother Low Down (Bernard-Briers)-Tenor, with Orchestra, Al Bernard with Carl Fenton's Orchestra 10
2168 Mandy 'n' Me (Kalmar-Conrad-Motzan)-Tenor and Male Trio, with Orchestra, Billy Jones and Male Trio 10

- Dapper Dan (Brown-Von Tilzer)-Tenor and Baritone, with Orchestra, Billy Jones and Ernest Hare 10

- 5072 Stars-Fox-trot (Alden) for Dancing, Isham Jones Orchestra 10

- What'll You Do-Fox-trot (Isham Jones) for Dancing... Isham Jones Orchestra 10
2169 Snowflake (From "Greenwich Village Follies") Fox-trot (Morgan) for Dancing, Gene Rodemich's Orchestra 10

- April Showers (From "Bombo")-Fox-trot (Silvers) for Dancing... Gene Rodemich's Orchestra 10
2174 I'm Cuckoo Over You-Fox-trot (Mitchell-Brooks) for Dancing... Bennie Krueger's Orchestra 10

- Bow-wow Blues-Fox-trot (Friend-Osborne) for Dancing... Bennie Krueger's Orchestra 10
2171 Song of Love-Waltz (From "Blossom Time") for Dancing (Adapted from Melodies of Franz Schubert and Heinrich Bertie by Romberg), Carl Fenton's Orchestra 10

- When Shall We Meet Again?-Waltz (Whiting) for Dancing... Carl Fenton's Orchestra 10
2175 The Sheik-Fox-trot (Ted Snyder) for Dancing (Orchestral Arrangement by Walter Haenschel)... Rudy Wiedoeft's Californians 10

- Broken Toy-Fox-trot (Flatow-Magine) for Dancing (Orchestral Arrangement by Walter Haenschel)... Rudy Wiedoeft's Californians 10
2170 Ka-Lu A (From "Good Morning, Dearie")-Fox-trot (Jerome Kern) for Dancing, Carl Fenton's Orchestra 10

- Blue Danube Blues (Intro: "Tiddle") (From "Good Morning, Dearie")-Fox-trot (Jerome Kern) for Dancing... Carl Fenton's Orchestra 10

SPECIAL RELEASE

- 2177 Leave Me With a Smile-Fox-trot (Burnett) for Dancing... Carl Fenton's Orchestra 10

- Weep No More, My Mammy-Fox-trot (Pollack) for Dancing... Carl Fenton's Orchestra 10

EDISON AMBEROL RECORDS

TIMELY RECORDS

- 4446 Mary O'Brien (Polla)-Tenor... Jim Doherty 10
4447 Plantation Lullaby (Stevens-Gillette-Holmer)-Male Voices... Crescent Trio 10

- 4448 How Many Times-Fox-trot (Robinson) for Dancing... Club de Vingt Orchestra 10
4449 Shuffle Along-Medley Fox-trot (Intro: "Love Will Find a Way" and "Gypsy Blues") (Sissle-Blake) for Dancing, Harry Raderman's Jazz Orchestra 10

- 4450 When Buddha Smiles-Fox-trot (Brown) for Dancing... Club de Vingt Orchestra 10

REGULAR LIST

- 4433 Brazil-Fox-trot (Fells-Sherman) for Dancing, Max Fells' Della Robbia Orchestra 10
4434 Jane (A. Von Tilzer)-Male Voices... Crescent Trio 10

- 4435 Sadie's Birthday Party, Vaudeville Specialty, Julian Rose 10
4436 O Happy Day (Rimbault)-Mixed Voices, Metropolitan Quartet 10

- 4437 Hugs and Kisses-Fox-trot (Meyer), Broadway Dance Orchestra 10
4438 Waggle o' the Kilt (H. Lauder)... Glen Ellison 10

- 4439 With All Her Faults I Love Her Still (Rosenthal)-Tenor... Walter Scanlan and Mixed Chorus 10
4440 Carolina Lullaby (Panella)-Violin, Piano acc. Jessie L. Deppen... Rae Eleanor Ball 10

- 4441 Silver Sands of Love (Sanders-Carlo-Breau)-Soprano and Tenor, Elizabeth Spencer and Charles Hart 10

- 4442 Rosy Cheeks-Fox-trot (Squires) for Dancing, Club de Vingt Orchestra 10
4443 I Wants to Stand On Dixie Land (I Don't Want to Be a Cullud Man No Mo') (Hacker), Al Bernard 10

- 4444 I Ain't Gonna Be Nobody's Fool (Davis-Bennett-Van-Schenck)... Isabelle Patricola 10
4445 If Shamrocks Grew Along the Swanee Shore (Fairman-Van-Schenck)-Tenors, Charles Hart and Lewis James 10

HITS ON SALE IN DECEMBER

- 4428 Somewhere in Naples-Fox-trot (Zamecnik) for Dancing... Lanin's Orchestra 10
4429 Fancies-Fox-trot (Spencer) for Dancing, Green Bros. Novelty Band 10

- 4430 Say It With Music-Fox-trot ("Music Box Revue") (Berlin)... Lanin's Orchestra 10
4431 Mississippi Cradle-Medley Waltz (Intro: "Always in My Dreams") (Olman-Cooke) for Dancing... Green Bros. Novelty Band 10

- 4432 June Moon-Fox-trot (Magine-Straight), Lanin's Orchestra 10

EDISON RE-CREATIONS

- 50861 Creator's Band March (Iasilli), Creator and His Band 10
Pep-Characteristic (Amsden), New York Military Band 10

(Continued on page 156)

ADVANCE RECORD BULLETINS FOR FEBRUARY—(Continued from page 155)

50862 Saxema (Wiedoeft)—Saxophone... Rudy Wiedoeft
Return of Spring waltz (Waldteufel)—Accordion,
Clarinet and Guitar... The Three Vagrants
50863 With All Her Faults I Love Her Still (Rosenfeld)—Tenor... Walter Stanlan and Mixed Chorus
Silver Sands of Love (Sanders-Carlo-Breau)—Soprano and Tenor. Elizabeth Spencer and Charles Hart
50864 Gospel Hymns No. 1. Chimes Bells of Old Trinity, New York... Played by William Murray
Gospel Hymns No. 2. Chimes Bells of Old Trinity, New York... Played by William Murray
80682 Santiago Waltz (Corbin)... Peerless Orchestra Conchita (Vescey). Armand Vescey and His Hungarian Orchestra
80683 Perpetuum Mobile—Suit No. III in G (Ries)—Violin... Mischa Violin Hungarian Rhapsody (Popper)—Violoncello, Lauri Kennedy
80684 The Wren (Lehmann); and The Cuckoo (Lehmann)—Soprano... Stella Power
Se Saran Rose (Love in Springtime) (Arditi)—Soprano, in Italian... Stella Power
80685 I Need Thee Every Hour (Lowry)—Mixed Voices, Metropolitan Quartet
Come, Thou Fount of Ev'ry Blessing (Wyeth)—Mixed Voices... Metropolitan Quartet
80686 Forgotten (Cowles)—Bass... Eugene Cowles
O'er the Billowy Sea (E. Smith)—Bass, Donald Chalmers and Male Chorus
80687 Do You Hear Me Calling? (Schroeder-MacGuigan)—Violin... Madeleine MacGuigan
Lancelot—Pizzicato (Adam)... Reed Orchestra
82245 Carmen Fantasie—Op. 25 (Sarasate)—Violin, Albert Spalding
Kujawlak' (Seconde Mazurka) (Wieniawski)—Violin... Albert Spalding
82246 Siegmund's Liebeslied (Siegmund's Love Song—Die Walkure) (Wagner)—Tenor, in German, Jacques Urius
Eln Schwert verhiess mir der Vater (A Sword My Father Foretold)—Die Walkure (Wagner)—Tenor, in German... Jacques Urius
CHRISTIAN SCIENCE RE-CREATIONS
80673 Ninety-first Psalm No. 7, Lesson Sermon, "Soul" (MacDermid)—Baritone... Robert C. Dyrenforth
Thou Wilt Keep Him in Perfect Peace No. 8, Lesson Sermon, "Mind" (Patten)—Baritone, Robert C. Dyrenforth
80674 Rabboni No. 9, Lesson Sermon, "Christ Jesus" (Barker)—Baritone... Robert C. Dyrenforth
Seek Ye the Lord No. 10, Lesson Sermon, "Man" (Andrus)—Baritone... Robert C. Dyrenforth
GERMAN RE-CREATIONS
73001 Der kleine Rekrut (The Little Recruit) (Kücken)—Tenor... Paul Reimers
Der Tannenbaum (The Christmas Tree); and O Du Fröhliche (O Sanctissima)—Tenor, Paul Reimers
73002 Treue Liebe (True Love)—Baritone, Eduard Mittelstadt
Lebewohl (Farewell) (Silcher)—Baritone, Eduard Mittelstadt

FLASHES

50890 Tuck Me to Sleep (In My Old Kentucky Home) (Meyer)—Nylophone, Signor Lou Chiha "Friscoe"
In My Heart, On My Mind All Day Long, and I Wonder If You Still Care for Me (Kalmars-Ruby-Snyder)—Nylophone, Signor Lou Chiha "Friscoe"
50891 It's You—Fox-trot (Conrad) for Dancing, Rudy Wiedoeft's Californians
Georgia Rose—Fox-trot (Rosenthal) for Dancing, Rudy Wiedoeft's Californians
50892 Ka-Lu-A—Medley Fox-trot (Intro. "Blue Danube Blues" from "Good Morning, Dearie") (Kern), Broadway Dance Orchestra
Leave Me With a Smile—Fox-trot (Koehler-Burnett) for Dancing... Club de Vingt Orchestra

GENNETT LATERAL RECORDS

4806 Brother Low Down (Bernard-Briers)—Fox-trot, Ladd's Black Aces
I've Got to Have My Daddy Blues (Erdman-Cohn-Jones)... Ladd's Black Aces
4807 My Hawaiian Melody (Ringle-Coots)—Fox-trot, Frank Ferera's Trio
Susquehanna Shore (Squires)—Waltz, Frank Ferera's Trio
4808 Weep No More, My Mammy (Pollack)—Fox-trot... A. Gentile's Dance Orchestra
I Want My Mammy (Breau)—Fox-trot... A. Gentile's Dance Orchestra
4809 She's a Mean Job (Selby)—Fox-trot, for Dancing (Acc. Ladd's Black Aces)—Tenor, Billy De Rex
I Got It, You'll Get It (Pollack-Brown)—One-step, for Dancing (Acc. Ladd's Black Aces)—Tenor... Billy De Rex
4810 Stars (Alden)—Fox-trot, Nathan Glantz and His Orchestra
Song of India (Runsky-Korshkoff)—Fox-trot, Nathan Glantz and His Orchestra
4811 Rock of Ages (Toplady-Hastings)—Vocal Quartet Unaccomp... Criterion Quartet
Lead, Kindly Light (Newman-Dykes)—Vocal Quartet Unaccomp... Criterion Quartet
4812 The Sweetest Story Ever Told (Stults)—Violin, Piano and Cello... Taylor Trio
Silver Threads Among the Gold (Danks)—Violin, Piano and Cello... Taylor Trio
4813 Georgia Rose (Sullivan-Flynn-Rosenthal)—Tenor, with Orch. Accomp... Chas. Harrison
Frankie (Snyder)—Tenor, with Orch. Accomp., Irving Kaufman
4814 Granny (My Mammy's Mammy) (Young-Lewis-Akst)—Tenor, with Orch. Accomp., Chas. Harrison
Have You Forgotten? (Kerr-Burnett-Cooper-Stevenson)—Tenor, with Orch. Accomp., Sam Ash
4815 I've Got My Habits On (Durante)—Fox-trot, Bailey's Lucky Seven
In My Heart, On My Mind All Day Long (Kalmars-Ruby)—Fox-trot... Bailey's Lucky Seven

OKEH RECORDS

FONOTIPIA CELEBRITY RECORDS
72104 La Favorita—A tanto amor (Thou Flow'r Beloved) (Donizetti)—Baritone, in Italian, with orchestra... Riccardo Straecchi 10%
72304 The Zephyr (Jeno Hubay)—Violin Solo, Piano Accomp... Jan Kubelik 10%
72702 La Forza del Destino—Urna fatale (Verdi)—Baritone, in Italian, with orchestra, Pasquale Amato 10%
70403 Samson and Delilah—Sieh, mein Herz erschliesset sich (My Heart at Thy Voice) (Saint-Saens)—Soprano, in German, with orchestra... Emmy Destinn 10%
(D Recorded in Europe by International Talking Machine Co.)
DANCE RECORDS
4469 Glory for Yale (Stanleigh P. Friedman)—One-step... New England Society Orchestra (Under the direction of Stanleigh P. Friedman) 10

Yale Foot-Ball Tutti-Frutti (Introducing: "Whoop It Up," "Goodnight Harvard," "Yale Boole," "Down the Field") (Friedman-Hirsch-Moore)—Fox-trot, New England Society Orchestra 10
(Under the direction of Stanleigh P. Friedman)
4473 Sal-O-May—Fox-trot, Julius Lenzberg's Harmonists 10
Senorita—Fox-trot... Glantz and His Orchestra 10
4475 Baby Face—Fox-trot... Glantz and His Orchestra 10
Somewhere in Naples—Fox-trot, Glantz and His Orchestra 10
4474 Wimmie (I Got to Have 'Em, That's All)—One-step... Joseph Samuels' Jazz Band 10
Wabash Blues—Fox-trot, Joseph Samuels' Jazz Band 10
4478 How Many Times (Intro. Chorus of "Mamma Whipl! Mamma Spank!")—Medley Fox-trot, Harry Raderman's Jazz Orchestra 10
Right Or Wrong—Fox-trot... Markel's Orchestra 10
4476 Weep No More, My Mammy—Fox-trot, Glantz and His Orchestra 10
Georgia Rose—Fox-trot, Glantz and His Orchestra 10
4477 I've Got My Habits On—Fox-trot, Joseph Samuels' Jazz Band 10
Muscle Shoals Blues—Fox-trot, Harry Raderman's Jazz Orchestra 10
4485 Sax-O-Phoney Blues—Fox-trot, Tampa Blue Jazz Band 10
Torrid Dora—Fox-trot... Tampa Blue Jazz Band 10
4486 Della-Rhea—Fox-trot, Joseph Knecht's Waldorf Astoria Dance Orch. 10
Rosy Checks—Fox-trot, Joseph Knecht's Waldorf Astoria Dance Orch. 10
4487 Snowflakes (From "Greenwich Village Follies, 1921")—Fox-trot... Markel's Orchestra 10
I Wonder Who (You're Calling Sweetheart)—Fox-trot... Markel's Orchestra 10
4488 Have You Forgotten?—Fox-trot, Rega Dance Orchestra 10
I'm Cuckoo Over You—Fox-trot, Markel's Orchestra 10
VOCAL RECORDS
4480 In the Sweet By and By—Baritone with Organ Accomp. by Philip Hauser... Elliott Shaw 10
Tell Mother I'll Be There—Tenor with Organ Accomp. by Philip Hauser... Charles Hart 10
4483 Whispering Hope—Soprano-Contralto Duet with Orchestra... Jane Neilson-Virginia Burt 10
Almost Persuaded—Soprano-Contralto Duet with Orchestra... Jane Neilson-Virginia Burt 10
4484 Scotch Songs Medley No. 1 (Intro. "Loch Lomond," "Scots Wha' Hae," "Annie Laurie")—Male Quartette... Shannon Four 10
Scotch Songs Medley No. 2 (Intro. "Robin Adair," "Ye Banks and Braes," "Comin' Thru the Rye")—Male Quartette, Shannon Four 10
4479 My Sunny Tennessee—Tenor with Orch., Lewis James 10
Tuck Me to Sleep in My Old Tucky Home—Tenor with Rega Orch... Billy Jones 10
4470 I'll Forget You—Tenor with Orch., Lewis James 10
Down in Happy Valley—Tenor-Soprano Duet with Orch... Lewis James-Jane Neilson 10
4472 Mary O'Brien—Tenor, Male Trio with Orch., Sam Ash and Crescent Trio 10
It's Only a Step from Killarney to Heaven—Tenor with Orch... Gerald Griffin 10
4489 Cry Baby Blues—Contralto with Rega Orch., Elsie Clark (Of Story & Clark) 10
Second Hand Rose (From "Ziegfeld Follies, 1921")—Contralto with Orch., Vaughn De Leath 10

FOR THE COLORED CATALOG

8018 Aunt Hagar's Children Blues—Fox-trot, Brown and Terry Jazzola Boys 10
Yelping Hound Blues—Fox-trot, Brown and Terry Jazzola Boys 10
8021 Jump Steady Blues—Fox-trot (M. E. Coffin-P. Terry)... Brown and Terry Jazzola Boys 10
Roumania—Fox-trot (Chorus sung by Clarence Williams)... Jolinnie's Jazz Boys 10
8019 When I Walked Up I Was Sharp As a Tack—Male Quartette... The Norfolk Jazz Quartette 10
Honey, God Bless Your Heart—Male Quartette, The Norfolk Jazz Quartette 10
8020 Pullman Porter Blues—Baritone with Orch., Clarence Williams 10
If You Don't Believe I Love You, Look What a Fool I've Been (Clarence Williams)—Baritone with Orch... Clarence Williams 10
4471 Stop! Rest a While (From the Musical Revue "Put and Take") (L. W. Gilbert-T. Brynm)—Popular Blues Vocal, Mamie Smith and Her Jazz Band 10
Weepin' (Mamie Smith-Dave Ringle)—Popular Blues Vocal, Mamie Smith and Her Jazz Band 10
NEGRO SPIRITUAL
4482 The Old Ark's a Moving—Spiritual Colored Quartette... Virginia Female Jubilee Singers 10
I've Been a Sinner All My Life—Spiritual Colored Quartette, Virginia Female Jubilee Singers 10
INSTRUMENTALS
4491 Transcription of Swanee River (Forster-Himmelreich)—Piano Solo, Ferdinand Himmelreich 10
The Lure of Spring (Ferdinand Himmelreich)—Piano Solo... Ferdinand Himmelreich 10
3006 Peer Gynt Suite—Solvejg's Song (Grieg)—Violin Solo with Piano Accomp., M. Michailow 12
Poeme (Zdenko Fibich)—Violin Solo with Piano Accomp... M. Michailow 12
4449 Waltz (John Field, 1782-1837) (Arranged by Vin. Burmesier)—Violin Solo with Piano Accomp... M. Michailow 10
Gavotte (F. J. Gossec)—Violin Solo with Piano Accomp... M. Michailow 10
4490 Dear Irish Boy—Irish Bagpipe Solo, Accomp. by John Mueller at Piano... Tom Ennis 10
The Coulin—Irish Bagpipe Solo, Accomp. by John Mueller at Piano... Tom Ennis 10
4481 Carmen—Selections (From Opera "Carmen") (Bizet) (Captain Pat Conway, Conductor), Conway's Band 10
Inflammatus (From "Stabat Mater") (Rossini)—Cornet Solo by John Dolan (Captain Pat Conway, Conductor)... Conway's Band 10

EMERSON PHONOGRAPH CO., INC.

DANCE
10480 The Sheik, My Rose of Araby (Ted Snyder)—Fox-trot... Lanin's Roseland Orch.
Ka-Lu-A (From Musical Production "Good Morning, Dearie") (Jerome Kerns)—Fox-trot, Natzy's Biltmore Hotel Orch.
10481 Blue Danube Blues Medley (Intro. "Good Morning, Dearie," from the Musical Production "Good Morning, Dearie") (Jerome Kerns)—Fox-trot... Natzy's Biltmore Hotel Orch.

I Ain't Nobody's Darling (Robert King)—Fox-trot... Ray Miller's Black & White Melody Boys
10477 When Buddha Smiles (Nacio Herb. Brown)—Fox-trot... Rudy Wiedoeft's Californians
Leave Me With a Smile (Koehler-Burnett)—Fox-trot... Rudy Wiedoeft's Californians
10482 It's You (Con Conrad)—Fox-trot, Sherbo's Little Club Orch.
In Somebody's Arms (Ray Ward)—Fox-trot, Sherbo's Little Club Orch.
10483 Stars (John Alden)—Fox-trot... Glantz and His Orch.
Da-Da-Da, My Darling (J. Monaco)—Fox-trot, Glantz and His Orch.
VOCAL
10479 When Shall We Meet Again? (Egan and Whiting)—Male Quartet, Orch. Acc... Broadway Quartet
Birds of a Feather (McGowan and Moran)—Tenor Solo, Orch. Acc... Vernon Dalhart
10478 Weep No More, My Mammy (Mitchell-Clare-Pollack)—Tenor Duet, Orch. Acc., Charles Harrison and Everett Clark
Somebody's Mother (Sterling-Von Tilzer)—Tenor Solo, Orch. Acc... Sam Ash
10484 I've Got the Red, White and Blues (Clarence Gaskill), "Blues" Novelty... Noble Sissle
Piano Acc... Eubie Blake
I'm a Doggone Struttin' Fool (Ryan and Pinkard), "Blues" Novelty... Noble Sissle
Piano Acc... Eubie Blake
10485 Brother Low Down (Bernard and Briers)—"Blues" Character Song, Orch. Acc... Al Bernard
Down in Midnight Town (Sterling-Moran-Von Tilzer)—Character Song, Orch. Acc... Billy Jones
10490 April Showers (From Musical Production "Bombay") (Silvers-DeSylva)—Novelty Song, Orch. Acc... Arthur Fields
Those Old-Fashioned Days (Clark-Gordon)—Tenor Solo, Orch. Acc... Richard Bold
STANDARD
10486 Poor Buttermilk (Zez Confrey)—Piano Solo, Zez Confrey
Kitten on the Keys (Zez Confrey)—Piano Solo, Zez Confrey
10487 Melody in F (Rubinstein)—Instrumental Trio, Violin, Cello and Piano... Adler Trio
Salut d'Amour (Love's Greeting) (Edward Elgar)—Instrumental Trio, Violin, Cello and Piano, Adler Trio
10488 Spring Song (F. Mendelssohn)—Violin Solo, Piano Acc... Maximilian Rose
Canzonetta (d'Ambrosio)—Violin Solo, Piano Acc... Maximilian Rose
10489 A Perfect Day (Carrie Jacobs-Bond)—Contralto Solo, Acc. by Piano and Violin... Louise Terrell
Then You'll Remember Me (From "The Bohemian Girl") (Michael William Balfe)—Tenor Solo, Orch. Acc... Stassio Berini

CONNORIZED MUSIC CO.

3033 Granny (Young-Lewis-Akst)—Song, Orch. Accomp., Charles Harrison
Georgia Rose (Sullivan-Flynn-Rosenthal)—Orch. Accomp... Charles Harrison
3034 Brother-Low-Down Blues (Bernard-Briers)—Fox-trot, ConnORIZED Jazzers
How Many Times? (Robinson)—Fox-trot, Bailey's Lucky Seven
3035 Lonesome Love-sick Blues—Fox-trot, ConnORIZED Jazzers
Wimmie (I've Got to Have 'Em, That's All) (Cantor-Fisher)—One-step... Bailey's Lucky Seven
3036 Stack of Barley—Irish Reel... Accordion and Piano
McBan's Reel—Irish Reel... Accordion and Piano
3037 Just Like a Rainbow (Earl and Fiorito)—Fox-trot, Lanin's Dance Orchestra
Weep No More, My Mammy (Clare-Mitchell-Pollack)—Fox-trot... Gentile's Dance Orchestra
3038 Stars (Alden)—Fox-trot... Nathan Glantz's Orchestra
Sal-o-May (Stoltz)—Fox-trot... Raderman's Orchestra
3039 My Hawaiian Melody (Ringle-Coots), Ferara's Hawaiian Trio
Susquehanna Shore... Ferara's Hawaiian Trio
3040 I Want My Mammy (Weimer and Breu)—Fox-trot, Lanin's Dance Orchestra
All That I Need is You (Santly and Baer)—Fox-trot... Lanin's Dance Orchestra
NUOVI DISCHI ITALIANI
118 A Cerenara—Coppia Voccia (Mattiello-Falvo)—Duetto Drammatico, Dell' Orchestra Napoletana 12
Mala Nova—Coppia Covia—Vocal; Duetto Drammatico... Dell' Orchestra Napoletana 12
129 Morning, Noon and Night, Part I, Honourable Artillery Company's Band 10
Morning, Noon and Night, Part II, Honourable Artillery Company's Band 10

WM. MAXWELL POPULAR LECTURER

William Maxwell, vice-president of Thos. A. Edison, Inc., has been in great demand recently as an expert on salesmanship. On Friday, January 6, he addressed the Century Club of the R. L. Dollings Co., of Indianapolis, and on Thursday, January 12, went to Cambridge, Mass., to talk before the business school class of Harvard University. He made another address at Harvard on the following day and was received with great enthusiasm.

CONDESCENSION IS POOR BUSINESS

The talking machine dealer or manager who affects an air of condescension toward his customers is making enemies every day. One customer treated in this manner tells his or her friends and they tell others, ad infinitum, until the tale has spread to many people. Remember, a reputation takes hard work and constant effort to build up, but a breath of wind can blow it down.

Elly Ney, famous Brunswick artist, will make her tenth New York appearance this season at Carnegie Hall, January 22, when she will play with the Philharmonic Orchestra.

Some Leading Jobbers of Talking Machines in America

TEST IT. 

OUR VICTOR

Record Service

has a reputation for efficiency.
Suppose you try it.

E. F. DROOP & SONS CO.
1300 G. STREET, WASHINGTON, D. C.
231 N. HOWARD STREET, BALTIMORE, MD

Sherman, Clay & Co.

San Francisco, Los Angeles, Portland, Seattle, Spokane

PACIFIC COAST DISTRIBUTORS OF
VICTOR PRODUCTS

Wholesale Exclusively

EASTERN TALKING MACHINE CO.
85 Essex Street, Boston

VICTOR DISTRIBUTORS

W. J. DYER & BRO.
DYER B'LD'G, ST. PAUL, MINN.

NORTHWESTERN DISTRIBUTORS
OF THE

VICTOR
Machines, Records and Supplies

 Shipped Promptly to all
Points in the Northwest

Mickel Bros. Co.

Omaha, Nebraska
Des Moines, Iowa

Victor Distributors



Where Dealers May Secure

COLUMBIA

Product

Ready, Full Stocks, and Prompt Deliveries
from Convenient Shipping Centers
all over the United States.

Distributors

Atlanta, Ga., Columbia Graphophone Co., 561-563 Whitehall St.
Baltimore, Md., Columbia Graphophone Co., 16 South Howard St.
Boston, Columbia Graphophone Co., 1000 Washington St.
Buffalo, N. Y., Columbia Graphophone Co., 737 Main St.
Chicago, Ill., Columbia Graphophone Co., 325 W. Jackson Blvd.
Cincinnati, O., Columbia Graphophone Co., 317-321 East 8th Street.
Cleveland, O., Columbia Graphophone Co., 1812 East 30th St.
Dallas, Tex., Columbia Graphophone Co., 316 North Preston St.
Denver, Colo., Columbia Stores Co., 1608 Glen-arm Ave.
Detroit, Mich., Columbia Graphophone Co., 115 State St.
Kansas City, Mo., Columbia Graphophone Co., 2008 Wyandotte St.
Los Angeles, Cal., Columbia Graphophone Co., 809 S. Los Angeles St.
Minneapolis, Minn., Columbia Graphophone Co., 18 N. 3rd St.
New Orleans, La., Columbia Graphophone Co., 517-525 Canal St.
New York City, Columbia Graphophone Co., 121 West 20th St.
Omaha, Neb., Columbia Graphophone Co., Eighth and Jackson Sts.
Philadelphia, Pa., Columbia Graphophone Co., 40 N. 6th St.
Pittsburgh, Columbia Graphophone Co., 632-640 Duquesne Way.
Salt Lake City, Utah, Columbia Stores Co., 221 South West Temple.
San Francisco, Cal., Columbia Graphophone Co., 345 Bryant St.
Seattle, Wash., Columbia Graphophone Co., 911 Western Ave.
Spokane, Wash., Columbia Stores Co., 161 South Post St.
St. Louis, Mo., Columbia Graphophone Co., 1127 Pine St.
Tampa, Fla., Tampa Hardware Co.

Headquarters for Canada:
Toronto, Ont., Columbia Graphophone Co., 347 West Adelaide St.
Montreal, Que., Columbia Graphophone Co., 824 St. Denis St.

Executive Office
COLUMBIA GRAPHOPHONE CO.
Gotham National Bank Building New York

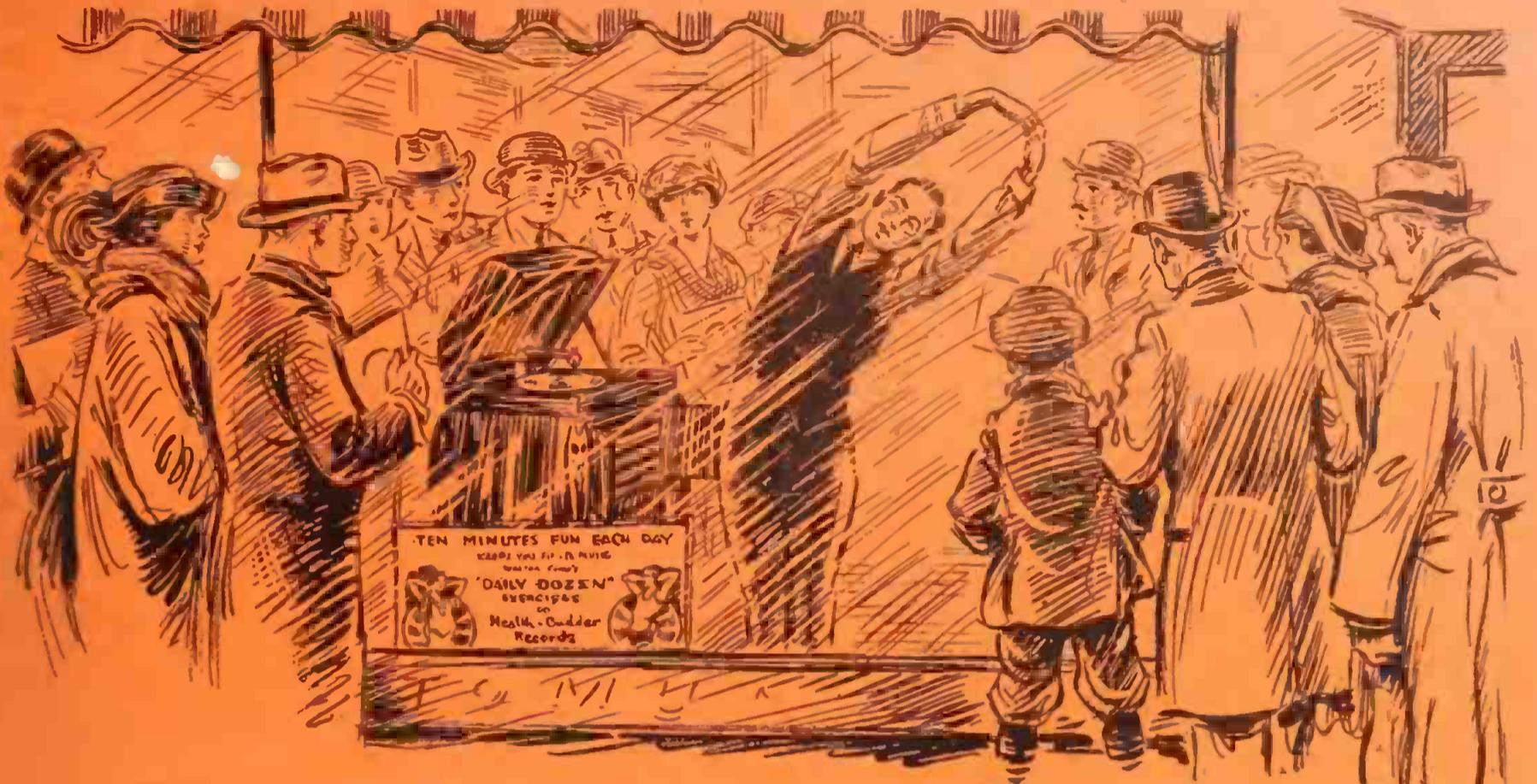
CONSTRUCTIVE ARTICLES IN THIS ISSUE OF THE WORLD

Ready Reference for Salesmen, Dealers and Department Heads

Getting Ideas Through Employees	3	Developing the Record Business	46
An Ingenious Advertising Idea	3	Some Practical Merchandising Sugges- tions for the Talking Machine Trade	49
Making Record Buying Too Easy for the Customer and Some of Its Obvi- ous Dangers	4	Letter of a Veteran Salesman to a Friend	53
What Is a Live Prospect and What Is He Really Worth to the Dealer?	6	Traders Are Looking to Latin America	56
Views of Trade—Retrospective and Prospective	8	Evolution of the Talking Machine Needle Industry	59
No Room for the Man Who Drifts in 1922	8	Import and Export Figures on Talk- ing Machines and Records	61
Aiding the Selling Ability of the Re- tailers	9	Twenty Live Selling Pointers	62
Musical Education by Means of Radio	9	The Importance of Sincerity and At- mosphere in Relation to Successful Merchandising	64
The Needs of the Patent Office	9	The Personal Touch in Selling	66
Developing a Valentine Music Cam- paign and Other Business-Building Means	10	Trade Happenings in New England Territory	67-68-69-70
New Regulations Regarding Claims for Tax Refunds	13	Problems of the Musical Director in the Talking Machine Laboratory	71
The "Musical Instrument" Theory of Talking Machine Salesmanship Works Out in Practice	15	Trade Happenings in the Quaker City, 79-80-81	
Ways and Means of Getting People into the Store as a Stimulus to Busi- ness	19	Robert Gordon's Page of Merchandis- ing Suggestions	89
Dr. Julius Klein Gives Cheer to Ex- porters	20	The Business Outlook for 1922 Dis- cussed by George E. Brightson, H. L. Willson and J. Newcomb Black- man	92-93
Persistency in Advertising Essential to Success	22	The Mid-West Point of View	106-115
The Problem of Cornering the Extra Sales and Making Them Pay a Profit	25	A Tendency Toward a Better Type of Music	125
Some Window Display Suggestions	27	Gleanings From the World of Music, 125-126-127-128	
Decision in the Victor Co. vs. Cheney Co. Suit	29-31-32	News From the Dominion of Canada	130
The Value of a Good Sign	33	Recuperation Now at Hand, Says Her- bert Hoover	131
The Well-Constructed Letter Reflects the House	34	Featuring the Musical Possibilities of the Talking Machine	134
Making Use of New Ideas	35	The Talking Machine Situation in Europe	150-151-152
Some Practical Suggestions for De- veloping Trade During the Winter Months	37	Late Patents of Interest to the Talk- ing Machine Trade	153-154
A Few Good Sales Points	43	Advance List of February Bulletins of Talking Machine Records	155-156

INDEX TO ADVERTISERS

A		Greater New York Novelty Co.....	61	P	
Acme Die Casting Corp.....	143	Gretsch Mfg. Co., Fred.....	72	Pace Phono. Co.....	129
Alto Mfg. Co.....	110	Griffith Piano Co.....	39	Paddock Products, Inc.....	25
American Mica Works.....	83	Grinnell Bros.....	116	Pathé Frères Phonograph Co.....	139
American Talking Machine Co.....	95	H		Peabody & Co., Henry W.....	142
American Walnut Mfrs. Ass'n.....	51	Hall Mfg. Co.....	71	Pearsall Co., Silas E.....	37
Andrews, Curtis N.....	124	Harper & Bros.....	78	Peckham Mfg. Co.....	59
B		Harponola Co.....	23	Peerless Album Co.....	6
Badger Talking Machine Co.....	99	Hartzell Crucible Co.....	31	Penn Phonograph Co.....	80
Bagshaw Co., Wm.....	Insert following page	Health Builders.....	Inside Back Cover	Phillips Phono. Parts Co., Wm.....	121
Barnhart Bros. & Spindler.....	57, 65, 87, 123	Hessig-Ellis Drug Co.....	39	Phonomotor Co.....	48
Beecroft, Clement.....	101	Hiawatha Phono. Co.....	113	Plaza Music Co.....	141, 149
Berlin, Inc., Irving.....	126	Hoffay Phono. Co.....	78	Pleasing Sound Phono. Co.....	56
Blackman Talking Machine Co.....	73	Horton-Gallo-Creamer Co.....	68	Plywood Corp.....	74
Boston Book Co.....	18	Hough, J. E., Ltd.....	152	Putnam-Page Co.....	62
Bradford, Perry.....	146	Hough, L. W.....	70	R	
Brand, William.....	86	I		Racine Phono. Co.....	75
Bridgeport Die & Machine Co.....	90	Ilsey, Doubleday & Co.....	34	Reco-Rap Co.....	117
Brilliantone Steel Needle Co.....	30	International Mica Co.....	48	Recordophone Co.....	31
Brooks Mfg. Co.....	118	Iroquois Sales Co.....	27	Rene Manufacturing Co.....	66, 130
Bruno & Son, Inc., C.....	97	Italian Book Co.....	33	Rex Gramophone Co.....	151
Bruns & Sons, A.....	35	J		Robinson, Pettit Co., Inc.....	39
Brunswick-Balke-Collender Co.....	Insert following page	Jewel Phonoparts Co.....	49, 66	Rodeheaver Record Co.....	45
Buegeleisen & Jacobson.....	141	Jewett Phono. Co.....	63	S	
Buehn Co., Louis.....	79	Jones-Motrola Co.....	76	Seaburg Mfg. Co.....	22
C		K		Self-Lifting Piano Truck Co.....	42
Cabinet & Accessories Co.....	133	Kent Co., F. C.....	93	Shelton Elec. Co.....	88
Cardinal Phono. Co.....	94	Kiefer-Stewart Co.....	39	Sherman, Clay & Co.....	13
Celina Specialty Co.....	98	Kimball Co., W. W.....	103	Silent Motor Corp.....	91
Cheney Talking Machine Co.....	122	Kirkman Engg. Co.....	87	Smith Drug Co., C. D.....	39
Chicago T. M. Co.....	105	Knickerbocker T. M. Co.....	10	Smith-Schiffin Co.....	82
Claremont Waste Mfg. Co.....	96	Kraft, Bates & Spencer, Inc.....	68	Snyder, Jack.....	127
Classified Want Ads.....	144, 148	Kunde, A. G.....	120	Sonora Distr. Co. of Texas.....	39
Clifford Music Co., Francis.....	128	L		Sonora Co. of Philadelphia.....	80
Cohen & Hughes.....	20	Lakeside Supply Co.....	115	Sonora Phonograph Co. of Pittsburgh.....	39
Cole & Dumas Music Co.....	138	Lansing Sales Co.....	70	Southern Drug Co.....	39
Columbia Graphophone Co.....	16, 17, 22, 26, 32, 35, 43, 74, 86, 93, 100, 121, 143, 145	Lee-Coit-Andresen Hdw. Co.....	39	Southern Sonora Co.....	39
Connorized Music Co.....	83	Lesley's.....	154	Southwestern Drug Co.....	39
Consolidated Talking Machine Co.....	44, 115	Liddeen Products.....	33	Sphinx Gramophone Motors.....	59
Cox, Geo. Clay.....	144	Long Cabinet Co., Geo. A.....	54	Star Mach. & Nov. Co.....	118
Crippen Record File Corp.....	140	Lorentzen, H. K.....	98	Starr Piano Co.....	77
D		Lyon & Healy.....	21, 108	Steel, W. R.....	151
Da-Lite Elec. Display Co.....	147	Lyons, Wm. H.....	113	Steger & Sons Piano Mfg. Co.....	36
Daphragm Co.....	131	M		Steinert & Sons Co., M.....	69
Ditson & Co., Chas. H.....	67	Madison Music Co.....	145	Stephenson, Inc.....	135
Ditson Co., Oliver.....	67	Magnavox Co.....	60	Sterling Devices Co.....	113
Doctorow, D. R.....	50	Magnolia Talking Machine Co.....	40, 62, 70, 113	Sterling Roll & Record Co.....	58
Dodin, Andrew H.....	154	Mahogany Association.....	27	Sterno Manufacturing Co.....	102
Droop & Sons Co., E. F.....	157	Mandel Phono. Parts Co.....	111	Stewart T. M. Co.....	75
Duo-Tone Co.....	19	Manufacturers' Phono. Co.....	137	Strevell-Paterson Hardware Co.....	39
Dyer & Co., W. J.....	157	Marshall Co., Inc., C. L.....	39	T	
E		McMenimen, H. N.....	46	Talking Machine World Trade Directory,	
Eastern Talking Machine Co.....	67	Mellor Co., C. C.....	56	Insert following page	58
Eclipse Musical Co.....	85	Mermod & Co.....	100	Toledo Talking Machine Co.....	134
Edison, Inc., Thos. A.....	Back Cover	Mickel Bros. Co.....	40	Tonepen Co.....	12
Eight Famous Victor Artists.....	26	Minneapolis Drug Co.....	39	Tonofone Co.....	117
Electro-Chemical Engraving Co.....	20	Modernola Co.....	47	Triangle Phono. Parts Co.....	100
Elmes Engg. Co., Chas. F.....	111	Montagnes, I. & Co.....	39	Triplex Art Phono. Co.....	125
Emerson Phonograph Co.....	14	Moore-Bird & Co.....	39	U	
Empire Phono. Parts Co.....	34	Al. S. & E.....	39	Udell Works.....	43
Empire State Finance Corp.....	104	Mutual Phono. Parts Corp.....	55	Unit Construction Co.....	119
F		N		United Mfg. & Distr. Co.....	110
Feist, Leo.....	56, 62, 76, 82, 96, 104, 118, 120, 127, 129, 140, 146	National Decalcomania Co.....	81	United Music Stores.....	81
Fletcher-Wickes Co.....	41	National Metals Depositing Corp.....	92	Universal Fixture Corp.....	52
Flexlume Sign Co.....	64	National Publishing Co.....	18	V	
Forster, Music Publisher.....	125	Netschert, Frank.....	46	Val's Accessory House.....	46
Fulton Talking Machine Co.....	123	Newark Recording Labs.....	143	Van Houten, C. J., & Zoon.....	39
G		New England Talking Machine Co.....	69	Van Veen & Co.....	84
General Phonograph Corp.....	Inserts following pages	New York Album & Card Co.....	4	Vicsonia Mfg. Co.....	15
	18, 34, 50 and 66	New York T. M. Co.....	105	Victor Talking Machine Co.....	Front Cover, 5, 7
General Phonograph Mfg. Co.....	42	Nye & Co., Wm. F.....	12	W	
Gibson-Snow Co.....	39	O		Walbert Mfg. Co.....	107
Globe-Wernicke Co.....	11	Ogden Sectional Cabinet Co., Inc.....	53, 132, 133	Walthall Music Co.....	39
Glynn, W. B., Distributing Co.....	39	Ormes, Inc.....	9	Warbletone Music Co.....	42
Gramophone Co., Ltd.....	150	Oro-Tone Co.....	65, 109	Ward Co., C. E.....	29
Granby Phono. Corp.....	28	Outing T. M Co.....	138	Watahwaso Studios.....	86
Greater City Phono. Co.....	136	P		Weymann & Son, H. A.....	81



How This Popular New Idea Brings Customers Into Your Store - and Pays You Big Profits -

Keep the Store Crowded! Walter Camp's "DAILY DOZEN" Exercises on Phonograph Records Prove Fastest Selling Record Proposition on Market.

THE famous "Daily Dozen" Exercises, set to music on phonograph records, are creating a tremendous demand everywhere, and are proving a sensational sales success for dealers.

Quick profits are assured—one sale brings another, the purchaser acting as the demonstrator to his friends who show a quick interest in the new idea.

Dealers the country over are receiving the benefit of our national advertising. During the war the "Daily Dozen" Exercises were adopted by the U. S. Army and Navy. They were featured in the leading magazines, such as Collier's,

Physical Culture, American, Woman's Home Companion, American Boy, Red Cross and many others. Now the "Daily Dozen" are set to music on phonograph records, with the commands and instructions given in a clear voice.

These Health Builder Records are sold in sets, each set comprising five 10-inch double-disc records with twelve charts containing 60 real photographs and a booklet of instruction written by Walter Camp—the whole course enclosed in a beautiful black and gold album.

Sales everywhere are going big—and the indications are they will go even bigger. The Health Builder Sets are in demand the country over, our National Advertising Campaign proving a tremendous success, one ad alone resulting in direct sales aggregating \$5,000—another ad resulting in \$9,000 in sales.

The movement is sweeping the country! People everywhere are showing a lively interest in this new idea of building up health and pep by ten minutes' fun a day. Window demonstrations and displays of the Health Builder System attract wide attention.

**Be the First Dealer in
Your Locality**

The Health Builder System is the quickest-selling, most profitable phonograph record proposition on the market. Its success is proven. Mail the coupon today for sample 10-inch record, with chart and full particulars of our special offer. We will tell you all about this profitable movement that crowds shops everywhere. All co-operation to boost sales freely given. Send the coupon now for sample outfit. There is no obligation.

**Health Builders' Dept. 1,
334 Fifth Ave., New York.**

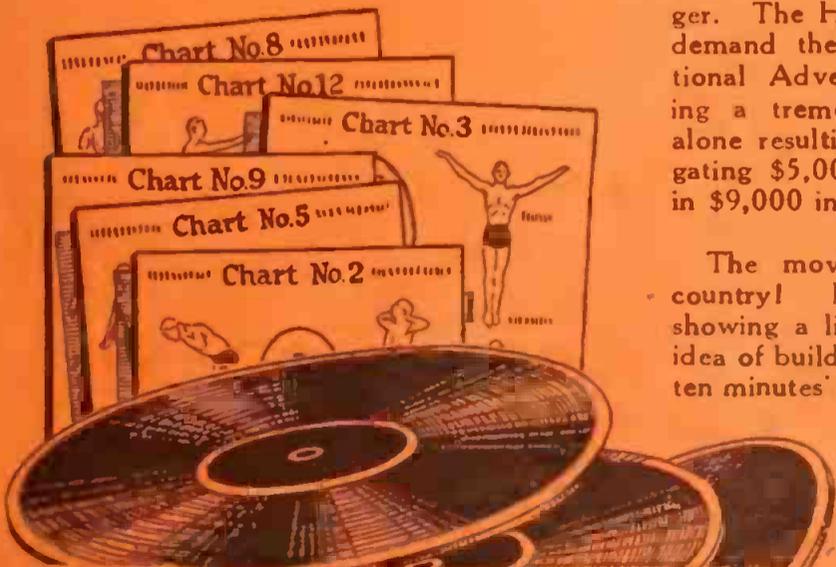
**A. W. CHAMBERLAIN,
New England Factory Representative,
26 Broad Street, Boston, Mass.**

Health Builders,
Dept. 1,
334 Fifth Ave., New York

Please send me, prepaid, one 10-inch double-disc HEALTH BUILDER Record, carrying four of Walter Camp's "Daily Dozen," with four charts—and your special proposition to dealers. I have the privilege of returning this outfit.

Name

Address





The New Edison

There is no phonograph or talking machine manufactured, except the New Edison, which can sustain the test of direct comparison with living artists. This all-important fact makes the New Edison the inevitable phonograph for the home.

THOMAS A. EDISON, Inc.
ORANGE, NEW JERSEY

JOBBER'S OF THE NEW EDISON, EDISON RE-CREATIONS, THE NEW EDISON DIAMOND AMBEROLA AND BLUE AMBEROL RECORDS

CALIFORNIA
Los Angeles—Edison Phonographs, Ltd.
San Francisco—Edison Phonographs, Ltd.

COLORADO
Denver—Denver Dry Goods Co.

GEORGIA
Atlanta—Phonographs, Inc.

ILLINOIS
Chicago—The Phonograph Co. Wm. H. Lyons (Amberola only).

INDIANA
Indianapolis—Kipp Phonograph Co.

IOWA
Des Moines—Harger & Blush.

LOUISIANA
New Orleans—Diamond Music Co., Inc.

MASSACHUSETTS
Boston—Pardee-Ellenberger Co.
Iver Johnson Sporting Goods Co. (Amberola only).

MICHIGAN
Detroit—Phonograph Co. of Detroit

MINNESOTA
Minneapolis—Laurence H. Lucker

MISSOURI
Kansas City—The Phonograph Co. of Kansas City.

St. Louis—Silverstone Music Co.

MONTANA
Helena—Montana Phonograph Co.

NEBRASKA
Omaha—Shultz Bros.

NEW YORK
Albany—American Phonograph Co.
New York—The Phonograph Corp. of Manhattan.
Syracuse—Frank E. Bolway & Son, Inc. W. D. Andrews Co. (Amberola only).

OHIO
Cincinnati—The Phonograph Co.
Cleveland—The Phonograph Co.

OREGON
Portland—Edison Phonographs, Ltd.

PENNSYLVANIA
Philadelphia—Girard Phonograph Co.
Pittsburgh—Buehn Phonograph Co.
Williamsport—W. A. Myers.

RHODE ISLAND
Providence—J. A. Foster Co. (Amberola only).

TEXAS
Dallas—Texas-Oklahoma Phonograph Co.

UTAH
Ogden—Proudfit Sporting Goods Co.

VIRGINIA
Richmond—The C. B. Haynes Co., Inc.

WISCONSIN
Milwaukee—The Phonograph Co. of Milwaukee.

CANADA
Montreal—R. S. Williams & Sons Co., Ltd.
St. John—W. E. Thorne & Co., Ltd.
Toronto—R. S. Williams & Sons Co., Ltd.
Vancouver—Kent Piano Co., Ltd.
Winnipeg—R. S. Williams & Sons Co., Ltd.
Babson Bros. (Amberola only).