

The **TALKING**
For the makers & sellers of talking machines **MACHINE**
WORLD

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Victrola

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"HIS MASTER'S VOICE"

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Victor Talking Machine Company, Camden, N. J.

Sonora takes the Lead in Price Reductions

Here are a few of the popular Sonora Sellers at New Reduced Prices:

PERIODS

Canterbury	\$200
Queen Anne (Improved)	250
Louis XV, Standard . . .	300
Lafayette	165
Pembroke (Improved) . .	165

UPRIGHTS

Melodie	\$50
Etude	100
Elite	250
Grand	300
Invincible	350

WITH the substantial reduction of price which went into effect April 1st on many Sonora models, regardless of astonishingly improved tone quality, Sonora becomes the first of the leading phonograph manufacturers to take a step in the right direction to instill confidence in the public mind.

Coincident with this announcement is the further assurance that there will be no other price change this year.

These facts, combined with Sonora's fair and square policies with relation to its representatives whereby rebates are made on all unsold models affected, are significant of Sonora's sound financial strength, far-sightedness and loyalty to its dealers.

"A Good House to Represent"

Sonora Phonograph Company, Inc.

GEORGE E. BRIGHTSON, President

NEW YORK: 279 BROADWAY

Canadian Distributors: I. MONTAGNES & CO., TORONTO

"The Highest Class Talking Machine in the World"



The Talking Machine World

Vol. 18. No. 5

New York, May 15, 1922

Price Twenty-five Cents

PAYS TO MAKE STORE ATTRACTIVE

Some Pertinent Reasons Why an Attractive Store in a Poor Community Pays—The Experiences of a Talking Machine Dealer

In every town or city there are quarters where the people are of the poorer class and invariably the talking machine establishments in these sections are in keeping with their surroundings to a certain degree. One of the most successful merchants in a poor quarter of the metropolitan district has just opened a store, the equal in appearance of any in the city. What he says concerning his reasons for spending a large sum of money in opening a fine and artistically arranged store in that section may be of interest to other dealers located in similar positions. His statement follows:

"We have been in business here for a number of years and close investigation of the attitude of the people and their reaction to a high class of service and anything beautiful has convinced us that an artistic store here will be appreciated more than the attractive store in a neighborhood where the customers take it for granted.

"We aim to make our establishment the music center for the people living here; a place that is the equal in beauty of any in the city. They will get service of the best quality and there will be no comparison in any way between our method of conducting business and that of the house where the customers are financially in better condition.

"Our reasons for this are due to the fact that among the poorer people, who have few pleasures other than simple ones, the love of music and beauty is an outstanding feature. It forms a larger part of their lives than in the case where greater abundance of money makes possible other pleasures which our prospective customers cannot afford."

The soundness of this reasoning was evident on the opening day of the store. Open house was held and during the entire day people crowded in to inspect the line of machines handled by this concern and to listen to records. Not a few records were disposed of and the chances are that whoever is in the market for a talking machine in that neighborhood will patronize this enterprising type of dealer.

JOINS OKEH JOBBERS' STAFF

Vernon T. Stevens Appointed Manager of Okeh Department of Doerr, Andrews & Doerr—Well Qualified for New and Important Post

MINNEAPOLIS, MINN., May 4.—Vernon T. Stevens, popular songwriter and for several years connected with the music publishing business, has been appointed manager of the Okeh division of Doerr, Andrews & Doerr of this city, distributors of Okeh records. Mr. Stevens was at one time general manager of the A. J. Stasny Music Co. of New York, and recently Northwest manager of the Richmond-Robbins Music Co. In addition to his commercial activities he has written a number of songs which have proven popular successes, and he is in close touch with the leading orchestra leaders and professional people throughout the country.

Mr. Stevens has already started an intensive sales campaign in behalf of Okeh records along lines similar to the campaigns inaugurated by popular music publishers. He has solicited and received the help of orchestra leaders, branch managers of music publishing offices as well as theatre managers. As the result of Mr. Stevens' live sales campaign, Doerr, Andrews & Doerr report a material increase in the sale of Okeh records and state that many new dealers have joined the Okeh distributing organization recently.

VICTOR FACTORY WEEK IN OKLAHOMA

Oklahoma Talking Machine Co. Arranging for Special Factory Displays by Victor Dealers in That Territory During Week of June 4

OKLAHOMA CITY, OKLA., May 2.—The Oklahoma Talking Machine Co., the new Victor distributor here, is arranging a "Victor Factory Week" among Victor dealers for the week of June 4. The plan, which has been well received, includes the arrangement of a special factory window in all Victor stores in the State, the idea being that the cumulative effect will result in business for all concerned.

The "Baby State" of the Union is one of magnificent distances, but regardless of that fact, Oklahomans are a migratory people, Tulsans having interlocking interests in Oklahoma City and Oklahoma Cityans having a similar interest in Muskogee and Okmulgee. Because of the residents of the State spending so much of their business time visiting around, the Victor dealers have realized the value of this advertising and have entered into the plan most enthusiastically.

VICTOR LINE WITH HOME FURN. CO.

BRADDOCK, PA., May 3.—The Home Furniture Co., 852 Braddock avenue, this city, recently added the Victor line of talking machines and records, according to an announcement made by Alexander Goldsmith, sales manager. The company is planning a vigorous sales campaign in the interests of its new product. Immediately following the acquisition of the Victor line full page advertisements in which the various models were illustrated were run in the local papers. In discussing the acquisition of the Victor line, which has been long sought, Mr. Goldsmith remarked: "We feel, to use baseball vernacular, that we are batting in the big league with Victor products."

CHANGE IN BUFFALO FIRM

E. R. Burley has purchased the interest of H. E. Biesinger in the firm of Burley & Biesinger, Victor dealers of Buffalo, N. Y., and will continue the business at the same address on West Ferry street as its sole proprietor.

ACCESSORIES OFFER A PROFITABLE FIELD FOR DEALERS

Every Talking Machine Owner Is a Prospective Customer for Accessories—Every Sale of a Machine or Records Opens an Avenue for the Sale of This Class of Merchandise

Every talking machine owner is a prospective customer for accessories of all kinds. In view of this fact it is indeed strange that merchants pay so little attention to this source of revenue. Window display space is given to talking machines and records, but it is seldom that even a corner is allotted to needles, record-cleaning brushes, albums, etc. The writer, in an investigation covering half a dozen supposedly first-class stores run by live wire merchants, was surprised to find that comparatively little attention was paid to pushing this class of merchandise.

Accessories are a real necessity to the talking machine owner. They are vital aids to the fullest enjoyment of the music and as such their importance and profit-producing probabilities should not be overlooked. The chances are that very few talking machine owners are equipped with the necessary accessories, and the opportunities for increasing the revenue in this direction are wide open to the dealer who cares to take advantage of them.

The talking machine owner, as a rule, is eager to take advantage of anything which will add to his enjoyment of the records and comparatively little argument will be found necessary to make sales because of the smallness of the amount of money involved in these transactions.

WHY NOT ANNOUNCE THE RECORD?

Names and Prices of Records Played on Machines Before Stores Impart Knowledge to the Listener Which Induces Action

Talking machine dealers who make it a point to attract the attention of passers-by by playing a talking machine near the doorway of their store are overlooking a golden opportunity of making more record sales and increasing interest in their store and its display by not announcing to the public, either in the window or at the doorway, the exact musical number which is being played. In his perambulations the other day the writer passed some stores where a large number of people were attracted to the windows of talking machine stores by the music which emanated from some very pleasing records. One of the party who was quite enamored of the music turned to the writer and remarked, "It is a pity that the name of that record and the price are not placed at the door or in the window so that we may know what piece is being played. I am sure that it would result in a great many sales being made were the records changed every twenty minutes or half an hour."

There are thousands of people who, for one reason or another, do not take in the current shows these days, but who would like to hear the best "hits" from these performances, hence the value to be derived from publishing the name and the price of the record when it is exploited publicly by the dealer. The suggestion is certainly along the right line, and is passed along to talking machine men for consideration.

CHALMERS STORES ADD CHENEY LINE

Company Operates Seven Talking Machine Stores in Various New Jersey Cities

One of the largest orders ever booked by the Cheney Sales Corp., of New York, jobber for the Cheney line of phonographs, recently resulted from the addition of this line by the Chalmers Music Co., of New Jersey, which operates seven stores. The concern has stores in Newark, East Orange, Montclair, Orange, Summit, Morristown and Westfield.

Following Up Record Sales as a Means of Retaining Former Customers :: :: By Robert Falconer

In the Fall of 1920 a man and his wife went into a large department store and bought a hundred and fifty dollar talking machine. At the same time they selected and purchased a small collection of records. Since then they have bought records at six different stores, yet their total collection is still small.

Some of the records have been purchased on charge accounts. Some have been paid for at the time of purchase, and then delivered by the store. Some have been paid for and carried away at the time of the purchase. All but two of the stores patronized have the name and address of this family and data that show it owns a phonograph.

There are a great many other families just like this one and it may be interesting and instructive to learn just what could have been done to increase the sale of records to this phonograph owner. To date nearly all the records purchased have been bought because some friend mentioned them and spoke about what fine records they were. Some were purchased because of information given in local newspaper advertising. A few were selected from the catalog or from the national advertising of the maker.

All these years it has been much easier to keep from buying than to buy. Many a time a magazine or a newspaper has nearly sent one of the family to the store to buy a record, but before the trip was actually made something else came up and the purchase was delayed. Then some other record seemed more desirable and the first one was forgotten. This has probably happened in the case of no less than a hundred different records, not one of which has been purchased.

Why has this happened? One reason has been that when it has almost been decided to buy a record the problem has come up of deciding at which store to buy it. The family is not now living in the same city it did when the machine was purchased. Before it moved to the city where it is now located it bought all records at the store where it bought the machine. Every record bought at this store was sealed in its envelope, and a record once purchased could not be returned. This was a guarantee that every record was new and had never been used by anyone else. There was a feeling that one was getting full value for his money.

No store in the city where the family now lives has been found that has this practice. There is always a feeling that perhaps the record bought may have been used for demonstrating purposes or has been returned by someone else. There is a slight lack of confidence and this is deterring purchases.

What is of greater importance, however, is the fact that no store seems to be especially interested in selling records to this family. Any store that did show real interest along this line ought to be able to sell several records every month to this talking machine owner. The collection that

Many People Buy Records From Several Stores Because No Merchant Shows a Desire for Their Patronage

now contains only a few dozen records would soon grow to several hundreds.

This interest could be shown in an effective manner by means of the following method: First, the store would have to convince this customer that all records sold were new and had never been used for any purpose whatsoever. This would have to be done in order to win the complete confidence of the customer.

The next step would be the mailing of letters to the family to call attention to special records. If a little attention were given to the class of records this family has been buying these letters could bring to its attention the particular kind of records in which it is most interested. If this were done an appeal would be made to some member of the family, and made in such a forceful manner that it would not be possible to resist the temptation to spend the amount necessary to buy that record.

Should these letters point out the fact that the

particular records were selling at a rapid rate, and that a prompt purchase would be necessary in order to make sure of getting the record desired, then the purchase would be speeded up. Still better, if it happens to be a store at which the family has a charge account, and it was suggested that the order be telephoned in at once, many a sale would be made as soon as the letter was read.

Assuming that it cost five cents a letter to prepare and mail them, and a letter was mailed each month, this would mean an expenditure of sixty cents. Such an expenditure on well-prepared letters would lead this family to increase its purchases from \$25 to \$30 a year. It wouldn't seem like an abnormally high expense to increase sales in this way.

Of course, no such returns could be expected from every family, but they could be expected from this particular family. Even a letter once in three months, or twice a year, would surely increase the sales.

At the present time no one seems to be particularly interested in selling records to this particular machine owner. No member of the family visits any record department of a talking machine store often enough to be known there. Somehow it seems as though the clerks were not especially interested in making sales.

Not a clerk has offered to take down the name and address in order to keep this purchaser informed in regard to new records and other records there may be in stock that will prove especially interesting. No one has taken the trouble to mail any special letters calling attention to any desirable records.

Yet six stores have been patronized. At least one purchase has been made in each of them. Every one of these stores has lost an opportunity to increase sales.

The chances are that had this family bought its machine from a mail order house which believes in following up all its customers its present collection of records would be larger, the machine would be used more and more needles would have to be bought. As it is, no one cares enough about making sales to make an investment of even twenty-five cents a year in special direct appeals. That is why this family doesn't buy more records. Many merchants are probably losing profits in a like manner.

THE TALKING MACHINE'S HELPMATE



QUALITY

NYACCO ALBUMS are quality albums, not only in workmanship and materials but in their lasting qualities as well. The long life of NYACCO ALBUMS has been made possible through the proper selection of the best material for each specific purpose and through their being built by thoroughly experienced workmen.

In spite of the high quality, NYACCO prices are reasonable.



The Only Loose-Leaf Record Album on the Market

Quotations and Prices on Request.

New York Album & Card Co., Inc.

NEW YORK
23-25 Lispenard St.

A. W. CHAMBERLAIN
New England Factory Representative
174 Tremont St., Boston, Mass.

CHICAGO
415-417 S. Jefferson St.

Victor supremacy is the supremacy of performance

The commercial triumphs of the Victor naturally follow its musical superiority. This inevitable result is a consideration of vital importance to every dealer in Victor products.



Victrola IV, \$25
Oak



Victrola VIII, \$50
Oak



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



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

Victor Wholesalers

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



"HIS MASTER'S VOICE"

Victrola

REG. U. S. PAT. OFF.

Important: Look for these trade-marks. Under the lid. On the label.

Victor Talking Machine Company

Camden, New Jersey

The First Principle of Scientific Talking Machine and Record Selling :: :: By W. Braid White

The selling of talking machines involves, as its first consideration, in order of time, as well as of importance, the clear realization that the object of a sale is, fundamentally, to put the buyer in possession of means for entertainment, pleasure, interest, through the medium of reproduced music in any of its forms.

The statement seems self-evident, but one learns by experience that the self-evident is not always the same as the self-acted-on. It does not in the least follow that a man will straightway begin to practice a certain series of actions merely because it has been demonstrated to him that the practice will be useful, advantageous, or even very pleasant. In the practice of salesmanship there is no doubt whatever that the most important single principle is the principle of preliminary analysis, the practice, that is to say, of splitting up into its component parts every proposition which may be laid down, every proposal which may be made, every case involving merchandising problems which may present itself. Unless this analysis is habitually carried on there can be no such thing as systematic salesmanship. It will be admitted, I think, that systematic salesmanship, analytically directed to ends foreseen and correctly envisaged, is a need of the talking machine industry.

Unfortunately, however, it is one thing to become convinced of this fact and quite another thing to put it into practice. The human mind dislikes intensely taking up new habits, because to do so means to undertake a process which in its beginning is always more or less irritating and difficult. It is so much easier to cling to old habits, of which the most powerful represent always actions which have involved the least mental activity in their production. That is one reason why bad habits stick and why, for that matter, most habits are more or less bad anyway.

Still, if we are going to attack systematic scientific salesmanship for the talking machine retail trade it is plain that we must begin by making up our minds to the need of some new mental habits, some new ways of thinking and some new actions based on those thoughts. Let us then assume, for the purposes of this article,

that we are ready to take up these little burdens and then we can go on more easily.

The Principal Objective

I have said that the object of a talking machine sale is to provide means for entertainment in the home via reproduced music. The physical form and cost of the machine itself do not constitute the principal objective. The customer, upon entering a talking machine store, or after reading a talking machine advertisement, may be expected to be in possession of certain conceptions, more or less definite, more or less well argued out, more or less in accord with facts, but all relating to the general idea, "talking ma-

The Prospective Buyer Must be Made to Realize the Entertainment and Pleasure Value of the Talking Machine

chine" and "records." The nature of these conceptions will depend upon a variety of considerations which may be summarized somewhat roughly after this fashion:

- (1) The idea that talking machines give nice music.
- (2) The idea that it is nice to have music at home when you want it.
- (3) The idea that a great many other people, friends and acquaintances have talking machines.
- (4) The idea that the children will like it.
- (5) The idea that the prices do not appear to be high, judging from what one hears through the neighbors.

There may also be counter-ideas suggested by advertising, by seeing some special machine in somebody's possession, or by the gossip of friends. They may take the form (1) that a

good deal of expense is connected with the game, or that (2) records cost a great deal and break easily.

A still further counter-idea is occasionally discovered, namely, the idea that talking machine music is "canned music" and therefore inartistic. But persons who think thus will not come into a store and will be discovered only by canvassers out prospect-hunting. We shall discuss the treatment of their case at a later date. Meanwhile, we dismiss them.

Now, the counter-ideas enumerated are not likely to be strong enough to stand by themselves. The casual visitor to a talking machine store is safely to be regarded as in a receptive mood almost always. What is needed is to forget the physical facts involved, the kind, form, type, features and price of the machine. All these must be resolutely put aside, save by way of briefly answering any questions put by the customer, until the latter has become satisfied that the desired musical entertainment may be had in every imagined variety by a talking machine.

Convincing Demonstrations

That is to say, the object of the salesman must be to effect a convincing demonstration. It should not be a question of saying, "What sort of a machine do you want?" For if one thing is more certain than another, it is that there is no defined sense of values in the mind of the ordinary prospect. The ordinary prospect has no expert knowledge, and if asked such a question would probably ask to see something cheap. It is only after the demonstration has been made that the question can be raised as to the particular physical embodiment of this music-in-the-home idea most likely to be suitable. What will be suitable will in each individual case differ, according to the many individual differences which exist among the circumstances and tastes of different persons.

This effectuation of a convincing demonstration is not quite so simple a task as it may at first seem to be. It involves (1) a tactful leading away from the vague, crude idea "I-half-wish-I-had-not-got-into-this" which the entering prospect always entertains for some moments at least after his entry. (2) Gentle introduction of the prospect into the sort of atmosphere which suggests the living-room at home. (3) Skillful extraction from the prospect of pertinent information about his musical tastes. (4) Satisfying that taste by appropriate music. (5) Patient service which allows the music and the spirit of the idea to work into the personality of the prospect.

"Let Them Sell Themselves"

Then, and then only, when the prospect has soaked up the atmosphere, and has brought himself by gradual stages to the right point of interest and desire—then, and then only, the prospect will take the next step by asking, "Well, now, how much will it cost me to get all this?"

There is a wise saying attributed to some wise salesmen in the player-piano game. It says "Leave them alone and they will sell themselves."

If what I have said above has any meaning at all, then the same wise saying is applicable to the talking machine trade and should form one of the principles of all systematic salesmanship.

And that this principle is so applicable there cannot be the slightest doubt. In fact the talking machine is to be sold only secondarily and incidentally. That which is primarily and as a matter of principle, to be sold, is the music to which the talking machine is the means. The art of talking machine salesmanship is the art of selling music. It involves, runs parallel with, and is equal in importance to the sale of records. The record and the machine go together and neither should be separated from the other.

This, then, is the result of considering the first principles of systematic salesmanship, summarized in last month's Talking Machine World.

A Machine Stock Register Book That Will Make Money for Victor Dealers

Requires no book-keeping knowledge to keep it up-to-date. Tells instantaneously what stock is on hand, what is "on order" and what styles are selling best. Highly prized for more than a year past by many Victor dealers. Now available for the entire Victor trade. Costs little but is worth a lot.

IT TELLS YOU AT A GLANCE

Where Each Machine Was Ordered

Date Ordered.	Serial Number.
Quantity.	Date Received.
Finish.	Date Sold.
Balance Due.	Name, etc., of Buyer.

From Whom Each Machine Was Received.

ALL ON FACING PAGES

Jobbers' Inquiries Invited. Dealers' Orders May Be Placed Through Regular Victor Jobber or Direct to

CURTIS N. ANDREWS

Victor Wholesaler

BUFFALO, N. Y.

Victor supremacy is the supremacy of performance



Victrola VI
\$35
Mahogany or oak



Victrola IX
\$75
Mahogany or oak

Its evidence is all around you. The unequaled group of famous artists, the perfection of the Victrola, the great variety of instruments and entertainment — and the success of dealers in Victor products everywhere.



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



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



Victrola No. 240
\$115
Mahogany or walnut



Victrola No. 260
\$160
Mahogany or walnut



Victrola No. 280
\$200
Mahogany or walnut



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Camden, New Jersey

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For the makers & sellers of talking machines

(Registered in the U. S. Patent Office)

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STUDY OF TRADE CONDITIONS NECESSARY

FOR some months past the talking machine trade, at least that portion established on a permanent basis, has been faced with the problem of doing a legitimate business and maintaining list prices in the face of hundreds of sales of machines of various kinds offered at low prices to effect the liquidation of stocks. The problem has been a serious one, but, so far as present indications point, it is rapidly coming to an end as the excess stocks are being absorbed and the public again is turning to machines of known standards. On top of the liquidation problem, however, has come that of meeting the terms offered by numbers of dealers who insist upon resorting to the price appeal whenever the demand slows down a bit.

For some time past the newspapers have been full of advertisements offering machines of well-known makes, not at cut prices, but on terms ranging from nothing to \$5.00 down on instruments retailing at \$100 upwards. It is a question of just how far this practice can continue without threatening permanent injury to the industry. There is no question but that a certain amount of business can be brought in by a direct appeal of terms, for the fact that the individual can purchase a valuable talking machine and spread the payments over several months means much more sales than though all cash were asked for it.

There should be a limit, however, to the low level to which terms may be allowed to fall. The public generally realizes to-day that it is impossible to obtain something for nothing, and the offer of a valuable piece of property such as a talking machine selling for \$100 to \$150, for instance, for nothing down and payments to begin a month hence, is not likely to promote public confidence. Of course, the talking machine dealer has the advantage of being able to demand that the customer purchase a definite quantity of records for cash before obtaining the machine, but the point is that the machine itself is given free for a specified period. If terms must be advertised, and in certain instances it may be a wise move, let them be sufficiently high to represent a fair proportion of the sale price.

It is generally conceded by those specializing in instalment sales that the charge of the first payment should be from 20 to 25 per cent of the purchase price. If talking machine dealers would even cut that figure and demand 10 per cent it would at least be giving the public the impression that while their attitude was one of generosity

they still had in mind the real value of the product they were selling.

It is quite certain that an individual who cannot pay from ten to twenty dollars down on a good talking machine is certainly going to be a bad credit risk if he is able to secure the same machine for nothing down. It is also significant that those who insist upon proper terms are doing their share of business even in the face of discouraging conditions. In the matter of terms the talking machine men might take warning from the piano dealers, and *not* do likewise.

DEPARTMENTAL CO-OPERATION HELPFUL

MANY retailers of talking machines who operate talking machine departments in conjunction with departments handling other products, while realizing that the talking machine line must be handled as a distinct proposition, have also come to realize that sales resistance will be overcome to a material degree by promoting the spirit of co-operation between the various departments of the store in order that one may profit to some degree through the publicity of the other.

The sales argument of the department store manager is not so much that the public likes to shop and do as much of its buying as possible under one roof, but rather that coming into the store to purchase some definite thing the customer must of necessity pass through various departments handling different lines of goods and is quite likely to stop and make additional purchases not contemplated in the first instance.

It has been found in department stores that by a little tactful work the buyer of dress goods can be interested in some other line—possibly talking machines. It is, therefore, much more likely in a general store that the purchaser of a piano or some band or orchestra instrument, having once become acquainted with the store, is most easily induced to visit and patronize the talking machine department.

Inter-department co-operation simply means the capitalizing of an acquaintanceship that has been built up probably at considerable expense, time and effort, but if that acquaintanceship is confined to a single department it proves an expensive proposition. If, on the contrary, it can be made to bring business to several related or unrelated departments the development cost of each individual sale is reduced materially.

It does not pay for any department manager to remain aloof with the idea that he can paddle his own canoe without worrying about the other departments of the store. Perhaps he can, but a little real co-operation is going to make the paddling easier for all hands.

GREAT PROGRAM FOR COMING CONVENTIONS

IT is likely that members of the talking machine trade will play a prominent part in the program at the annual conventions of the Music Industries Chamber of Commerce, the National Association of Music Industries and allied associations, which will be held at the Hotel Commodore, New York, during the week of June 5. As a matter of fact, several features of the program of the Merchants' Association will be contributed by the talking machine men themselves and will be directly applicable to that division of the music industry and at least one big feature of the entertainment program—a gala concert at Carnegie Hall on the evening of June 6—will be provided by a talking machine company.

Various music trade associations, particularly the National Association of Music Merchants, have for several years been making strong efforts to interest and secure the active support of the talking machine men in the conduct of their association affairs, but the response to date, for one reason or another, has been rather disappointing. There is reason to believe, however, that the co-operation of the talking machine interests with the other divisions of the industry on a proper basis would work out to the advantage of all concerned. The interests of the various divisions are so closely interlocking at many points, particularly in the matter of distribution at retail, that the problems of one division are properly the problems of all.

PUTTING PERSONALITY INTO SALESMANSHIP

A MOVE on the part of many members of the talking machine trade that is worthy of particular commendation is that of bringing into their stores and recital halls prominent record artists of recognized standing that they may sing before the dealers and give to those who sell their records the benefits of personal contact and

acquaintanceship. Chas. H. Ditson & Co., Victor wholesalers in New York, for instance, have been conducting a weekly series of recitals at each of which some prominent Victor record artist appears and sings recorded and unrecorded numbers for the benefit of a goodly number of dealers who attend by invitation. In other cities of the country dealers in various lines have followed out the same idea, although perhaps not so systematically, and in every instance the appearance of the artists has resulted directly and immediately in an increased demand for his or her records. It simply follows out the idea of putting personality into salesmanship, for it is but natural that the retailer and his salesmen will show more interest in exploiting and selling records made by some one whom he knows personally than he will in simply disposing of records made by those who, so far as he is concerned, represent only names.

During the course of the musical season there is hardly a section of the country that is not visited by at least several grand opera and concert stars who have made records for one or another of the various companies and, if properly approached, the majority of these artists are only too willing to appear in some central hall or salon and sing a few numbers for the benefit of a group of dealers. The average artist is proud of his records and is anxious to see that they sell readily and in goodly numbers, for that reflects credit upon him. He realizes also that when he gives a private recital for a group of dealers he is simply increasing his own popularity and stimulating sales. The opportunity is present and should be capitalized.

SPECIAL RECORD RELEASES HELP SALES

AMONG the factors that have served to stimulate record sales at a time when they have most urgently needed stimulation have been the special record releases by practically all the leading companies, and the great majority of retailers are enthusiastic over the practice.

Under the old system a full month elapsed between new record releases and, after the interest in the current list had worn off, it meant a week or two in dragging and strong selling effort before the new supplement appeared to bring machine owners again into the stores. The special record releases—generally well-selected numbers, although comparatively few in number—nevertheless served to fit into this quiet gap very acceptably, and to provide a sufficient revival of public interest to keep things moving until the next full list is ready.

There always has been and always will be a certain steady volume of trade throughout the month on standard and semi-standard numbers—a trade which many dealers have managed to cultivate to a very substantial point—but there is no denying the fact that the popular types of records, particularly of dance music, still make up the great bulk of sales, and the class of people who favor such records for the most part buy them as soon as they are released and then wait impatiently for the next month's batch. Special releases serve to keep these people in line and interested. So long as these special

releases are not sufficiently frequent to become commonplace, they serve the same purpose as monthly bulletins in impressing the record-buying public with the fact that there is something new for them to listen to and purchase.

INCREASED HOME BUILDING HELPS TRADE

THE movement started in many States and towns, throughout the country, including New York, for the purpose of encouraging home building on a large scale, so as to relieve the housing shortage which has existed so acutely for several years past, is deserving of the support of talking machine merchants particularly, and business men generally, for any material increase in the number of homes in the country means that just so many more families have been placed in a position where they not only can buy home furnishings and the things that give pleasure, but they will have a place to put them. To-day there are thousands of prospective buyers of talking machines and other musical instruments who are dividing homes with other families, living in furnished rooms, or in small apartments where there is no room for placing even a diminutive musical instrument.

The legislature of the State of New York during the session just closed gave quite a stimulus to housing projects through the passage of ameliorative laws, while other states and cities are also encouraging building on a big scale. It must be borne in mind that each house or full-sized apartment building occupied means in most cases a place in which to put a talking machine or some other musical instrument; hence in supporting such projects talking machine merchants are assisting in a most practical way in opening a new and proper field for their products—they are aiding not only in a matter of getting business but in supplying an essential need for comfort and enjoyment of our people.

SELLING THE HIGH PRICED RECORDS

WE sometimes wonder whether a real, earnest effort is made by talking machine dealers to feature in an effective manner the better class of records. The rank and file of the retail trade to-day has concentrated very largely on the popular "hits" of the day, including all the popular dance numbers. This is commendable salesmanship, but we have noticed that those dealers who are placing special emphasis on the records by our noted singers, violinists, and pianists are being rewarded by a volume and class of trade that is bound to enhance the prestige of their stores as well as place a good profit on the right side of the ledger.

It should be the duty of salesmen, even in stores where popular records are largely in demand, to call attention to the records of the leading artists, because in this way they are educating the public to a knowledge of the fact that the world's most noted musicians are not only to be found represented in record catalogs but that they consider the talking machine a most admirable and satisfying medium for bringing their talents to the attention of the musically inclined people of the nation.



TELEPHONE NUMBERS
FITZROY 3271—3272—3273



FOUNDED ON EXPERIENCE

The efficient Ormes Victor distributing organization is not an overnight development. It is the result of years of practical experience and intensive effort in the proper distribution and merchandising of Victor products. Ormes, therefore, is splendidly equipped to render valuable assistance to Victor retailers in the profitable development of their business.

Ormes Service is Worth a Trial.

ORMES, Inc.

Wholesale Exclusively

15 West 37th Street

New York

Analyzing the Possibilities of the Radio for the Talking Machine Dealer

By Kenyon W. Mix
Director, Lyradion Sales & Eng. Co.

Is there any basis for the somewhat prevailing opinion among talking machine and music dealers that radio is going to either put them out of business or going to cut heavily into their profits? I am asked this question very frequently of late and I always answer it with a very emphatic "No!" I make this statement without a single reservation because I am convinced of the soundness and reliability of the analysis upon which we are basing our production and sales.

As a matter of fact, we are of the opinion that radio presents to music dealers the greatest opportunity for added profits they have ever had. Some people express the opinion that radio is merely a fad. This is not true, but what is true is that radio is passing through a faddish stage on its way to stability. You will remember if you will let your mind go back a decade or so ago that the telephone, automobile and phonograph passed through a similar stage before both the producer and consumer brought about definite and standardized practice in design and utility.

The time is coming, and it is coming quickly, too, when radio is going to be as much of a necessity as the telephone or the automobile. Every requirement in the appearance and operation of both the automobile and phonograph has been due to the influence of the woman of the house. She has—for the novelty of the thing—been content to have a radio receiving set installed in her home, if it did turn one room into a miniature and untidy machine shop, but now that the novelty is wearing off she wants radio in somewhere where it will be properly housed in cabinet form and which will harmonize with the other surroundings of her home.

We are absolutely convinced that a demand of this nature does exist and that such a demand is going to be emphasized in the very near future.

You may ask just what bearing this has on a connection between radio and the music dealer—it has a great deal. Under present conditions radio has reached the state where it is practical and utilitarian and it has reached that stage primarily by virtue of the efforts of those who

an instrument of entertainment, a large portion of which consists of musical broadcasts, it is really a musical merchandising proposition belonging to the talking machine and music dealer.

As manufacturers of phonographs and radio-phonographs we recognize this fact.

Radio is not going to supplant the phonograph, the piano or the player-piano, but it will serve to enhance all of these. Under any possible set of circumstances the person who owns a radio

Broadcast from Detroit News Station for May, 1922	PRESERVE THE RADIO PROGRAM IN YOUR HOME									
	Records						Player Rolls			Publisher
	Victor	Columbia	Brunswick	Oke	Edison	Amstar	Q. R. S.	Ample	Dee-Art	
SELECTION										

Plan of Helping the Dealer Make Sales

are electrically inclined and by virtue of the fact that radio receiving sets have been sold up to the present time by electrical dealers. The average electric shop is not, and I do not think anyone will deny this, under the direction or ownership of men who are really capable of handling the radio proposition with modern refinements, such as I have in mind. A radio is not an electrical shop or a specialty shop proposition. As long as a radio receiving set is essentially

receiving set has no choice of a program, but must take what is sent, when it is sent; on the other hand, popular music broadcasted by radio may make a marked appeal to the owner of the radio set, and it is altogether likely that he will want to make permanent on his phonograph, his piano or player-piano the selection which pleases his fancy. Realizing that this is true, we have been advocating a plan which is accepted by various newspapers and one which renders a real service to the readers of the newspaper, and unquestionably renders a tremendous service to the music dealer. Under this plan, which is simplicity itself, the newspapers who are already devoting a great deal of space to radio give this added space. The definite broadcasts sent out by the various stations are listed; in the next six columns are listed the various makes of phonograph records, and then the player rolls are listed, then the various publishers are listed. As for example, the Detroit News broadcasting station on a certain day broadcasts "Hurry Back Home" and this selection appeals to those who hear it and they wish to make it permanent in their home; they will find that the same selection is offered by the various record companies and piano rolls and the sheet music by different publishers. Definite and concrete tie-up is thus made which cannot but act favorably upon the newspapers, the readers and the music dealers. Radio is being made and housed in period cabinets similar to the various phonograph period cabinets which are extremely pleasing to the eye, and the only ones actually in a position to sell such sets to the public are music dealers by virtue of their long years of experience in similar lines.

A radio if properly installed is not a complicated affair from the standpoint of service—at least, there is no more service connected with it than there is to the phonograph or a player-piano and what small amount of service there is can be handled just as easily and efficiently by the music dealer.

We believe in all sincerity that the talking machine and music dealer is the logical man to sell radio equipment, provided such equipment is properly housed in a cabinet which will fit in with the surroundings of any home of refinement and good taste. There is to-day a strong demand for radio equipment—we have convinced ourselves that there is a stronger demand for radio receiving sets which can go into any home and occupy a small space and which will be an ornament to that home. We believe it is up to dealers to capitalize this fact.

SEND FOR YOUR SAMPLE TO-DAY

This is the New Design



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

Hit a "Home Run" With Peerless Albums

A "Go-Getter" Sales Plan

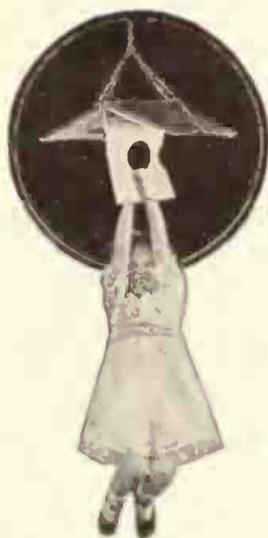
Vacation days are coming—schools will be closed.

How many responsible boys are there in your neighborhood who would welcome the opportunity to make a little vacation money *right now*?

Call eight or ten of them in. Give each an album filled with twelve of the latest records. Send them out among their friends to demonstrate and sell the records and the albums. A small commission to the boys will bring you some mighty good and profitable business.

Now is the time to start—some of the best boy salesmen might wish to work for you all summer.

Phil Ravis



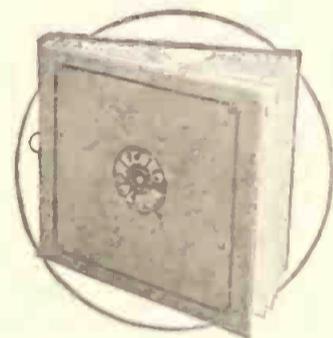
Peerless enjoys an enviable reputation, established over a period of long and faithful service, and stands behind every album sold.

If there were a hundred album manufacturers in America, Peerless would be the foremost, because:

1—Quality, the first consideration, is evidenced in every Peerless product; which is represented by better workmanship and choice material.

2—Price, the next consideration, is always the minimum with Peerless, due to modern manufacturing methods. Quality considered, Peerless prices are right.

3—Of paramount importance to the Peerless organization is a helpful co-operation with every branch of the industry—particularly the requirements of the individual dealer.



Peerless albums are covered and bound with Interlaken cloth

Originators of No. 80 album equipment, as well as the album sets for all flat shelf phonographs which we supply with Peerless Big Ten.

4—Our interest extends beyond the mere supplying of the best album at the lowest possible price. We try to suggest means of selling them. Here is a sign which will help the sale of Peerless Albums in your store — write for one — or more if you need them.

Note: Three years ago, when Peerless began to serve the trade in a big way, we said, "An empty album is an invitation to the purchaser to fill it with records." Will our friends now be kind enough to write us their opinion of our new slogan, "Albums sell records"?

PEERLESS ALBUM COMPANY

PHIL. RAVIS, President

WALTER S. GRAY
San Francisco
942 Market St.

636-638 BROADWAY
NEW YORK

L. W. HOUGH
Boston
26 Sudbury St.

Compiling an Authoritative Prospect List by Thoroughly Canvassing the Territory

How many retail music merchants have any approximate idea of the number of homes in their territories equipped with a musical instrument of one sort or another, or of the number of homes that, lacking any kind of musical instrument, may be legitimately regarded as being worthy of a place on the prospect list? Judging from experience, the number of retailers so informed, or who have available approximate figures upon which to base any sort of a fair calculation, are few in comparison to those who are uninformed.

For a number of years there has been much discussion in the trade regarding the advisability of carrying on a general canvass of the country to ascertain the proportion of homes musically equipped, but it was considered that the venture was too ambitious and would probably prove too expensive to warrant going into.

What has been advised, and to some degree considered, however, has been the possibility of retailers making surveys of their own immediate territories to eliminate guesswork as far as possible from their selling plans. What statistics have been gathered regarding musical instruments in homes have been gathered largely by interests outside the trade and for reasons other than that of the direct sale of musical instruments. Not long ago a farm publication made a survey of its subscription list and brought forth some interesting information regarding the number and types of musical instruments in the homes of the rural population.

The biggest thing in this line, however, has been done by the Milwaukee Journal, which a few months ago made a thorough canvass of homes in Milwaukee and vicinity to ascertain how they

were supplied with musical instruments, and which compiled a report covering 10,000 homes where the questionnaire offered by the newspaper was answered in full. The results of the survey, for which the newspaper deserves full credit, indicated that of the 10,000 homes 7,236 or 72.4 per cent were homes with children, which fact

A General Canvass of Homes to Determine Those Equipped With Music Will Yield Valuable Information

proved very significant in its effect upon the musical instrument equipment.

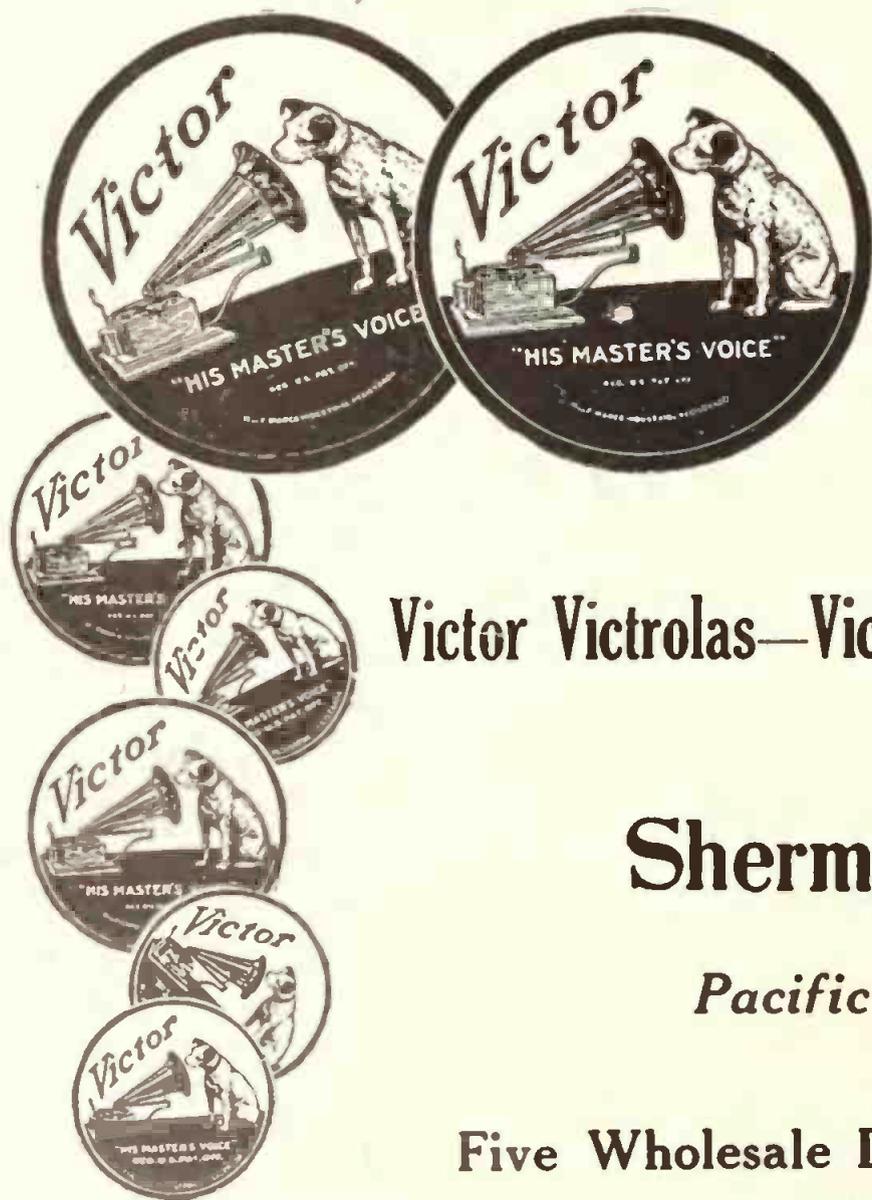
Of the 10,000 homes, also, 7,942 or 79.4 per cent had some kind of musical instrument. Of homes in which there were boys only 80.47 per cent had some musical instrument, and where there were girls 85.77 per cent had some musical instrument, while of the homes without children 69.2 per cent had some sort of musical instrument.

A general survey of the 105,000 families in Milwaukee indicated that 45.91 per cent have pianos, 42.43 per cent have phonographs, 6.96 per

cent have violins, 4.23 per cent have player-pianos, and .14 per cent have pipe organs, while the balance have a miscellaneous assortment of instruments. These percentages are particularly interesting in that they show a condition that existed with the beginning of the present year.

Judging from limited surveys that have been made in other sections of the country and by various agencies, Milwaukee may be said to be particularly well-supplied in the matter of musical instruments and to be possessed of a citizenry that is in itself distinctly musical. Figuring the proportion of sales to the country's population it would seem that the percentages in Milwaukee are high, but the very interesting showing made there should serve to encourage music trade interests in other localities to seek similar information for their own guidance, in cases where no outside agencies can be relied upon to undertake the task. If a newspaper with many fields to draw upon for advertising finds it worth while to spend some thousands of dollars in making a careful survey of a single city in order to find a basis for fresh advertising arguments, how much more important is it for the manufacturers, and particularly the sellers, of musical instruments to gather such information for their own use?

It is certain, however, that in most localities such a survey, even though not as extensive as that carried on by the Milwaukee Journal, will serve to prove to retailers that there is still a tremendous field available for musical instrument sales. Having once been convinced of that fact, the retailers can concentrate their efforts on consideration of ways and means for reaching that field.



Main Wholesale Depot:

741 Mission Street, San Francisco

Branch Wholesale Depots:

10th and Santee Sts., Los Angeles, California

N.W. Corner 13th and Glison Streets
Portland, Oregon

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

330 W. Sprague Ave., Spokane, Washington

Victor Victrolas—Victor Records—Victor Accessories

Sherman  Clay & Co.

Pacific Coast Distributors

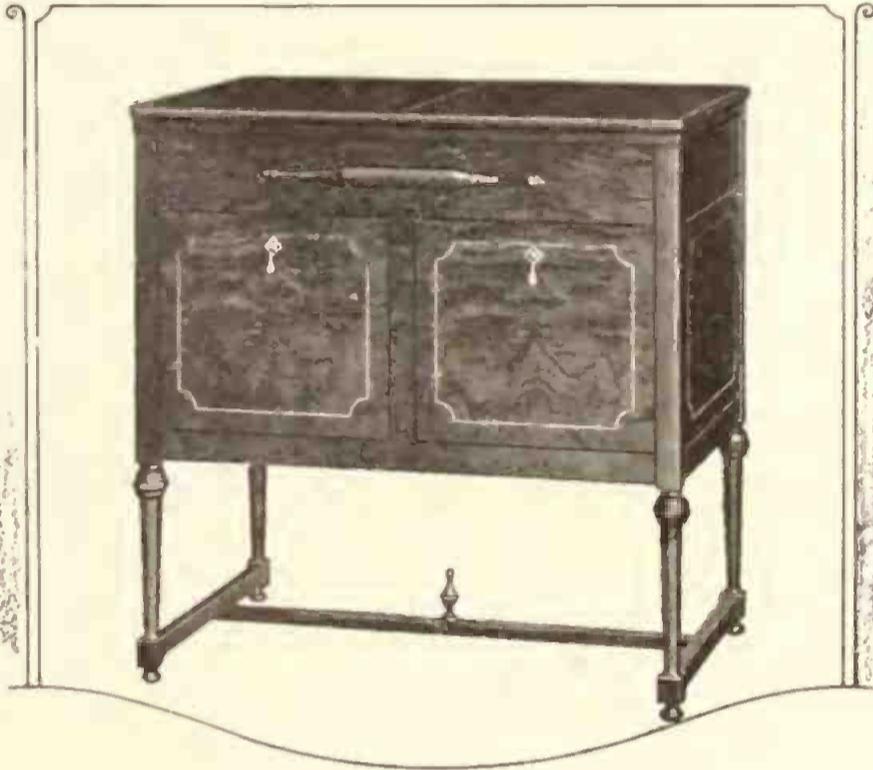
Five Wholesale Depots for Your Convenience

Beauty of Design Rare Tone Quality Fine Cabinet Work

William and Mary Console

A handsome new model furnished in mahogany or butt walnut with black inlay. Standard Jewett construction, height 34 $\frac{1}{4}$ inches, width 32 $\frac{1}{4}$ inches, depth 20 inches.

List Price \$185



Where Can You Find Another Line that Combines These Three at a Popular Price?

There may be other lines of phonographs besides the Jewett that can boast beauty of design—

There may be others that in your opinion have the tone quality a high grade phonograph should possess—

And you can possibly point out other lines that are splendid specimens of cabinetwork—

But not until the Jewett was offered to the trade was it possible to

find these three essential qualities in any one line at a popular price.

We ask you to hear the Jewett in your own store—to compare it point by point with any line you choose. See if you do not agree that it is equal or superior in design, tone quality or workmanship to any instrument you have ever seen or heard.

Then see if you can match Jewett values with any line of similar quality on the market.

JEWETT PHONOGRAPH COMPANY

GENERAL SALES OFFICES: 9TH FLOOR PENOBSCOT BUILDING, DETROIT

JEWETT

P H O N O G R A P H S



OPENS FINE NEW VICTROLA SHOP

Unique Features of M. Goldsmith & Son Store Make It One of the Finest Victor Establishments in the Metropolitan District

The formal opening of the new Victor shop of M. Goldsmith & Son, 1493 First avenue, New York City, recently, marked the addition of one of the finest talking machine stores to the music establishments in the metropolitan district. The new store, while not large in comparison to many other music houses in the city, ranks with the best in attractiveness and completeness of appointments.

The record demonstration booths and interior decorations, which were installed by the Broadman Construction Co., of New York, are unique in several respects. The booths, ten in number, have been so arranged that advantage is taken of every available space. They are constructed of carved walnut and paneling of the same material has been used on the walls. In each booth there is an electric button, which the customer pushes when the service of a salesman is desired. In the rear of the establishment, in plain view of all who enter the store, is a show case built flush with the wall, in which will be displayed a single talking machine. This case is illuminated by electricity at all times, making the display stand out distinctly. On the main floor there are record racks with a 10,000-disc capacity and in the basement record shelves have been constructed to hold a 15,000-record surplus stock.

During the opening, which was attended by many people, handsome souvenirs were distributed. These included 10 and 12-inch record albums, with the firm name on the cover, record brushes, mirrors, on the back of which was reproduced a likeness of the Eight Famous Artists, and Victor dogs. During the day a concert was staged and members of the trade were served with refreshments. The store will be under the management of Morris Goldsmith, Jr.

In the evening the crowd became so great that the services of the police were necessary to preserve order. Chas. Harrison, William Robyn, Chas. Hart and Elliot Shaw, Victor artists, entertained with some of their most popular songs and autographed a number of records for eager purchasers. Further music was furnished by an orchestra hired for the occasion. Messrs. King and Shilkret, of the Victor Co. forces, were present and helped to make the event a success. Later in the evening the company served a buffet supper to more than fifty guests. J. N. Blackman, of the Blackman Talking Machine Co., delivered an address on modern tendencies in merchandising. The interest manifested by the entire trade in the event was attested by the many telegrams of congratulation and floral tributes received by the proprietors.

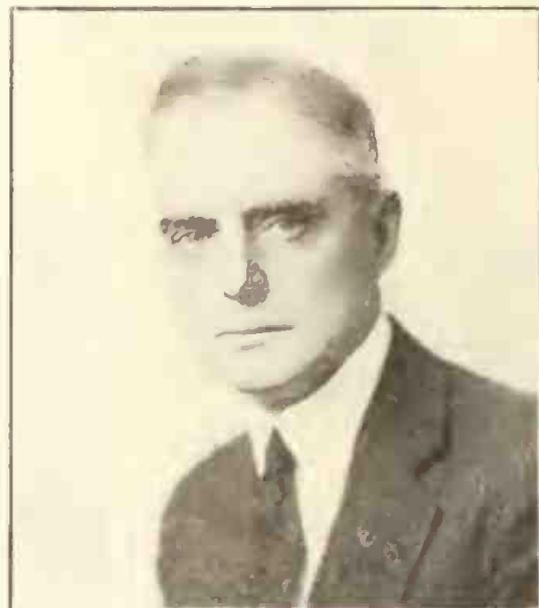
PHONOVARATIONS CO. CHARTERED

A charter of incorporation was recently granted to the Phonovariations Co., of New York City, with a capital stock of \$10,000. Incorporators are: C. Peck, I. Albert and A. J. Messing.

WELKER JOINS MICKEL STAFF

Well-known Victor Man Head of Mickel Credit Department at Des Moines—Prominent in Western Talking Machine Trade Circles

DES MOINES, IA., May 7.—W. O. Welker, one of the most popular men in the Victor trade in the Middle West, has joined the forces of Mickel Bros., of this city, Victor wholesaler, and will have charge of the credit department. Mr.



W. O. Welker

Welker, who has had considerable experience in Victor retailing and wholesaling, has an extensive acquaintance among Iowa dealers.

When he first entered the talking machine industry Mr. Welker was associated with Case & West, of this city, who at that time were Victor wholesalers, and upon their retirement from the wholesale field he spent several seasons representing the Putnam-Page Co., of Peoria, Ill., in eastern Iowa. For the past four years Mr. Welker has been purchasing agent for the city of Des Moines, and he brings to his new post a wealth of practical experience that will be used to advantage by Mickel dealers.

DERIVATION OF THE WORD RADIO

Few persons, even among the experts, know the derivation of the word "radio" as distinguished from the older generic term "wireless." Of course, radio is wireless in a sense, but the latter applies to so many other forms of free communication that it was found necessary to seek a new word that would express more exactly the peculiar activity of the broadcasting stations as we know them to-day.

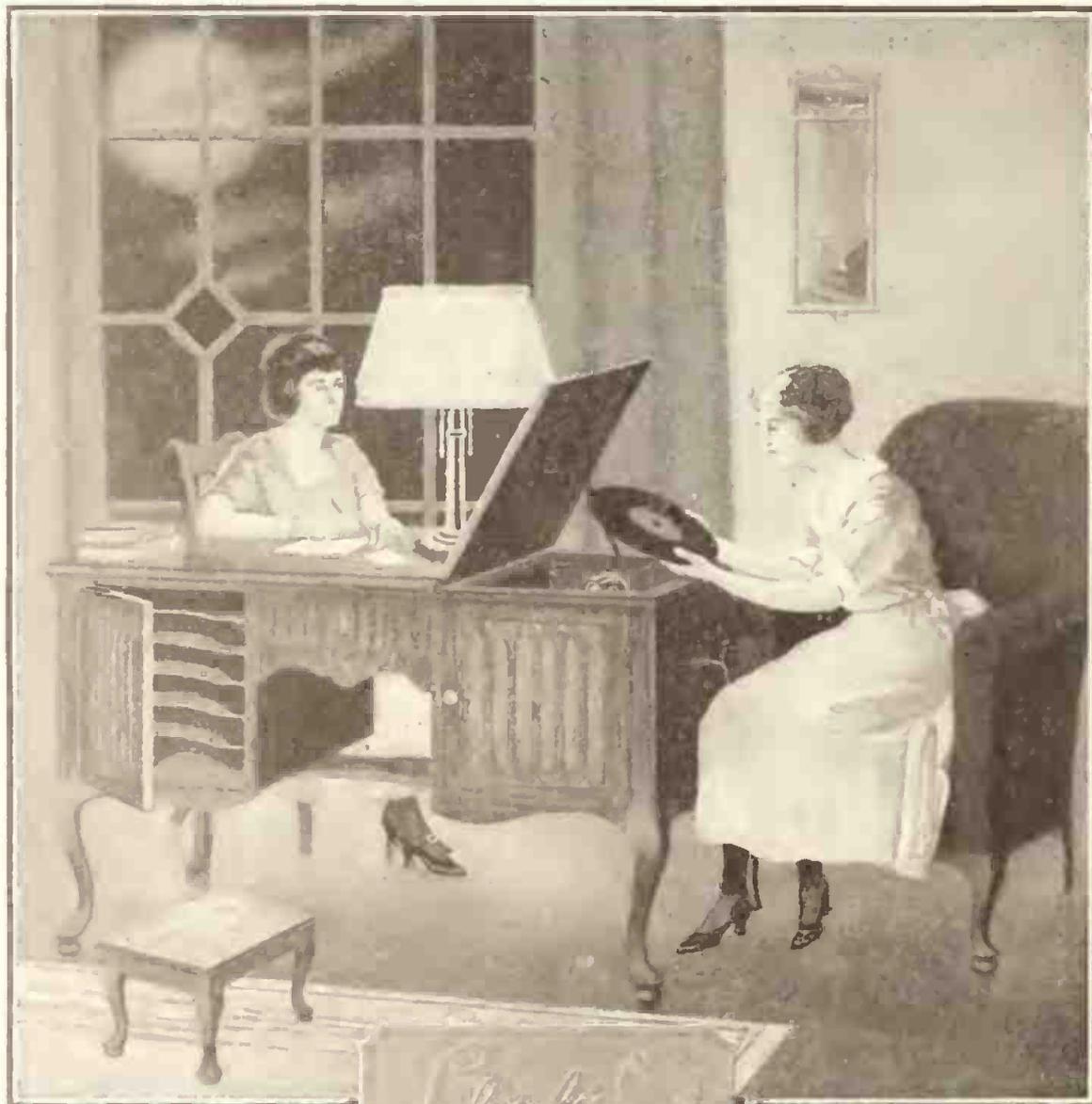
Radio applies specifically to electric communication by means of ether waves. There are many other forms. Electric discharges may be conducted through water or the earth. They may be conducted through light waves, just as ether waves are employed for a similar purpose. Even induction between wires strung short distances apart has been used by telegraph companies. Telegraphic communication has been established between free-moving trains and the telegraph wires strung along the sides of the road by the simple expedient of laying metal sheets on the roofs of the cars. And successful experiments have been conducted between balloons equipped with a covering of tinfoil. All these may be called by the name of wireless. So may radio, but it is a thing apart.

GRANBY OFFICES NOW IN NORFOLK

NORFOLK, VA., May 4.—The general sales offices of the Granby Phonograph Corp., of this city, which were located for a short period at 21 West street, Boston, Mass., are now housed with the executive offices of the company in this city. It has been found more advantageous to have the sales offices located in close proximity to the production and executive headquarters. Edward F. Carson, assistant general manager of the company, who was in charge of the offices in Boston, returns to Norfolk.

Cash in on the Wireless Demand

Our specially equipped Cabinets, with horn and all apparatus out of the way, sell themselves. Also in stock as complete Phonographs or Cabinets for assemblers. Write for Prices



Seaburg Mfg. Co.

Jamestown, N. Y.

The Biggest Value on the Market. A Trial Order Will Convince

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

The Merchant Who Secures Even Distribution of Business Can Render Better Service

Most talking machine establishments are busiest during certain periods of the day and at others there is an absolute dearth of business. The average merchant tries hard to give the best possible service, realizing, of course, that upon this, to a great extent, does the reputation of his establishment depend. No matter how much effort is expended by the merchant, if his store is crowded with customers during the peak hours of the day some of them are bound to wait before they can obtain the services of the clerks. This naturally results in a certain amount of ill feeling on the part of customers who are compelled to await their turn, and there are some people who will visit other stores in the future with the hope that their demands can be satisfied with more speed, and where this occurs the dealer will, in all probability, lose a customer.

There are two methods of overcoming this condition. One is to provide some plan so that the arrival of customers will be more evenly distributed during the day and the second is to provide some means to ease the waiting period. In any event it should be impressed upon the minds of the clerks that customers should be waited on in their proper turn. If a customer enters a store and finds two or three persons there before her and more follow her in she does not expect to be waited on last. Where this occurs it is pretty certain that the customer discriminated against will take her trade elsewhere, and with good reason.

In most talking machine establishments the morning hours are the quietest and in the afternoon the rush hours occur. Therefore, the dealer should make an effort to get some of his cus-

tomers to do their record shopping in the morning.

There are several ways of doing this, and they all require most careful handling to eliminate the possibility of offending customers. A simple method is to try, wherever possible, to impress on the customer's mind, by personal conversation, the fact that in the morning hours your store is not so crowded and, consequently, bet-

The Dealer Can Avoid Rush Hours by Educating the Customers to Do Their Buying During Different Hours

ter service can be rendered and more time can be given to record demonstrations.

The dealer might also enclose a personal letter to the customer with the monthly supplement, diplomatically urging that record shopping be done in the morning. Of course, these letters must not be too strong or insistent. The printed word is often crude and sometimes conveys an entirely different meaning to the reader than the same message in a personal chat.

One dealer is doing a large morning business through the medium of morning concerts. A note of invitation is sent to a selected list of customers and the records to be played are listed. The recipients of the invitations are carefully selected through data on file in the office of the store. For example: On the card bearing the name of each customer there is a notation concerning the particular quality of music preferred by that person. If the dealer arranges a Red Seal record concert he takes care to send invitations only to those customers who have evinced a liking for that class of music. It is obvious that a person who is fond of jazz and does not care for the better music will not make any particular effort to attend a concert of this sort. On the other hand, this dealer finds that classical record enthusiasts do make an effort to attend the concerts, which are well patronized. The plan has been instrumental in selling a considerable number of records during those hours when business is dull in most establishments, and the thinning of the ranks of afternoon shoppers has enabled the salesman to devote more time to each customer, greatly increasing the efficiency of the house and promoting good will of patrons.

SHORE MUSIC SHOP IN NEW HOME

The Shore Music Shop, formerly located at Tennessee and Pacific avenues, Atlantic City, N. J., is now in its handsome new establishment at 924 Pacific avenue. A complete line of Victrolas, Starr phonographs and Victor and Genett records is handled in addition to pianos.



On the Trail of Your Wants!

MAY

There is no MAY in our organization.
Pearsall Service means MUST.
You want it—We've got to find it.

Ask any Pearsall Dealer—He'll tell you

"Desire to Serve Plus Ability"

10 EAST 39th ST.



NEW YORK CITY

SILAS E. PEARSALL COMPANY

DISTRIBUTORS

Announcing the Columbia



Illustration above shows how compact, attractive, and easy to carry is the New Portable Grafonola. Weighing only 22¼ pounds, it is no heavier than an ordinary hand-bag.



The New Portable Grafonola open and ready for playing.

HERE'S big news for every Columbia Dealer! The New Portable Columbia Grafonola—the instrument you have been waiting for—is now on the market. The improved, compact, handsome Portable Grafonola embodies the identical method of sound reproduction found in the large, cabinetted Columbia Grafonola, and this feature now places all other portables on the defensive.

Believing that it is wrong to subordinate the reproducing qualities of a portable phonograph for the sake of compactness, we have produced a highly scientific instrument with all the best reproduction features of the cabinet model Grafonola, and yet an instrument that can be carried as easily as a hand-bag.

Think of what a wonderful selling proposition this Portable Grafonola offers you for summer business!

Just the thing for vacation use, for week-end

trips, for summer bungalows, picnics, lawn parties, day trips, porch dancing, beach parties, to take aboard the motor boat, automobile or canoe—in fact, it will be found indispensable to all who like to take music with them wherever they go.

Being covered with heavy, durable, black Fabrikoid, reinforced at the corners, this new Portable Grafonola is a light-weight, handsome piece of luggage which no one will object to carrying and which will withstand all sorts of hard wear.

From every standpoint of beauty, utility, quality, and volume of reproduction and serviceability the New Portable Grafonola is beyond doubt superior in every respect to anything of its kind on the market, and as a musical instrument is something on which you can go the limit in pushing, knowing full well that it will give complete satisfaction.

new Portable Grafonola

Look at these improved features

- A**—Two pivoted tone-control leaves at the mouth of the amplifying chamber permit modifying the volume of tone as desired.
- B**—The cover encloses the scientifically shaped amplifying chamber (or horn) which permits the full and natural development of the sound-waves (as in the big cabinet Grafonolas) from the neck of the tone-arm to the mouth of the horn.
- C**—An escutcheon at this point fits over the motor pinion and secures the turntable against rattle or damage during transportation.
- D**—The standard Columbia bayonet-joint tone-arm conveys the sound-waves directly into the amplifying chamber in a continuously widening channel without obstruction or the necessity of employing special turns or adjustments to suit this type of a phonograph.
- E**—Covers seal needle cups when top is lowered for carrying.
- F**—Three nickel needle cups (one for used needles) prevent aggravating forgetfulness.
- G**—The position of the winding spindle gives the crank a wide swing, which permits easy and safe winding of motor.
- H**—Complete exterior is covered with the best grade of heavy black Fabrikoid.
- I**—Heavy nickeled corner protectors give strength, withstand abuse, and save scratching of furniture.
- J**—The inside is finished in highly polished Red Mahogany, which, with the highly polished nickel parts and black Fabrikoid exterior, makes this instrument very attractive in the playing position.
- K**—Tone-arm and improved standard Columbia reproducer swing back without adjustment and are safely positioned by a spring for carrying.
- L**—Winding crank is conveniently positioned here for transportation.
- M**—Ingenious safety catch permits dust-proof closing of cover.

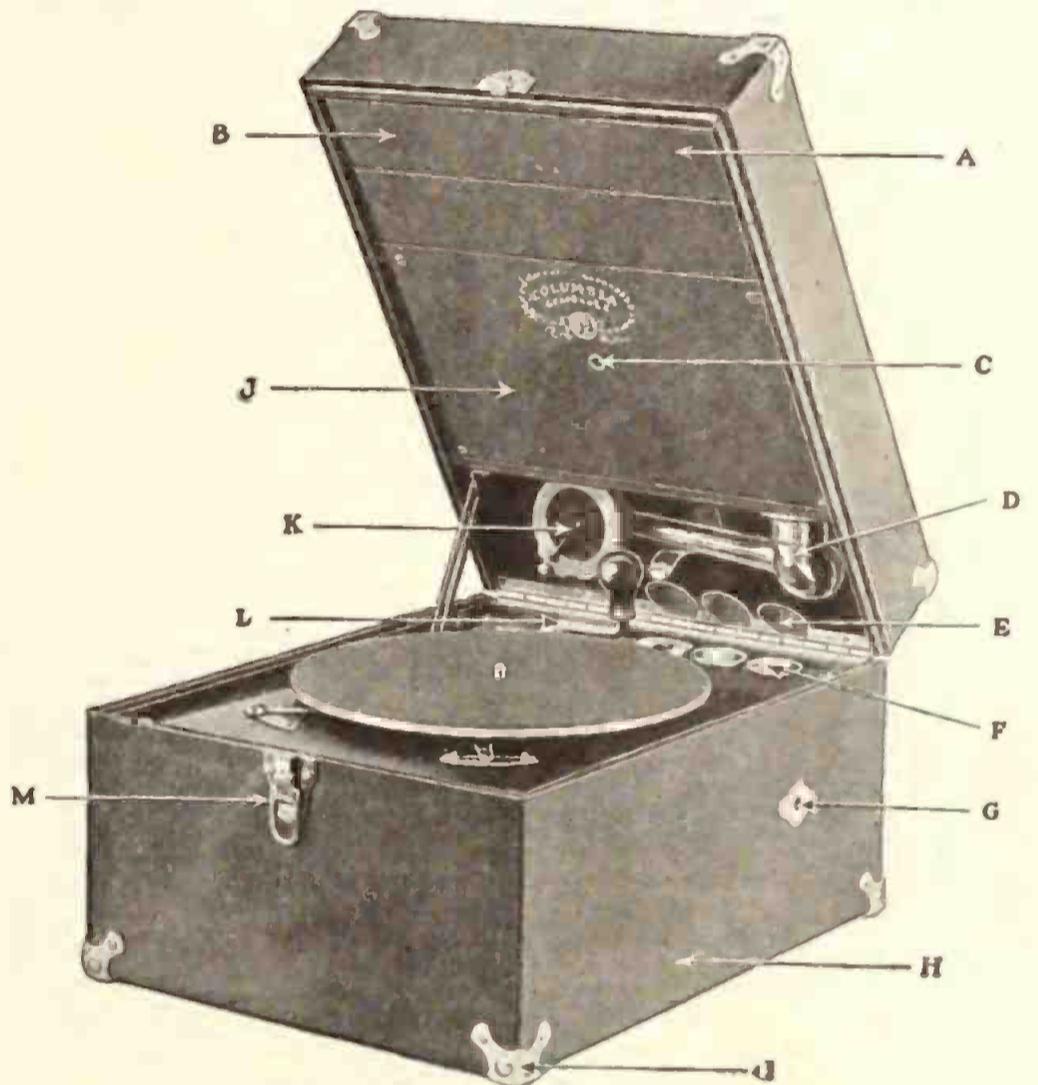


Illustration above shows how the Portable Grafonola is made ready for carrying.



COLUMBIA GRAPHOPHONE COMPANY, New York

The ALBUM method EXCELS all other RECORD FILING systems EVER TRIED



SELECTING THEIR FAVORITES

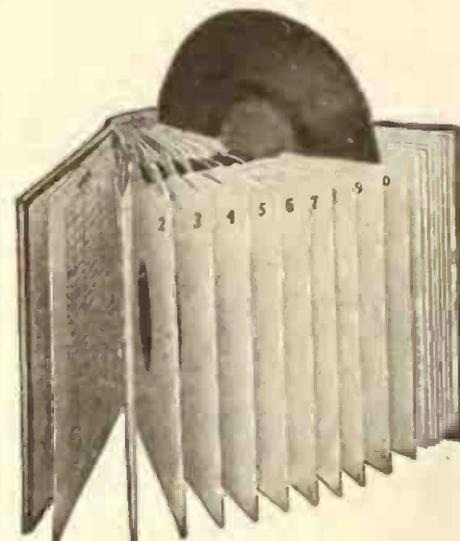
To the Trade:

Our Record Album factory—all or any part of it—is at your command. Hundreds of customers can and will gladly testify as to the good quality of our production.

Our large and growing business is due to satisfied customers and repeat orders.

Imprint (firm name or trade mark) stamped on covers if desired when orders are sufficiently large to justify it.

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.

New York Office, 54 Franklin Street, Telephone, Franklin 1227, James E. Maguire, Representative

MANY NEW JEWETT DEALERS

Important Accounts Opened Up by Jewett Phonograph Co.—March Sales Greater Than January and February Combined

DETROIT, MICH., May 8.—The Jewett Phonograph Co., of this city, manufacturer of the Jewett phonograph, has closed a number of important accounts recently. Among the dealers who have arranged to handle the Jewett phonograph during the past few weeks are the following: W. S. Barringer, Kokomo, Ind.; Carr & Hicks, Fostoria, O.; John Deans, Eddystone, Pa.; F. H. Frazelle, Toledo, O.; Grosse Pointe Furniture Co., Detroit; Gardner White Furniture Co., Detroit; John J. Howard, Detroit; C. Kobe & Son, Findlay, O.; Ralph Lloyd, Flint, Mich.; Eugene C. Laurent, Morton, Pa.; C. J. Lenhard, South Bend, Ind.; Newman & Kettler, Lima, O.; Pathé Shop, Columbus, O.; People's Outfitting Co., Detroit; Sprow's Music House, Carlisle, Pa.; Schultz & Humm, Caro, Mich.; Tepper Bros., Fort Wayne, Ind.; Thomas Furniture Co., Pontiac, Mich.; W. B. Wood Piano Co., Parkersburg, W. Va.; Watt & Shand, Lancaster, Pa.; White Furniture Co., Detroit.

A. A. Fair, sales manager of the company, states that the new William and Mary console, retailing at \$185, is meeting with a hearty reception from the trade. The new upright line introduced a month or so ago is also proving popular

with Jewett dealers everywhere, who are exploiting it to splendid advantage in their respective localities.

As indicative of the progress that the Jewett phonograph is making, it is interesting to note that Mr. Fair reports a total business for March greater than January and February combined. Official figures for April have not yet been compiled, but preliminary totals indicate that April showed a substantial increase over March sales.

AMERICAN "TALKERS" IN CHILE

Good Market for Talking Machines and Records—Heavy Import Duties Add to Expense—Very Little Competition to Contend With

During and since the war musical instruments have been imported into Chile almost exclusively from the United States, according to a recent report by Consul D. C. McDonough, who is stationed at Concepcion. The report states, in part, that: "The market for talking machines and records is very good, although not large, and American instruments have very little competition. The import duties make them rather expensive, especially heavy discs or records. Importers receive a credit of ninety days.

G. S. Crawford, formerly with the Jones Dry Goods Co., of Paris, Ill., is now with the J. E. Rice Music Co., Mount Olive, Ill.

ANNOUNCES TALKING MOVIE

Lee De Forest, of De Forest Radio Telegraph & Telephone Co., Tells of Perfected Device for Talking Motion Pictures—Arouses Interest

Lee De Forest, pioneer in wireless telegraphy and telephony, returned from Germany recently on the "Mauretania," with an announcement that he had perfected a device for talking motion pictures. The action of the photoplay and the voice were registered on the same strip of film, which could be used in an ordinary projection machine with an attachment, he said.

Enthusiastic over his invention, which, he predicted, opened great possibilities, Mr. De Forest exhibited a strip of film of a speaking movie. The voice, he said, was registered on the narrow margin of the strip by action of the light on the sensitive cells. The margin thus bore a picture of the voice. Through the medium of a special device the voice was reproduced in perfect synchronism with the motion picture.

"I am convinced my invention will revolutionize the motion picture industry," Mr. De Forest said. "An entire play or opera of an evening's length will be one of the novelties of the speaking movies."

Mr. De Forest said his voice registration method could be applied to the talking machine—ordinary films could be played without a needle. He said experiments with the "photophone" demonstrated that musical sounds were more pronounced than those from the talking machine.

Mr. De Forest, who is president of the De Forest Radio Telegraph & Telephone Co., said he would return to Germany in two weeks to continue his work on the talking motion picture machine, which he expects to put on the market soon. He said he found technical labor easier to obtain and experimental conditions more favorable there. While here he would add another factory to his business of manufacturing radio telephone products, he said.

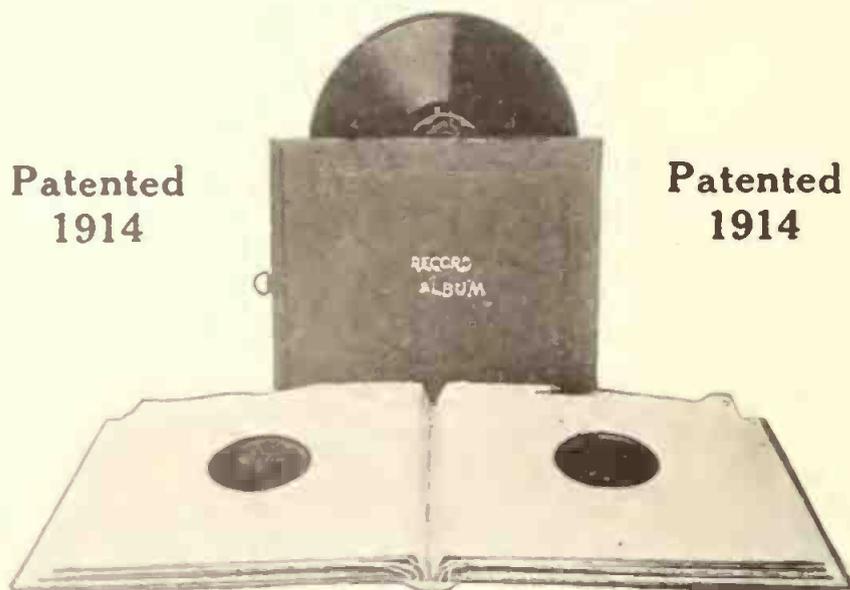
"TALKER" CONCERTS ON TRAINS

The management of the C. I. & L. R. R., better known as the Monan Road, has installed a Brunswick phonograph and a number of records on one of its dining cars for the entertainment of passengers. Concerts are held each evening to break the monotony of the trip. The invitation to the concert is printed at the bottom of each menu.

N. A. BURKE BUYS VICTOR BUSINESS

NYACK, N. Y., May 3.—The Victor talking machine and stationery business of Tunis S. Dutcher, of this city, has been purchased by Norman A. Burke, proprietor of a Columbia Grafonola shop here. Mr. Burk moved the Victor stock of machines and records to his establishment on South Broadway.

YOU OWE IT TO YOUR CUSTOMER



Patented
1914

Patented
1914

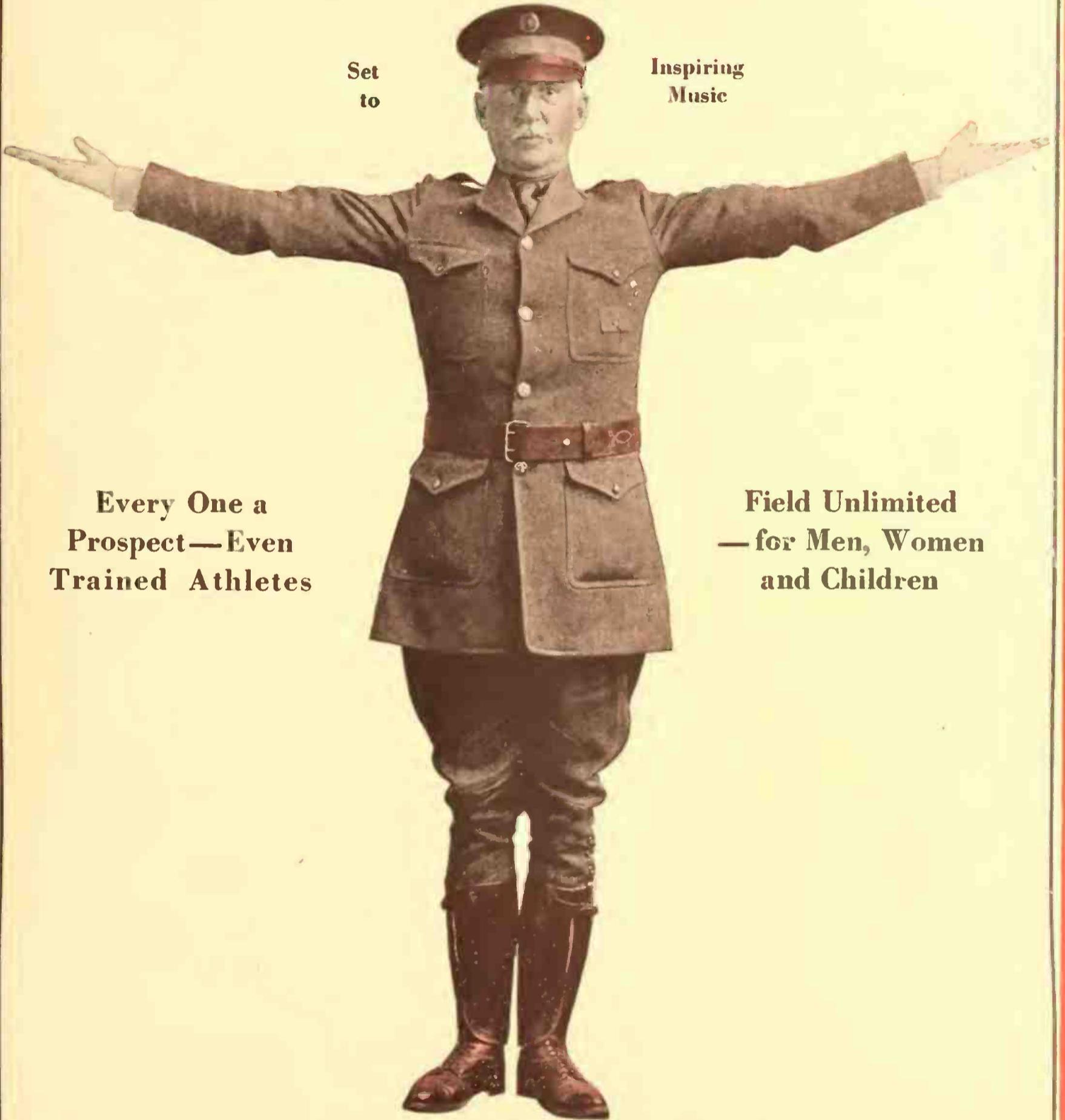
The successful merchant always appreciates the fact that his customers place in him their utmost confidence. Therefore, he makes it a point to supply them with goods of a kind that he would appreciate were he a prospective customer. He knows that in doing this he does not have to worry and think up all kinds of schemes in order to increase his business. His business increases automatically. BOSTON ALBUMS—with their wooden backs and interchangeable leaves—are goods of this character, and business builders. Have you sent for a sample of the latest Bostonian?

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

Walter Camp's
"DAILY DOZEN"

Set
to

Inspiring
Music



Every One a
Prospect—Even
Trained Athletes

Field Unlimited
—for Men, Women
and Children

Mr. Walter Camp

Famous Yale football coach and athlete who for more than 30 years has been considered
AMERICA'S FOREMOST AUTHORITY ON AMATEUR ATHLETICS.

The "Daily Dozen"

One of the most remarkable endorsements ever accorded a man's achievement, given to Walter Camp's Daily Dozen by twenty dominant men of International Prominence.

On Board
S. S. George Washington
Brest, France

TO WALTER CAMP

Your drill has been the test of us;
You've better made the best of us;
You've much improved the rest of us;
You've raised each sinking chest of us;
You've much reduced each vest of us;
You ever will be blest of us;
North, south and east and west of us;
Signed with the seal attest of us.

FRANKLIN D. ROOSEVELT
C. M. SCHWAB
VANCE C. McCORMICK
HENRY M. ROBINSON
GUY T. HELVERING
HOWARD HEINTZ
JOHN H. FINLEY
WALTER S. TOWER
C. K. LEITH
H. T. CLARKE
A. W. DUBOIS
S. A. BROWN
H. S. AMBERG
A. H. BROWN
E. B. REED
M. COOLIDGE
PAUL D. MOODY
PRESTON HERBERT
M. SWENSON
E. A. SCHUMAN

Dedicated to
Walter Camp



By 20
Internationally
Famous Men
Who Have Used the
"Daily Dozen"



The "Daily Dozen" Exercises were used by a President's Cabinet and endorsed by many men of National Prominence

The "Daily Dozen"

Builds Up Good Hard Flesh and Muscle and Eliminates Useless and Excess Flesh Without Undignified and Irksome Positions or Harmful Exercises That Injure the Heart, Body or Health.

Following Publications Are Now Running Advertisements of the "Daily Dozen"

Saturday Evening Post

American Magazine

Mentor Magazine

Current Opinion

Nautilus

Review of Reviews

World's Work

Wide World

Columbia

Crescent

Popular Science

Adult Student

Asia Magazine

N. Y. World Magazine
Section

American Legion

Detroit Free Press

Literary Digest

Forbes Magazine

Outlook

Hartford Courant

Washington Post

Chicago Tribune

Red Book

National Geographic

Metropolitan

Association Men

Magazine of Wall Street

Physical Culture

Success

Normal Instructor

Journal of Nat'l Educa-
tional Association

National Pictorial

Elk's Magazine

McClure's

House and Garden

Atlantic Monthly

New York Tribune

Cleveland Plain Dealer

Indianapolis Star

N. Y. Times

Los Angeles Times

St. Louis Post Dispatch

New Haven Register

New Republic

Denver Post

The Health Builder System is one that appeals particularly to discriminating stores that are very careful of the type and class of merchandise which they offer for sale.

Herewith is a list of stores handling the "Daily Dozen", selected at random from some of the largest cities of the country. It indicates clearly the standard and merit of the "Daily Dozen" records.

John Wanamaker, New York and Philadelphia
Marshall Field & Co., Chicago

Lord & Taylor, New York

Jordan, Marsh & Co., Boston, Mass.

The Landay Stores, New York

S. B. Davega Stores, New York

J. L. Hudson Company, Detroit, Mich.

L. S. Ayres & Co., Indianapolis, Ind.

Baldwin Piano Co., Cincinnati, Ohio

Wm. Hengerer Co., Buffalo, N. Y.

Grafonola Co. of New England, Boston, Mass.

Woodward & Lathrop, Washington, D. C.

S. Hamilton Co., Pittsburgh, Pa.

Maison Blanche Co., New Orleans, La.

Chase & West, Des Moines, Iowa.

Scruggs, Vandervoort & Barney Dry Goods Co.,
St. Louis, Mo.

Frederick Loeser & Co., Brooklyn, N. Y.

R. H. White & Co., Boston, Mass.

THE "DAILY DOZEN" IS A PROVEN SUCCESS

The "Daily Dozen" Is One System That You Can Conscientiously Recommend To Your Wife, Mother, Daughter or Sister

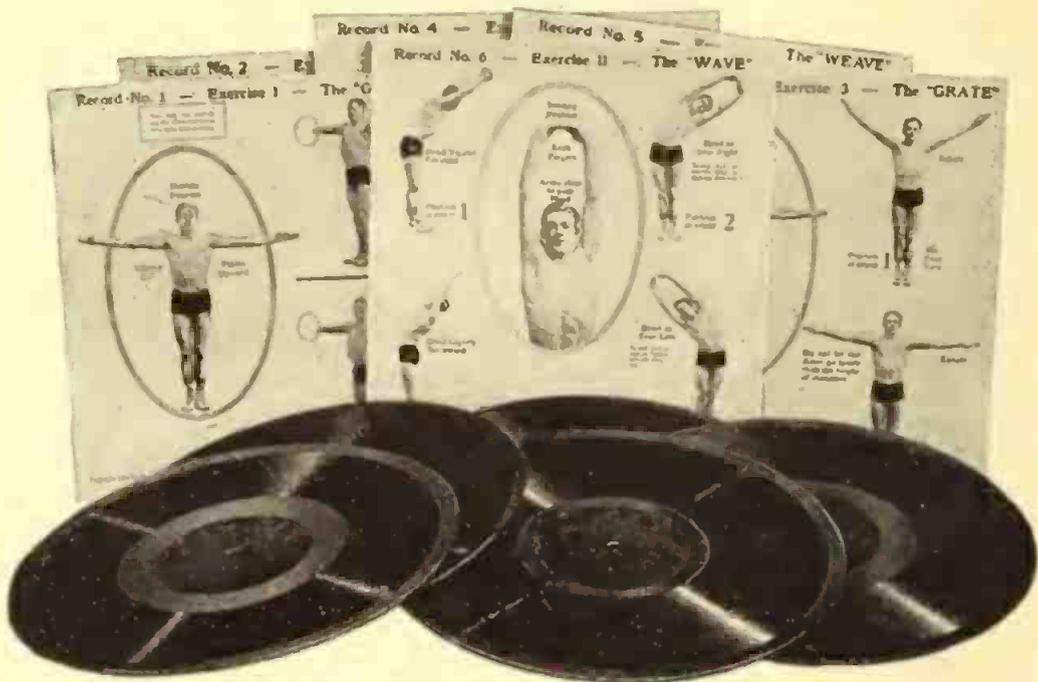
The "Daily Dozen"

Makes You Fit by Building Up or Bringing Down to Normal. A System of Class and Merit. Scientifically Correct. No Harmful or Heart Straining Exercises.

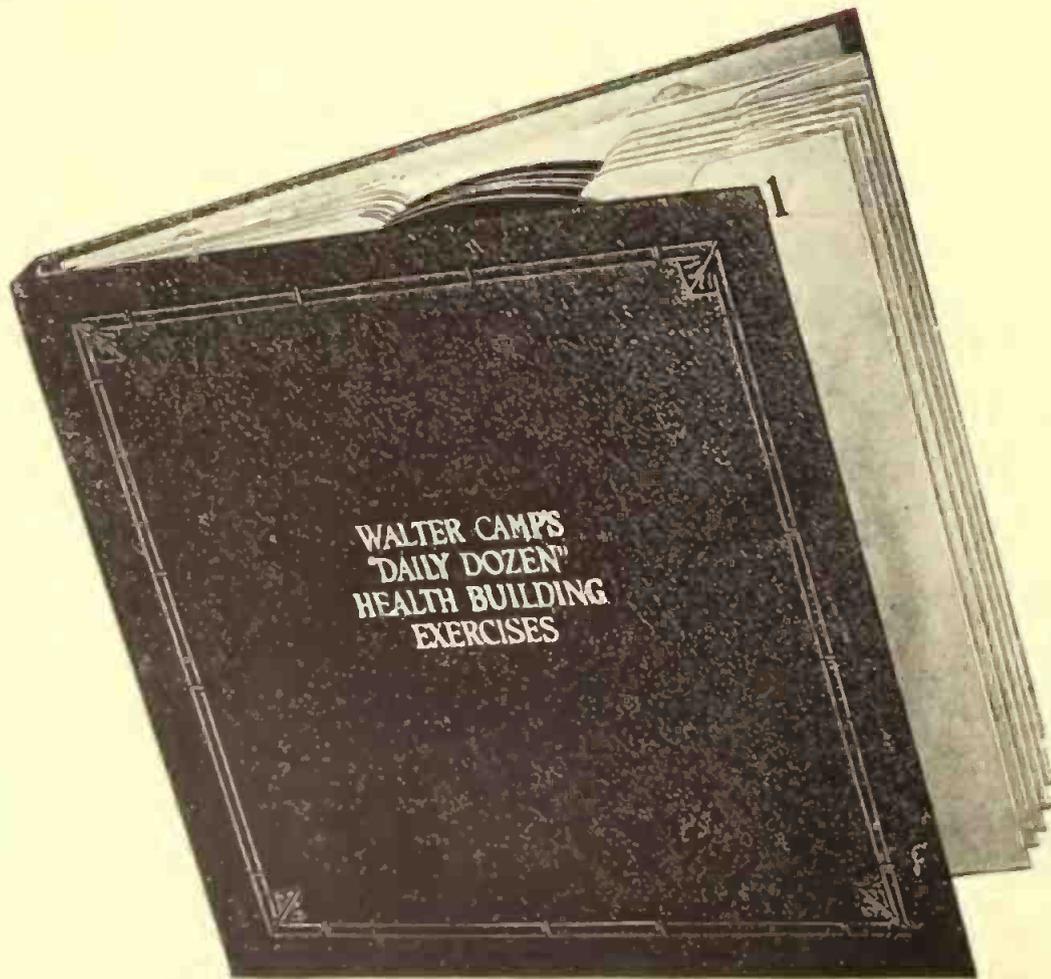
Nothing Abnormal or Grotesque. No Restricted Class Appeal. Never Irksome. No Contortions.

It takes a few minutes to demonstrate a regular musical record.

It only takes a few minutes longer to demonstrate a Health Builders' set, and your profits are 20 times greater.



All Records Double Faced. (Not Single Faced)
Music on Both Sides



THESE Health Builder Records are sold in sets, each set comprising five ten-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. They are produced by a special exclusive arrangement with Mr. Camp.

A Proven Profit Maker

The Health Builder System is a quick-selling, profitable phonograph record proposition. Its success is proven. Mail the coupon today for sample double-faced ten-inch record, with booklet of charts and instructions for the complete course and full particulars of our special offer. We will tell you all about this profitable movement that is making good everywhere. Splendid dealer cooperation to promote sales freely given. Send the coupon now for sample outfit. There is no obligation.

Health Builders, Dept. W-5
334 Fifth Avenue New York

Health Builders, Dept. W-5
334 Fifth Avenue, New York.

Please send me, prepaid, one 10-inch double-disc Health Builder Record, comprising four of Walter Camp's "Daily Dozen" exercises—with booklet containing charts and instructions on the complete "Daily Dozen"—and your special proposition to dealers. I have the privilege of returning the outfit.

Name
Address
City..... State.....

"MODERNOLETTE" MAKES ITS DEBUT

New Portable Machine Attractively Designed and of Distinct Merit Placed on the Market by the Modernola Co., Inc., Johnstown, Pa.

JOHNSTOWN, PA., May 1.—The Modernola Co., Inc., of this city, which is well and favorably known throughout the talking machine field through the production for many years past of the Modernola phonograph, has announced the advent of a new member in the Modernola family. The new arrival has been named the Modernolette and is a portable machine of attractive appearance weighing twenty-one pounds, twelve ounces, and is produced in either wax finish or leather covered. This new portable has been in the process of development for a long time past. It had to meet many rigid tests before it was finally placed on the market, and in its present condition it has the unqualified endorsement of the Modernola Co., which makes many exceptional claims for it. This new portable has been placed on the market at a particularly appropriate time, and in season to permit the dealer to have it in stock in time for the Summer months, which is usually the heaviest sales season in this type of machine. The accomplishments of the Modernola Co. in the past bespeak a bright future for the Modernolette.

ROBERT RINGLING TO MAKE RECORDS

Robert Ringling, only son of Charles Ringling, circus owner, and a baritone of distinction, has just signed a contract with R. E. Johnson, concert manager, of New York, for concert and operatic appearances and singing for talking machine records during the next two years. Mr. Ringling is twenty-five years old, and has been studying singing since he was eight, finishing up with some of the great masters in Europe.

A new music store was recently opened at Teppers, Ind., under the management of A. J. Fedewa and C. G. Cauers. Brunswick phonographs and records are handled.

Four-Minute Conference on Business Topics

No. 2—Your Losses—In Part

[This is the second of a series of four-minute conferences on topics of direct interest to business men in the talking machine trade which have been prepared for this publication by Lester G. Herbert.—EDITOR.]

Business loss includes waste through mismanagement as well as through unavoidable economic conditions. By eliminating preventable loss and waste we fortify ourselves against emergencies and disaster.

One of the most frequent causes of waste in business is failure to furnish continuity of employment for the different workers. Each and every one of the employees rightly expects full pay for all time put in, and it is the fault of the management if there are gaps which are unproductive and time which must be paid for, and yet which shows nothing in return in the way of profitable production.

It does not make any difference who the employe is or what sort of work is being done—continuous employment of the right type is necessary or there will be a tremendous leak which will express itself in unnecessarily high overhead expense.

Then many employers fail to plan their work in sufficient detail that it may be done to advantage. It is possible to trust trained and experienced helpers to go ahead with their work, for these people have developed a sufficient sense of personal responsibility to be interested in and concerned for the final results of their work.

But it is unsafe to take anything for granted especially if changes are planned or new workers are being employed. It is only fair to old employes who are being put to new tasks that their time will not be wasted or the work done to poor advantage.

Sometimes we think that employes have had more experience or a broader vision than they really have. Then, too, we may forget that good as their judgment is, often they are not in touch

with the inner conditions of the business as we are, and so are handicapped. In any event, joint planning is sure to be a decided advantage in that both individuals contribute constructive ideas and benefit by the conference and its suggestions.

A third cause of waste is now being recognized as high labor turnover. People are discharged who might be trained if a little interest were taken in them; or a worker who is a failure at one job may be especially good at some other part of the task.

Investigation in the building industry showed that one man in the course of five and a half years worked for no less than seventy-six different contractors, and was hired 108 times. This is an extreme case, but it shows how much time the man must have lost and the expense he represented in starting each new job.

It is better to develop efficiency in the business and then to make continuous use of it. A wise employer will plan business to keep his organization profitably employed.

ISSUES COMPLETE CATALOG

René Mfg. Co. Distributing Catalog of Complete Repair Parts—Valuable Book for Dealers

The René Mfg. Co., Montvale, N. J., has just issued an attractive catalog featuring the complete line of repair parts that it manufactures. This company has won signal success as a manufacturer of mainsprings for every type of motor and it also makes a complete line of repair parts.

This new catalog is arranged to afford maximum convenience when used for reference purposes and there is hardly a repair part in general use that is not listed in the catalog. The company has already received requests for copies from all parts of the country.

"SHOP AROUND," ADVISES HOOVER*We Want You to Test and Compare***DE LUXE NEEDLES***And You Will Know Why We Consider Them***"The Best Semi-Permanent Needle Made"***Let the De Luxe Speak for Itself and Send for Samples and Discounts.***DUO-TONE COMPANY, INCORPORATED**

Sole Manufacturers of De Luxe Needles
ANSONIA, CONN.

DON'T FORGET THESE FACTS**Perfect Reproduction of Tone - No Scratchy Surface Noise****PLAYS 100-200 RECORDS**

Full Tone



Medium Tone

Three for 30 cents (40 cents in Canada)

AN INTERESTING COURT DECISION

In Injunction Sought by E. S. Geer and W. H. Huth to Restrain the Manufacture and Sale of Gold Seal Record Repeaters, Defendants Ordered to File Bond of \$10,000 to Secure Plaintiffs' Loss of Profits, and Damages

The latest development in the action brought by Edmund S. Geer and Walter H. Huth against George M. Browning and others for a preliminary injunction restraining the defendants from continuing the manufacture and sale of the Gold Seal record repeater occurred on April 18, when Judge Knox, in the U. S. District Court, Southern District of New York, decided not to grant the injunction, provided the defendants filed a bond of \$10,000 to secure plaintiffs against loss of profits and damages. The attorneys for the defendants stated that the necessary bond would be filed immediately. The suit will now come to trial in the usual course. The decision of Judge Knox was, in full, as follows:

KNOX, D. J.: The great number of claims contained in the Geer patent imposes no little burden upon the Court in reaching a conclusion as to their range and the extent of any infringement thereof by defendant, and I shall now not attempt to do so.

It is admitted by defendants' experts that the alleged infringing device may read upon claims 4, 23, 24, 30, 33, 34, 37 and 40 of Geer, and assuming them to be valid, and not anticipated, this is enough, upon proof of sales within this district of the infringing article, to justify a preliminary injunction.

It is sought to avoid what would ordinarily be the effect of such an admission by the argumentative statement that the Geer claims mentioned above read equally well upon the device disclosed in the German patent to Goepfer, No. 249,872, patented August 1, 1912.

The rejoinder which plaintiffs make to this answer is that Geer has successfully fixed the time of his invention as of a date prior to August 1, 1912.

Geer's own affidavit of September 23, 1914, is couched in most general terms, and, filed in the Patent Office, was sufficient to get his patent allowed over a citation of Goepfer. By an affidavit filed herein he fixes the date of the reduction to practice of his device as in March or April of 1912. This affidavit is corroborated by one made by Arthur H. Kirkpatrick, who swears that he saw Geer constructing his device in April, 1912, and that he actually saw it used upon July 13, 1912.

Further affidavits made by Geer's sister show that he accomplished sufficiently early what was needful to anticipate Goepfer.

It may be that the defendant upon the trial will be able to so qualify the apparent anticipation as to make it impossible to sustain the Geer patent; but as the case now stands the lack of invention upon the part of Geer is not so obvious as to disentitle him to the protection for which his patent presumably calls.

If he does not now receive such protection, and hereafter he should win his suit, I am of opinion that his success will be of small benefit. The marked difference in cost between the two articles, the somewhat evanescent (I should imagine) demand for phonograph repeaters, means that Geer must have his monopoly now or never. As between the parties the convenience of the plaintiffs should receive first consideration.

Upon the question of infringement within this district by defendant I think there is small doubt but that the sales complained of took place in the manner described by plaintiffs. I also feel that what the individual defendants did was done for and upon behalf of the Gold Seal Co.

The fact that the Gold Seal Co. carried on business in New York "inadvertently" seems to me of small consequence. I dare say the "inadvertence" was probably a lack of appreciation as to the possible effect thereof.

After consideration of all the matters submitted to me, including the financial statement (the worth of which is almost wholly dependent upon whether defendants' article may lawfully continue to be marketed), I have concluded that a preliminary injunction shall issue unless defendants secure plaintiffs against loss of profits and damages by filing herein a good and sufficient bond, to be approved by the Court, in the sum of \$10,000. Should such bond not be given an injunction will issue upon the filing by plaintiff of the usual injunction bond in the sum of \$5,000.

Duell, Warfield & Duell (D. A. Woodstock, of counsel) for the plaintiffs and Cooper, Kerr & Dunham (Drury W. Cooper, Parker W. Page, Thos. J. Byrne, of counsel) for defendants.

NEW MUSIC SHOP IN ROCHESTER

Lew Berk is the manager of a new music store recently opened at 209 East Main street, Rochester, and dealing exclusively in sheet music and phonograph records. The new business bears the name "The Song and Gift Shop."

Max Landay, head of Landay Bros., Inc., is back at his desk following illness. Landay Bros. operate a chain of stores in New York.

TYING UP WITH RECORD ARTIST

Appearance of John Steel at Keith's Riviera in Brooklyn Capitalized Most Successfully by Baim Bros. & Friedberg Co., Victor Dealers

When John Steel, the popular tenor and Victor record artist, appeared at Keith's Riviera Theatre in Brooklyn recently arrangements were made with the management of the theatre for the placing of a Victrola in the lobby and the playing thereon of a number of Mr. Steel's records. The machine and record display was arranged by Charles M. Unger, manager of the branch store of Baim Bros. & Friedberg Phonograph Co., St. John's place and Utica avenue, near the theatre. Mr. Steel autographed a number of his records at Mr. Unger's suggestion, and signs on the Victrola at the theatre called attention to the fact that such records were available at the Baim Bros. & Friedberg store.

Mr. Unger is most enthusiastic over the success of the display, and Mr. Steel's interest in the exploitation of his records. It is the sort of tie-up that gets results with the public and Mr. Unger suggests that Victor dealers wherever possible endeavor to get direct publicity out of the appearance of record artists in theatres near their stores. In Mr. Steel's case, for instance, it was found that quite a number of people were made aware for the first time of the fact that he had made records.

LOUIS JAY GERSON TO EUROPE

Louis Jay Gerson, formerly manager of the talking machine department of the John Wanamaker store in New York, and now general manager for the Interocean Holding Co., Inc., importers and exporters, sailed recently for Europe, where he will investigate the business situation in various countries, especially with reference to the talking machine, record and piano business in relation to South America from the viewpoint of the manufacturer.

Jewel

—TONE ARM & REPRODUCER

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**

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

diaphragm.

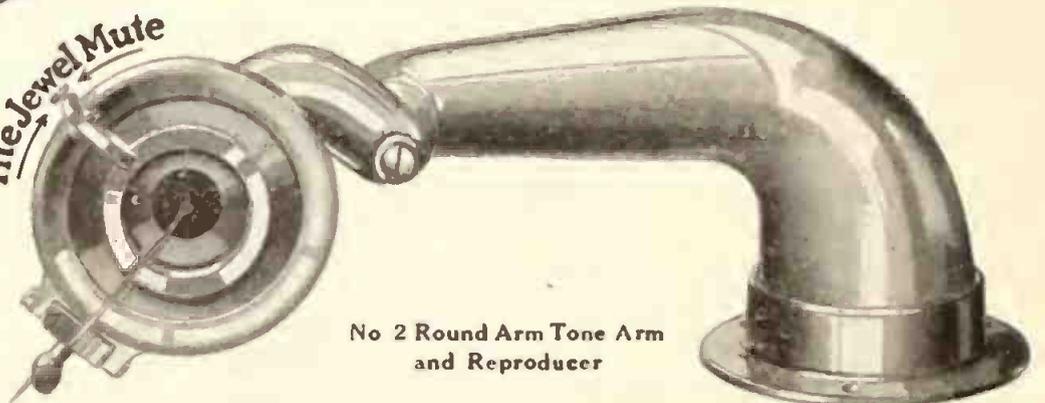
THE JEWEL MUTE

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

Operates by means of a thumbscrew and is instantly adjustable. Tone has free and unimpaird 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.

The Jewel Mute



No 2 Round Arm Tone Arm and Reproducer

JEWEL PHONOPARTS COMPANY

154 Whiting Street

Chicago, Ill.

At this season of the year when everyone likes to get out-of-doors, Columbia Dealers' Road Signs with your imprint send business to your store. Ask your Dealer Service Man about outdoor road sign advertising.

Columbia Graphophone Co.
NEW YORK



GATHERING OF COLUMBIA DEALERS

Connecticut Columbia Dealers' Association Meets in Bridgeport—Elect Officers and Inspect Columbia Record Department

BRIDGEPORT, CONN., May 2.—Benjamin P. Morrison, of this city, was re-elected president of the Connecticut Columbia Dealers' Association at the quarterly meeting held recently in the Stratfield Hotel. More than fifty State dealers attended the gathering. The other officers elected include: L. H. Merwin, New Haven, vice-president; J. W. Ballou, New Haven, treasurer; C. G. Brodrib, Waterbury, secretary, and directors, L. C. Warner, New Britain; Joseph B. Zellman, Waterbury; L. H. Merwin, and J. W. Ballou, of New Haven.

Prior to the meeting, the dealers made a visit to the record department of the Columbia Graphophone Co. here, where they were escorted through the plant by A. V. Bodine, general superintendent; E. S. Coldwell, assistant superintendent, and J. F. Kilbride, assistant superintendent of the record department. Methods used in creating the finished record were shown to the visitors and all appliances and machines used in making the finished product were described by the guides.

The members of the Association enjoyed a supper at the Stratfield in the evening at which more than 100 members and guests were present. Secretary of the Chamber of Commerce Seward B. Price was chairman. After welcoming the out-of-town guests he gave a short history of the settlement and further development of the Columbia plant here. He introduced the speakers of the evening.

H. L. Tuers, manager of the dealers' sales service department, told of the work of the service department in conjunction with dealers and gave a number of developed ideas with a regard to increase in sales. Manager Oliver Benz, of the record department, spoke on methods of selling machines and records. He gave original ideas for large record sales by dealers and their salesmen.

Manager Kenneth Mills, of the New York branch, told of increased sales of machines during a recent sales campaign held throughout the Eastern section. G. W. Hopkins, vice-president and general sales manager of the company, spoke on the service of agency managers and told of the work of the sales bureau in developing Columbia graphophone sales to the highest pinnacle.

He spoke on the new machine which will come out next week, a revelation in graphophone circles with a number of improvements. A new portable machine will be ready for delivery during the month, he said.

A number of vocal and instrumental artists from New York who are engaged by the Columbia people to make records gave a program of unusual interest. Latest New York song successes were rendered by George Cornell and Edward Porray, through the courtesy of Irving Berlin Co., Harry Hoch and Harry DeCosta, of Waterson, Berlin & Snyder; Bob Miller and

Herbert Steiner, of Leo Feist, Inc.; William Pagan, Joe Sherman and Frank Damstadt, of M. Witmark & Sons, and Joseph Santley, of J. H. Remick. A number of the latest records made by the company were played and greatly enjoyed.

LIONS CLUB HONORS L. M. COLE

Popular Wholesale Traveler Featured in Business Club's Publication—His Success in Industry Well Deserved

BUFFALO, N. Y., May 6.—One of the most popular men actively engaged in the selling end of the phonograph and record business in New York State is Lionel M. Cole, sales manager of the Iroquois Sales Corp., of this city, wholesale distributor of Okeh records and Granby phonographs. Mr. Cole owes a considerable measure of his success to his host of real personal friends in the trade, and to the fact that he possesses the rare quality of working effectively both for his house and his customers in a manner that produces permanent relationships and lasting results.

The Lions Club of Buffalo, New York, of which Mr. Cole is a member, recently introduced him in the "Get Acquainted" column of the club's publication through the medium of the following prose poem:

"Songs that masters great have sung us never need we now to lack. Here's Lionel Cole among us, who can bring the masters back. For their greatness they've recorded on the Okeh record's scroll. Listening we feel re-

warded as from Granby's throat they roll. Here's a thing that's worth the telling. Li's well liked among the trade. In the years that he's been



L. M. Cole at His Desk

selling, many are the friends he's made. Used to be quite athletic, in which field he also shone; now his efforts energetic are into his business thrown."

MARKETS RADIO AMPLIFYING HORN

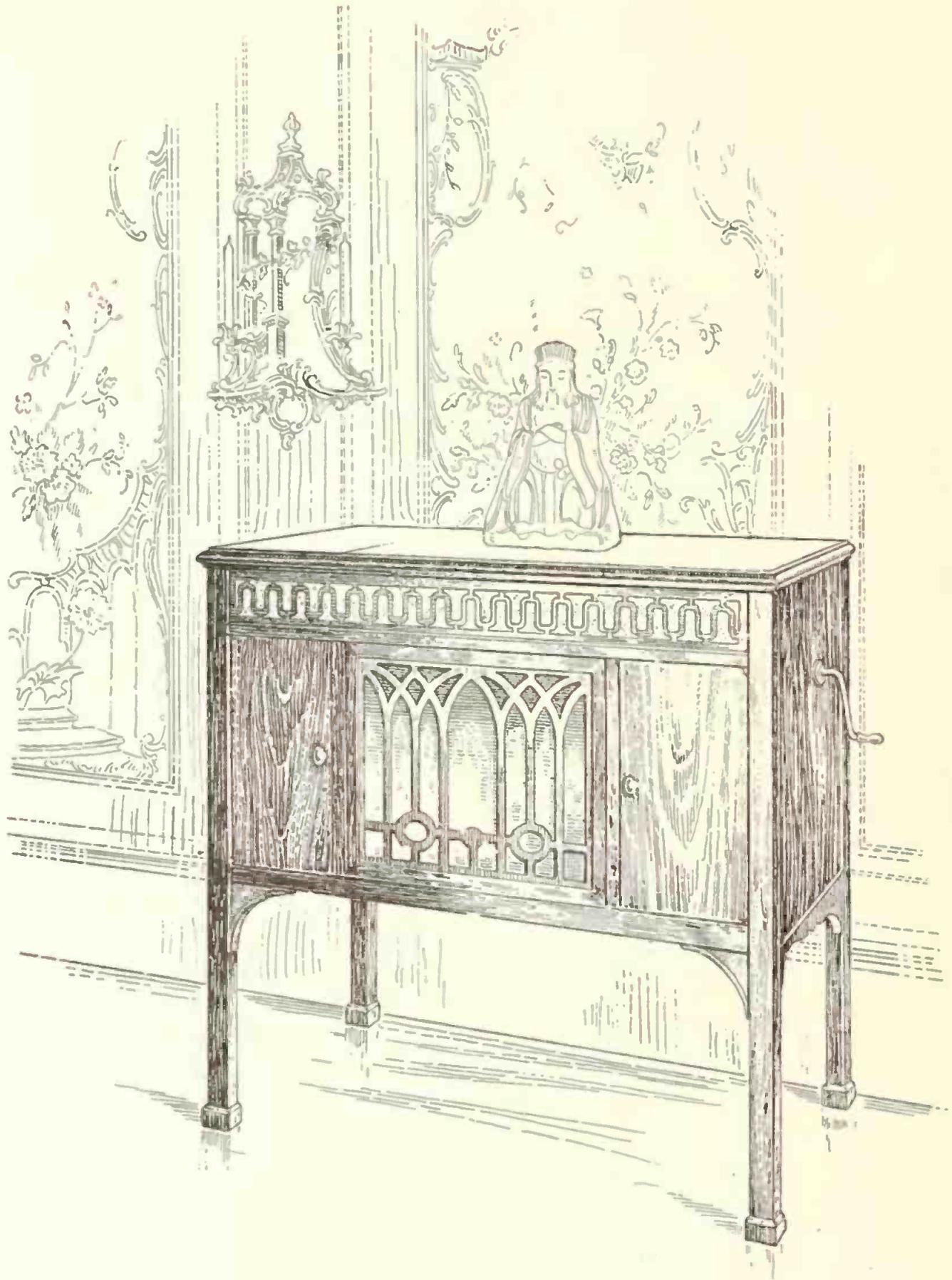
The F. C. Kent Co., 67 Grace street, Irvington, N. J., the well-known manufacturer of attachments for talking machines, has placed upon the market a new radio amplifying horn under the trade name Kentone. The instrument is made of brass tubing and in such form that there are no sudden angles to deflect sound. It will fit any of the popular makes of radio receivers and is guaranteed by the manufacturer. The styles are in black, nickel and gold plated.

THE INSTRUMENT OF QUALITY
Sonora
CLEAR AS A BELL

Greater City Phonograph Co., INC
311 SIXTH AVE. Tel: Chelsea 9237 NEW YORK
SONORA DISTRIBUTORS EXCLUSIVELY
for New York, Staten Island & the lower Hudson Valley

The superiority of the Sonora is as marked
as the ease with which it sells.

"Sonora & Sales are Synonymous"



The New EDISON Chippendale Console

[See page facing this]

*Illustrated on the opposite page is the NEW
Chippendale Console of the New EDISON
Phonograph*

THIS is one of the latest additions to the EDISON line a new, popularly priced Console Model in the much-favored Chippendale design.

A few years ago Thomas A. Edison, Inc. offered the trade the first Console Period Models ever manufactured in the phonograph industry. These were the higher priced authentic Period designs.

With the broadening of the phonograph market in late years has come a desire for finer designs at the popular prices, and Thomas A. Edison, Inc. has met this desire with the official laboratory model in this new Chippendale Console, which in quality is a worthy peer of the earlier but higher priced models.

It is offered in Mahogany (brown only) at \$295.

(In Canada \$395)

THOMAS A. EDISON, Inc.
ORANGE, NEW JERSEY

The Playing of a Battered Old Talking Machine Is an Exceedingly Bad Publicity Stunt

Upon dropping into a neighborhood cigar store recently the writer had occasion to listen to the conversation of the cigar man and several customers regarding the annoyance caused by a local talking machine dealer through the constant playing of a rather scratchy talking machine and apparently very much battered records, with the "music" issuing from a type of tin horn that did everything but improve the tone. The conversation was far from complimentary to the dealer. The cigar man offered the opinion, perhaps biased, that people actually went to a cigar store located in another direction rather than pass the talking machine store and hear the discord.

A visit to the talking machine store proved that the proprietor thought he was pulling off a good publicity stunt. He did not simply put a record on and let it play, but each time the record was changed he put a sign into a special frame at the side of the window reading: "The machine is now playing the latest fox-trot, 'Cherie,'" or whatever the title might be. For demonstration purposes the dealer had dug up an old-style horn machine, attaching a rubber hose to the horn socket, with the other end fastened to a hole in the doorjamb. On the other side of the hole facing the street was an ordinary tin horn, of what was one time known as the "flower" type. The dealer carried one of the leading types of machines and records and was giving the public a demonstration of the latest releases. The music evidently started from the record all right, but all that came out of the horn was a blare and rasp, with the melody hardly distinguishable.

The question was just how much good the dealer was doing his business by continuing the open-air demonstration, for it appeared more than likely that he was driving away more trade than he was attracting.

Certainly the layman, who had no idea of talking machine quality, would not be impressed with the reproducing powers of the modern

*A Worn-out Machine
Is Not a Good Advertisement
for Records
and Arouses the Antagonism
of Neighbors*

instrument while listening to the tones emitted from the horn, and there was nothing about the demonstration that was calculated to make a man enter the store and risk hearing such music at first hand.

The idea of conveying talking machine record music long distances through tubes and through various contraptions to a point where it can be thrown wildly at the passer-by on the sidewalk is fast being cast aside, for although such a demonstration attracts attention it also

attracts criticism, proves a nuisance to the neighborhood and does not offer a proper display of the real musical powers of the machine and records.

The modern plan in the Summertime is to place a large machine close to the doorway and then play the new records at intervals with sufficient rest period between demonstrations to prevent the playing becoming tiresome to those who live nearby and whose patronage is considered worth while.

Another good plan that has been adopted in several instances is to place grille work in the panel under the show window, maintaining a machine on the platform in the cellar so that the tone chamber is directly on a level with the street and then letting it go. This requires the presence of an attendant on the platform to change the records and the needles, but the cost of a half-hour demonstration when the crowd on the street is the thickest is little enough when possible results are considered.

The talking machine as a musical instrument is frequently abused. The tenant in Apartment 10 may enjoy immensely the playing over of a lively Irish reel, time and time again, for an hour or two each evening, but the people who live in Apartments 11 and 12 may be so unfeeling as to prefer a little concert music in homeopathic doses. The result is that the tenants in 11 and 12 talk loudly of the talking machine as a nuisance, although one or the other may have an outfit of his own and with the sort of records he prefers.

There are enough inconsiderate talking machine owners scattered about to cause trouble and develop prejudice against even the best machines and records without the dealer lending his help. A blary demonstration is bad enough in the crowded business street, where it is drowned during the day by the noise of the traffic and silenced after business hours, but to keep the neighborhood flooded with mangled jazz throughout the evening, when people in their homes feel that they have a right to converse, read or sleep, as may be, in comparative quiet within the precincts of their own home, is, on the face of it, maintaining a nuisance.

It might be well for the dealer who has been carrying on such demonstrations, even though he has devised a plan for carrying the music to the street without impairing its quality, to have a little scouting done about the neighborhood to get a line on the effect. He is in business to sell goods to his neighbors and not to annoy them, and even though the annoyance is unintentional it has its effect just the same.

Talking machine concerts of good music can, at proper intervals, prove pleasing even in the select resident neighborhoods, but a continuous noisy demonstration does no good.

The public demonstration problem, incidentally, has been cleverly solved by a talking machine concern in a small city in the upper section of New York State, which secured permission from the town authorities to block off a section of the main street in front of its store for the purpose of giving a demonstration concert of special records. Under such conditions a demonstration is bound to arouse general interest and commendation.

MISS YATES HEADS DEPARTMENT

CINCINNATI, O., May 2.—Miss Stella Yates, who has been connected with the talking machine department of the H. & S. Pogue Co., this city, for the past seven years, has been promoted to buyer and manager of the department, succeeding C. S. Browning, who recently became manager of the new talking machine departments opened by Steinway & Sons.

TONE QUALITY par excellence

Purity, resonance, volume, individuality, sweetness, mellowness, nuance, color—all these qualities are faithfully reproduced by the Violin Spruce Diaphragm. Nature's perfect resonating medium—violin spruce—scientifically adapted, is free from all the inherent faults of mica and other vibrating mediums.

Wins Instant Approval

The following excerpts are from letters in our files:

A famous artist, under exclusive contract with a maker of phonograph records, says:
" . . . that is the most perfect, the most beautiful reproduction of my playing I have ever heard."

From a phonograph manufacturer:
" . . . it proves to be first-class and the best we have heard on classical records."

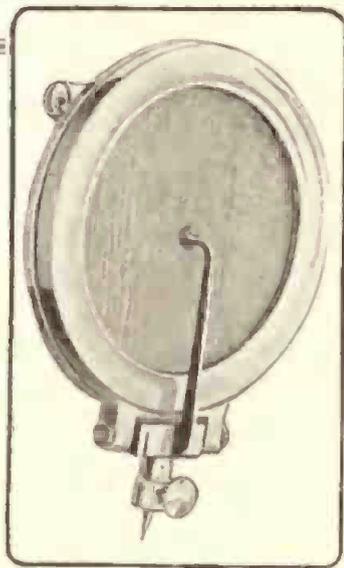
From a builder of special designs only:
"We have concluded our tests . . . it is superior to any we have tested heretofore . . . we intend to use your tone arm."

From household owners:
" . . . is the most wonderful I have ever heard."
" . . . It has brought out tones from my records I never heard before."
" . . . I tell my friends it is the perfect reproducer."

From a sales executive, fourteen years in the talking machine business:
" . . . I have tried it (the reproducer) on every kind of record imaginable and the reproduction is excellent."

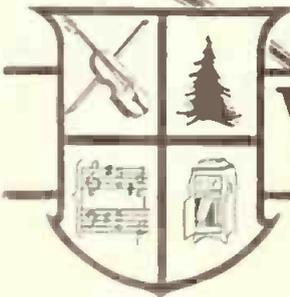
Violin Spruce Diaphragm Reproducer as illustrated retails for \$7.50

THE DIAPHRAGM COMPANY
Cleveland

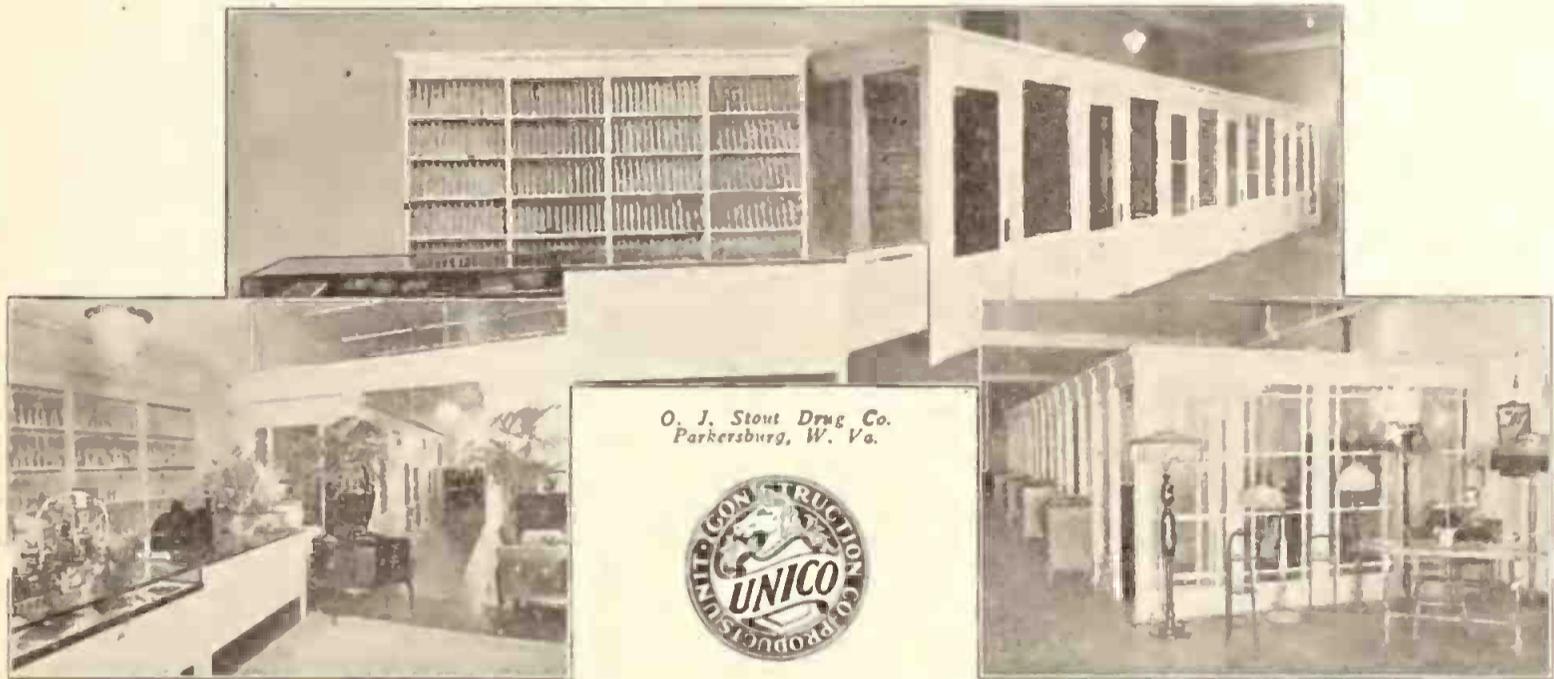


Of Special Interest to Manufacturers

We are prepared to furnish in any quantity the following items adapted to any make of phonograph: Tone Arm, equipped complete with Violin Spruce Diaphragm Reproducer; Violin Spruce Diaphragm Reproducer; or Violin Spruce Diaphragm alone to assemblers in 2-9/16" diameter only.



Violin Spruce Diaphragm



J. G. Heidner & Son, Inc., Springfield, Mass.

O. J. Stout Drug Co.
Parkersburg, W. Va.

The Z. L. White Company, Columbus, Ohio

Are You Wasting Your Advertising? READ THIS UNICO MESSAGE. Then Get Out Your Pencil!

YOUR advertising says in effect, "Come to my store; you will get *Better Service* here." Fine, that's your logical argument because it is a mighty small community where one dealer has an exclusive agency for a particular line of machines and records.

BUT what is "Better Service"? To be successful, advertising must be convincing and your claim of "Better Service" must be substantiated. Your customer must be assured comfortable and convenient audition rooms, record sales facilities that satisfy and store surroundings that are artistic and in harmony with your quality merchandise.

AT this point Unico Service comes into the picture. You specialize in selling music—we specialize in equipment and service for producing sales. Equipment that guarantees "Better Service" makes good your advertising. But, you say, wherein does Unico Equipment differ from any I might build and what is Unico Service?

AS one successful dealer recently described it, Unico Equipment "provides the most effective sales facilities at the most economical cost"—equipment which, in addition to its mechanical efficiency, creates a sales background which is convincing in its appeal.

ITS value as a selling force is permanent—through patented sectioned construction Unico Equipment is insured against depreciation.

UNICO Service is just as different as Unico Equipment. Your problems are handled by a staff of experts combining years of merchandising and construction experience. It is this expert service together with unequalled facilities which make possible the complete installation of departments of character, such as those illustrated above, within two or three weeks from date of your order. Our record of 2,500 installations is conclusive proof that yours will be right.

NOW for that pencil! The selling force and the advertising value of Unico Equipment alone make it your wise and logical choice. However, figure it from a dollars and sense standpoint as an investment—consider the surrender value.

OVER 50% of the cost of any equipment you install is represented by labor cost and when you have occasion to move or rearrange your department that 50% in the case of ordinary equipment, is practically all lost, together with a good portion of the remaining 50% through material that is damaged and destroyed. That's why Unico Equipment is your economical investment. Our patented units are simply unlocked. All labor that entered into their original construction is saved. Your equipment does not have to be refinished. There is no loss of material. *The value is still 100%.*

GET the full Unico Message! Write to-day to our home office or one of our branches.

Unit Construction Company

RAYBURN CLARK SMITH, *President*NEW YORK, N. Y.
299 Madison Ave.

58th Street and Grays Avenue, Philadelphia, Pa.

CHICAGO, ILL.
30 N. Michigan Blvd.ATLANTA, GA.
49 Auburn Ave.DALLAS, TEX.
209 Dallas Bank Bldg.NEW ORLEANS, LA.
506 Marine Bank Bldg.SALT LAKE CITY, UTAH
150 Main St.SAN FRANCISCO, CAL.
924 Market St.DENVER, COLO.
1741 Champa St.H. A. MOORE & CO., LTD. (Sales Agent)
Premier House, London (W.C.I.), England



Here's a great combination! Al Jolson sings "Oogie Oogie Wa Wa," while the Hart Sisters, a new addition to the Columbia staff of artists, sing the coupling — "Little Red School-House." A-3588.

Columbia Graphophone Co.
NEW YORK

The "Eye" of the Store Should Tell a Story

By R. S. BAAS, of the Baas Music Shop

The character of every man shines forth in the expression of his eye, and at first meeting one is either favorably or unfavorably impressed by what he sees there. So it is with a dealer. Every passer-by is either favorably or unfavorably impressed by the "eye" of your store, and unless that impression is favorable you may be losing money daily in lost business through such an impression. Where your rate of rental is based on the value of your window, as it happens to be in a good many cases, your loss will be untold.

An effective window display is one prepared to tell a story, and in addition to telling the story should attract the eye. Don't try to tell the passer-by too much of a story. If, for instance, you are making a display of records, then make it solely a record display with nothing to detract from that story.

Window trims can be classified under three headings: selling, creating a desire and decorative. These three headings dovetail more or less into one another, but each is planned differently.

An actual selling window is one that sells chiefly by its being brought to the attention of a passer-by, and without any premeditated intention on his part. It may be a single record, it may be several records of the same classification

or it may be a Victrola of a certain type and finish at special terms. No matter what kind, it tells a story that produces immediate results.

A good window display grows on the looker. Its attractiveness gets the attention and its effectiveness makes the sale. For instance, at Christmastime we show a huge fireplace with the logs a-burning within. The fireplace, dummy figures of mother, dad and the children, a Christmas tree, toys and a Victrola standing near. A window of this sort is apt to create a desire for possession.

The decorative or display window is one that, while telling no particular story, acquaints the passer-by with the fact that here is a good place to buy a Victrola and Victor records, and so impresses him that when he is in the market for your merchandise he thinks of you as being the best one to buy from. Above all, your window display should never be slovenly or haphazard of merchandise. Such a window means nothing and invariably leaves an unfavorable impression of your store.

Never overcrowd your displays. They then become a jumbled mass and lose their effectiveness. Another thing, regardless of your ability as a window trimmer, you can at least keep both the glass and the floor clean. A clean, shiny

window always stands out sufficiently to attract attention. While all dealers do not possess the knack of clever window trimming, nevertheless a little thought and time given to your window displays and with frequent changes will add to the prestige of your store, which means additional profits for you.

NEW SONORA EXPORT DEPARTMENT

Charles A. Richards Heads New Export Division of Sonora Phonograph Co.

The Sonora Phonograph Co. has added an export department and all export business will be directed from the main office in New York



Charles A. Richards

hereafter. This division will be under the direct supervision of Charles Arthur Richards, recent head of the American International Steel Corp. and during the war director of the Bureau of Exports of the War Trade Board. Mr. Richards was formerly with Bowring & Co. and Henry W. Peabody & Co.

Recognized in export circles as an authority, Mr. Richards is also the author of "The Export Commission House," published by the Business Training Corp., of New York. The Sonora Phonograph Co. is confident that he has added strength to the Sonora personnel and is looking forward to a large export business.

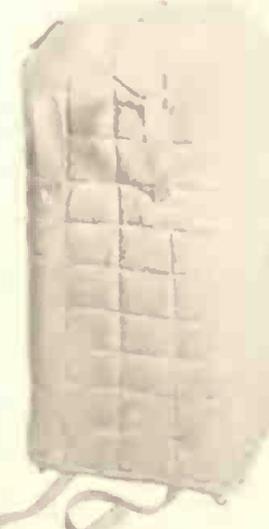
SUCCESSFUL THOUGH BLIND

One of the most successful talking machine record salesmen on the staff of the Eggleston Pharmacy, Kingman, Kan., is Robert Means, who is totally blind. Mr. Means has been particularly successful in house-to-house selling.



**BRUNS
MADERITE**

Cover, Straps Attached



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

"BRUNS MADERITE"

DELIVERY COVERS

You can't go wrong on BRUNS MADERITE Phonograph Delivery Covers for Upright, Console or Period type machines—Our covers are also made for the radio cabinets.

PORTABLE TALKING MACHINE COVERS

We are making a line of covers for portable cabinets in various shapes and sizes—this type machine really needs a serviceable carrying cover.

MADERITE DUST COVERS

Made of durable fleece lined rubberized material—just the thing for the Spring season.

A. BRUNS & SONS
50 Ralph Ave., Brooklyn, N. Y.
Manufacturers of Everything Made of Canvas

A Sensational Success



Sophie Tucker's
first release on

Okéh!

The Record of
Quality

The flood of orders that is pouring in for Sophie Tucker's first record release is nothing short of a sensation in the record business. *And this is only the beginning.* Other recordings by her are to be released immediately.

The phenomenal popularity of this premier vaudeville favorite could not have been more convincingly demonstrated than by this tremendous demand for her first record.

This ready-made market for Sophie Tucker records is waiting for the wide-awake dealer to take advantage of. You cannot afford to miss this big opportunity. Any Okéh dealer can make the new Sophie Tucker records a big event in his town—and a correspondingly big event for his cash register. And that's what counts.

If you are not an Okéh dealer, now is the time to get on the band wagon. **TREMENDOUS SALES ARE ASSURED.**

First Sophie Tucker Record Release

4565
10-in.
75c

HIGH BROWN BLUES
SHE KNOWS IT

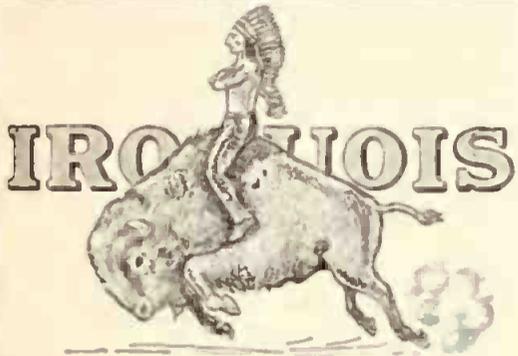
Contralto with Orchestra
Contralto with Orchestra

SOPHIE TUCKER
SOPHIE TUCKER

General Phonograph Corporation

OTTO HEINEMAN, PRESIDENT

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



Okeh Records
GRANBY PHONOGRAPHS
MASTER-TONE TALKING MACHINES
OUTING PORTABLES

NEEDLES
 Okeh — Truetone — Wall Kane
 Tonofone — Gilt Edge

Delivery Bags, Accessories, etc.
Complete Stocks—Prompt Service
IROQUOIS SALES CORPORATION
 Wholesale Distributors
 210 Franklin St. BUFFALO, N. Y.

EDISON DEALERS MEET IN DALLAS

Merchants From Texas and Oklahoma Convened at Texas-Oklahoma Phonograph Co.'s Store

DALLAS, TEX., May 3.—Half a hundred phonograph dealers from various points in Texas and Oklahoma attended a conference at the Texas-Oklahoma Phonograph Co.'s store recently. The conference during the day was followed by a banquet at the Oriental Hotel in the evening, which was attended by dealers and their wives.

A. H. Curry, president of the company and vice-president and general manager of the phonograph division of Thomas A. Edison, Inc., Orange, N. J., was the principal speaker at both the conference and the banquet. Mr. Curry talked on the phonograph industry and business conditions generally. He said that business conditions were much improved in the North and East, and predicted that a corresponding improvement would soon be noted in the Southwest and other sections of the country.

The Brunswick Shop, of Williamsport, Pa., recently gained considerable publicity through a contest open to all, for the best essay on "The Benefits of Music in Every Home."

A DECISION OF WIDE INTEREST

Gramophone Co., of London, Eng., Wins Decision Against Polyphon Co., Barring Sale of Its "Red Seal" Records in Sweden

The proceedings brought by the Gramophone Co., of London, Eng., against the Deutsche Grammophon A. G. and the Polyphon Co., at Copenhagen, Sweden, for alleged violation of the copyright of certain "Red Seal" artists' records has been decided in favor of the first-named concern, according to advices reaching here recently. The Gramophone Co. is a subsidiary of the Victor Talking Machine Co., of Camden, N. J.

The situation was brought about by the sale of certain records, including some made by Caruso and other prominent artists, which had been secured by the Polyphon Co. during the war as a result of the trading-with-the-enemy laws. After the war the Gramophone Co. brought suit to restrain the German concern from selling these records in other countries, charging an infringement of copyright privileges and property rights.

This decision is important in view of a similar suit of the Victor Talking Machine Co. which is now pending in the United States District Court in Brooklyn, N. Y., asking for an injunction against the sale of imported records by the Opera Disc Co.

VICTOR RECORDS BY CARUSO

Attractive New Booklet Devoted Exclusively to Caruso Records Just Issued by Victor Co.

The Victor Talking Machine Co. has just issued an attractive little booklet, carefully compiled and classified, and devoted exclusively to the records made by the late Enrico Caruso. The booklet opens with a short introduction outlining Caruso's career, and then come the record lists divided into the several classes, such as dramatic, lyric, in English, concerted, devotional, love songs and Neapolitan numbers.

Setting forth as it does in one group all the records made by Caruso, the booklet serves to emphasize most emphatically the great work of the late tenor, and should prove of distinct convenience to those who sell Caruso records, as well as those who desire to expand their libraries of such records.

NEW POST FOR W. R. CASSELL

W. R. Cassell has been appointed a member of the sales staff of the New York Talking Machine Co., Victor jobber. Mr. Cassell succeeds H. F. Murchie, who has moved to California.

CHAMBER OF COMMERCE CONVENTION

Constructive Program Arranged for Tenth Annual Meeting of Chamber of Commerce of U. S. to Be Held in Washington This Month

WASHINGTON, D. C., May 6.—"European Conditions and Their Effect on American Business" will be the main topic at the tenth annual meeting of the Chamber of Commerce of the United States, to be held in Washington May 16 to 18. This announcement was made by the Chamber when it made public a tentative program.

Because of the interest of business men throughout the country in the general subject it is predicted that the convention will be one of the largest ever held by the Chamber. More than 1,400 business organizations have been asked to send representatives and an attendance of from 4,000 to 5,000 business men is looked for.

"In selecting the subject for the convention," said the statement by the Chamber, "there was a desire to obtain a thorough discussion of world business conditions as well as domestic conditions for use as a basis of judgment in planning measures to insure a continuing future prosperity in the United States. The situation abroad has been constantly changing and the time has come for a new inquiry into the facts. The biggest question before American business men today is the problem of formulating intelligent plans that may be of assistance in restoring normal economic conditions.

"No plans can be made that do not take into account the European situation, including such problems as the Allied debts, reparations settlements, paper currency issues, exchange fluctuations, ocean shipping, etc."

As in previous years the work of the convention will be done largely in group sessions. Groups representing the major divisions of business will take up the questions before the meeting in their relation to the particular interests or industries within the group.

Among the subjects scheduled for discussion are: Effect of the European Situation on American Business, Merchant Marine, Housing, Distribution, Production in Industry, Finance, Foreign Commerce, Insurance, Actual Resources, Railroads, Highway Transports, Labor and Immigration and Transportation and Communication Abroad.

The talking machine and furniture establishment of B. Glass, in Suffern, N. Y., has been redecorated. The talking machine department, where the Victor line is featured, has been considerably improved by the addition of several sound-proof demonstration rooms and a large room for the display of the machines.

MUTUAL

TONE ARMS & SOUND BOXES

There are three things that go to make up satisfaction:

1. QUALITY
2. SERVICE
3. PRICE

And we can satisfy you in each particular. A test will convince you that Mutual Tone Arms and Sound Boxes are the Best on the market. We give prompt and efficient service. Prices from \$2.15 up.



No. 3 TONE ARM
 No. 5 REPRODUCER

Mutual Phono Parts Manufacturing Corp., 149-151 Lafayette Street
 New York City

The Russell Gear & Machine Co., Ltd., 1209 King St., West, TORONTO, CAN., Exclusive Distributors for Canada and All Other British Possessions

The Development of an Attractive Personality Is an Essential to Success :: By Chas. T. Hubbard

Personality as a success feature worth developing is highly recommended to the ambitious talking machine and music dealer. Emerson remarked that "an institution is but the lengthened shadow of a man" and so the popular and profitable store is often the reflection of one man's personality. To some personality is a misconception. Many believe that personality is merely the business manner of being able to greet customers with a glad hand and a smile. This is but personality in its lowest evolution.

The talking machine dealer who has cultivated a pleasant personality has accomplished more than merely the knack of shaking hands while extending a smile. The type of personality which wins success and prosperity is that which is founded on sincerity. Personality means thoughtfulness, friendliness, wholesomeness and many other virtues. Sometimes the best personalities are to be found among dealers who do not possess the effervescent smile and practiced handshake. Personality originates in a man's mind and should not be donned as part of business equipment to be used merely during the day. A successful personality is not the result of endeavoring to copy the ways or mannerisms of another, but in the thorough analyzation of one's self to find first what powers should be best cultivated. Personality represents the highest cultivation of these powers.

Perhaps as a dealer or manager you have as your asset the virtue of patience. Again, you may be endowed with a pleasant voice or it may be that you are favored with a pleasing address, a good sense of management, original qualification in advertising or other powers. On these your personality can rest if you will but take

an inventory of the manner you should best cultivate.

It has been stated that almost any twelve-year-old boy can, as automobiles pass, tell the make and cost of each one and describe with surprising knowledge the mechanics of each car and all about it. Many men at later ages pride themselves on being able to do the same thing. Most of us are familiar with the lives and histories of

A Sincerely Pleasant Attitude Is an Asset Which Should Not Be Overlooked by Talking Machine Dealers

our leading ballplayers, actors and prizefighters—yet how few of us really know anything about ourselves? The talking machine dealer has discovered that by making a study of records and human nature an interesting and profitable business has been created. A knowledge of business methods is necessary in order that one may qualify as a successful talking machine dealer. In the same manner a knowledge of yourself is essential in order that you may benefit with the best results from others. The good features of your

own personality are well worth cultivating in this worthy effort—for they are very likely to be characterized throughout your whole organization and its results.

NOW DESCRIBED AS "A MENACE"

Princeton University Professor Makes Excited Attack Upon Talking Machine and Its Influence Upon the Life of the Students

Although the work done by the talking machine in the development of musical interest and appreciation is generally recognized throughout the country, and recognized by those in a position to observe and understand the great results, there are still those who for one reason or another like to take a fall out of the talking machine and talking machine music whenever the opportunity presents itself.

Now comes a professor of Princeton University, backed by the Daily Princetonian, the University paper, to declare that the talking machine is to be regarded as a menace at the University as tending to cause waste of time and interfere with the work of the students. The charge is embodied in the following dispatch which appeared recently in the New York Herald:

"The phonograph has become one of the greatest menaces to serious study in American universities, say several professors in Princeton. It now ranks with bridge, dances, 'petting' and other diversions which attract the undergraduate from his books. Says Prof. Randolph Her-
mance, supervisor of freshmen:

"One man goes to visit a friend's room and immediately they indulge in a phonographic session, playing one record after another with no apparent interest in the music. And so one perfectly good hour is wasted in the idle and useless amusement."

The worthy professor and his associates will find few to agree with their contention. They probably forget the times, if they ever knew of them, when the average college frat house, or dormitory, simply exuded so-called melodies from the throats of ambitious glee club men, properly stimulated, or plucked out of guitars, mandolins or banjos. At least the modern talking machine offers real music, which same cannot be said of the amateur efforts of other days.

OKEH ARTISTS AT RADIO CONCERT

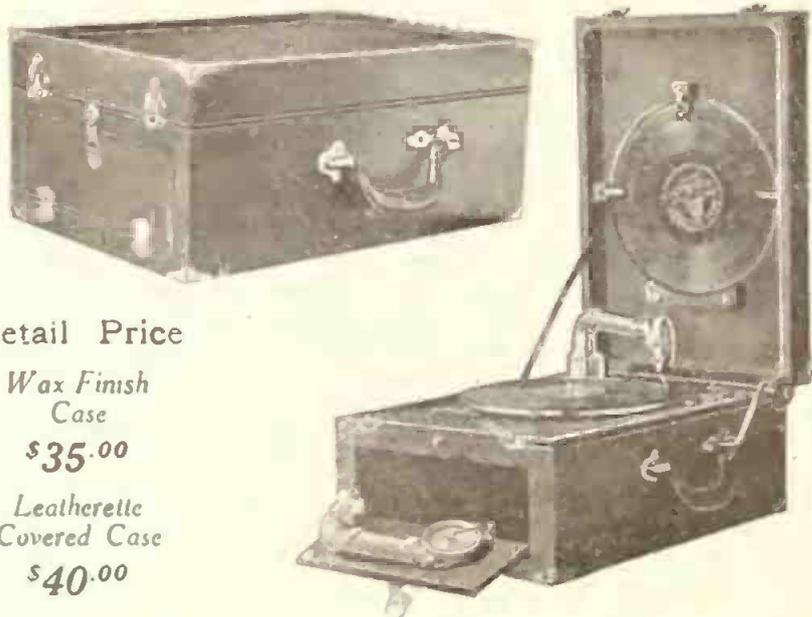
Well-known Artists Appear at Bedloe's Island Station—Successful Concert Under Fred Hager's Direction—Plan Weekly Programs

Another Okeh record radio party was given April 19 under the direction of Fred W. Hager, general manager of the Okeh recording library, at Bedloe's Island Broadcasting Station (WVP). Several of the selections on the program were request numbers, among which were "Kiss Me By Wireless," sung as a duet by Jane Neilson, soprano and Nat Sanders, tenor. Nathan Glantz, another well-known Okeh artist and brilliant saxophonist, entertained with a new novelty number "Step Along," and also played "Dardanella" by request.

The Rega Dance Orchestra, an exclusive Okeh organization, under the direction of Justin Ring, played three selections, "The Sheik," "The Clock of Love" and "Swanee Smiles." Other numbers on the program contributed to the success of the evening, and it is interesting to note that Okeh concerts have been so well received by radio fans that plans have been made whereby Okeh artists will offer programs every Wednesday night from Bedloe's Island Broadcasting Station.

The *Modernolette*

A REAL Talking Machine in Portable Form



Retail Price

Wax Finish Case \$35.00

Leatherette Covered Case \$40.00

MODERNOLA CO., Johnstown, Pa.

The Modernola Sales Co., Inc.

No. 929 Broadway

New York City

When we say that BANNER RECORDS give full 75c worth of record value for 50c we mean just that! We give just that!

Send for a sample! Make the test!

Play BANNER! Hear how good a record it is! Look at the label! See whether the recorders really are widely known! Make sure of its wearing qualities! Play it again and again! Use a microscope and see whether the surface is worn! Make any other test you may know of!

You will understand then why BANNER has made so great an advance in so short a time—why it has won the unqualified favor of a great music buying public.

First Quality — then price!



“Gallagher and Shean”

Their humorous little ditties have been laughed to from Maine to California and from Canada to the Gulf. Everybody knows them. Everybody wants them. They're so typically G. & S. that one little strain is enough to put a giggle through a whole house. As rendered on Banner Record 1054, the song is a thunderbolt—one hundred per cent mirth provoking, and sales producing.

And here's another idea—a Gallagher and Shean fox-trot—wonderful!—with a talking saxophone and a laughing trombone. You can almost hear the words. “Absolutely” speaks the saxophone—“Positively” says the trombone. The orchestra has taken advantage of the opportunity and made just that kind of a dance-thing that sells and sells—for months!

BANNER 50c. RECORDS

A Few Fast Selling Hits!

- Some Sunny Day
- Rosey-Posy
- Honey Lou
- Sing Song Man
- Teasin'
- My Honey's Lovin' Arms
- You Won't Be Sorry
- Samson & Delilah (Opera-trot)
- Doo Dah Blues
- Sweet Man O'Mine
- Just a Regular Girl
- Rigoletto (Opera-trot)

- Gallagher & Shean, Vocal
- Gallagher & Shean, Fox-trot
- Georgia
- By the Sapphire Sea
- Pick Me Up and Lay Me Down
- California
- Three O'clock in the Morning
- Angel Child
- Atta Baby
- The Rose of Stamboul
- Old Time Favorites, Vocal
- Medley



A truly clever thought! Famous operas converted into fox-trots—that is Opera-trot (name copyrighted by BANNER). The beautiful strains of operatic music have been used to wonderful advantage and now we have snappy, rhythmic fox-trots. Proof of success? New York orchestras are playing them in New York ballrooms and New York folks are calling for more.

PLAZA MUSIC CO.
18 West 20th Street New York

An Oil Painted Window Display!



Entirely different from anything that has yet been issued in the record field. A peculiar type of illustration and a different way of reproduction—beautifully executed in four brilliant colors of oil paint. Varnish finish, which gives each card the appearance of an original oil painting.

Attach to your business letterhead and mail to us today!

PLAZA MUSIC CO. (Banner Record Div.),
18 W. 20th St., New York.

Send samples, together with complete details on Banner Records.

Name

Address

City State

AMBITION

By EDWARD FRASER CARSON

When a young man enters business he is very much like a ship starting on a voyage. Only it is usually the case that the young man does not know where he is headed. The ship does.



Edward Fraser Carson

Before the ship weighs anchor or casts loose from its pier the captain gets his sailing orders. These orders tell him to what port he is to take the ship and with that knowledge he gets out his charts, orders the engineer to start the engine and he is off—headed for a definite port.

And, barring accidents, the ship in due time reaches that port.

How many young men who start out in life have a definite goal in view? Have YOU—you who read these lines? Do you know in what direction you are heading? Do you know where you will make port? Do you know where you will be, even where you hope to be, twenty or thirty years hence?

Will you be a boss yourself, directing the work of others? Or will you be plodding—still plodding along on a salary dependent on another for the privilege of working?

Have you ever stopped to sit down and seriously figure it out? Believe me, it's a good thing to do. And the more you think—really think about it—the sooner you will get your sailing orders. The sooner you will know what

the future holds for you in the way of prosperity.

And when you have your orders you will start the engine that nature gave you and see to it that it keeps working smoothly and steadily. You will keep your eye on the chart and your mind on the destination you have chosen.

When you do that, young man, you will reach the place you set out for. It doesn't make a bit of difference what that place is. No matter what your ambition may be you can attain it if you keep it continually before you and work hard. It is as sure as death and taxes.

Ambition is dual in its nature. It implies first, a definite goal and, second, the energy to work to attain that goal. To have a goal without the energy to work for it is to dream, and undirected—or misdirected—energy is wasted power. Many a man can, and usually does, dream of the things he would like to be or the heights he would like to attain. He wishes he were rich or that he was mayor or governor or that he was the boss.

But he lacks the energy to attain this ambition. He takes it out in wishing. He is like a ship with the engines broken down at sea, drifting at the mercy of the waves.

In like measure, others have the energy—the pep, as they say—necessary to win success, but they never get anywhere. They are always working, always striving, but have no goal in view.

If such a man does get anywhere it is pure luck. Like a ship without a chart he has nothing to guide him.

Success in life depends on these two things—

a goal and the energy to work for it. And these two things are ambition.

And if you, young man, have ambition there is no handicap you cannot overcome, no barrier you cannot surmount. With ambition there is nothing you cannot attain.

DAVIN ADDRESSES DULUTH DEALERS

Speaks on Advertising and Selling—Miss Dixon Dwells on Music Appreciation—To Renew Billboard Publicity—Victrola Show Planned

DULUTH, MINN., May 4.—At the regular monthly meeting of the Victor Dealers' Association, held in this city recently, the principal speaker of the evening was J. J. Davin, of the Reincke-Ellis Co., who spoke most interestingly on the subject of advertising and selling. With his wide experience in the talking machine business and his grasp of conditions throughout the country, his talk made quite a favorable impression and he was given a rising vote of thanks.

Miss Dixon, supervisor of music for the schools of Duluth, also gave a very interesting talk on "Music Appreciation," and asked for full co-operation in the music memory contest held in this city.

After the Association banquet, which was attended by all the Victor dealers along the Range, the regular monthly business session was held and it was decided to renew the co-operative billboard campaign inaugurated by the Association.

The city of Duluth's yearly exposition will be held the week of May 14, and the Association is planning a Victrola show as its contribution to the exhibit.

WRITES ARTICLE ON RECORDING

An interesting article on the making of talking machine records appeared in a recent issue of the Christian Science Monitor. The text, which was supplemented by illustrations of the actual recording and a view of the record-pressing room of a plant, was supplied by A. C. P. Russen, of Newark, N. J.

Universal Self-Service Displayors Help Boost Record Sales

In the busy summer season, when dance records are so popular, the SELF-SERVICE features of the DISPLAYORS enable your regular customers to practically wait on themselves, enabling you to take good care of your trade with fewer salesmen and less expense.

Neat—Inexpensive—Attractive—They Earn Many Times Their Cost in Increased Sales

Ask Your Jobber—or Write Direct to

UNIVERSAL FIXTURE CORPORATION
133 WEST 23rd STREET
NEW YORK



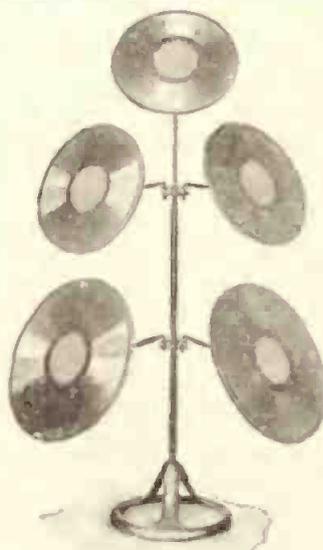
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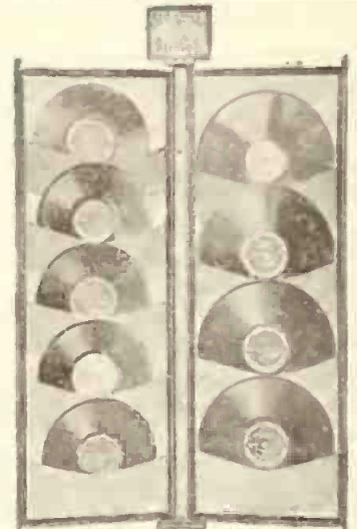
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No. 551



No. 501



No. 550



(NO. V)

Dear Bill:

I have just finished reading your letter and that portion of it relating to your difficulty in making collections reminded me that only last week the Jones Music House went into bankruptcy. In his petition Jones stated that his failure was due to the large number of outstanding, uncollectible accounts. I have been watching Jones for the past year and have warned him time and time again against the methods which he was using in trying to make collections. Perhaps you are making some of the same mistakes and, therefore, I will risk your displeasure by preaching again and warning you against certain harmful practices.

Every customer who comes into your store, whether he is independent from the financial standpoint or depends on his weekly or monthly salary to meet current expenses, is possessed of a certain amount of pride. In this particular every man, woman and child is kin and, in view of this fact, it will be best for you not to forget to calculate on this very human characteristic when trying to collect delinquent accounts.

Instant antagonism is aroused on the part of a customer when the dealer undiplomatically and bluntly tells the customer that his payment is overdue. The typewritten letter is also a cold proposition from the customer's standpoint. In the majority of cases you will find, upon investigation, that a person has neglected to make a payment for either one of two reasons: either the matter has been overlooked unintentionally or the patron is in temporary financial difficulty. The latter will often be the case where the head of the house is employed at a trade where he is out of work for several days at a time in periods between jobs. This class of customer usually takes pride in the fact that bills are paid promptly, and if you become impatient at a few days' delay the chances are that you will make an enemy. It is much better to try to get in touch with the customer personally and have a frank understanding about the matter. Make him feel that while you want your money when it is due you value his patronage and he will respond by making every effort to comply with your policy of doing business.

If it is impossible to make personal contact the only thing left to do is to get in touch with him by letter. As I stated before, the short, snappy, so-called business type of letter will do more harm than good in a case such as this. Write in the same manner that you would to a friend, mentioning the fact that the customer has not been in to see you of late and also draw attention to some new records, etc., which you think might interest him. Before closing call his attention to his overdue payment, stating that the matter has probably been overlooked by him and close with a statement that you hope to see him concerning the records mentioned. An inquiry as to whether the machine which he purchased is giving satisfaction will also go far in promoting good will.

In the case where a customer neglects to make a payment through an unintentional oversight a letter similar to the above will achieve the desired results without giving offense. Of course, the thing to do is to keep after customers so that they will not get into the habit of putting you off, but the point is that you cannot afford to make an enemy of even a slow-paying customer.

With best wishes,

Jim.

SONORA PRICES ARE REDUCED

New Price List Announced by Sonora Phonograph Co. Represents Reductions in Entire Line—Company Advises Trade New Prices Will Remain Standard for Balance of Year

The Sonora Phonograph Co. announced a few weeks ago a new schedule of prices for Sonora phonographs. When advising the trade regarding these new prices the company stated as follows: "Present conditions have had their effect on labor as well as the price of raw materials, so that the Sonora factories are to-day turning out better phonographs at lower prices. Sonora's policy always has been, and always will be, to pass on to dealers and the public all savings effected by careful management and economy in the buying of raw materials, as well as economies realized by increased production. An exhaustive investigation has been made into the various steps of the construction of each model, with the result that to-day's prices will not be again changed this year."

The new prices of the conventional Sonora models are as follows: Invincible, \$350; Grand, \$300; Elite (wooden tone arm), \$265; Elite (new metal tone arm), \$250; Baby Grand, \$200; Intermezzo, \$175; Imperial, \$150; Etude, \$100; Melodie, \$50, and the Portable, \$50.

Reduced prices for Sonora standard and De Luxe period models have also been announced and the new prices of the standard period models are as follows: Lafayette, \$165; Pembroke, \$165; Canterbury, \$200; Queen Anne, \$250; Louis XV, Lorraine, \$325 and \$300; Italian Renaissance, Verona, \$300; Louis XVI, Royale, \$300; Adam, Hartford, \$300; Queen Anne, Queensboro, \$300.

INSTALLS TWENTY RECORD BOOTHS

WASHINGTON, D. C., May 2.—Extensive alterations, designed to considerably enlarge the Victrola department of the Boston House, one of the largest department stores in this city, have added twenty record demonstrating rooms to that department. A nursery room has been built in which children may hear records played.



CO-OPERATIVE BUYING

Supplying the Retailer With Radio Sets, Parts and Equipment at a Saving of 10 to 25%

CO-OPERATIVE BUYING as illustrated by chain store successes is the one way to secure the manufacturers' lowest prices for the average dealer.

What applies to drug, cigar, furniture and other chain stores applies also to RADIO EQUIPMENT.

New York is the greatest Radio supply center in the World.

THE RADIO BUYERS' SYNDICATE has been formed to bring under one buying head a great many dealers in Radio. By adding your order to many others it is possible to obtain from the manufacturer his jobbers' prices, thus saving for yourself the 10 to 25% which is the jobbers' profit.

THE RADIO BUYERS' SYNDICATE maintains offices, stenographers, Radio experts, messengers, etc., to serve you and are at your command at all times.

Your share of the overhead will be \$12.50 for a period of six months from the date of your check, during which time we will act as your New York Buyer and maintain your offices.

Send in your initial order—large or small—with your check for \$12.50 and become a member of the syndicate and buy radio equipment at prices which will allow you a big profit from this wonderful business. Your interests are best served by prompt action.

Radio Buyers' Syndicate

145 W. 45th St.

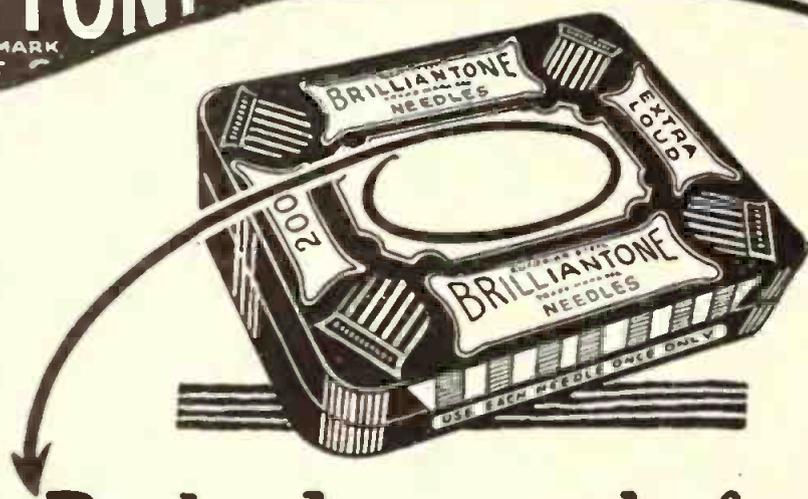
New York

SUPERIOR STEEL
BRILLIANTONE
 REGISTERED TRADE MARK
 NEEDLES

SUPERIOR
BRILLIANTONE
 REGISTERED TRADE MARK
 NEEDLES

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BRILLIANTONE
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 NEEDLES

SUPERIOR
BRILLIANTONE
 REGISTERED TRADE MARK
 NEEDLES



Packed expressly for **YOU**
 with your Name

On An Order For
500,000 Needles

(300,000 Extra Loud, 100,000 Loud, 100,000 Medium)

We will pack Brilliantone Needles in tin boxes, attractively decorated in colors as illustrated, 200 needles to a box, with your name on each. You will gain increased prestige and good-will when your customers see that your needles are made, packed and imprinted especially to your order by the largest manufacturer of talking machine needles in America.

Tell us to whom you desire shipment billed—we will supply you with prices and complete details, or give you the name of our nearest distributor.

SEND FOR SAMPLES AND PRICES

BRILLIANTONE

STEEL NEEDLE CO. OF AMERICA, INC.

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

347 Fifth Avenue

NEW YORK

SUPERIOR STEEL
BRILLIANTONE
 REGISTERED TRADE MARK
 NEEDLES

Sells Records From Music Shop on Wheels

Written for The World by CHAS. OLIVE

An entirely novel idea in connection with the sale of talking machine records has been put into use by the Hershey Music Store, of Willmar, Minn. This store, one of the oldest music businesses in that town, is under the management of Mr. Hershey, Victor and Columbia dealer, and is doing a good business, both at Willmar and Atwater, where a branch store is conducted. His new idea is that of selling records by automobile.

A closed car is used for carrying the records and it is equipped with racks that hold the records safely even on bumpy roads. The record outfit consists of the greatest hits and the most popular pieces, because these are the easiest to sell. The auto is in charge of a competent salesman, whose route is carefully mapped out for each day in the week; thus the territory controlled by the firm is canvassed many times during the Summer and Fall, and every home with a talking machine is visited, in town, surrounding country and villages. The records are delivered directly from the stock carried in the car, so that these pieces are not used merely for demonstration.

The plan is as excellent as it is novel and the salesman does a good business. He visits not only the homes in the neighborhood, but also the hotels, boarding houses and Summer cottages. Around Willmar are many beautiful lakes, where people spend the Summer months in cottages, and these people are good buyers of new records. They are staying out there just to rest and enjoy themselves and have lots of time to use and play talking machines. Any new and striking pieces will interest them. Summer boarders also look for good records to break the monotony. And even the folks out on the farms buy many records when the salesman comes around. They use the talking machine at lawn parties, church socials, picnics, etc., and are always glad to get something new to play. The salesman is able to advise them of the latest hits and, as the records can be obtained so conveniently, the temptation of buying the best can hardly be withstood.

Further, the salesman carries one of the smaller Victrolas in the car, for the purpose of interesting possible purchasers in the machine, and also for demonstrating certain records when neces-

sary. Those places or localities yielding the most business are visited at least twice a month with a stock of new records and many sales are made there every time. As conducted by Mr. Hershey the selling of records by automobile not only increases Summer business, but also advertises the store and gives it greater prestige, so that many more regular customers are attracted to the place. Because the Hershey Music Store carries a complete stock of sheet music and musical instruments of all kinds every record customer means also a possible purchaser of some other merchandise in the music line.

KODISK PLACED ON MARKET

Metal Disc for Making Permanent Home Recordings Now Ready for Trade—Uses Ordinary Steel Needle for Recording and Reproducing—Has Many Unique Features

A metal recording disc for home recording which will be known as the "Kodisk," has just been placed on the market by the Phonovations Co., Inc., 37 East Eighteenth street, New York, which will be the distributor of this disc. The "Kodisk," which is manufactured by the Metal Recording Disc Co., may be used with any phonograph to record the human voice or any combination of musical instruments. Recordings may be made either through talking into the horn of the phonograph and using the sound box as a recorder, or by using the "Kodisk" recording horn for recording and reproducing. The discs will be made in various sizes with space for recording on each side, and it is stated that the record made on the "Kodisk" is absolutely permanent. The ordinary high-grade loud tone steel needle is used for the recording point, and the simplicity of the "Kodisk" and its method of operation is one of the outstanding features of this new home-recording outfit. It is the invention of one of the best-known members of the talking machine industry.

SEABURG CO. IN RADIO FIELD

Well-Known Manufacturer Making Radio Cabinets—Orders Received in Large Quantities

JAMESTOWN, N. Y., May 5.—The Seaburg Manufacturing Co., of this city, manufacturer of the Librola phonograph, a combination talking machine and library table, is doing considerable work in the radio field. Librola cabinets are admirably fitted for the installation of wireless outfits, as nearly all standard equipment may be installed in the record compartment side, while the horn on the other side is used as a loud speaker.

The Seaburg Manufacturing Co. is furnishing cabinets alone for both the talking machine manufacturer and the radio assembler, and during the past few weeks orders have been received from well-known concerns in all parts of the country. The Seaburg factory is co-operating with its trade in every possible way and is making prompt shipments of these cabinets.

W. D. WARREN IN NEW QUARTERS

W. D. Warren, who has built up a very excellent business in talking machines, records and player rolls in Denver, Col., has just moved to a new location in that city at 238 Fifteenth street. He is carrying a very large stock and has equipped the establishment in a manner that should prove most attractive to purchasers. He has also opened a repair department to meet the needs of his customers.

The firm of McKean, Darby & Baldwin, Portland, Ore., has purchased the talking machine business of A. J. Lilburn & Son, Roseburg, Ore.



LATEST RELEASES

SONGS - DANCES - COMICALS

- 00087x E Shoelano Le Rose, Cav. Uff. G. Godono
Addio Mia Bella, Addio, Cav. Uff. G. Godono
- 00091x L' Altalena.....Cav. Uff. G. Godono
E L' Ammore.....Cav. Uff. G. Godono
- 00093x Venerdi'F. Rondinella
'E Signurine D' 'O Palazzo, R. Ciaramella
- 00097x Serenatona.....R. Ciaramella
Vipera.....J. Baroni
- 00099x 'O Guarracino—Part 1....P. Mazzone
'O Guarracino—Part 2....P. Mazzone
- 001007x Un Balbuziente In Tribunale
(Scena Comica)
Cozzolino-Di Napoli-Mazzone
Puleinella Ad Una Festa Da Ballo
(Scena Comica)
Cozzolino-Di Napoli-Mazzone
- 001009x Dolores, Valzer..Orchestra Napoletana
Joupe Goulotte, Two-Step,
Orchestra Napoletana
- 001013x Il Musicomane, Polka,
Orchestra Siciliana
Flocchi Di Neve, Gavotte,
Orchestra Siciliana

We Are Also Manufacturers & Distributors of
Italian Popular Music Rolls
New Hits Released the 15th of Each Month

JUST OUT

- x193—Abat-Jour. (Salomè) Versi di E. Neri-Musica di Stalz. (Word Roll)\$1.25
- x215—'E Bellize D' 'A Stagione. Versi di L. Sica. Musica di R. De Luca. (Word Roll) 1.25
- x171—Che Bella Cosa Oinè. Versi di A. Barbieri. Musica di G. Capolongo. (Word Roll) 1.25
- 062—'A Serenata 'E Coppola Rosa. Versi e Musica di L. Donadio. (Word Roll) 1.25
- 188—Gentil Pehalero. Instrumental. Waltz by H. Ciuri..... .99

ITALIAN BOOK CO.

Music Dep't
145-47 Mulberry St.
New York City
DISCOUNT TO DEALERS—ASK FOR CATALOGUES

Sharpen the Fibre Needle

Without removing it from the
Tone Arm of the Phonograph

It's 5 years ahead of the times

CONVENIENT

FAST SELLER



GOOD PROFITS

MECHANICALLY RIGHT

Very Simple

**LIDSEEN
FIBRE NEEDLE
CUTTER**

LIDSEEN PRODUCTS

832-840 So. Central Ave. CHICAGO



A timely advertising stunt is the Columbia Dealer's Summertime Fan—imprinted with your name. A novelty of genuine utility—and a constant advertisement for your store. Ask your Dealer Service Man about it.

**Columbia Graphophone Co.
NEW YORK**

ADVOCATES STANDARD "TALKERS" FOR BROADCASTING

Absolutely Essential to the Best Results in the Transmission of Record Music by Means of the Radio, Declares President of the Cleveland Radio Association, E. H. Poad

CLEVELAND, O., May 6.—That the standard talking machine is essential to proper broadcasting of music by radiophone is the assertion of E. H. Poad, president of the Cleveland Radio Association, this statement coming simultaneously with the closing of negotiations with the Department of Commerce by Warren R. Cox, head of the Cox Laboratories, who has just returned from Washington with the limited license that permits the broadcasting of music, news and general information. The Cox station, the only one in Cleveland, and one of only five in the country, will be known as WHK.

In order not to conflict with the distribution from Pittsburgh, Chicago, Newark and Springfield, Mass., on those nights during which concerts are given, the wave length from WHK will be kept down to 360 meter wave lengths, which means that receivers within a radius of 200 miles will receive the material thus broadcasted in Cleveland without interfering with outside broadcasting, and vice versa.

So well equipped are the Cox Laboratories, however, that the music distributed from this point has been received in Celina, Kan., according to Mr. Cox. The laboratories are located on the top floor of the Stuyvesant Building.

While the talking machine figures most prominently in the music broadcasted from this station a staff of musicians, headed by Miss Ethel Toole,

is part of the Cox organization. The concerts sent out are now being held three nights every week. The room in which the concerts are held is cloth-padded, absolutely sound-proof and barred to all outsiders.

But the chief factor in this method of music distribution is the talking machine, in the opinion of President Poad, of the Cleveland Radio Association, under the auspices of which the concerts are being given.

"A standard talking machine is absolutely essential to the proper transmission of record music," says Mr. Poad. "Surface noises must be absent entirely or the effect is spoiled completely. We know this by experience with many types of machines. Those outside of the sending station have often wondered why they cannot get good reproduction at times. It is because of the surface noises created by some instruments or records. We who are interested in developing this science have learned this by experimenting with various machines. There is no idea of discrimination, however, but we have found that the best-recognized machines and records are best for this purpose."

It merely happens, therefore, that in the present work being done in Cleveland the Victor machine and Victor records are being used at WHK. The instrument and records are being supplied by the Buescher Co.

It is through the Cleveland Radio Association that significant steps in radio development in the Cleveland district are being taken, in the opinion of Mr. Poad. Prominent business men of the community are personally interested in its achievements and in directing its affairs.

SOUND BOX THIEF SENT TO JAIL

H. J. Wexler, Youth Who Stole Talking Machine Parts From Store of Winterroth & Co., New York, Sentenced to Elmira Reformatory

At least one talking machine sound box thief will not annoy New York dealers for a couple of years to come, following the action of the Court of Special Sessions recently in sending Herman J. Wexler, of 2 Tracy avenue, Newark, N. J., to Elmira Reformatory.

The prosecution of Wexler came about through the efforts of E. J. Winterroth and Valentine Faeth, of Winterroth & Co., Union Square. A man went into one of the Winterroth booths on April 8 to hear some records and when he left one of the machines was found to be minus its tone arm. A careful watch was kept and the following day a young man came in to listen to some records and as he started toward the door an investigation showed that a tone arm was missing and a large exhibition sound box had been removed and replaced by a smaller type.

The tone arm was found on the youth, who proved to be Wexler, and it was decided to prosecute. Messrs. Winterroth and Faeth were supported in their case by Charles E. Neier, an attorney, and Irwin Kurtz, president of the Talking Machine Men, Inc. It was hoped to learn the name of the party to whom Wexler had disposed of his talking machine parts, but he consistently refused to reveal the name. Investigation brought out the fact that he had pleaded guilty a few months ago to the theft of a sound box from an uptown store.

OKEH RECORDS POPULAR IN SOUTH

ATLANTA, GA., May 3.—One of the live-wire Okeh record dealers in the South is B. G. Porter, of Eustis, Fla., who has been handling this line only a few months, according to P. C. Brockman, sales manager of the J. K. Polk Furniture Co., Inc., Okeh distributor in this section of the South. Mr. Porter states that the Okeh records are increasing steadily in popularity, if increasing sales are any indication.

SENT A SUBSTANTIAL CHECK

Since the publication of the list of contributors throughout the trade to the Jewish War Relief Drive by the committee in charge of same, a number of additional contributions have been made. Among them is a substantial check from N. Cohen, president of the Greater New York Novelty Co., Brooklyn, N. Y.

A talking machine department has been added to the drygoods business of Ewald Klings, Blue Island, Ill.

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

Introducing to the Trade

The Most Fascinating Form of
Entertainment in the World

THE
AIR-O-PHONE

*The Perfected Radio
Concert Receiving
Instrument*

No Aerials to Set Up

*No Installation to
Make*

*No Knowledge of
Radio Required*



Standard Air-Voice Model Complete \$450.00

Our First Announcement to the New York Public, Made Through the New York Times, February 21, 1922, Brought Buyers to Our Salesroom from as far West as San Francisco, Mostly Hard-Headed Department Store Buyers Who Came, Marveled and Purchased.

A New Timely Source of Revenue
Bigger Than Any Entertainment Device
Ever Placed Before the Public

Take Advantage of the Crest of the Radio
Wave That Is Sweeping the Country

Be the First to Demonstrate the Air-O-Phone in Your Town
The Public Will Crowd Your Store Every Day

We Are Now in Production

Distributors now being appointed. If we are not represented in your Territory—Telegraph, Telephone or Write.

AIR-O-PHONE CORPORATION

Factory:
Canton, Pennsylvania

Sales Offices:
122 Fifth Avenue, New York

TAKE OVER REGINA ASSETS

Creditors' Committee Incorporated for the Purpose of Settling the Affairs of Bankrupt Concern—Will Start Work at Once

At a meeting of the creditors of the Regina Co., held at the office of the Referee in Bankruptcy last month, the referee approved a plan for the purchase of the assets of the company by the Creditors' Committee. The plan was carried out and the Regina Corp. was chartered under the laws of the State of New Jersey with a capital of 10,000 shares of no par value stock, for the purpose of taking over the assets and business of the Regina Co.

It was the original intention of the committee to issue a share for each dollar of indebtedness. It was found, however, in order to carry out this plan, the fee of the Secretary of State would have been in excess of \$10,000.00. It therefore was decided to have fewer shares and issue one share for each \$100.00 of indebtedness. This necessitates there being fractional shares, but it was held that this is not objectionable.

An organization meeting of the new company was held and the following officers and directors elected: W. L. Desnoyers, president; C. M. Cubbison, vice-president; Eugene F. E. Jung, secretary and treasurer; James F. Shaw and E. F. Fretz, directors.

Of the above, Mr. Fretz is president of the Light Manufacturing and Foundry Co., at Pottstown, Pa., and was the largest merchandise creditor and was on the Creditors' Committee. Mr. Jung also is on the Creditors' Committee and is by profession a statistician and economic expert. Mr. Shaw is of the banking house of Knauth, Nachod & Kuhne. Mr. Cubbison is a sales manager of large experience and will take charge of the sales of the new company. Mr. Desnoyers has been acting as receiver and his training and experience in reorganization work should be of value to the company.

The following trustees were appointed: W. L. Desnoyers, John Bernhard and D. L. Murphy. These have qualified and will superintend the winding up of the affairs of the old Regina Co.

It is expected that between now and the end of May it will be possible to pay off all preferred claims, liquidating expenses, etc., and the company will then be prepared to send a statement to credit agencies and to its stockholders.

STEALS TALKING MACHINE MOTORS

Obtains Names of Machine Owners From Dealer and, Posing as Repairman, Steals Motors

The operation of a new type of burglar was revealed in the metropolitan district recently when Benjamin Springsteen was arraigned before Magistrate Douras charged with grand larceny. The complainant against him was Jacob Zatlun, proprietor of a musical instrument store at 596 East 180th street. He charged that Springsteen obtained a list of his customers who had purchased talking machines on the instalment plan and visiting nine of them induced them to let him remove the motors of the machines "to look them over" and then failed to return them.

VICTOR CO. APPEALS DECISIONS

Appeals to the United States Circuit Court of Appeals at Cincinnati were taken by the Victor Talking Machine Co. on April 17, 1922, from the decisions of Federal Judge Sessions, rendered April 5, 1922, in the Victor Co.'s suits against the Brunswick-Balke-Collender Co. and against the General Phonograph Corp. and General Phonograph Corp. of Illinois.

LOUIS M. GREENBERG INCORPORATES

The firm of Louis M. Greenberg, of New York City, dealer in talking machines, has been granted a charter of incorporation under the laws of New York State, with a capital of \$45,000. Incorporators are L. M. and M. and S. Greenberg.

"DAILY DOZEN" IN THE SCHOOLS

Health Builders' Records Become Part of Curriculum of George Washington School, Keokuk, Ia.—Stimulates Athletic Activity

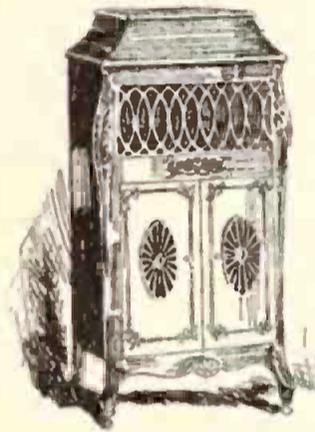
KEOKUK, IA., May 1.—Walter Camp's "Daily Dozen," through the medium of the Health Builders' records, produced by Health Builders, Inc., New York City, has become a part of the curriculum of the George Washington School of this city. Every morning at 9:45 and again in the middle of the afternoon the pupils in all the grades of this school are put through the twelve exercises to be found in this record course. At the beginning the first set of records explaining each part of the exercise was used, but the children rapidly learned these exercises, and now the advanced records in which the exercise is merely announced are being used. The twelve exercises are gone through in less than fifteen minutes, during which the windows are thrown open. The same talking machine which is used in other educational work is used for the

Health Builders' record. The teachers of all grades in this school are enthusiastic over the "Daily Dozen" and many of the children have induced their parents to purchase the Health Builders' course of records from the local talking machine dealer for use in their homes.

G. K. LORD SINGS FOR RADIO

Gene Kenneth Lord, the Singing organist, who recently signed a contract to record exclusively for Okeh records, is one of the latest Okeh artists to sing over the radio. Mr. Lord has been singing from the broadcasting station of Strawberry & Clothier, Philadelphia, and the program has been advertised in all of the Philadelphia papers. His new spiritualistic hymns are meeting with an excellent reception from the Okeh dealers, who are well pleased with the sale of these records.

Reubin Wallace is the new manager of the Victrola sales department of the Carroll Music Shop, Appleton, Wis.



Fine Music Goes Hand in Hand with Fine Machines and Fine Machines are Cased in Genuine Mahogany

IN these days, when the music-loving public enters your store, you have not only to talk music but durability, fine workmanship of motor and cabinet and particularly, you have to talk quality. For the public is as much interested in the appearance of the machine as in its tone-producing ability.

The trade is realizing this more and more. A New York City evening paper recently carried the following news item:

"The situation of the companies that are in difficulties can be summed up in their producing an inferior product," said George A. Dodge, of Boston, treasurer of the Eastern Talking Machine Company. "They produced an inferior product that didn't stand up even in the hands of dealers. Some companies filled their storehouses with as many as 500,000 of these machines, and the public threw them back on their hands. Naturally, they have to liquidate."

Ninety percent of the pianos built in this country are made of Genuine Mahogany. Genuine Mahogany, whether in pianos, furniture, paneling, or in talking machine cabinets, is both durable and beautiful. And your clientele has been educated for many months to demand the durable and beautiful.

THE MAHOGANY ASSOCIATION, Inc.
NEW YORK

After all—there's nothing like

MAHOGANY

BRUNO



“Fish—or Cut Bait!”

A while ago “big business” was being handed out on a silver platter—but to-day things have changed. “Big Business” is still to be had, only it means action, and lots of it. What are you doing to stir up new business, Mr. Victor Dealer? Going to sit tight and wait for something to happen—or are you going to get down to “brass tacks”? One thing is certain—your future success depends upon your efforts.

Right now, let's all get behind the one big bet of the season—the PORTABLE VICTROLA No. 50. This instrument, while an all-year-round money producer, is a particularly ideal model for the spring and summer months. The abundant pleasure it affords, its wonderful reproducing qualities, its extremely low cost, are all features that make the No. 50 a sure seller.

In the country, in the home, when camping, while sailing, for dancing and entertainment, the PORTABLE VICTROLA No. 50 is indispensable.

What a world of opportunity there is open to you, Mr. Victor Dealer! Don't delay a moment—begin your advertising and selling campaign at once. In doing so you will receive the benefits of the Victor Company's advertising that will soon begin in all the leading magazines and newspapers throughout the country. A rare opportunity now presents itself!

C. BRUNO & SON, Inc.

351-353 Fourth Avenue

New York

Victor Wholesalers to the Dealer Only

Some Timely Merchandising Suggestions for Live Talking Machine Dealers :: By Frank H. Williams

Women's wear stores and department stores stage style shows constantly and get a lot of business from such stunts.

Why couldn't the talking machine dealer stage a style show and boost business thereby?

Here's the idea: Secure some old-style instruments of the kind you handle and display these in your show window alongside some modern machines—preferably the console or perpendicular styles. Then get some old-time records, including the cylinder type, and arrange them beside the modern records. At the rear of the window place a sign reading like this:

OUR TALKING MACHINE STYLE SHOW

Contrast the old-style talking machines and records with the modern styles of machines and records. Keep up with the style. Change your old machine for a new instrument NOW.

The same sort of an exhibition might be carried out inside the store.

This would create a lot of interest and would undoubtedly make numerous sales to people who would be brought, by the show, to a realization that they were, perhaps, far behind the times in the matter of possessing the latest creations in machines and records.

An Original Plan of Making Sales

The Wolf & Dessauer department store, of Fort Wayne, Ind., has developed a particularly good business in Victor machines and records under the direction of W. E. Cotter, the manager of the department. One of the ideas which he has used in pushing his business could, undoubtedly, be employed by other talking machine departments or stores to good advantage.

This stunt is the formation of an orchestra among the store employes and the playing by this orchestra at farmers' institute meetings, school gatherings over the county, and public gatherings of every sort where there is a demand for music and where no other provisions for music have been made. The orchestra is composed of music-lovers who play for the love of it and so it costs nothing to operate the orchestra. All the members, too, have their own instruments, so the store is out nothing for equipment.

And whenever the orchestra goes anywhere to play, Mr. Cotter always takes along a big Victor demonstrator and a bunch of records of the type he feels will appeal to his audience. Between selections by the orchestra, the machine is played. In this way Mr. Cotter secures a demonstration where it will do the most good, and he has made many sales as the result of all this.

How to Stimulate Interest in the Store

Who has the oldest talking machine in your city?

Who has the oldest record?

Think how interesting it would be to discover these old-timers and to exhibit them in your show window!

And think how much interest would be aroused in your city by an announcement to the effect that you would award a prize of five new records to the owner of the oldest machine in the city and five records to the owner of the oldest local record! Such an announcement would create a lot of scurrying back and forth and examination of machines and records and all this sort of thing would stir up a renewed interest in machines and records and would, therefore, stimulate your business as well as making your store more talked about than any other talking machine store or department in the city. Try this plan in YOUR store NOW!

Keeping the Young Folks Interested

Every parent of a child of high school age is

deeply and vitally interested in knowing where his child is at night.

This being the case it would be a good stunt for the talking machine dealer to secure a list of the local high school students from the principal of the school or from the local superintendent of schools and then to solicit the parents of these children on the proposition of purchasing machines and records for home use, as a "talker" in the home is one of the best possible ways of keeping children of this age at home

nights and of getting the young people to bring their friends around to the house where the parents can see who and what sort of people these friends are.

In many of the homes thus solicited there would, undoubtedly, already be talking machines, but there may be no new records in the home, hence the "talker" was seldom used. To these people the dealer could easily sell new records.

Don't pass up this method of getting more business.

PLAN NATIONAL MERCHANDISE FAIR

Event Similar to the Leipzig Fair in Europe to Be Held in New York in August

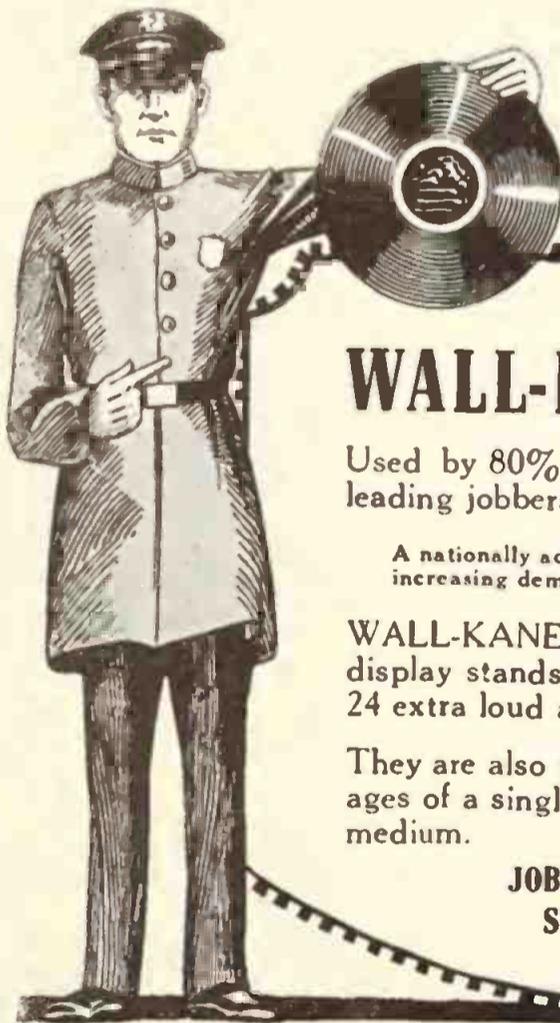
Announcement has been made that the National Merchandise Fair under the auspices of the National Retail Dry Goods Association will be held in New York City at the Grand Central Palace during the first three weeks of next August. Colonel Michael Friedsam, president of B. Altman & Co. and chairman of the general executive committee in charge of the Fair, issued a statement in which he reviewed the plan and told how all energies would be devoted to preparing for the event. With the assistance of the committee, he is now completing the various groups required to handle the Fair arrangements, including ways and means, merchandise exhibits, co-operation, entertainment and publicity.

Describing the need of lower distribution costs, from the raw material to the consumer, Colonel Friedsam declared the Fair would provide appreciable economies, since it would allow buyers

to purchase all they needed within a limited period and within the least possible area adequate for merchandise display. In mentioning the good results obtained abroad, he stated that the Leipzig Fair this year had given work to the manufacturers for the next half year. The assurance of immediate sales in large volume, he said, would be welcomed by the manufacturers here.

Booth space will be allocated to the various lines of merchandise, it was explained at the Association offices, in the same proportion that they contribute to the general volume of business of the average department store, the purpose being to develop a well-rounded exhibition. At the same time the plan calls for a lay-out of exhibits along the lines generally followed in the average department store.

Every sales manager and salesman should remember that line of Charles Frohman's, says the Treasure Chest: "There are no bad towns—only bad plays!" Every town will show its good side to good salesmen, good products and good service.



*Wall-Kane Needles
Protect the Record*

WALL-KANE NEEDLES

Used by 80% of the population, sold by the leading jobbers throughout the world.

A nationally advertised article that has been in ever-increasing demand since it was established in 1913

WALL-KANE needles are packed in metal display stands holding 60 packages, 24 loud, 24 extra loud and 12 medium.

They are also packed in cartons of 100 packages of a single tone, either loud, extra loud or medium.

**JOBBERS ONLY—APPLY FOR
SPECIAL PROPOSITION**

The Greater New York Novelty Co.

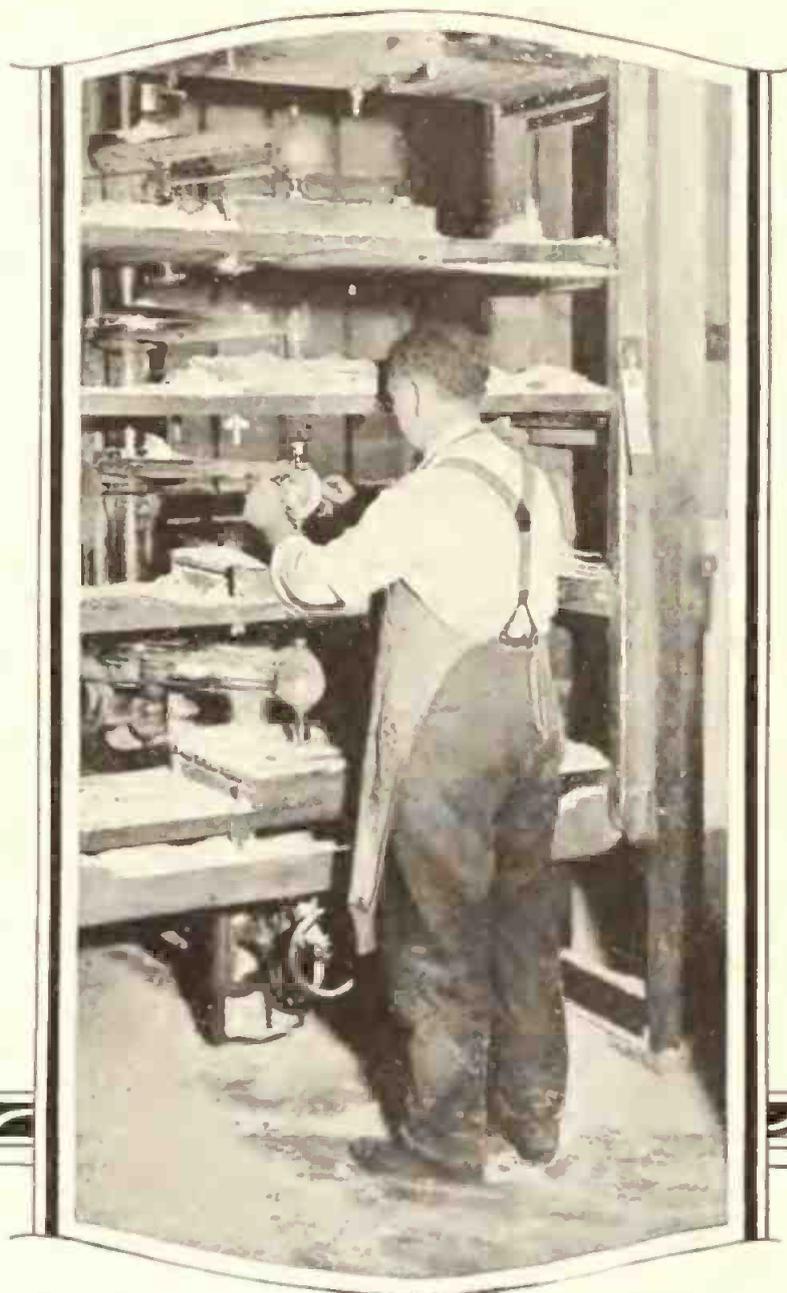
Sole Manufacturers of

WALL-KANE NEEDLES

3922 Fourteenth Avenue

Brooklyn, N. Y.

The Cheney Resonator is actually Carved out of Seasoned Violin Wood



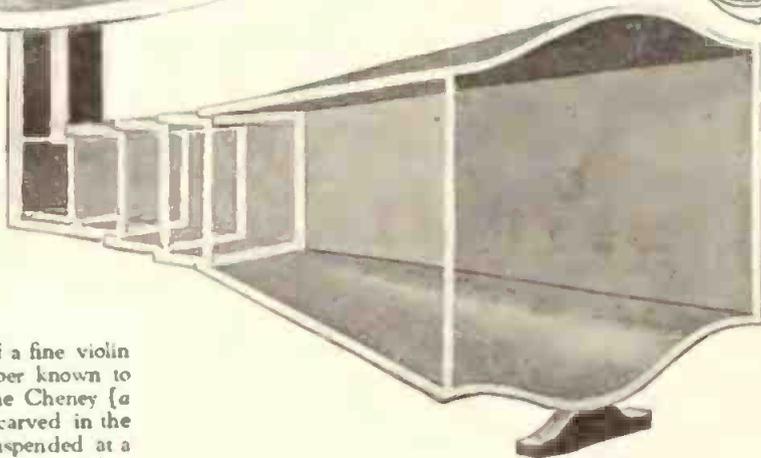
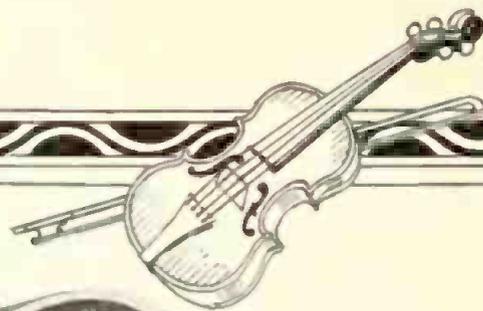
Carving Cheney Resonators from
violin wood — seasoned maple
and spruce

The famous violin resonator of The Cheney is really carved from seasoned spruce and maple, the resonant woods which develop within a violin its rich, sweet tones.

Only by carving the walls of The Cheney Resonator can we achieve that richness and fullness of tone which makes The Cheney stand out from all other phonographs. It is a part — and an essential part — of the acoustic system which makes The Cheney absolutely, fundamentally different from any other phonograph that is made.

The violin wood used in The Cheney Resonator is not kiln dried. It is carefully seasoned for a year or more in the only way that sensitive woods can be seasoned to retain their live, vibratory quality — by time and the elements.

CHENEY TALKING MACHINE COMPANY, CHICAGO



*"The longer you
play it, the
sweeter it grows"*

Because the sensitive wood shell of a fine violin is the most perfect resonating chamber known to musical science, the resonator of The Cheney (a most important exclusive feature) is carved in the same graceful, symmetrical lines. Suspended at a single point of contact, it hangs in the cabinet free from obstruction, vibrating with every passing note. As its delicately curved walls become ever more vibrant and responsive, it is true of The Cheney, like an old violin, that "The longer you play it, the sweeter it grows."



Considering the quality of workmanship, Cheney prices are remarkably low. Regular models retail from \$115 to \$325. Console models in a variety of styles.

The CHENEY

THE MASTER INSTRUMENT

Furman and Nash have already made a name for themselves with their first records. Their new one is "Those Days Are Over" and "I Got It, You'll Get It," tenor and baritone duet. A-3584.

**Columbia Graphophone Co.
NEW YORK**



HEALTH BUILDERS RECORDS SCORE

Demonstrated at Banquet of Atlantic City Athletic Club Before Noted Personalities and Make Big Hit—R. B. Wheelan on the Job

Keeping Fit to Music through the aid of the Health Builders' course of records, produced by Health Builders, Inc., New York City, is

set to music. The new Atlantic City Athletic Club recently held its first banquet in the Venetian room of the Ambassador Hotel, which was attended by over 200 prominent professional and business men of this well-known resort. Mayor Eader of Atlantic City acted as toastmaster, and among the specially invited guests were Walter Camp, Robert B. Wheelan, president of Health Builders, Inc., and Bernarr MacFadden, pub-

lisher of the Physical Culture Magazine. Walter Camp addressed the gathering on "Keeping Fit," and told of his experiences while helping the United States Navy Physical Training Department during the World War. Robert B. Wheelan, president of Health Builders, Inc., spoke on somewhat similar lines, discussing not only the value of keeping fit, but how it was possible to have the "Daily Dozen" in the home set to music, and demonstrated this fact by actually putting the guests through the exercises at the close of his address. These 200 prominent members, clad in their "soup and fish," and others dressed in business suits, responded heartily to Mr. Wheelan's suggestion and with the help of a talking machine and Health Builders' records went through the complete course. This was an outstanding event of the evening, and much enthusiasm was displayed over this course of records.



Guests at Atlantic City Athletic Club Banquet Exercise to Health Builders Records progressing steadily in popularity. This course is not only proving popular in the schools and the homes, but many large organizations have enthusiastically used the Health Builders' course, which consists of Walter Camp's "Daily Dozen"

WOMEN TELL WHY THEY BUY

Trade Survey Discloses Attitude of Women Toward Window Displays and Advertising

MARSHALLTOWN, Wis., May 9.—One of the most complete reports on a retail trade survey ever given has just been turned over to the local Chamber of Commerce. The survey was made in November, 1921, by W. F. Bristol, of the extension department of the State University. Out of seventy-five answers received to a questionnaire concerning advertising, seventy-three women said they read the newspaper ads and were guided in their purchasing by the advertising published in newspapers by merchants. Window display advertising was recommended, however, as the one from which most results come, with newspapers second in point of view of results. The answers disclosed that women were drawn downtown by newspaper advertisements, but that they expected the window displays to draw them into the stores.

TELEPHONE CONCERTS SELL RECORDS

Dealers Inaugurate Clever Plan Which Stimulates the Sale of Records

It isn't a question of "If you're waking call me early," because you get called early anyhow, whether you're waking or not. For Flatbush, N. Y., talking machine dealers have put on an efficiency stunt that makes every day as mad and merry a day as anybody could wish, says The Sun.

This is the way it goes: Your telephone rings, and in answer to your "Hello" a voice with a wile inquires concerning your musical appetite at the moment; whether you feel that jazz or chamber music would go down easiest, whether you are hungry for opera or have a hankering after coon songs. All you have to do is to express your preference and a musical bill of fare, selected accordingly, is served you over the telephone. Indicate the items you like best, and in ten minutes the records show up at your front door to be tried on your own favorite talking machine.

F. W. Gibson, talking machine dealer at Angelica, N. Y., has secured new quarters in the Thomas Building.

What Is YOUR Percentage of Profit?



Queen Anne Console
Price \$300

Suppose we could show you—and
PROVE—that

—with Granby you can make up to **THREE TIMES** your *Present Percentage of Profit* at a Merchandise Investment up to 30 Per Cent less.

Would you be interested?

Why not ask us—Today—to prove it?

GRANBY PHONOGRAPH CORPORATION

General Sales Office

21 WEST STREET

BOSTON

ADVISES DEALERS TO DISCRIMINATE

Victor Jobber Suggests That Dealers Carefully Investigate Discount Proposition—Some Plans Considered Unfair—Legitimate Discount Companies Suffer by Activities of Other Kind

Talking machine jobbers and dealers in Greater New York have been visited recently by representatives of several discount companies who have tried to interest them in the merits of their respective propositions. The jobbers have been asked to lend their endorsements to the plan, and dealers, of course, have been solicited direct for business. The Silas E. Pear-sall Co., Victrola wholesaler, in order to protect the interests of its dealers, investigated one of these plans, and at the conclusion of its investigation advised Victor dealers to be very careful in giving their paper to the representatives of this discount company. The proposition itself seemed equitable on the surface, but upon investigation it was found that there was a "joker" in the contract offered the dealer which not only would necessitate the use of more paper than specified in the contract, but might cause the dealer considerable annoyance and embarrassment. It is therefore suggested that dealers in Greater New York who are offered contracts by discount companies read the contracts very carefully and be absolutely certain that there is no possibility of any ambiguity or misconstruction of the terms in the contract.

There are quite a number of discount companies in New York which are conducting their business along legitimate, ethical lines that represent practical co-operation to the talking machine dealer, but these concerns are having their activities jeopardized by the unfair methods adopted by some of the discount companies which have chosen talking machine dealers as victims.

NOT CONNECTED WITH BANKRUPT

Grand Talking Machine Co., Inc., Distinct From Grand Phono & Piano Co.

A. Abrams, head of the Grand Talking Machine Co., Inc., 270 Flatbush avenue Extension, Brooklyn, N. Y., wishes to announce that neither he nor his company has any connection with the Grand Phono & Piano Co., of Brooklyn, which recently went into bankruptcy. Mr. Abrams states that they have registered both the names Grand Phono Co. and the Grand Talking Machine Co.

NEW PORTABLE GRAFONOLA

Columbia Graphophone Co. Announces New Portable Model—Will Retail at \$50—Has Many Distinctive Merits That Will Appeal

The Columbia Graphophone Co. has just placed on the market a portable model which has won the enthusiastic praise of all Columbia dealers who have inspected it carefully. The new portable Grafonola, which weighs only twenty-two and one-quarter pounds and will retail for \$50, is covered with heavy, durable, black Fabrikoid, reinforced at the corners. The inside is finished in highly polished red mahogany, making the instrument very attractive in its playing position.

Some of the features of the new Grafonola, as set forth in detail in the Columbia Co.'s literature, are as follows: Two pivoted tone control leaves at the mouth of the amplifying chamber permit modifying the volume of tone as desired; the cover encloses the scientifically shaped amplifying chamber (or horn), which permits the full and natural development of the sound waves (as in the big cabinet Grafonolas) from the neck of the tone arm to the mouth of the horn; an escutcheon at this point fits over the motor pinion and secures the turntable against rattle or damage during transportation; the standard Columbia bayonet-joint tone arm conveys the sound waves directly into the amplifying chamber in a continuously widening channel without obstruction or the necessity of employing special turns or adjustments to suit this type of a phonograph; covers seal needle cups when top is lowered for carrying; three nickel needle cups (one for used needles) prevent aggravating forgetfulness; the position of the winding spindle gives the crank a wide swing, which permits easy and safe winding of motor; heavy nickeled corner protectors give strength, withstand abuse and save scratching of furniture; tone arm and improved standard Columbia reproducer swing back without adjustment and are safely positioned by a spring for carrying; winding crank is conveniently positioned here for transportation; ingenious safety catch permits dust-proof closing of cover.

Mrs. J. E. Keller, for the past four years connected with the music department of the Pettis Dry Goods Co., of Indianapolis, Ind., will open the Keller Music Shoppe, 25 Market street, in the near future, where she is fitting up attractive quarters.



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 wood-work 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

SOPHIE TUCKER A RADIO FAN

Okch Artist Will Feature "Kiss Me By Wireless" on European Tour—Fred Hager Writes Comedy Chorus as Requested

Sophie Tucker, famous vaudeville star and exclusive Okch artist, sailed a few weeks ago for England, but before her departure she became interested in radio, and while visiting the laboratory of the General Phonograph Corp. for the purpose of making several Okch records, heard the new fox-trot called "Kiss Me By Wireless." She tried it out during one of her spare moments and decided to use it in her repertoire in England.

When Miss Tucker sailed for England she carried with her copies of the lyrics and orchestrations of this new fox-trot, but just off Sandy Hook discovered that the song needed a comedy chorus in order to make it a "real" hit on the other side. Miss Tucker thereupon visited the radio operator's cabin and sent the following message to Fred Hager, director of the Okch laboratories, who wrote the song: "'Kiss Me By Wireless' needs comedy version."

Upon receipt of this radiogram Mr. Hager immediately composed a special chorus to suit Miss Tucker's requirements and dispatched it at once. According to her present plans Miss Tucker will feature "Kiss Me By Wireless" extensively in her tour of England.

OPENS OWN BROADCASTING STATION

Jordan Music Co., Charleston, S. C., Believed to Be First Music House to Do So

The Jordan Music Co., 372 King street, Charleston, S. C., is believed to be the first music house in the country to establish its own radio broadcasting station, the company having recently installed an elaborate plant with a 360-meter wave length for the purpose of broadcasting music from its store.

The concerts, which are given under Government license, run from 7.30 to 8.30 each evening, and consist of programs made up of music from Edison and Vocalion records and reproductions of the playing of well-known pianists by the A. B. Chase reproducing piano.

NEW POST FOR CHAS. H. ADDAMS

Charles H. Addams, for several years connected with the Aeolian Co. as wholesale traveler, has been appointed to take charge of the inside work of the wholesale department, including the handling of correspondence, the reception of visiting dealers and the taking care of retail customers sent in by dealers. Mr. Addams succeeds Henry W. Pinner, who resigned recently.



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 1922-1923

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

A Real Musical Instrument for Children

Cabinet:—Durable Diamond construction throughout. Made from selected veneers and hardwoods. Built with infinite care by experienced cabinet makers. Height, 24 inches; width, 14 inches; length, 28 inches.

Finish:—Enameled in French Blue and Ivory. Washable finish. Blue silk grille.

Motor:—Helmenan motor—cut gears—cast frame—fully guaranteed—removable motor board.

Tonearm:—Die cast—nickel plated—Artols reproducer.

Turntable:—Special 9-inch felt faced—plays all records, 10-inch or smaller. Particularly adapted to all children's records, including Bubble Books.

Altogether a Real Talking Machine



Diamond Juvenile Furniture, as shown above, makes an ideal setting for a children's booth. Excellent for window displays. Set consists of table, four chairs and clothes rack. Price complete, \$17.50 F. O. B. Oswego, N. Y.

The Diamond Juvenile Console

THE money-making value of this fine little instrument hardly requires description. As a medium for increasing the sales of juvenile records it has no equal. It perfectly plays all records up to 10-inch. Has beautiful tone and adds that element of "Atmosphere" which holds the interest of

parents and children. Sells while it charms.

Its second value lies in its ability to sell itself. No child can see it and hear it without wanting it. And it is so pleasing in form and color and so practically made that parents want it as much as the children.

Shipments of new orders can be made after June 10th.

Handsome Profits

List Price—\$25.00

6 Machines or over.....	\$15.00
Less than 6 Machines.....	16.50

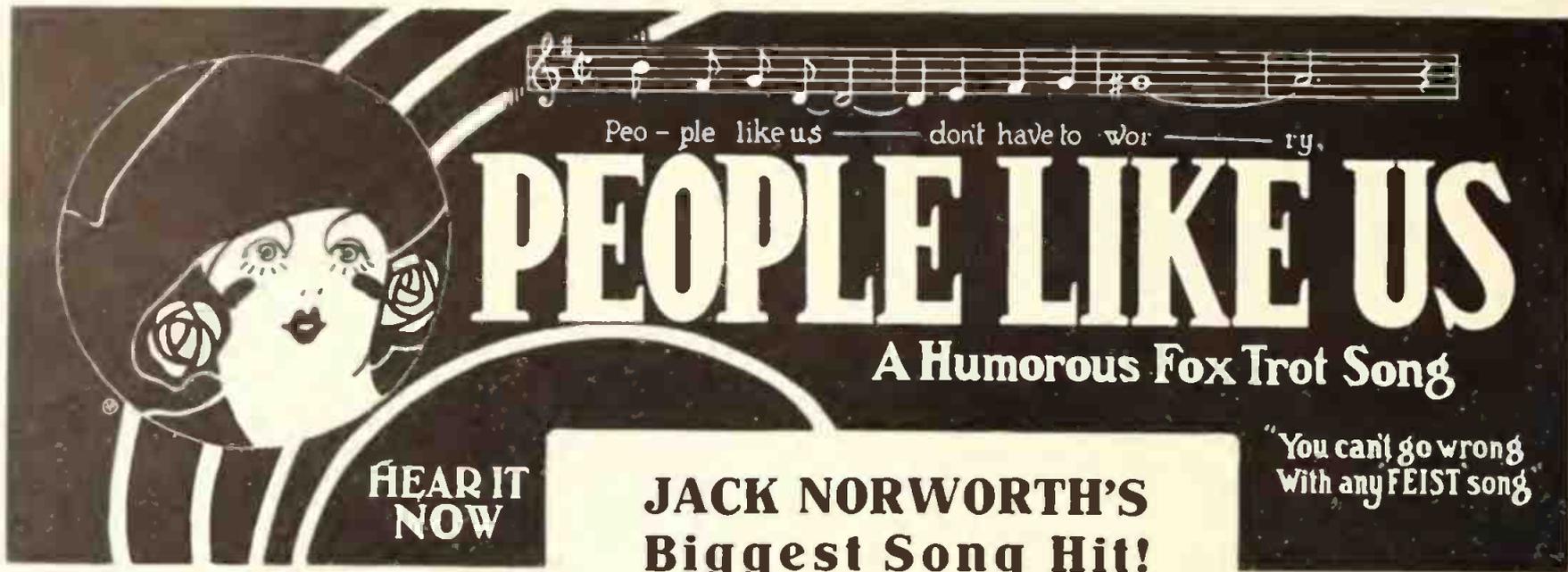
All Prices F. O. B. Oswego, N. Y.

A Few Good Territories Still Open to Jobbers—Write for Particulars

THE DIAMOND PRODUCTS CORPORATION

25 West 43rd Street, New York

Factories—Oswego, N. Y.



Peo - ple like us — don't have to wor — ry,

PEOPLE LIKE US

A Humorous Fox Trot Song

HEAR IT NOW

JACK NORWORTH'S Biggest Song Hit!

"You can't go wrong With any FEIST song"

DISPLAYS VOCALION AT STYLE SHOW

Louisville Music Co. Arranged Elaborate and Successful Exhibition of Vocalion Phonographs and Red Records at Show in That City

The Louisville Music Co., distributor for the Vocalion phonograph and Vocalion Red Records, had an elaborate display recently at the local Style Show and attracted much public attention by offering a Vocalion free under certain conditions. The company's display was presented in an attractive booth with a plate-glass front re-

in the Speed Building, 529 South Fourth street, is meeting with great success with the Vocalion line and has established a number of dealers, some of them exclusively Vocalion, in that city and vicinity.

NEW VICTROLA BOOK OF OPERA

Sixth Edition Represents Entirely New Work and Is Most Complete of Its Kind

The Victor Talking Machine Co. has just announced the sixth edition of "The Victrola Book of the Opera." The new edition does not represent a revision of the earlier editions, but is a book that has been completely rewritten and is one of the most complete works of its kind. The new book contains stories of more than 100 operas, with summaries of their history, musical quotations, critical and explanatory material. Correct pronunciations are given of the names of operas and operatic characters and all the stories are told in clear, concise English. A new and attractive cover design in gold, embossed on a red background, has been provided for the new edition.

COLUMBIA ARTISTS IN EUROPE

Famous Operatic Stars Winning Additional Fame Abroad—Some Details of Artists' Activities

There was recently received at the executive offices of the Columbia Graphophone Co., New York, an interesting communication from the Columbia headquarters in Paris, relative to the activities of Columbia artists abroad. This letter read in part as follows:

"Charles Hackett is rapidly becoming the best-known American tenor in Europe. First Monte Carlo welcomed him with cheers when he sang in 'Tosca' there; now it is the turn of La Scala, Milan, and later in the Spring he is to be heard both at the Paris Opera and Opera-Comique. Ponselle and Macbeth are being continually spoken of as the big stars of the Paris Spring season, while Lazaro is setting them howling with delight in Naples. The plan of having a gala performance of 'Rigoletto' at the opera with Barrientos, Hackett and Stracciari in the principal roles has not been abandoned, and this Columbia artists' performance may be given at the end of March.

"Maria Barrientos is singing in Madrid just now with bigger success than ever. A series of concerts and performances are scheduled in Paris this Spring with her as the principal star. Hipolito Lazaro continues his triumphant career in Italy. His time is all taken up for the coming twelve months, and the prices he obtains in Spain are the highest ever paid any singer.

"Toscha Seidel played a tremendously successful concert in Paris, and the critics are hailing him as a violinistic revelation. He is soon to start on a concert tour of Australia, thus making practically a tour of the world during his absence from America, to which he returns next year. Stracciari, the famous baritone, has apparently fully recovered from his recent indisposition, for he is reaping a tremendous success all over Italy at present."



Louisville Music Co. Display at Style Show

produced herewith, and several machine models were shown and kept in operation. The Vocalion Red Records proved particularly interesting and their demonstration kept the booth filled throughout the hours of the show.

The Louisville Music Co., with headquarters

almost invariably cuts down his efforts

The worker who willfully cuts down his efforts almost invariably cuts down his character.

The Madison — ACKNOWLEDGED THE BEST VALUE PORTABLE MACHINE IN THE MARKET TODAY



Size 13" wide—12" deep—7 1/2" high

Dealers Delighted with the MADISON REPEAT ORDERS Prove Its Worth

A remarkable phonograph, selling at a popular price—it has the qualities of the expensive talking machine.

A wonderful compact motor—improved mica sound box—large amplifying chamber—speed regulator—start and stop device.

Plays 10 or 12 inch records clear and loud.

Sample Price to the Trade \$8.50

—Quantity Prices on Request—

An Attractive Jobbers Proposition—Write for Territories

Black Leatherette Carrying Case, \$1.75

Madison Music Co., 114 E. 28th St., New York, N. Y.

RUSSELL HEADS TROY ASSOCIATION

Manager of Talking Machine Department of Cluett & Sons, Inc., Made President of New Music Trades Association Organized in Troy

Troy, N. Y., May 4.—Amos E. Russell, manager of the talking machine department of Cluett & Sons, Inc., of this city, was elected president of the Music Trades Association of Troy, which was formed here recently, when a number of local music dealers and those interested in the trade gathered for that purpose. Other officers include: E. T. Nehill, secretary, and Mrs. Lil-



Amos E. Russell

lian H. Caldwell, treasurer. A constitution committee was appointed to select a regular meeting night and to take up other business which might properly come before it. The committee is as follows: Frank S. Rogers, L. O. Toole and L. C. Hathaway. A publicity committee, composed of J. H. Caldwell, A. E. Russell and F. S. Rogers was named to acquaint the public with the aims and accomplishments of the Association.

The Association selected "Give More Thought to Music" for its motto, pointing out that the cultural and educational value of music demanded at least thought, if not study, on the part of all individuals.

Tentative plans for the observance of Music Week were made and a request was made for suggestions and plans from the members. The Association has decided to function as much as possible in the manner of the music trade associations of other cities, and therefore it was determined to conduct a publicity campaign on a large scale during Music Week, April 30 until May 6. Concerts, theatre displays and demonstrations were discussed and approved by those in attendance.

The charter members of the Music Trades Association of Troy are as follows: A. E. Russell, E. T. Nehill, Mrs. L. H. Caldwell, F. S. Rogers, J. H. Caldwell, L. O. Toole, W. K. Denniston, E. F. Culkin, Orrin E. Galbraith, Mrs. Alice F. Colwell and L. C. Hathaway. The organization has great plans for the future and after firmly establishing the present organization and proving its worth and ability the members expect to organize a music trades association embracing Albany, Troy, Schenectady and other cities of this district.

A UNIQUE DELIVERY AUTO

COLUMBUS, NEB., May 3.—Many talking machine dealers have arranged their delivery machines with a special body in the shape of a talking machine, but C. H. Dack, a local druggist, who handles a line of talking machines and records has gone a step further in placing on his Ford delivery car a body made of metal designed like two talking machines. The machine is used for delivering prescriptions and two machines can also be placed in the body for delivery.

If you don't like the talking machine business get out of it and try something that you do like.

BLACK SWAN ARTISTS BROADCAST

Black Swan Troubadours Prove Popular Entertainers While in New Orleans

NEW ORLEANS, LA., May 2.—The Lyric Theatre, of this city, recently billed as a feature attraction the Black Swan Troubadours and Ethel Waters. The reception accorded this organization attracted so much attention that the New Orleans Daily Item, one of the leading papers of the South, engaged the company to sing and play its famous jazz number, "Down Home Blues," and other songs, over the radiophone through the New Orleans broadcasting station.

The Black Swan Troubadours, composed of singers and players who record exclusively for Black Swan records, have been on tour for over five months. The company is under the direction of F. R. Henderson, Jr.

It is said that Miss Waters is the first colored artist to sing over the radio.

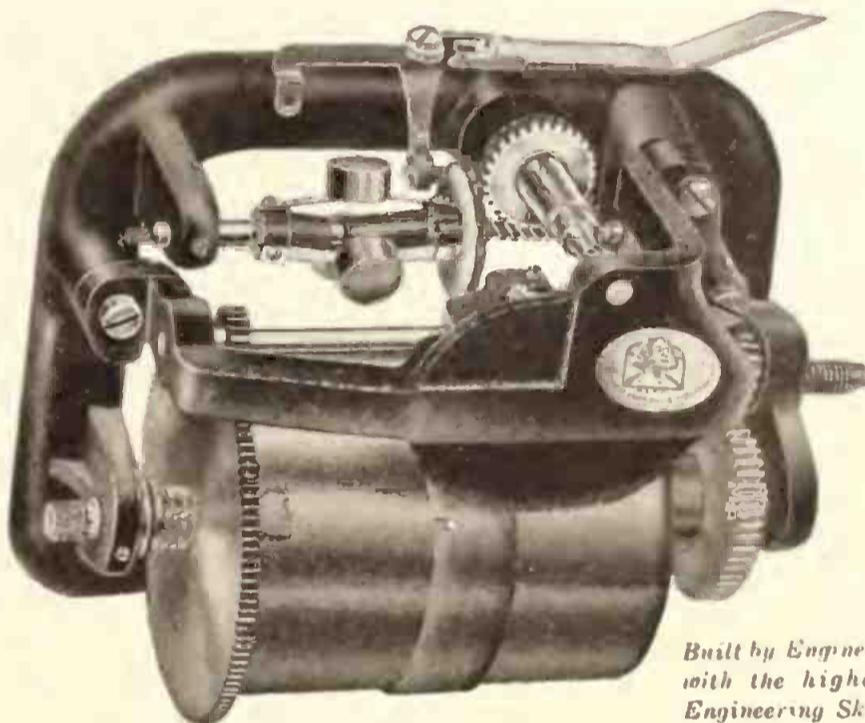
The more you know about your own business the greater are your chances of success.

NEW POST FOR CRUDGINGTON

Becomes General Works Manager of Columbia Graphophone Mfg. Co.

BRIDGEPORT, CONN., May 8.—R. F. Crudgington, formerly factory manager of the Columbia Graphophone Manufacturing Co., of this city, has been promoted to the important post of general works manager of the company, a position which was formerly held by H. L. Willson, president of the company. Mr. Crudgington has been identified with the Columbia organization for several years, and as a factory executive has won the esteem and respect of every one of his associates and employes as a whole. The Columbia factory is working at a high state of efficiency, due in a considerable measure to Mr. Crudgington's thorough knowledge of factory management.

Walter Mahoney, well known in music circles of Niagara Falls, N. Y., and formerly proprietor of the Harmony Shop in the Bellevue Theatre Building, has left that city to assume the management of a music store in Rochester, N. Y.



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

DIGNIFIED AND ARTISTIC WINDOW DISPLAY ESPECIALLY PREPARED FOR MEMORIAL DAY



Victor Talking Machine Co. Suggests a Window for Its Dealers That Is Easily and Inexpensively Arranged, Befitting the Nation's Great Holiday

BRUNSWICK WITH HALLE BROS. CO.

Opens Beautifully Appointed Talking Machine Department Wherein Brunswick Gets Exclusive Representation—N. Cook in Charge

CLEVELAND, O., May 9.—One of the biggest events of the year in the Cleveland talking machine trade occurred on Monday, May 1, when Halle Bros. Co., of this city, formally opened the new Brunswick department. This high-class store, catering to the better class of trade, has advantages for which many talking machine companies have sought for years. The Brunswick department is being managed by Norman Cook, who has been connected with the talking machine trade for many years and whose last trade connection prior to this appointment was with the Eclipse Musical Co.

The talking machine department is beautifully appointed with Unico equipment and occupies a large space on the seventh floor of the Halle

Co.'s ten-story building. This company operates over 110 departments, all elaborately equipped, where retail merchandising is conducted on a high plane of excellence.

The Cleveland trade appreciates that the consummation of this deal is a real advantage for Brunswick, as all are familiar with the oppor-

tunities offered by Halle Bros. All hands, therefore, are congratulating the Brunswick Co. on closing this transaction, which was handled in the interests of the Brunswick Co. by A. J. Kendrick, sales manager, with the assistance of the Cleveland office of the Brunswick-Balke-Collender Co.

ATTRACTIVE BOB-O-LINK CATALOG

Latest Products of La Velle Mfg. Co. Featured and Described in Admirably Prepared Volume

NEW HAVEN, CONN., May 8.—The La Velle Mfg. Co., known throughout the talking machine trade as producers of the La Velle Bob-o-link phonographs and record books for children, has recently issued an attractive catalog of its line which centers on games and novelty sets for girls. Four pages are devoted to a thorough exposition of Bob-o-link phonographs, which are now produced in two models, and the various

record books. The Bob-o-link model, which formerly retailed for \$25, is now listed at \$18 and it is reported that the new price has greatly stimulated sales.

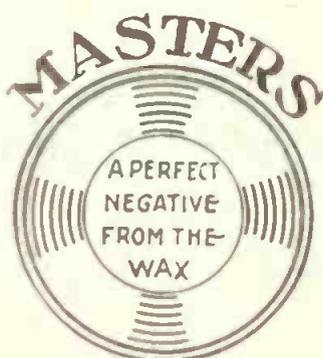
The newest record book issue is a game set which includes such familiar games as "Here We Go Round the Mulberry Bush," "The Farmer in the Dell," "London Bridge" and "John Brown Had a Little Indian." This new set has met with instant popularity although only recently introduced. The La Velle Co. is energetically featuring the entire line and other attractive sales literature has been prepared for the talking machine trade.

NATIONAL METALS DEPOSITING CORPORATION

FACTORY
34 East Sidney Ave., Mt. Vernon, N.Y.
Telephone: Oakwood 8845

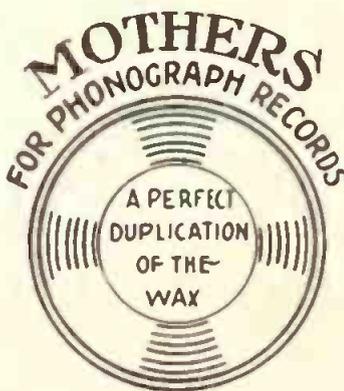
MOUNT VERNON — NEW YORK
MANUFACTURERS OF

LABORATORY
415 Fourth Ave., New York, N.Y.
Tel. Madison Square 6635

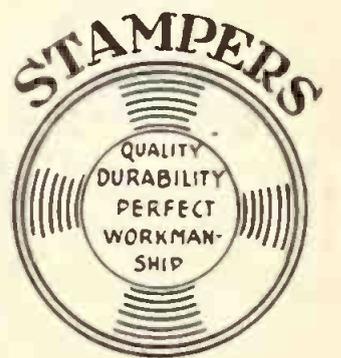


WE DEPOSIT THE
FINEST COPPER
IN THE WORLD

FOR YOUR CONVENIENCE
DELIVER RECORDED WAX
TO OUR LABORATORY



OUR
IMPROVEMENT
ALL STAMPERS
HAVE
**HIGHLY POLISHED
MACHINED BACKS**



COLUMBUS

Concerts Interest Public—C. E. Avery Joins Stewart Bros.—Baker Leases Store—Trade News

COLUMBUS, O., May 5.—All the Victor dealers are co-operating in the benefit concert that is to be given at Memorial Hall on Wednesday evening, May 10, by John Steel, tenor and Victor artist. The profits of this concert will go to the Welfare Association of the Blind. Practically every dealer will feature John Steel's records in his window during the week of the concert, as well as advertise in the newspapers.

So popular was the first Victrola concert given in the music room of the Z. L. White Co. that F. J. Connor, manager of the Victrola department, has decided to give another this month. Business is improving both in records and machines, according to Mr. Connor. He stated that the months of March and April have exceeded in the number of sales the same months of the past two years.

With the appearance of Frieda Hempel, the noted Edison artist, in this city, on April 28, in a Jenny Lind program, the window of the Z. L. White Store featured the concert. It was centered by a figure which represented Jenny Lind. At the piano, a square rosewood of 1850, was an accompanist in the costume of that period. There were original Jenny Lind programs in the window and a painting. C. C. Baker's window also had a miniature Jenny Lind figure.

C. E. Avery, who has recently come to Columbus to become associated with the Victrola department of the Stewart Bros., Victor dealers, is an accomplished pianist. Prior to coming here he was connected with the J. B. Avery Music Store, Amherst, O., and later with the Lion Store at Toledo. He has appeared in concerts as soloist as well as with orchestras. At the present time Mr. Avery is particularly interested in reorganizing the record department of his firm. It is his object to have the most complete stock of Victor records possible.

C. C. Baker, of the C. C. Baker Music Stores, recently secured the storeroom and basement at 123 South High street for a term of ten years. The lease is effective January 1, 1923, and calls for an average yearly rental of \$19,000. Mr. Baker has four music stores here, and he secured this new room as his central store and expects to occupy it when he removes from his present location in the Neil House block.

What is considered to be one of the largest signs in this city and acknowledged to be the largest Victor sign is that painted on one side

of the building, housing the Elite Music Store, Victor dealer, 211 South High street. The dimensions of this sign are 35 by 80 feet. Harry Patton, manager of this firm, stated that this sign is one of the best advertising mediums he has ever employed in promoting his business.

Don John, of John's Music Store, in Lima, O., was a recent visitor to the Perry B. Whitsit Co., wholesale Victor jobber, 211 North Fifth street. Mr. John has designed a large cut-out metal sign of the famous fox terrier Victor dog, which he makes in various sizes to be used for out-of-door advertising or preferably highway advertising. Some of these signs are constructed for the purpose of appearing on top of a business block, and others along the roadside. The dealer's name and the names of the Victrolas painted on the body of the dog make a very attractive sign or advertisement.

Mrs. Esther R. Beaver, educational director of the Perry B. Whitsit Co., is now visiting schools in a number of cities throughout the State, where she is conducting educational work.

SONORA JOBBER VISITS FACTORY

C. L. Marshall Visits Saginaw Plant—Will Call Upon All Dealers in His Territory—Kentucky Now Covered by This Distributor

DETROIT, MICH., May 8.—Frank J. Coupe, vice-president and director of sales of the Sonora Phonograph Co., visited here a few days ago, accompanied by C. L. Marshall, Detroit jobber, and spent a couple of days at the Saginaw plant of the Sonora Co. Mr. Marshall states that it is his intention to visit every Sonora dealer during May, and his purpose in visiting the factory at this time was to gain an intimate knowledge of Sonora's present manufacturing methods. He was delighted with his visit, and is giving Sonora dealers a detailed account of the perfection and thoroughness that characterizes Sonora manufacturing.

The recently announced reduction in the price of Sonora phonographs has met with an enthusiastic reception from the trade. The Sonora Co. is rebating its dealers for all stock on hand affected by the cut in price, and this broad-minded attitude has enhanced the good-will and confidence of the dealers in the Sonora.

Kentucky was recently added to the territory covered by the C. L. Marshall Co., and this progressive jobber is now taking care of the dealers in the States of Michigan, Ohio and Kentucky.

Adolph Winters, talking machine dealer of Richmond, Cal. is constructing a new building on Eleventh street and Macdonald avenue, where he will house his business.

CARUSO MEMORIAL EXPOSITION

Display of Mementos of the Late Tenor, Together With Other Musical Attractions, Recently Held at Canessa Galleries for the Benefit of Caruso Memorial Foundation

Under the auspices of the Caruso Memorial Foundation an exposition of the singer's memorabilia was opened on Monday, April 24, at the Canessa Galleries, 1 West Fiftieth street, New York, and continued for two weeks, both afternoon and evening. The exhibits included the late tenor's personal art collection in which are found rare enamels and porcelains. There was also shown the original costume he wore in his debut in "Rigoletto" in 1903, together with many caricatures from his own pen and busts and pictures of him by other artists.

Among the interesting mementos was a Victrola of Queen Anne design in Chinese lacquer finish, presented to Caruso by the Victor Talking Machine Co., together with a gold master of the first record he made for that company, on February 1, 1904. The number was "Questa o quella" (Mid the Fair Throng).

Several houses in the music industry contributed to the exhibit, showing modern instruments. The Aeolian Co. displayed a Steinway Duo-Art reproducing grand, two period Vocalions, and a number of Vocalion records. Thos. A. Edison, Inc., displayed a model of the original tin-foil phonograph, together with a modern Amberola, a new Edison disc machine in period style, and a number of Edison re-creations.

Hardman, Peck & Co. had on display Caruso's own Autotone finished in white and decorated in Empire style, together with a Hardman reproducing grand, autographed photo of Caruso, and other mementos.

William Knabe & Co. displayed a Knabe grand with the Ampico. Landay Bros., Victor dealers, contributed a large Victrola and a collection of Caruso records. G. Schirmer, Inc., displayed a number of books on music and opera scores. The Rudolph Wurlitzer Co. had on display a number of rare violins, including a Stradivarius, together with several harps.

During the course of the week informal concerts were given each afternoon and evening under the auspices of the Aeolian Co., the American Piano Co., Thos. A. Edison, Inc., and Hardman, Peck & Co.

OLD SAYING MODERNLY APPLIED

There is no fool like an old fool and a fine example of this type is the man who expects to make a success by running his business in the manner of the country storekeeper of fifty years ago.

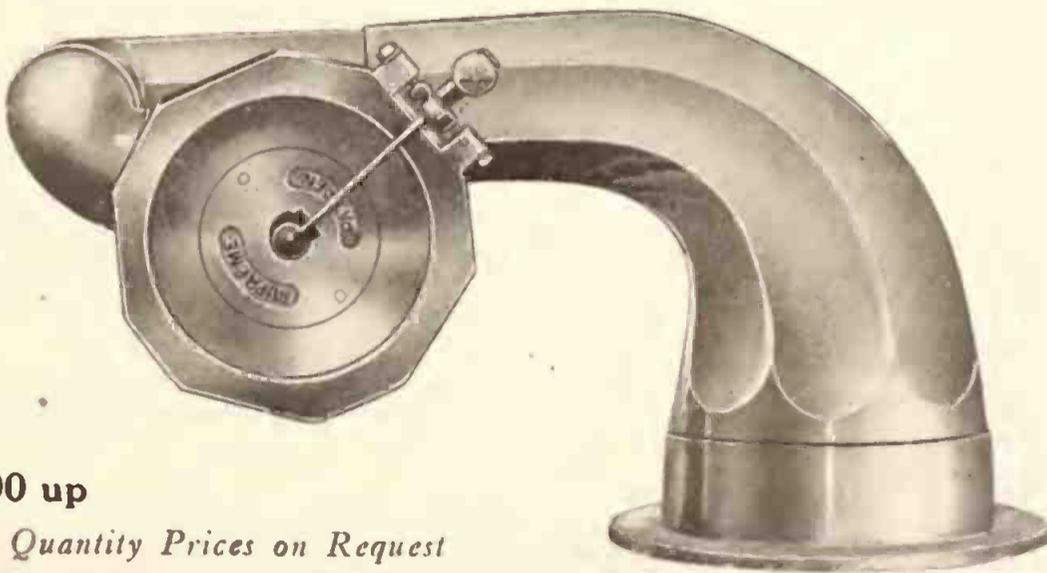
THE NEW PHILLIPS OCTAGON THROW BACK ARM No. 5

Pleasing to the Eye
and
Pleasing to the Ear

Also equipped with our regular
No. 3 Reproducer if desired

Tone Arm measures 8½ in., and
9 in. from centre to centre

Tone Arms and Sound Boxes
complete from \$2.00 up



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



THE INSTRUMENT OF QUALITY
Sonora
 CLEAR AS A BELL
Portable
 \$50

"Always On Deck" With Just the Music You Want
 ...in the woods, on the motor trip ... is the friend of outdoor ...

Music Whenever and Wherever You Want It With
Sonora

With Sonora Portable In Camp You Can Laugh at Wet Weather
 The Sonora Portable is the perfected result of experience in combining the most reliable instruments and volume in a portable case. It is a real "rain" machine.

Sonora Portable
 \$50

An Essential Part of the Music Lover's Luggage
 If you have the "music habit"—and everybody has it these days—you need never be without your favorite jazz box ever again, no matter how far from home! Sonora Portable brings them—in a compact, hand-carried instrument that gives much of the tone and volume of the full-sized Sonora. The Portable plays all makes and sizes of disc records, carries 10 of them in its own case, and weighs only 16 lbs. Dimensions 16" x 14 1/2" x 9". The beautiful callikin case is leather-lined, has strong spring locks and nickel-plated trimmings. Motor is of double-spring type.

DEALER'S NAME HERE

100 lines, d. 6.

Why You Should Sell Sonora Phonographs

Reason Five—

Sonora Dealer Service

When a new dealer is enlisted in the great Sonora household, a powerful service organization and series of dealer helps are at once placed at his disposal—at no cost to himself.

Sonora lithographic matter, consisting of beautifully colored counter cards, window cards, decorative screens, store-hangers, 24-sheet posters, etc., go to him free. A dealer service department at Sonora headquarters constantly keeps in touch with individual dealers, supplying their wants and assisting them in various ways, through personal correspondence and a monthly house-organ.

The strength, distinction and timeliness of Sonora advertising have always given it real "pull" and exceptional selling power. The newspaper advertisements shown on this page are only a sample of the attractive campaigns furnished free in electro or matrix form to Sonora dealers.

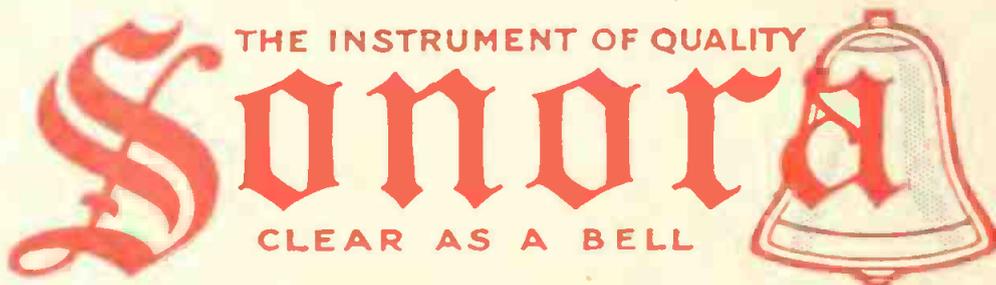
Get this great Sonora Selling Force behind your retail business.

Sonora Phonograph Company, Inc.

GEORGE E. BRIGHTSON, President

NEW YORK: 279 BROADWAY

Canadian Distributors: I. Montagnes & Co., Toronto



The Highest Class Talking Machine in the World

The distributor named below who covers the territory in which you are located will be glad to answer all inquiries regarding a Sonora agency on receipt of a letter from you.

Gibson-Snow Co.,
Syracuse, N. Y.

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

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, Massachusetts, Maine, New Hampshire and Vermont.

C. L. Marshall Co., Inc.,

514 Griswold St., Detroit, Mich.
Michigan, Ohio and Kentucky.

The Magnavox Co.,

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

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

Southern Drug Company,
Houston, Texas.

Southeastern part of Texas.

Southern Sonora Company,

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

Southwestern Drug Co.,

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

Doerr-Andrews-Doerr,

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

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.

Moore-Bird & Co.,

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

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 Phila., Inc.,

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

Sonora Dist. Co. of Pittsburgh,

2002 Jenkins Arcade Bldg.,
Pittsburgh, Pa.
Western Pennsylvania and West Virginia.

Long Island Phonograph Co.

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

Greater City Phonograph Co., Inc.

311 Sixth Avenue, 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.

INDIANAPOLIS

Many Talking Machines Destroyed by Fire in Pearson Piano Co. and Indianapolis Talking Machine Co. Stores—Trade Activities

INDIANAPOLIS, IND., May 9.—Following the fire on Sunday, April 23, which caused an estimated loss of more than \$100,000 to the Pearson Piano Co., that concern has taken temporary quarters in the former Marott department store, at 342-358 Massachusetts avenue, pending remodeling of the company's warerooms, at 128 North Pennsylvania street. Instruments that were in transit at the time of the fire, as well as surplus stock from the five other stores operated by the company in other Indiana cities, have been placed in the new store. It is announced the burned building will be ready for occupancy again July 1.

Figures originally given as to the number of instruments ruined in the fire were excessive, according to E. W. Stockdale, manager. The number of pianos in the store at the time of the fire was 300, and the number of talking machines was 250. Close to 130 talking machines were burned, while 50,000 records were ruined by water, Mr. Stockdale says. The other instruments were damaged by water and smoke.

The Indianapolis Talking Machine Co., located in a store adjoining the Pearson Piano Co., suffered a loss from water and smoke estimated by A. C. Hawkins, manager, at about \$15,000. Repairs to that store were made during the week and business was resumed Saturday, April 29.

The Pearson fire was the second fire in recent months causing damage to piano stores. The Baldwin Piano Co. suffered a loss of about \$25,000 in a fire last November. This company now is doing business in a completely remodeled and redecorated store which is one of the handsomest in the city. The three floors have been decorated in brown and gray shades. Draperies and rugs give the demonstration rooms an air

of elegance, while a specially woven gray carpet on the main floor adds a distinctive touch there which is rich and harmonious.

C. P. Herdman, manager of the talking machine department of the Baldwin store, reports the April business ahead of the April business of last year. He has been selling an unusually large number of the Windsor exclusive period models, he says, as well as the higher priced Brunswick models.

Miss Hobson Married

Miss Caroline Hobson, for many years head of the educational department of the Stewart Talking Machine Co., Victor distributor, was married, April 22, to Whiting Raymond, a real estate broker, of Detroit. Miss Hobson became widely known throughout Indiana and adjoining States through her work in the interest of better music. It was through her activity that the music memory contests were taken up in public schools all over the State. Nothing before has aroused such general interest in music as these contests, it is reported by school officials and music dealers.

Barringer in New Quarters

W. S. Barringer, Victor dealer in Kokomo, has moved his store from 304 Main street to a new location on West Mulberry street. The new store was recently refinished, the walls being in gray with the hangings in purple. Three demonstration booths are furnished with wicker furniture, floor lamps and pictures of noted artists.

Victor Concert to Celebrate "Canadian Day"

As an event in the celebration of "Canadian Day," commemorating 104 years of peace between the United States and Canada, Frank Chance, an advertising man of Indianapolis, treated residents of the city to a band concert

from the top of the Soldiers and Sailors Monument. The concert was played by the Victor Military Band via the Victrola No. 50 and a Magnavox. Hundreds of people going to their lunch at the noon hour paused to listen to the United States and the Canadian national anthems as played on Victor records.

A Dealer with Merchandising Ideas

Thomas Morgan, a Victor dealer of Owensville, Ind., is fully convinced that "to be a successful salesman one must be sold on his own product first." This is an ad that Morgan has been running in the local newspaper: "\$10.00 reward will be paid to anyone having a Victrola that is worn out. Victor talking machines have been in use for more than twenty years, and I have never seen one that is worn out. One dollar and fifty cents or less will renew any slightly worn parts."

Whitman Issues Attractive Cover

H. E. Whitman, manager of the Circle Talking Machine Shop, issued in April an attractive cover for the Victor monthly supplement. It was printed on blue paper with the title "Whitman's Magazine of Music." Two inside pages, one covering the front of the supplement and one covering the back, contained notes concerning new records, particularly those numbers which Mr. Whitman wished to feature. The inside of the back cover carried an advertisement for two neighboring stores, while the entire back page was devoted to giving the correct name and address of the Circle Shop.

Announcement has been made of the engagement of Miss Almabelle Ayres, of the Victor department of the Taylor Carpet Co., to Hurl Burnett, of L. S. Strauss & Co. The wedding will be June 12.

Good Demand for Pathé Records

A better feeling is apparent among Pathé dealers of the State, according to C. S. Dearborn, vice-president of the Mooney-Mueller-Vard Co., and manager of the Pathé department. He says the business in records has increased considerably in recent weeks, while machines continue to be sold in limited numbers. He says

THE EMPIRE UNIVERSAL TONE ARMS

Will Give Your Product Individuality That Will Greatly Strengthen Its Selling Force

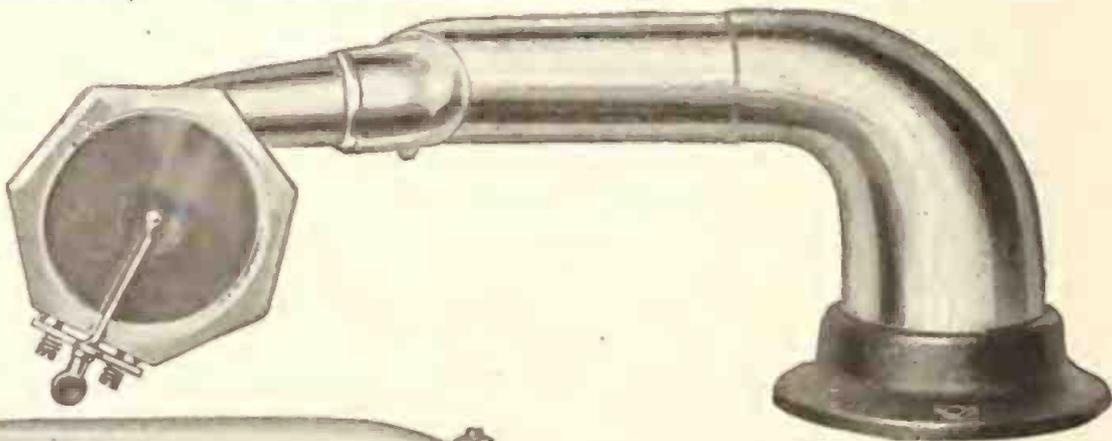
Ball-Bearing Tone Arm and Reproducer

Made in Two Lengths:
8" and 9"



We invite a personal test. There is nothing more convincing. Order a sample arm and test it out. It will win you on merit only. Our prices are low and the quality second to none.

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



Pivot Base Tone Arm and Reproducer

Made in Several Lengths.

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

Established in 1914

Manufacturers of High-Grade Tone Arms and Reproducers

W. J. McNAMARA, President

Welcome Nora Bayes! Here she is fresh as a daisy with two new songs: "Oh Sing-A-Loo" and "Sing Song Man"—both hits on one record for June. Order it. A-3592.

**Columbia Graphophone Co.
NEW YORK**



he is playing a waiting game and is not pushing talking machine sales until it becomes more clear what developments are to be made in the Pathé business. "There is no use in putting much money in the selling game until we see what the future has in store," he said.

To Hear Isham Jones Orchestra

Walter J. Baker, manager of the Brunswick Shop, has arranged to have the Isham Jones orchestra in Indianapolis May 16 for a dance to be held at the Athenacum. The orchestra will play also before the Rotary Club on that day.

Mr. Baker completely mystified passersby recently when he developed a unique plan of entertaining with the Brunswick records. He placed in his show window a phonograph motor stripped of all covering and attachments except the turntable. People gazed at the appliance, saw it operating and heard the music, but to their amazement the music did not reach them from the window. Many of them passed the window time and again in efforts to locate the source of the sound. They failed to find the customary horn protruding from window or door. One man carefully looked over his automobile, which was parked at the curb, before driving away. He told Baker later that he thought, from the sound of the music, that someone might have hidden a phonograph in the car.

What Baker had done was to connect the tone arm of the stripped phonograph by wire with a magnavox in the basement. From there the music was wafted upward through holes bored in a manhole cover in the sidewalk.

Concentrates on Rachmaninoff

F. R. Follis, manager of the talking machine department of the L. S. Ayres & Co. store, is featuring Rachmaninoff records this month for the reason that he believes the Rachmaninoff Prelude scheduled to be issued by the Victor Co. in May will be one of the largest sellers in many months. He says that he believes his purchase of this number is three times as large as that of any other Indianapolis dealer.

Health Builders' Records Liked

Mr. Follis reports an exceptional April business in the Walter Camp records and the Wallace reducing records. The Walter Camp record, he says, is selling well throughout the State. The exercises in connection with the records were demonstrated three days in April in the tea room of the L. S. Ayres & Co. store.

Doing Well With Gennett Records

The Collins Talking Machine Co. is retailing the Gennett records in place of the Emerson. The company is also retailing the Meteor and Jewell talking machines in Indianapolis and is selling them at wholesale to agents in Indiana. The Gennett records are given as premiums to purchasers of these machines.

Takés on the Victor Line

The Pearson Piano Co., at Kokomo, has added Victor machines to its line of instruments. The store held a formal opening recently after the place of business had been rearranged and re-decorated. The store was established by C. I. Shirley, manager, in 1916, when the entire stock was hauled to Kokomo on a trailer behind a

Ford truck. Now it has a selling organization of fifteen people and branch stores at Tipton and Logansport.

A carload of Columbia talking machines has been placed on sale by the Silverstein Furniture Co. at Terre Haute.

Bad Weather Hurts Trade

The talking machine dealers generally in this city and in other parts of the State are reporting a slack business which is accounted for largely by the fact that there has been an unusual amount of rain and also cool weather. Country roads have been in such bad condition as to halt the trade of country merchants.

INSTITUTES BILLBOARD CAMPAIGN

One of the most aggressive Victor agencies in Illinois are the Cline-Vick Stores, which handle this line exclusively in their seven retail stores in that section of the State. At present the concern is boosting Victor products through the medium of billboard advertising.

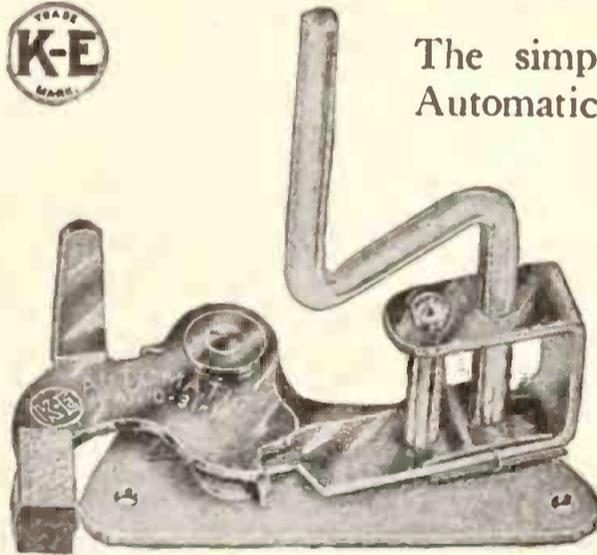
ENJOY BRISK VOCALION BUSINESS

Appearance of Yerkes' S. S. Flotilla Orchestra in Troy Boosts Record Sales

TROY, N. Y., May 3.—The appearance here recently of the Yerkes' S. S. Flotilla Orchestra, exclusive Vocalion artists, greatly stimulated the sale of these records, according to Amos Russell, manager of the Vocalion phonograph department of Cluett & Sons, music dealers of this city. "Business is improving. We enjoyed the biggest business of any this year on April 22," states Mr. Russell. "Consistent advertising and aggressive selling methods are responsible for this very pleasing and agreeable condition of things."

Through the efforts of the California Federation of Music Clubs talking machine records have been placed in every county library in the State. The records are loaned to the rural schools in the same manner as books.

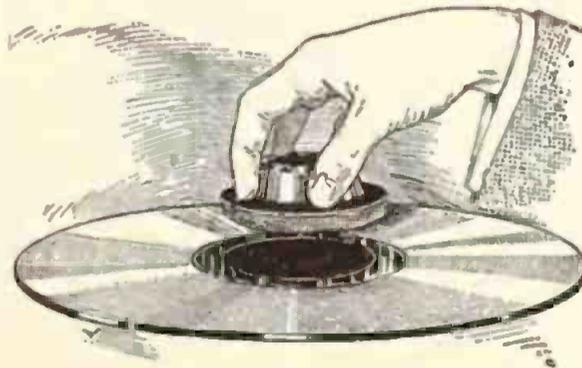
AUTOMATIC STOPS



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

The
KENTONE
SEE PAT OFFICE

(PAT. PENDING)

Radio Amplifying Horn

All brass, beautifully finished, accurately designed, sturdily made, fifteen inches high, six inch bell. Fits all receivers, acoustically perfect.

Retails for **SIX DOLLARS** in Nickel Plate

LIBERAL DISCOUNTS TO THE TRADE
Write for our attractive proposition

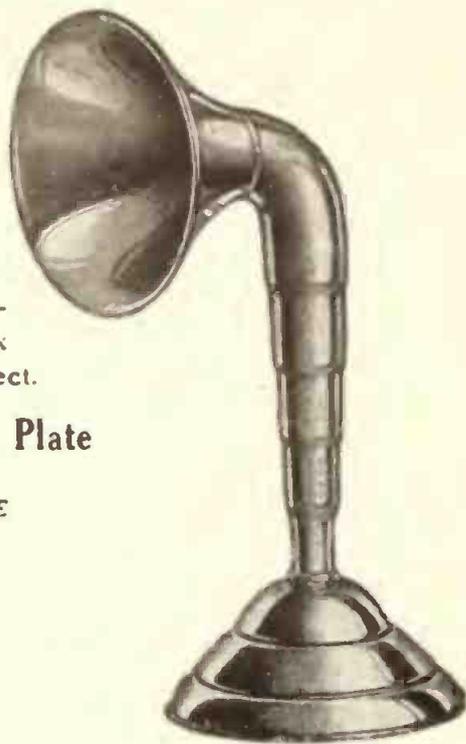


Reg. U. S. Pat. Off.

MANUFACTURED BY

F. C. KENT CO., IRVINGTON, N. J.

Makers of the Kent Attachments for Edison Disc Phonographs



CAPITALIZE THE VANTAGE POINTS OF YOUR BUSINESS

Possibilities of Increased Record Sales Through Popularizing by "Plugging" Outlined by V. T. Stevens, Okeh Manager of Doerr, Andrews & Doerr—Value of Professional Co-operation

"There is only one way to make a success of any business," says V. T. Stevens, manager of the Okeh record department of the Northwestern Distributors, Doerr, Andrews & Doerr, Minneapolis, Minn., "that is to 'dig' in and capitalize on every possible point of vantage of your business.

"When I left the sheet music business to associate myself with the Okeh record business, I decided that there was just as great a possibility of popularizing records by what, in the terms of the sheet music world, is known as 'plugging,' as there was in the popular sheet music game itself. With that idea in mind I reorganized my Okeh force and am at the present introducing to the Okeh dealers as well as the public of the Northwest a 'live' wire service which from present indications looks as if it would be very successful.

"In the first place most of the record dealers are so busy with their own business of selling, that they do not take the time to acquaint themselves with what is happening in the musical circles of their own respective cities. Consequently we have added to our Okeh department an information bureau through which we collect in advance each week all the information concerning musical happenings for the coming week. For instance, many of the larger music publishers maintain branch offices in the larger cities. I have found the managers of these offices only too willing to co-operate with me by furnishing each Saturday a list of the popular numbers they are going to feature the following week, and where these numbers are to be used, theatres, popular gatherings, dance halls, etc.

"On Sunday when the new bills open in the local vaudeville houses an Okeh representative attends the performance and gathers the information as to what songs are being featured for the coming week. During the week Okeh representatives are to be found attending all the leading musical concerts and symphonies, while others drop into the dance halls and cafes and get reports on the numbers that are being used most and what numbers seem to be most popular.

"I have personally kept my department in touch with all the leading dance orchestra leaders of the Northwest, at all times extending them the courtesy of our reception rooms to hear the newest recordings of the Okeh dance artist and keeping them posted weeks in advance of the regular release of dance numbers.

just what numbers are being used in the East. As a result every week the leaders co-operate with me by sending a post card telling me what are the five most popular 'call' numbers requested during the week. Furthermore, every principal sheet music counter in the cities of Minneapolis and St. Paul is furnishing me every week a list of its ten best sellers in sheet music for the week.

"With all this information on hand every Monday the Okeh department publishes the serial 'Live Tips on Okeh Records,' which incorporates all of the material mentioned, and in addition calls attention to the corresponding numbers of the Okeh records featuring the songs which are being used in the city. This pamphlet is mailed to all Okeh dealers, all record buyers who may desire same, as well as other record dealers throughout the Northwest, thus giving them the information which they have been too busy to collect for themselves, and giving the record salesmen in these houses a talking point on each record. Not only does this bring us new dealers, and wider distribution, but it has made hundreds of enthusiastic advertisers for Okeh records among professional people and people in the sheet music business.

"We have gone still one step further. If a song can be popularized by continually singing it before audiences in a theatre and throwing slides of the same on the screen, then a record of the same song, we believe, can likewise be popularized in the same way.

"With this idea in view I hired on my Okeh sales staff not only salesmen, but salesmen who could sing and understand music, then with the publishers' representatives this scheme was worked out. If there is any particular song which we, as Okeh distributors, decide to feature, my singing salesmen sing the song at the local theatres. At the conclusion of the song a slide is flashed on the screen worded somewhat as follows: 'The song just featured is (name of song) which is featured on the Okeh record number (record number), ask your dealer to play it for you.' In return for singing these songs by my own representative the publishers are co-operating with me to the extent that when their own singers appear on the stage they also carry Okeh slides and show them when they conclude their song. Thus as distributors we are helping create a popular demand for the Okeh record, which means more money in the cash registers of our dealers. These are only a few of the systems that are being advantageously worked out, and we have many more that will be utilized at a future date.

"In conclusion let me state that I credit most of my success so far to the fact that I am receiving the whole-hearted co-operation of professional people. This co-operation, coupled with good hard work and taking advantage of timely opportunities, is bound to bring any distributor or dealer results."

ELECTRIC PHONO. CO. SCHEDULES

Schedules in bankruptcy have been filed by the Electric Phonograph Co., 236 West 116th street, New York, listing liabilities of \$43,334 and assets of \$138,509.

The only way to overcome troubles is to meet them squarely and unafraid.

**Victor
Wholesalers**



The House
of
Mellor
in
Pittsburgh
since
1831

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.

Brunswick
PHONOGRAPHS AND RECORDS

*An
Announcement*

We announce with singular pride
that Brunswick Phonographs
and Records only are now sold
by the newly established Phono-
graph Departments of

STEINWAY & SONS

Established 1853



Retail stores in the following cities:

- Cincinnati, Ohio
- Columbus, Ohio
- Huntington, W. Va.
- Indianapolis, Ind.
- Dayton, Ohio
- Charleston, W. Va.

THE BRUNSWICK-BALKE-COLLENDER CO.

CHICAGO NEW YORK CINCINNATI

Established 1845

KRAFT, BATES & SPENCER

New England Distributors

1265 Boylston Street, BOSTON, MASS.

BRUNSWICK
PHONOGRAPHS AND RECORDS





An Announcement

In their newly opened phono-
graph and record department

The Halle Bros. Co.

Cleveland, Ohio
Established 1891

will represent only Brunswick Phono-
graphs and Records.

This great institution has long been
recognized as a leader in its field be-
cause of high ideals and principles.

The association of The Halle Bros.
Co. and Brunswick means a mer-
chandising connection of the highest
character.



THE BRUNSWICK-BALKE-COLLENDER CO.

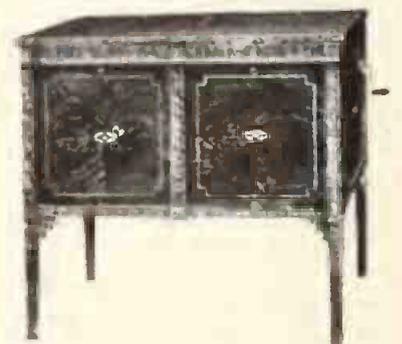
CHICAGO NEW YORK CINCINNATI

Established 1845

KRAFT, BATES & SPENCER

New England Distributors

1265 Boylston Street, BOSTON, MASS.



BRUNSWICK

PHONOGRAPHS AND RECORDS



EDDIE CANTOR WITH COLUMBIA CO.

Popular Musical Comedy Star Will Make Columbia Records Exclusively—Well Known in Theatre Circles Everywhere—Now Starring in New Show, "Make It Snappy," in New York

The Columbia Graphophone Co., New York, announced recently that arrangements had been concluded whereby Eddie Cantor, famous musical comedy and vaudeville star, would record for the Columbia library exclusively. The acquisition of Mr. Cantor to the Columbia library is



Eddie Cantor

one of the most important announcements made by the Columbia Graphophone Co. in the past year, as Eddie Cantor has a following among theatregoers and vaudeville enthusiasts from coast to coast that is equaled by very few musical comedy stars of the present day.

Mr. Cantor's manner of singing popular numbers is unique and individual, and he has been responsible for the introduction of some of the greatest musical hits of recent years. At the

present time he is the star of a new musical show entitled "Make It Snappy," which opened a fortnight ago at the Winter Garden and which gives every promise of being one of the most successful musical comedies of the year. Mr. Cantor made his first Columbia record a few days ago, and it will be released as quickly as possible.

FINE EXHIBIT OF STARR PRODUCTS

Starr Phonographs and Gennett Records Displayed at Exposition in Owensboro, Ky.

The accompanying photograph shows the exhibit of Starr phonographs and Gennett records made by the Westerfield-Purdy-Sheffer Co., Owensboro, Ky., at the Merchants' and Manufacturers' Exposition, held recently. The products of the Starr Piano Co. were featured prominently and their agents were complimented quite highly on the display, which attracted a great deal of attention. George Bradford, traveling representative of the Starr Piano Co., assisted in the demonstration of Starr phonographs and Gennett records which greatly interested the hundreds of visitors in attendance.



Starr Exhibit of Phonographs and Gennett Records at Kentucky Fair

ALFRED CROTHERS IN NEW STORE

JACKSON, MISS., May 6.—The attractive new quarters of Alfred Crothers Music House, 523 East Capitol street, this city, are the equal of any in this territory. This concern handles the Columbia line of machines and records exclusively. In addition to a handsome talking machine department there is a small goods section.

BIG DEMAND FOR PURITAN RECORD

Bridgeport Die & Machine Co. Tells of Progress—New Label in White and Gold

BRIDGEPORT, CONN., May 5.—The Puritan record, the new 50-cent record produced by the Bridgeport Die & Machine Co., of this city, is enjoying heavy demands. This company is restricting its sales to a territory east of the Ohio and north of the Potomac rivers, but is covering that territory very thoroughly. During the past month an impressive list of new dealers was placed upon the books of the company. Repeat orders are reported coming in in a substantial volume. A new label has recently been evolved

for these records in white and gold upon black. In addition to the name a distinguishing mark is to be found in the head of a Puritan, which is incorporated into the design. The company is closely pursuing its policy of releasing new hits weekly and is making energetic plans for the future.

A recent census among the cadets at the Kemper Military School, Boonville, Mo., established the fact that one out of each eight students was the possessor of a talking machine.



Flexlume Signs—
Their Value Shows In Cash Sales

YOU pay high rent for a good location because you want people to see your store — the display means money in your cash register. For the same reason you need a Flexlume Electric Sign to attract attention, to give an atmosphere of distinction to the whole front.

Flexlumes are the signs with the raised snow-white glass letters—all lamps enclosed. They are excellent day signs as well as night signs—greatest reading distance, lowest upkeep cost, most artistic designs.

Let us send you a sketch showing a Flexlume to meet the particular needs of your business.

FLEXLUME CORPORATION
 36 KAIL STREET BUFFALO, N. Y.
Flexlumes—Electric Signs Made Only by the Flexlume Corporation

SYSTEMATIC MERCHANDISING OF ALL RADIO EQUIPMENT

This Interesting Subject Discussed at Radio Conference of National Retail Dry Goods Association, Held Recently in New York and Attended by Representatives of 500 Department Stores

At the Radio Conference held in New York recently by the National Retail Dry Goods Association those in attendance represented 500 department stores located chiefly in the eastern part of the United States and doing a yearly volume of business in department store lines amounting to one and one-half billion dollars.

The conference was in session several hours, discussing the systematic merchandising of all radio equipment, and, before adjournment, a committee of five, representing geographical divisions of the United States, was appointed to continue investigation and report. The committee is composed of F. W. Tully, of R. H. White Co., Boston, chairman, for the New England division; C. S. Hammond, of Frederick Loeser, Brooklyn, for the North Atlantic Seaboard; Joseph Fisher, of Kirby, Block & Fisher, resident buyers, New York City, for the South; Joseph V. Ryan, of the J. L. Hudson Co., Detroit, for the Middle West, and Alfred Fantl, resident buyer, New York City, for the West.

The discussion covered very thoroughly all possibilities of radio development, more especially under its merchandising aspects. The general feeling was that the new popular science presents wonderful business opportunities, although all were fully informed as to the difficulties of supply and demand prevailing at present; that the business of supplying radio equipment must undergo radical changes; that the existing enormous demand may slacken and, again, that the entrance of new producing concerns may create a surplus of supply.

Every opinion expressed emphasized the consideration that the sale of all radio material must be essentially a service-giving business and that, where some receiving sets may be of a standard qualified to satisfy every demand on the part of the public, others may not give the satisfaction which the stores participating in the conference must always provide, whatever the merchandise. It was agreed that any store handling radio merchandise must be prepared to know the merchandise, and stand behind it when sold.

David Sarnoff, general manager, and Elmer E. Boucher, sales manager, of the Radio Corporation of America, were invited, toward the close of the conference, to explain the difficulties under which the Radio Corporation is working at present.

After adjournment, Lew Hahn, the managing director of the National Retail Dry Goods Association, who had presided, remarked that radio is a merchandising undertaking and that the Association does not merchandise. It may be necessary, he added, to organize, outside of the Association, a separate corporation which can take charge of the general merchandising aspects in the interests of the public as well as of merchants.

The Investigating Committee of the Radio Conference called by the National Retail Dry Goods Association met later at the offices of the Association. The Committee first turned its attention to questions touching the quality and efficiency of radio apparatus and the possibility of service in its distribution.

The Investigating Committee recognized that because the radio telephone is so recent a development and because the growth of the business has inflamed the imagination of manufacturers and public alike there is a serious danger to the good will of stores handling radio goods. A well-planned and developed radio receiving set placed in the hands of the amateur user at a reasonable price should make for good will for manufacturer and retailer alike, but it is evident that much of the radio merchandise offered for sale is of the cheapest and flimsiest quality. Stores dealing in such merchandise must expect the inevitable crop of dissatisfactions likely to spring up in the wake of such business.

As its first recommendation the Investigating Committee adopted a resolution, "That all responsible manufacturers be requested to standardize the efficiency of their various receiving sets and plainly mark on each instrument the receiving radius under average atmospheric conditions."

Such a step taken by reputable manufacturers, it is believed, will have the effect of making the amateur purchaser of a radio set understand what can be expected of the particular type of instrument that he buys. Such action should improve the efficiency of all such instruments.

The Investigating Committee believes that all efforts possible should be put forth to conserve the confidence of the public in the radio telephone at this time while the demand is still new in order that the business may develop steadily without serious set-back.

It is further reported that of the seventy-one licensed radio broadcasting stations in the United States, seven are operated by department stores. Three of these stores are located in Philadelphia, and one each in New York, Newark, St. Louis, and Los Angeles. Numerous other stores throughout the country have applied for licenses for broadcasting. Sales of radio apparatus by many of the large department stores now amount to as much as \$5,000 to \$6,000 weekly, and the manufacturers are far behind in filling their orders.

FEDERAL SUPERVISION OF RADIO IS SUGGESTED

Supervising Board of Twelve, Under Secretary Hoover, Is Planned as Result of Conference—Amateur Wave Length 275—Other Moves

WASHINGTON, D. C., May 9.—Recommendations providing for virtual Federal control of all wireless telephones in the country have been presented to Secretary of Commerce Hoover.

The recommendations, which are to be submitted to Congress, provide for distribution of wave lengths, creation of a supervising board of twelve men, under Secretary Hoover, and full authority over Government radiophones.

These are the final recommendations of the Government radio conference held here several weeks ago to devise ways and means of regulating wireless traffic.

Hoover Supreme Chief

The plan makes Secretary Hoover supreme chief of "ether cops," with full authority to govern the development of the wireless phone as he sees fit.

The general allocation of wave lengths provides:

Transoceanic service, 6,000 meters; fixed radio telephony, non-exclusive, 3,300; mobile service, non-exclusive, 2,650; Government broadcasting, 2,050; aircraft, 1,550; city and State public safety broadcasting, exclusive, 285; amateur, 275.

When transoceanic service is begun the Secretary of Commerce will be empowered to communicate with other nations in an effort to set the wave length between 5,000 and 6,000 meters to avoid interference.

Present regulations regarding experimental stations are to remain in effect. The reason the amateur wave length was set so low was because "it was felt waves longer than 275 meters should be reserved for the needs of broadcasting services greatly desired by a large portion of the public," the report stated.

Distributing Power Provisions

In distributing power provisions the conference set the following average values:

Government broadcasting stations, 600 (land) miles.

Public broadcasting stations, 250 miles.

Private and toll broadcasting stations, fifty miles.

The report also contained the same provisions regarding government of amateurs as the preliminary provisions. It "established the status of the amateur by law" and recommended that radio inspectors be appointed for various districts throughout the country to control amateurs. The inspector himself would be an amateur who would work without remuneration.

Secretary Hoover would be assisted in his government of wireless telephony by a special commission appointed by the President, to consist of not more than twelve men, six of whom would be Government representatives and six civilians.

STATISTICS THAT TELL A STORY

TULSA, OKLA., May 5.—The Edgar Shoppe, which was recently opened at 518 South Main street, this city, is considered one of the handsomest stores in the Southwest devoted to the sale of Victor products. The cost of equipping this establishment is estimated at \$20,000, or 25 cents per capita of the 80,000 people who comprise the population of the city.



Tone Superiority of Bell Hood Needle

Has Been Recognized

Best Results and Best Tonal Qualities Are
Our Claims

The Famous Semi-Permanent Bell Hood Needle

Retails at 15c. (formerly 25c.) per package
(3 needles in a package)

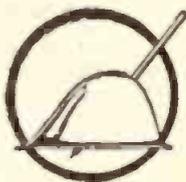
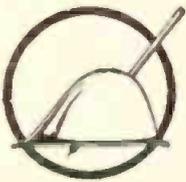
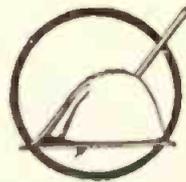
We offer dealers these needles in quantities of
300 packages or over, \$7.50 per hundred packages.
100 packages, \$9.00.

This offer is limited! Send your orders now!

Each needle plays many times, without chang-
ing. Records last longer.

Attractive counter display cards that sell the
needles without further effort. These, and cir-
culars without charge to those sending orders
within thirty days.

BELL HOOD NEEDLE COMPANY
183 Church Street, New Haven, Conn., U. S. A.





RADIO

Home Concert Receivers—

—the complete Radio Receiving Instruments licensed under the Armstrong Regenerative Circuit Patents and purchasable exclusively from Phonograph and Music Dealers only.

*"Anyone Can Operate
a Zenith Successfully"*

Chicago Radio Laboratory

Established in 1912

Executive Offices at 332 South Michigan Ave., Chicago, Ill.

Licensed under
Armstrong U. S. Patent,
No. 1113149.

TALKING MACHINE MEN, INC., HOLD ANNUAL BANQUET

Many Prominent Grand Opera and Musical Comedy Stars Entertain New York Talking Machine Dealers at Annual Banquet Held at the Hotel Pennsylvania—Affair Unusually Successful

The annual banquet and entertainment of The Talking Machine Men, Inc., held at the Hotel Pennsylvania on Thursday evening, April 20, proved by long odds to be the most successful affair in the history of that organization, for there was provided through the courtesy of the leading talking machine companies a program that could not have been duplicated under any other conditions for many thousands of dollars.

There were present grand opera and musical comedy stars, instrumentalists of renown and the majority of the popular dance orchestras of the city, with the result that there was a continuous round of music from before eight o'clock until well after midnight. Due to the efforts of the entertainment committee the affair ran off like clockwork, and President Kurtz of the Association saw to it personally that the artists received the proper attention, and that there was no hitch in the proceedings.

To Louis James fell the honor of starting the program with several well-rendered songs. Next came John Charles Thomas, popular light opera baritone and Vocalion artist, who offered several selections amid much enthusiasm. Then in order came Virginia Burt, soprano; Duci de Kerekjarto, prominent violinist; Marie Sundelius, Metropolitan Opera soprano; Barbara Maurel, Elsie Baker, Delyle Alda, from the Brunswick laboratories; Frank Crummit, the Brock Sisters, from "The Music Box Revue"; Marguerite Young, and a number of others.

At intervals during the evening the popular orchestras paid visits to the Pennsylvania ballroom and provided music for those who craved the pleasures of dancing. First there came Ray Miller and his Melody Boys, and then in rapid succession Yerke's S. S. Flotilla Orchestra, Eddie Elkins and his Knickerbocker Grille Orchestra, Clyde Doerr's Club Royal Orchestra, Paul

Whiteman's Romance of Rhythm Orchestra, Bennie Krueger's Orchestra, and other popular organizations that served to keep up an almost constant flow of melody. In addition to playing in the orchestra Zez Confrey played as a solo his own composition, "Kitten on the Keys," a selection that brought forth a brilliant display of pianistic ability.

The social success of the evening was also pronounced, for the gathering was most representative of the local trade. A great number of the manufacturing companies were represented, as were the jobbing houses and the leading dealers of New York and vicinity. The companies who made the program possible were the Aeolian Co., the Brunswick-Balke-Collender Co., Columbia Graphophone Co., General Phonograph Corp. and the Victor Talking Machine Co.

Arrangements had been made whereby the employes of members of the Association who did not attend the dinner proper could arrive at a later hour and enjoy a part of the program and the dancing, and the result was that many took advantage of the opportunity.

There were many factors tending to enliven the evening, including the ability of many of the guests to go back to the pre-Volstead era and wet their whistles with something just a little bit stronger than the hotel water. Jimmie Davin also pulled off one of his characteristic stunts, arriving in the make-up of an Indian chief and keeping the guests guessing until his mask was pulled off.

The committee in charge of the affair, which is deserving of full credit for its efforts, consisted of Sol. Lazarus, chairman; C. Abelowitz, Max Berlow, E. G. Brown, E. G. Evans, A. Galuchie, W. M. Gibbons, Otto Goldsmith, E. Leins, C. B. Riddle and L. R. Yeager.

The Phonograph with the "Golden Voice" HARPONOLA

To the Man Who Dared: SUCCESS

We knew of a phonograph dealer on a side street in a great city. By aggressive salesmanship, by real service and courtesy to his customers, he built up a business that far outdistanced the factory branch store on the busiest street of the same city.

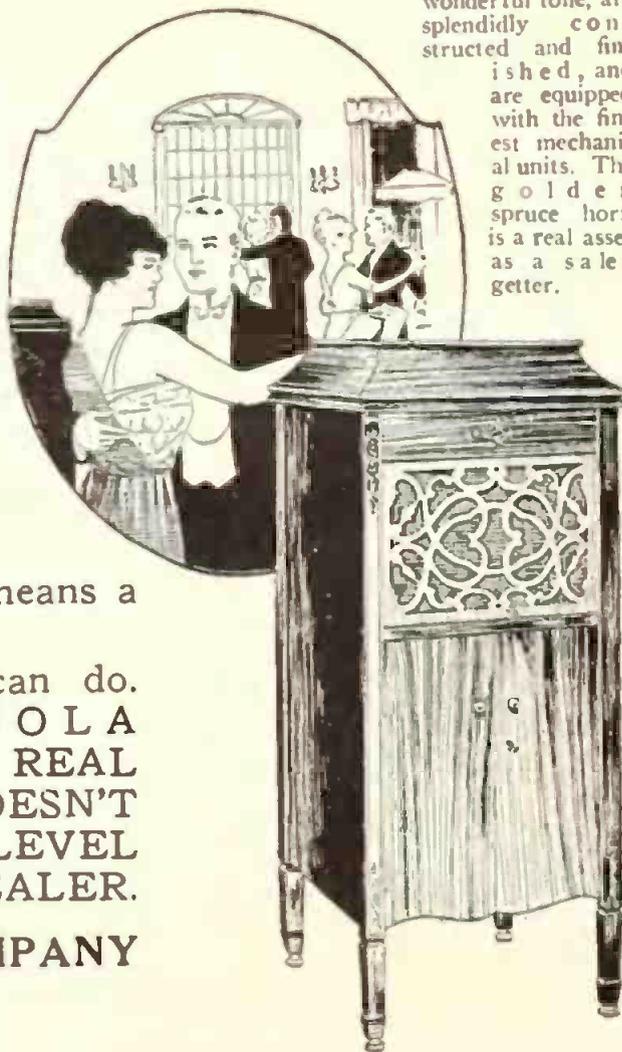
The "little" dealer claimed the quantity discounts and didn't get them.

The factory believed that he dare not cut loose from the name and the fame of the machine he sold. But he did cut loose and he built even greater sales for a comparatively unknown machine. He had greater profits to spur him on.

He showed that a good machine (though little known) when coupled with real service selling methods means a still greater success.

What that man did, you can do. Write for the HARPONOLA PROPOSITION—IT IS A REAL MONEY-MAKER AND DOESN'T TIE YOU DOWN TO THE LEVEL OF THE AVERAGE DEALER.

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



COLUMBIA CREDIT PLAN ANNOUNCED

Creditors' Committee of Columbia Graphophone Mfg. Co. Arrange for Indebtedness to Be Frozen for Three Years—Plan Approved

The Columbia Graphophone Mfg. Co. creditors' committees have worked out a plan under which its indebtedness will be frozen from April 1, 1922, to August 1, 1925, after deduction of an amount not in excess of aggregate bank deposit September 15, 1921. The plan has been approved by the banking creditors, the merchandise and the supply creditors, it was said this week. The debt is about \$20,000,000 and interest and principal, if due, will be deferred for three years.

The plan calls for adjustment of interest on all indebtedness to April 1 of this year. Provision is made for the appointment of a committee to represent the debt, which will be known as the readjustment committee and composed of M. M. Buckner, Benjamin Joy, J. C. Neff, William C. Dickerman and G. Herron Kinnicut.

MISS DELEATH AS A COMPOSER

Popular Okeh Artist Composer of "Say It By Radio"—Has Several Hits to Her Credit

Miss Vaughn De Leath, well-known contralto and exclusive Okeh artist, has just composed a new selection entitled "Say It by Radio." At the recent Brooklyn radio show Miss De Leath's new song was given an enthusiastic reception, and she was obliged to sing the chorus many times over in response to the requests for encores. Miss De Leath's success as a composer is beginning to rival her popularity as a singer, and one of her new numbers, "New Orleans," has every indication of being one of the leading hits of the day. She is co-operating with Okeh dealers in every possible way, and her records are meeting with a ready sale.

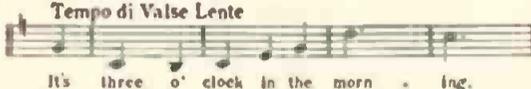
Some salesmen confine their selling talk to the mechanical details of the machine. Some of this effort might be directed toward the musical qualities of the instruments with good results. Machines are purchased for their musical quality.

ASK TO HEAR IT



THREE O'CLOCK IN THE MORNING

Tempo di Valse Lente



It's three o'clock in the morn - ing.

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



The WORLD FAMOUS CHIMES WALTZ THAT IS MOVING A MILLION FEET

HARROLD SINGS AT DITSON'S

Noted Metropolitan Opera Tenor and Victor Artist Renders Impressive and Interesting Program at Informal Recital for the Benefit of Local Victor Retailers—Enjoyable Affair

The most successful recital of the series being given by Chas. H. Ditson & Co., with prominent record artists as the attraction, was that given on Friday afternoon, April 21, when Orville



Orville Harrold

Harrold, prominent American tenor and Metropolitan Grand Opera star, appeared and sang close to a dozen numbers, some of them recorded and some not recorded. It is seldom that an artist is as generous at an informal recital as was Mr. Harrold on this particular occasion and the representative gathering of dealers and their assistants who made up the audience were thoroughly appreciative of the spirit shown.

Mr. Harrold opened his program with the singing of Rudolph's Narrative from "La Boheme," reaching the high C called for with an ease that inspired enthusiasm. Next he sang Herbert's "I'm Falling in Love With Someone," which he has recorded for Victor and which will be released later, and in this he reached a tone or two higher than high C, explaining that it was one of the highest notes yet recorded on a record.

For his third number Mr. Harrold selected the sacred song, "The Living God," and sang it most impressively and followed it with "Values" (Another Hour With Thee), which has been most successful as a record. He then favored the audience with a number of light Irish melodies, including "Sweet Kitty Malone" and "Molly Brannigan," and displayed a deep sympathy with the music of the Emerald Isle. As his last number Mr. Harrold sang "The Great Awakening," a sacred number of great power, which, he stated,

would probably be offered in record form some time in the future.

The artist drew close to his audience at the outset and made an impression upon the dealers that will not soon be eradicated. He arranged to send an autographed photograph to all those desiring one and at the close of his program was, with Ditson & Co., accorded a rising vote of thanks, at the suggestion of Sol. Lazarus.

During the course of the program Miss Anna Pinto, a seventeen-year-old harpist, who exhibits marvelous control over that difficult instrument and is heralded as one of the coming harp virtuosi, played several selections that won prompt and enthusiastic applause.

There is no question regarding the effect of recitals such as that by Mr. Harrold in bringing together the dealers and the artists, and Chas. H. Ditson & Co. have been accorded full measure of credit for arranging the interesting series of recitals and bringing to them artists of such recognized standing. P. E. W. Carlson, manager of the wholesale Victor department of Ditson & Co., states that some interesting features along the same lines are scheduled for the near future.

The previous week Royal Dadmun, popular baritone and a recent addition to the Victor Co. list of artists, gave an informal song recital in the music parlors of Chas. H. Ditson & Co., under the auspices of E. W. Carlson, manager of the wholesale Victor department of that company.

WILSON CO. BUYS BUSINESS

STEVENS POINT, Wis., May 4.—The Wilson Music House has purchased the music department of the Boston Furniture Co., here. This department at present is devoted entirely to the Victor line of talking machines and records, but the Wilson Co., in addition to enlarging the machine and record stock, will install the Gulbransen and Vose lines of pianos and, later, a complete stock of sheet music and musical instruments. George M. Farrin is manager.

A phonograph using records that produce buzzing sounds in a quickly learned code has been invented in Austria to enable blind persons to read.

WHY SALES EFFORTS ARE HINDERED

Pointed Question and Pointed Answer on the Analyzation of Conditions

In reply to the salesman's tale of woe that it was practically impossible to make sales, due to the housing shortage, unemployment, high prices, etc., the sales manager asked: "Do you know how many people are working and receiving good incomes; how many people live in nice homes and what the ratio of salaries and prices is to pre-war days?" The salesman's answer was no. This is indicative of the twisted outlook on life and conditions which possess the minds of many who could bolster up their courage by looking at conditions as they really are. After all, things could be worse.

BRITISH INDIA INCREASES DUTIES

WASHINGTON, D. C., May 4.—Ad valorem duties on products imported into British India have been increased under a new tariff bill, according to information just made public by the Department of Commerce here. Under the new schedule the duty on musical instruments has been increased to thirty per cent ad valorem.

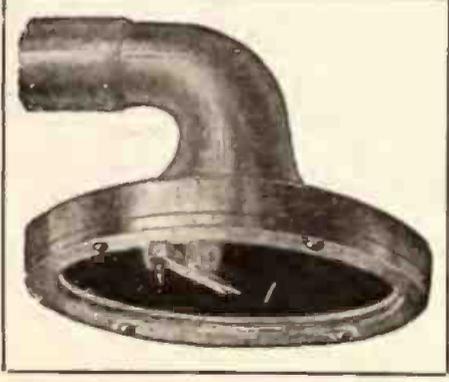
VICTOR CO. SUES GATELY-HAIRE CO.

The Victor Talking Machine Co. has brought suit in the New York Supreme Court against the Gately-Haire Co., Victor wholesaler, of Albany, N. Y., to recover \$43,548, which, it is alleged, is due for merchandise bought by the defendant company.

NEW QUARTERS IN NEW CASTLE, PA.

NEW CASTLE, PA., May 5.—The Snyder Piano Co. has moved from the Opera House Building into its new quarters in the corner room of the Greer Block and has one of the most complete piano houses in New Castle, Pa. In addition to pianos, Victrolas and a general line of musical instruments sheet music will be added.

Alexander's Music Shop, of Long Branch, N. J., is installing an up-to-date Victrola department.



The "VICSONIA" REPRODUCER

For Perfect Interpretation of Edison Disc Records on Victrolas and Grafonolas.
Fitted with permanent jewel point. No loose parts.
Meet the demand—Serve your customers
Sample Model "A" or "B" Vicsonia, nickel plated, 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.



*Put This
New
Salesman
to Work!*

HERE'S a new silent salesman for your counter. This handsome 2-color all-metal Counter Display Stand holds 100 packages of Gilt Edge Needles, of which 20 packages are visible at one time through openings in front of the display stand. The packages can be taken out of the reverse side only. This prevents undesirable tampering and loss of needles.

This Silent Salesman will sell phonograph needles for you. Put him to work at once.

*Send for Prices
and Samples*

Made from start
to finish by
W. H. BAGSHAW CO.
Lowell, Mass.



REFLEXO PRODUCTS CO., Inc.
347 FIFTH AVENUE

At 34th Street

New York City

Suite 610

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

Here's Marion Harris, sunny as a June day,
with two of her latest song successes:
"Some Sunny Day" and "Poor Little Me"—
both on one record for June. A-3593.

Columbia Graphophone Co.
New York

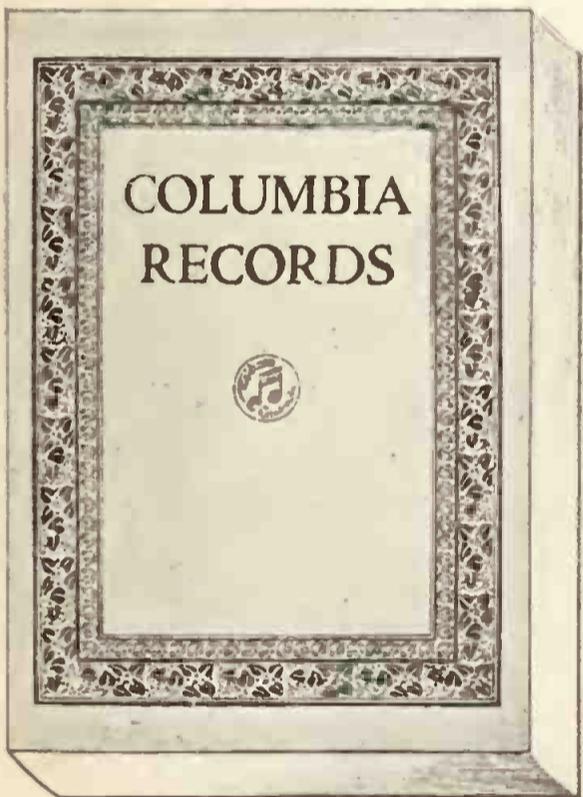


NEW COLUMBIA CATALOG

Complete Listing of Columbia Records Contained in Attractive Catalog Just Issued—Listings Arranged in Most Efficient Manner

The Columbia Graphophone Co. has just issued its 1922 record catalog containing a complete list of Columbia records issued up to and including December 31, 1921. This catalog represents a material improvement over all previous editions, not only typographically, but in arrangement and lay-out.

The new catalog is divided into six parts, as follows: Part 1, alphabetical list of artists making



Cover of New Columbia Catalog
Columbia records; Part 2, a complete list of Columbia records, arranged alphabetically as to title of selection and name of artist; Part 3, classified list of specially-selected Columbia records; Part 4, educational records for school and home; Part 5, gems and novelties from Columbia catalogs of foreign language records; Part 6, tinted section containing a list of Columbia concert and operatic stars and their recordings.

Each section is compiled with the one idea of giving the Columbia dealer and his customers maximum convenience in finding any desired record. If the Columbia record catalog is used properly by the dealer it can undoubtedly act as a sales stimulant, for every possible means has been provided to offer record customers timely suggestions as to various classes of records.

COTTON FLOCKS
.. FOR ..
Record Manufacturing
THE PECKHAM MFG. CO., 238 South Street
NEWARK, N. J.

Typographically the new Columbia catalog is beyond all criticism, as every detail represents the most advanced and successful ideas in catalog arrangement. A great many illustrations are used in the catalog to relieve the monotony of the text, and these illustrations featuring Columbia artists are noteworthy for their attractiveness. In fact, the 1922 Columbia catalog as a whole is a distinct tribute to the efforts of the Columbia advertising department to provide dealers with a publication that can be used profitably as a merchandising help.

LIMA MUSIC HOUSE TO EXPAND

B. S. Porter & Son Incorporate and Arrange for Removal to Larger Quarters

LIMA, O., May 2.—The old established house of B. S. Porter & Son, this city, has been incorporated and in future will be known as the B. S. Porter Son Co. It is not only one of the oldest music stores in Ohio, but is also one of the largest, and B. S. Porter, founder of the business, is well known throughout the trade in the Middle West.

J. E. Porter, the present head of the business, has many plans for expansion under way, the most important being those looking to the removal of the business from the present location on Main street to quarters in the company's own building, further uptown, known as the Porter Block.

This change will give them one of the finest music stores in this section of the State and will take care of the needs of the business. In addition to the Lima store, others at Findlay, St. Marys and Carey, O., are operated by this company. Besides Victrolas, pianos and players, music rolls, string and band instruments, and a complete assortment of supplies are carried, making, in all, a well-appointed general music house.

Another B. S. Porter Son Co. expansion is that of the Findlay, O., store, which will move within the next thirty days to a fine, new location at 513 South Main street. Negotiations have just been completed by the house for a ten years' lease on the future home of the business. This change will put the house of Porter in the foremost rank among music stores of the city and the entire section. The new equipment will be modern throughout and the decorations most pleasing, completing a very attractive shop. The new location is ideal for a music house.

C. O'Harrow, general manager of this branch store, and C. L. Ritter, in charge of the Victrola department of the store, are both exceedingly enthusiastic about the new location and its appointments. They have in formation merchandising plans in keeping with the aggressive expansion program.

Dwight Welding has joined the sales force of the Lima store.

S. S. Kemp and Porter Lamb, of Scottsville, Ky., have opened a music store in the Mulligan Building. Talking machines and pianos are handled.

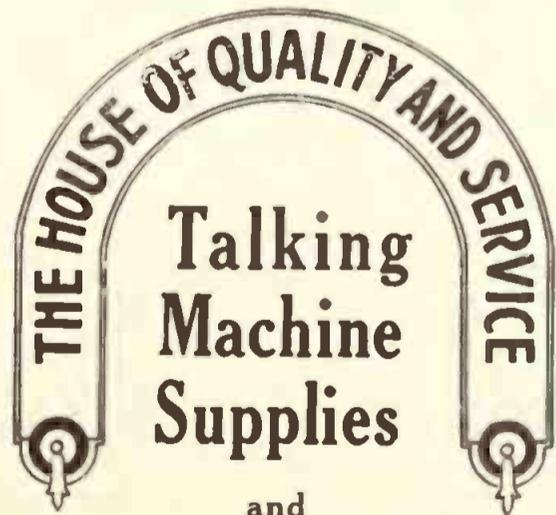
VICTROLA HELPS ENGLISH STUDY

Records by Sothern and Marlowe Featured in Johnston City, Ill., High School

Fay Luyster, manager of the talking machine department of the Cline-Vick Stores, in Illinois, recently placed a Victrola in the room of the English class in the Johnston City High School, and gave a demonstration of the value of the machine as an aid in English study through the medium of the records made by E. H. Sothern and Julia Marlowe for the Victor. Mark Antony's oration made a particularly strong impression on both teachers and students. It stressed the educational value of these records, which aroused considerable interest.

FORM RADIO CHAMBER OF COMMERCE

The National Radio Chamber of Commerce has been formed of leading and responsible houses in this line and a dinner meeting was held at Delmonico's recently to perfect the plans of organization. About fifteen concerns, so far, are members of the Association, among which are the De Forest Telephone Co., the Freed, Eisemann Radio Corp., the Jewett Co., the Home Radio Co., Dubilier Condenser Co. and the F. A. Andrea Telephone and Telegraph Co. In opening the membership to all established and responsible companies it is the purpose of the organizers to prevent, as far as possible, losses to the public through investment in unsubstantial enterprises, of which there are so many. It was pointed out yesterday by one of the tentative officers of the organization that the radio craze has caused many ex-telegraphers to enter the business.



and
Repair Parts

SAMUEL ESHBORN
65 Fifth Avenue
New York

Widdicomb

PHONOGRAPH
The Aristocrat of Phonographs

Widdicomb Console Phonographs in Period Styles are faithful interpretations of the best designs of the old masters of the art of wood-fashioning. The artistic cabinet designs and finish are the handiwork of an organization which for three generations has enjoyed a reputation for leadership as designers of fine furniture.

Widdicomb console models have many distinctive features of design. Chief among these are divided top, partitions for albums, automatic stop and patented tone control. The Widdicomb plays all records. All Widdicomb models are now selling at pre-war prices. New prices range from \$90.00 to \$260.00.



SHERATON
MODEL 8

Why discriminating buyers choose the Widdicomb

PEOPLE of taste and refinement select the Widdicomb as *their* phonograph for two reasons:

First—Because of its unusual tonal qualities and its surpassingly faithful reproduction of every subtle mood and varied expression of the artist, whether vocal or instrumental.

Every note of the chromatic scale from the high, clear tones of the upper register to the deep, rich bass notes, is given just the proper emphasis, without metallic harshness or “blasting.”

Second—Because the Widdicomb is an exquisite article of period furniture, fitted to take its place harmoniously—really to “belong”—among the furnishings of the most tastefully appointed home.

Into Widdicomb cabinets is built the experience of three generations of master craftsmanship in the building of fine furniture.

To a few merchants who are really interested in attracting a discriminating class of trade, the Widdicomb franchise offers a real opportunity to stimulate sales and to increase prestige.

Write for complete catalog of Widdicomb phonographs and information regarding the Widdicomb franchise. Learn for yourself the sales possibilities of the Widdicomb.

THE WIDDICOMB FURNITURE CO.

Grand Rapids, Michigan

Fine Furniture Designers Since 1865



Robert Gordon's Page -



A DEPARTMENT DEVOTED TO PROMOTING RETAIL SALES

Suggestions That Will Stimulate Sales

A WESTERN talking machine merchant popularized his store. He got columns of free publicity in the local papers and boosted his sales totals to double previous figures by giving free dancing lessons two evenings a week in the recital hall of his store, to children between the ages of five and twelve. An ad was inserted, naming a day for registration. Between 2 and 5 P. M. more than 200 were signed up, and the books were closed. In all, 500 more children were disappointed, showing the strength of the idea. Of course, the talking machine sold by this dealer supplied all the music for the dancing sessions, and the parents and relatives who brought the children had plenty of time to become acquainted with its merits. Care was taken to let no commercialism interfere with the freedom of the dancing lessons. No effort was made to advertise or sell anything at that time; but countless sales grew out of the proposition to the children's parents and friends. At the end of six weeks a matinee exhibition of dancing was given in a local theatre, the entire performance being managed and paid for by the parents of the children taking part. Prices ranged from 15c. for the gallery and 50c. for box seats. The dealer's talking machine, located in the orchestra pit, could be heard distinctly in all parts of the theatre, and the 200 children danced twenty-five numbers to its music. Before the show these 200 children canvassed the town, selling tickets. Each ticket bore the dealer's name and the name of his talking machine. The dancing lessons were managed by two women on the merchant's sales staff. At the end of the season, after all expenses were paid, there was \$75 in the bank with which to start the next dance.

* * *

THERE are many buyers who have secured table machines and, after accumulating a library of records, have found that they need a cabinet to keep them in. Put four or five of these cabinets on display, according to the size of your window, including both walnut and mahogany finishes and various sizes. On the top of each cabinet place a sign which reads, "This Model Is for Smallest Size Table Machines. Special Price, \$00 During Display." On your cabinets for larger machines your card should be altered to correspond. There is good money to be made from accessories. Many dealers are missing a bet by failing to see this chance for extra business. Put a table or glass showcase near your door where everyone will see it coming in or out. Display the various kinds of needles; motor oil; polish for the cabinet; automatic repeaters, which play the record over again; toy figures which dance on the record; electric motor attachments; albums, etc. Quote the prices on these now and then in your ads and on the price tags. Your sign over the display may read

"Accessories That Add to Your Talking Machine"

* * *

"HERE COMES THE BRIDE"—for May is a popular month of weddings. For a window suggesting the talking machine as a wedding gift you will need plenty of six-inch white silk ribbon. Arrange various models of talking machines in a semicircle. In the center place a small table or a box, entirely covered with white to look like a raised platform. On this is a sign reading, "The Gift Supreme for the Bride—A _____." Above this hang a large bell of white paper, and from the bell run streamers of the white ribbon to each machine in the window. On the platform at the foot of your sign place a bouquet of imitation orchids, lilies of the valley, annunciation lilies and orange blossoms. A few sprays of the flowers can also be placed on each machine. In the foreground place records of wedding marches and anthems.

* * *

AS soon as you have sold a machine and received the signed contract, show your customer how to take care of it. This little attention on your part makes an excellent impression. Say, "Now, before you go, Mrs. Brown, let me explain the proper care of your instrument." Then show how to lift the turntable and expose the motor. Show where it should be oiled, and tell how often. Show how to take the sound box off and put it on. Tell her not to leave the spring tightly wound but to let it run down when it is not in use. The customer goes away with a pleasant impression of your service, and you may save a needless repair trip later on. This bit of service

seems so obvious as to need no mention, but it would surprise you to know how few sales men ever think of carrying it out. Most manufacturers supply a "Book of Instructions" with every machine, but nine out of ten people never open it. Demonstrate the mechanical features with your own hands—then the customers will understand, and, what is most important, you get the credit.

* * *

NATURALLY, you are going after all the vacation business you can get in small machines. An excellent way to develop prospects is to watch the "Personal Mention" columns of your local dailies. Whenever you see a paragraph informing the world that "Mrs. Archibald W. Smith-Brown is preparing to leave for Idlewild," send a hand-typed letter to Mrs. Smith-Brown, bringing to her attention the necessity of a talking machine to take with her.

* * *

THERE is no question about the value of soliciting suggestions from your own sales organization, but the best method of doing this is a matter of debate. A method which has proven to be practical and successful is to designate every Monday as "Letter Day." On that day every member of the organization is required to present to you a letter embodying any suggestions they may have for improvements in their own department or any other matters they want to bring to your attention. Fixing Monday as the day gives the employees Sunday in which to think over and prepare their letters. A close spirit of co-operation and many useful ideas will result from the adoption of this plan. This scheme is more useful in large organizations than in very small ones, of course.

* * *

DECORATION Day falls on Tuesday, May 30. In the center of your window set a low platform about fifteen inches above the floor and cover this with green crepe paper or green grass. On this platform place any war relics which you can procure from friends or relatives who took part in the great world war. Metal helmets, weapons and similar souvenirs are what you want. Above this platform place a large wreath of leaves. This should be not less than twenty-five inches in diameter. It can be procured from any florist at a reasonable cost. At the bottom of the wreath tie a large bow of six-inch red-white-and-blue ribbon. Between the wreath and the platform below arrange some flowers. On the floor at each side of the platform place several patriotic records, with a card in each one, giving its title. Through the hole in the center of each record run a strand of one-inch red-white-and-blue ribbon, and cut the end of this ribbon in a notch. Any florist can supply you with this ribbon in various widths. On each side of your center arrangement place a large talking machine and tie a red-white-and-blue ribbon on the front of each machine. If you wish to carry your display further procure photographs of Lincoln and General Grant in uniform, McKinley with Roosevelt and Wilson with General Pershing in uniform. These three groups include the Presidents and leading military figures of the last three wars. Arrange them in three pairs and under each pair set the date—1865, 1898 and 1918. In the center of your window, just at the base of your platform, place a gold sign lettered in black—"In Memoriam."

* * *

NEAR the front of your record department place a small blackboard, about two feet by three feet. On this board write in chalk new announcements from day to day, such as "Just received—'Georgia Rose,'" or "Special for to-day—the Model 10—at \$00 monthly." A hundred uses will present themselves for such chalk talks, and the blackboard with the message written in chalk gives an impression of urgency and "newness," which is lacking in a printed sign.

* * *

MOST dealers put bands of awning material over the lower portion of their windows as sun shields during a portion of the day. This protects the objects displayed, but cuts off the view of your windows. If you letter on this sun shield the words, "Look Over the Top," you'll be surprised how many people will stop and inspect your display, in spite of the obstruction.

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.

"A new Gennett!"



ANTICIPATION

is justified by realization when the record is a Gennett.

If you have never heard a Gennett treat yourself to No. 4857. When you hear "Poor Little Me" (Fox-trot) and "Don't Leave Me, Mammy" (Fox-trot) played by Bailey's Lucky Seven, you will have the Gennett habit:

They do better all phonographs—Hearing is Believing.

Write for Gennett Catalog

Gennett Records

Manufactured by

THE STARR PIANO COMPANY

RICHMOND, INDIANA

New York—Chicago—Los Angeles—Birmingham
Detroit—Cincinnati—Cleveland—Indianapolis
Boston—Jacksonville—London, Canada

CHARLES EDISON DISCUSSES RADIO

Furnishes Reasons Why the Phonograph Trade Should Not Be Seriously Harmed by Growth of Demand for Radio—Interesting Analysis

The many members of the trade who are more or less in a quandary regarding the radio proposition will doubtless be interested in the views of Charles Edison, chairman of the board of directors of Thos. A. Edison, Inc. It is especially important, inasmuch as this company occupies a unique position in its relation to the radio field, being interested in the manufacture of phonographs, in batteries and in electrical progress generally. When asked by The Talking Machine World to express his personal opinion regarding what the attitude of the regular phonograph dealers should be toward radio and its bearing upon the talking machine industry he said:

"It is impossible to answer your inquiry without indulging in a certain amount of speculation on the future relations of the phonograph with the wireless telephone. To-day the wireless telephone is encroaching on the phonograph sales field, simply because it is a novelty with a decidedly romantic appeal to the imagination. When it has become as much of a commonplace as the electric light, the ordinary telephone or the telegraph it will find a sphere of usefulness which will not conflict with the phonograph. It seems to me that news is the wireless telephone's real function. I can readily conceive that a day will come when the debates at such a conference as that now taking place at Genoa will be listened to by millions instead of hundreds.

"The phonograph's function is to give people music. Instead of giving them any music at any time it gives them the music they want when they want it. It will exist as amicably beside the wireless telephone as it does beside the piano.

"Retail phonograph dealers are free, white and twenty-one. There is nothing in the world to prevent them from taking on wireless telephones if they wish to. In some small communities it may be an excellent expedient. I can't help feeling, however, that they'll do better if they stick to their own line."

SALES VOLUME IS SATISFACTORY

ANSONIA, CONN., May 6.—The Duo-Tone Co., Inc., of this city, manufacturer of the De Luxe semi-permanent needle, reports that the volume of sales of this needle is keeping up in a satisfactory manner. This company has given particular attention to quality production and attributes the success and popularity of the product to this policy.

PRAISE FOR FLONZALEY QUARTET

The Flonzaley Quartet whose Victor records are so much admired by the musical cognoscenti is now being heard in London, and the English critics are writing in most enthusiastic terms regarding the splendid qualities of this great organization.

The first impression which a customer gets from a store sticks. Whether the impression is good or bad depends on the merchant.



No. 35217 BASKET

Filled with Flowers; each, 75c; per dozen, \$7.50.

Write to-day for my SPRING CATALOGUE No. 35 of Artificial Flowers, Plants, Vines, etc.

MAILED FREE FOR THE ASKING.

FRANK NETSCHERT

61 Barclay Street

New York, N. Y.

GERMAN RECORD CONCERNS ENJOINED

Anglo-German Mixed Arbitral Tribunal Issues Injunction Forbidding Export Out of Germany of Records Pressed From Matrices Originating With Victor or Gramophone Companies

The following interlocutory injunction was recently handed down by the Anglo-German Mixed Arbitral Tribunal at London in the suit of the Gramophone Co., Ltd., against the Deutsche Grammophon A. G. and the Polyphonwerke A. G. to enjoin the German companies from exporting out of Germany records pressed from matrices originating with the Victor Talking Machine Co. and the Gramophone Co., and in the possession of the German company at the outbreak of the war. The Polyphonwerke had secured these matrices by an alleged sale by the German Government during the war.

The order of the Tribunal was as follows: "The Tribunal orders that the respondents, their servants, agents and companies controlled by them, be restrained until further order from using, or permitting to be used, and from offering for sale, selling or permitting to be sold, gramophone records pressed directly or indirectly from matrices in the custody of the first-named respondents at the outbreak of war, except after giving due information to the buyers and users that the records are for use within German territory only."

DISCUSS AUSTRALIAN ROYALTIES

Louis Sterling in New York to Make Satisfactory Arrangements With Music Publishers

Louis S. Sterling, of the Columbia Gramophone Co., Ltd., London, Eng., recently arrived in the United States. Early this month he attended a meeting of the board of governors of the Music Publishers' Protective Association, the purpose of which was to arrange some satisfactory form of paying mechanical royalties on records manufactured in England and distributed in Australia.

Owing to the decision of the highest court of Australia, handed down early this year, Australian publishers who have obtained the distribution rights for American compositions in their country are entitled to the mechanical royalties accruing on the records of such works as are manufactured in England and sold in Australia. Thus the talking machine record manufacturer of England who pays the American publisher for the manufacture of records sold in England and in Australia must again, according to the decision, pay the Australian owner of the copyright.

It is thought that an arrangement can be arrived at confining the payment of royalties to one source.

NECESSITIES OF GOOD RETAILING

A leader, a general, an all-around business man.

A close tab on stock.

A proprietor who not only says "Go!" to his clerks, but who can stir up the dust with the best of them.

A square deal that will make folks come 'round like bees to honey.

A cold shoulder for mis-statement.

A human interest in the welfare of clerks—interest in clerks begets clerkly interest in sales.

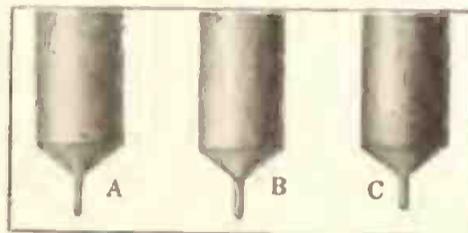
A place for everything and everything in its place. Disorder means loss of time, loss of sales, loss of money. Hear the cash register groan. "Order is heaven's first law."

A stock of all-round knowledge to fit your stock of goods.

The talking machine department of the M. O'Neil Co., of Akron, Ohio, which has just closed its fiscal year, reports that a better business was enjoyed than during any other year in the history of this enterprising company.

THE INSTRUMENT OF QUALITY
Sonora
CLEAR AS A BELL

Semi-Permanent NEEDLES



(A)—New Sonora Semi-Permanent Needle. Note that the parallel sides (which are not tapered) always fit the record groove perfectly.

(B)—Sonora needle after playing one record. No perceptible wear.

(C)—Sonora needle after playing over 50 records—needle is worn down, but is in perfect playing condition.

The Needle That Makes Records Last Longer

Every man, woman and child who enters your store is an easy prospect for Sonora Semi-Permanent Needles. Their superiority is obvious on sight. Customers actually feel you are doing them a service by introducing them to a needle that not only plays many more records than the ordinary needle, but preserves the records because it does not score the grooves.

Sonora Semi-Permanent Needles mean a steady, substantial profit and lead to larger sales. Every live dealer should display them.

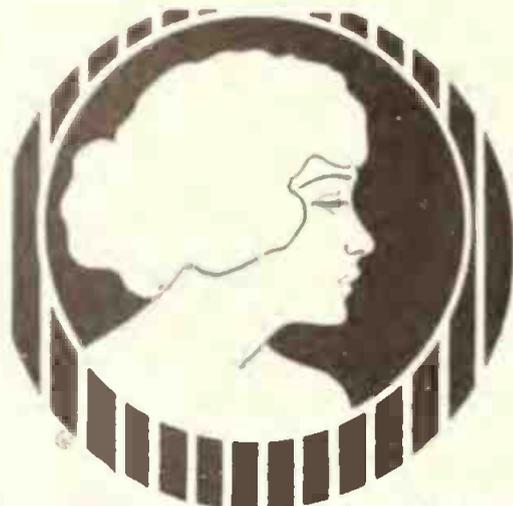
CAUTION! Beware of similarly constructed needles of inferior quality

**Sonora Phonograph
Company, Inc.**

GEORGE E. BRIGHTSON
President

279 Broadway New York

Canadian Distributors:
I. Montagnes & Co., Toronto



STEALING

"A Fox Trot Rhythm that will steal right into your Heart."

HEAR IT NOW

YOU CAN'T GO WRONG
WITH ANY FEIST SONG

Developing Prospects and Sales in Summer

Written for The World by CHARLES OLIVE

The Music Store, Willmar, Minn., has, by a little extra effort, almost doubled its sales of talking machines. The company has the agency for the Edison, Victor and Columbia lines, and is doing a good business. Last Summer the firm had a man on the road to boost the business, which was so successful that the plan will be continued the coming Summer. He had a small Ford truck and carried a talking machine and some records with him, and wherever he found a person who was in the market for a machine, either in town or outside, he placed one in the home for a few days' free trial. In this way many sales were made that otherwise would never have materialized.

One novel method of attracting buyers employed by this firm is that of playing a talking machine outdoors. Last Summer on Saturday evenings, and on days when something special was going on in town, a Victor with a large horn was placed in the truck outside the store and a man kept the machine going, playing all kinds of new records, and taking care of people who became interested. The machine,

being loud, could be heard for blocks away, and drew all kinds of listeners. The demonstrator had a supply of booklets and other advertising matter on hand which he distributed to interested persons in the audience. If there were any who contemplated purchasing a machine at some future date he took down their names and addresses in a book, so that the prospective buyers could be followed up later. During county fair week and the Fourth of July celebrations a machine was played on the roof of the building, and because of its elevation, the machine was heard by all the crowds. A large sign described the purpose of the playing, and directed interested persons to see the man at the door. This man stood ready to take care of any customers who wanted to buy records or wished to see different models and makes of machines. All visitors were given the impression that they could buy anything in the music line at The Music Store, and the prices and the service would be the very best. By the method described, a large list of prospective buyers was obtained, and frequent sales were made to these later.

TRAIN PULLMAN PORTERS TO SING

Nine Thousand Pullman Porters to Be Organized in the Quarters for Entertainment of Passengers—Will Break Monotony of Journeys

CHICAGO, ILL., May 6.—According to announcement made by the Pullman Company, the 9,000 porters on Pullman cars are to be given musical training and organized into quartets and glee clubs for the edification of those who grow weary of the rail journeys about the country.

The company has divided the country into eight zones and there will be a chorus organized for each zone. Rehearsals have been conducted for some time and the first public try-out of the plan was made last week when porter quartets were provided for the three special trains from Chicago to the Conclave of the Knights Templar in New Orleans.

Major N. Clark Smith, well-known negro musician and teacher, head of the music depart-

ment of Tuskegee Institute, and for many years leader of the Eighth Illinois Regiment Band, has been retained by the Pullman Company to train the porters. Major Smith when a boy worked for Lyon & Healy, where the late P. J. Healy was attracted by his musical talent, and provided for his tuition at the Chicago Musical College.

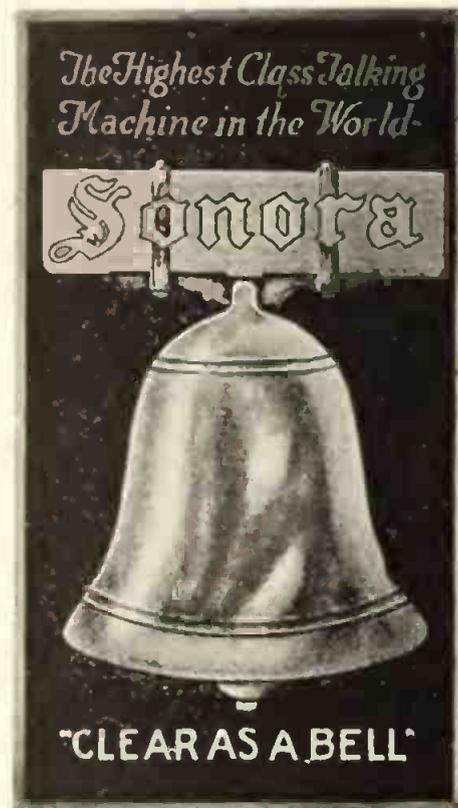
MOVES HIS STOCK BY ADVERTISING

ATLANTA, GA., May 8.—The Winget Jewelry Co., of Gastonia, N. C., Columbia dealer, recently featured the latest Columbia advertising campaign, and as a result practically exhausted its stock on hand in addition to a special shipment which was incidental to the campaign. In a letter to the Columbia wholesale branch in this city, this dealer stated that the advertising had enabled it to close many prospects which had been pending for several months, and in addition had provided a number of new prospects with valuable sales possibilities.

NEW SONORA DISPLAY CARD

Attractive Card Now Ready for Sonora Dealers
—Coloring Is Unusually Effective

A new Sonora display card is now being sent out by the Sonora advertising department to dealers and distributors. The accompanying illustration will give some idea of the attractiveness of this card, although, of course, the coloring cannot be reproduced. The design of the bell is a



Sonora Display Card for Dealers

reduced facsimile of that used in the large bell poster, which has proved so popular with the dealers. The background is a rich marine blue and the word Sonora in bright yellow, with the other lettering in green and red, makes the card unusually effective.

A feature of this new card is the extra heavy cardboard upon which it is mounted. This not only makes the card very durable and does away with the need of a frame, but insures its standing and remaining perfectly flat under all conditions. The dimensions of the sign are nine inches by sixteen inches.

INDIANA CONCERN CHARTERED

The Latona Talking Machine Co., of Evansville, Ind., was recently granted a charter of incorporation under the laws of that State, with capital consisting of \$50,000 of preferred stock.

Caruso painstakingly studied talking machine records of his songs to find out how he could improve his work, says Forbes Magazine. Can you afford to be less painstaking in trying to improve your work?

Expect disappointments, but scorn defeat.



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.

*THE
ORSENIGO*



*PERIOD
PHONOGRAPH*

THE "BERESFORD"

Have you ever lost a sale because you could not supply a cabinet for that discriminating customer whose esthetic taste demanded the best for her drawing room?



You can unhesitatingly recommend this delightful creation. The exterior and interior of the upper part of cabinet is beautifully lacquered by hand; the base is finished in pure gold leaf, carvings by hand.

Furnished with electric unit only.

We have confined our efforts for years exclusively to the manufacturing of period furniture and cabinets.

THE ORSENIGO COMPANY,

INCORPORATED

LONG ISLAND CITY, N. Y.



T O L E D O

*Dealers Optimistic — Farmers
Are Buying—Enterprise of Lion
Store—News From Many Points*

TOLEDO, O., May 4.—There is widespread optimism in talking machine circles regarding the business outlook. This is substantiated by the general improvement in the local employment situation, particularly in the automotive industry.

The Toledo Talking Machine Co., according to Manager Chas. H. Womeldorff, is experiencing a stronger demand for Victrolas from outside districts. The farmer in Ohio, Michigan and Indiana is again taking heart and investing in talking machines. Many dealers are going direct to him with Victrolas mounted upon delivery trucks and are putting instruments into the farm house upon very liberal terms. In some quarters it is predicted that with the farmer coming into full buying power this Fall the demand for talking machines will exceed the supply.

J. J. Davin, Secretary of the Reincke-Ellis Co., Chicago advertising specialists, talked to local Victor dealers at the display rooms of the Toledo Talking Machine Co. upon Victrola advertising plans in formation. Several of the plans submitted were adopted by the local merchants.

Easter trade at the LaSalle & Koch Co.'s Victrola department, according to Manager R. O. Danforth, showed conclusively that the demand for festive music is sufficiently strong to make it worth while for merchants to cater to the public fancy on all special occasions.

Mr. Danforth has but recently come to the LaSalle & Koch department from the Shepard Stores, Boston, where he was located for some years.

At Grubb's Music Shoppe a new hit is featured each week. It is found profitable in putting over these selections to hitch records, rolls and sheet music together.

Doing things in a different manner, instead of waiting for customers to come to the store, is proving a winner at the Lion Store. A. J. Pete, manager of the Victrola department, states that the inserting of ads written in editorial form into the large store advertisements has resulted in fine returns. For these small human interest stories out of the ordinary topics are selected.

One such recently featured that little known Mexican waltz, "La Golondrina":

If the strains of a bewitching waltz have been floating on the air from the direction of your neighbor's house—and you've been wondering what it is—then you've been among the discoverers of a new Mexican waltz played by Max Dolin's Mexican Orchestra—a new Victor record. A few music lovers found it among the foreign selections—and they've been telling so many friends about it that the demand for "La Golondrina" is becoming very large. Hear this tantalizing waltz in our Victrola department.

From that tiny announcement large sales volume resulted. In fact the number outsold the entire April list of popular selections, and made re-ordering necessary several times. It is for such reasons that the department is showing an increase in sales over the early months of 1921. In addition to records the sale of Victrolas has also been brisk.

Willard S. Mefford recently opened a talking machine and record shop in the Tiedtke Bros. Co. department store. An arcade leads from Summit street to the store proper, which is situated some distance from the street entrance and extends over a city block. During the month of February a daily average of 40,000 people have passed through this arcade.

The Tiedtke Bros. store is unique in many ways. Among its features is a pipe organ which plays most of the day. Other music also is featured and customers are entertained and thus induced to linger and buy.

Fred N. Goosman, president of the Goosman Piano Co. and also of the Ohio Music Merchants' Association, took an active part in completing the organization of the Illinois Association recently at the Hotel Leland, Springfield, Ill. R. C. Hyre, secretary of the Ohio Association, also took part in the work.

At the A. B. Taggart Co., successors to Ignaz Fischer, Brunswick machines are moving briskly. A recent shipment was almost entirely taken by schools, academies and similar institutions. "Lonesome Hours," "Cutie" and "Old Fashioned Girl" are popular records.

Whitney, Blaine & Wildermuth Co., dealers in pianos and talking machines, have leased the second story of the new Newcomber Building now being completed at 620 Adams street as a future home for their business. The store will be beautifully decorated and fitted up. They expect to be installed in the new quarters about June 1.

The Madison Music Shoppe, 617 Madison avenue, opened its attractive new store during the past week. Ivory and blue decorations predominate, while the hearing booths are mahogany and ivory. The booths have skylights and are sound-

proof. Souvenirs were distributed to the ladies at the recent opening. Pathé, Kimball, Federal and American talking machines will be carried. Connorized music rolls, among others, will be handled. Jos. Schugarman is manager, and Kenneth Rickel is in charge of the sales promotion work.

Warren Kellogg, representative of the Toledo Talking Machine Co., upon his recent visit to Marion, Ohio, found C. G. Wiant, Victor dealer, who has been confined to his home through illness, much improved and very optimistic as to the Spring trade outlook. His son, J. Wendell Wiant, is in charge of the store, and Foster Bain and Miss Saulter are associated with record and service departments.

Miss Elsie Baer, manager of the talking machine department of the M. O'Neil Co. in Akron, recently received much publicity in connection with stunts inaugurated during the sale of Wallace Reducing records. About 250 stout ladies have been induced to join classes which meet regularly in the auditorium of the store for exercises. A niece of Miss Baer is giving exhibitions and directing a part of this interesting work.

Robt. Boyd, of the Boyd Furniture Co., Dover, Ohio, Victrola dealer, is back at the store after a severe sick spell.

C. J. Duncan, jeweler and Victrola dealer, Massillon, Ohio, who recently held a public opening of his fine new store, has devised a very unique balance for his windows, between jewelry and Victrolas. The jewelry line is displayed on windows about three feet above the street level. Talking machines are displayed on a lower level, thus giving a much even appearance than if both were displayed from the same window level.

The Victrola department is on the second floor of the handsome store and is in charge of John Longhart, who has been associated with the house for some years. Many fine floral pieces were sent by friends and jobbers during the opening. Among the latter were the Victor distributors of Toledo and Cleveland.

The Wm. Taylor Son Co., Cleveland, recently celebrated its fifty-second business anniversary. Thos. A. Davies, head of the talking machine department, took advantage of this opportunity to offer machines on special terms of 52 cents down. Mr. Davies also reports much activity in the radio department and a growing interest in this invention.

It is stated by Walter Rowlands, general manager of the J. W. Rowlands Co., at Lima, that it contemplates moving into its own building on the square in the immediate future. Plans for rearranging, enlarging and laying out the store on a more generous scale are about completed. In the new location the Victrola department will have a prominent place on the first floor, with appointments of a most pleasing character. H. E. Leach has become associated with this department.

C. S. Hockett, Bellefontaine, Ohio, Victor dealer, recently returned from an extensive sojourn at Miami, Fla.

V. S. Pfenning, St. Mary's, Ohio, Victor dealer and jeweler, is the proud father of a chubby baby boy. He has been named Vincent, Jr.

Recent visitors to the Toledo market were H. E. Deck, Bryan, Ohio; G. L. Lathrop, North Baltimore, O.; Mr. Scheuer, of S. Frankel Co., Sandusky, O.; Joseph Schottdorf, Defiance, O.; R. E. Harshberger, of the Victrola department, C. J. Schmidt Piano Co., Tiffin, O., and Ralph Crane and J. H. Hallick, of Crane's Music Store, Bowling Green, O.

REALLY, THIS IS ON THE SQUARE

The old-fashioned square piano has gone the way of the square derby and the square meal for a quarter. So New York's school board discovered recently when it offered to give away any of the scores of square pianos now in dead storage. Nobody wanted one.

"Why," cooed Mae Murray, when she heard the story, "that's only natural. People are not dancing the square dances any more."

THE PHONOMOTOR CO.

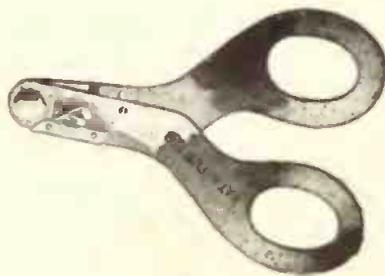
W. F. HITCHCOCK, Proprietor

5 years of success everywhere



THE PHONOSTOP

100%
Efficient



THE NEED-A-CLIP

Two Well-known Phonograph Accessories Needed in Every Instrument of Class. Satisfaction Guaranteed in Every Case

Once adapted becomes permanent.

A WHOLE PAGE of references if desired.

DON'T DALLY with inferiors, get THE BEST.

PHONOSTOPS are universal, STANDARD, and finished in nickel and gold.

NEED-A-CLIPS in nickel only.

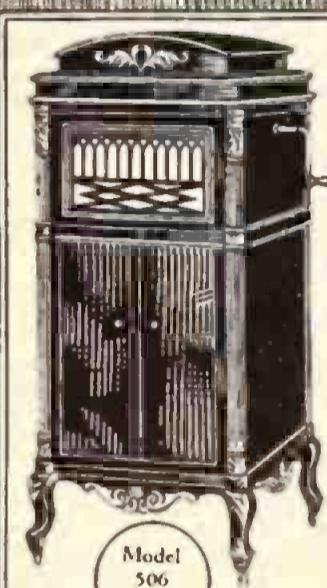
Get Our Printed Price List Immediately

Samples sent by parcels post C. O. D.; money back if unsatisfactory, but you'll want more.

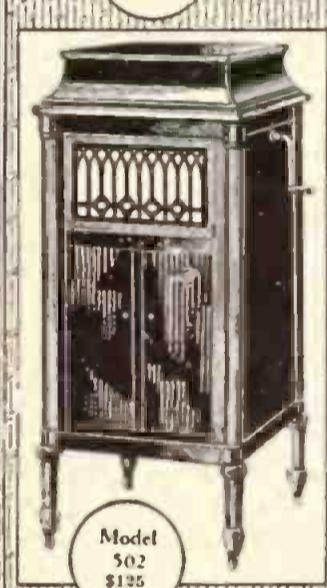


STEGER

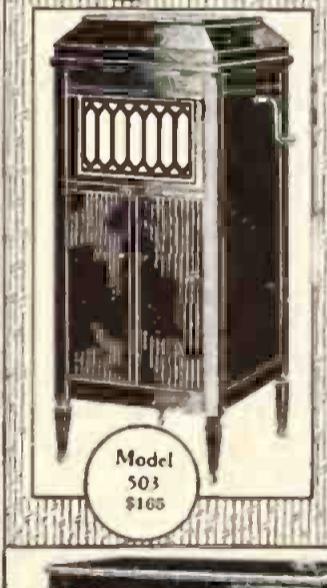
*the finest reproducing
Phonograph in the World*



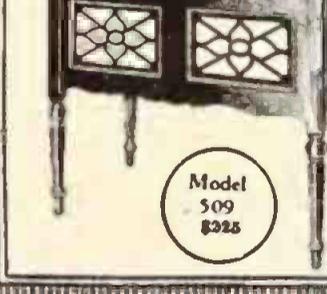
Model
506
\$250



Model
502
\$125



Model
503
\$165



Model
509
\$225

WHEN you hear a piano record on the incomparable Steger, you are impressed with the amazing fidelity with which it reproduces the sustained tones. Then, as you hear the violin, the voice, the full orchestration, the bands — your wonder grows into conviction that this is truly the finest reproducing phonograph in the world. For every instrument known to music *plays through the Steger* as if the phonograph were not there—you have the perfect, complete illusion of reality, attained only in the Steger.

The accurately-shaped Steger tone-chamber of even-grained spruce, the patented, adjustable tone-arm which plays all disc records, and the Steger tone-reproducer are exclusive features.

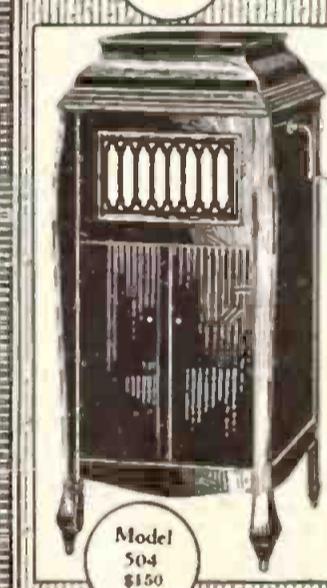
THE STEGER WILL BRING YOU SALES

Ask us, now, about attractive open territory. Investigate our effective plan of merchandising and extensive national advertising. Then you will recognize the opportunity—you will want to sell the Steger

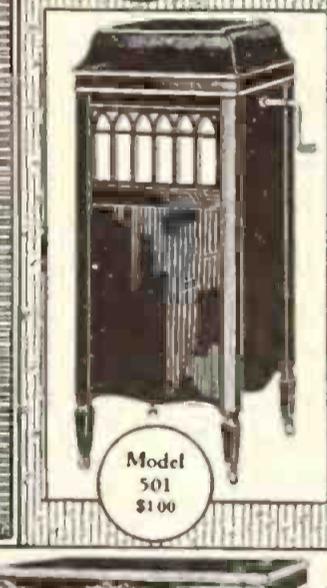
Phonograph Division
STEGER & SONS
Piano Manufacturing Company
 Established 1879
 Steger Building, - - CHICAGO, ILL.
 Factories: Steger, Illinois, where the "Lincoln" and "Dixie" Highways meet.
"If it's a Steger—it's the most valuable Piano in the world."



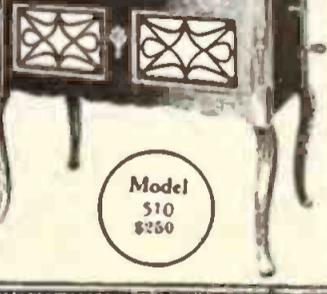
Model
505
\$200



Model
504
\$150



Model
501
\$100



Model
510
\$250



Model
500
\$86

AKRON, O.

Substantial Reasons for Trade Optimism—Views of Prominent Retail Dealers Confirm This

AKRON, O., May 8.—While noticeably increased Spring business has not as yet been manifested, generally good conditions prevail in the retail talking machine trade in the Rubber City. The betterment in weather conditions has brought increased numbers of shoppers on the thoroughfares, but it appears that many of the stores, even some of the leading retail shops of the city, have been offering great quantities of cheap machines, which, according to dealers, has had a tendency to retard sales of standard make machines to some degree.

Not in many months have dealers been as optimistic as when visited this week by a representative of The World. Local factory produc-

DIRECT FACTORY PRICE—JUST MENTION THE QUANTITY

MOTORS TONE ARMS REPRODUCERS	CASTINGS Grey Iron and Brass for	{ TURNTABLES MOTOR FRAMES TONE ARMS HORNS and THROATS	Stylus Bars Screw Machine Parts Talking Machine Hardware
------------------------------------	--	---	--

Direct Quantity Importations On {
 JWEL 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*

tion is nearing normal and the unemployment situation has eased to such an extent that calls are now being sent out to nearby cities for additional labor for the factories. Collections are reported better and this feature alone is probably more encouraging than any other development in recent weeks. Dealers realize they must use the newspapers to get business and according to several of the larger talking

machine dealers their advertising appropriations the past month have been increased and they are going after business with a vengeance.

While not up to the expected volume, business with the A. B. Smith Piano Co. has been highly satisfactory during April. "To compete with mail order houses and fly-by-night piano and talking machine stores the dealer must advertise and do it more extensively than in past years," said A. B. Smith, Jr., manager of the local store. "We are using the newspapers more and more each week and find them the best medium to obtain business," he declared.

Talking machine sales slowed down during the month of April at the store of the Windsor Poling Co., according to Mrs. Earle Poling. Record sales at this store have not, however, fallen off, because the management, through the medium of several original window displays, has put sales over the top again this month. Small machines for camp and canoe pleasure are being featured in a special window exhibit. The small machine is shown just as it appears in the canoe and a regular canoe model is used to make possible the display.

Ray Porter, manager of the talking machine department of the George S. Dales Co., said this week that business for April would show a slight gain. Machines priced \$150 to \$200 are the best sellers and have been moving briskly. The new model Victor machine is also meeting with a hearty reception by the trade. He predicts that the month of May will witness a great improvement in business.

Miss Ethel Baer, manager of the Victrola department of the M. O'Neil Co., reports business good and sales ahead of last year at this time.

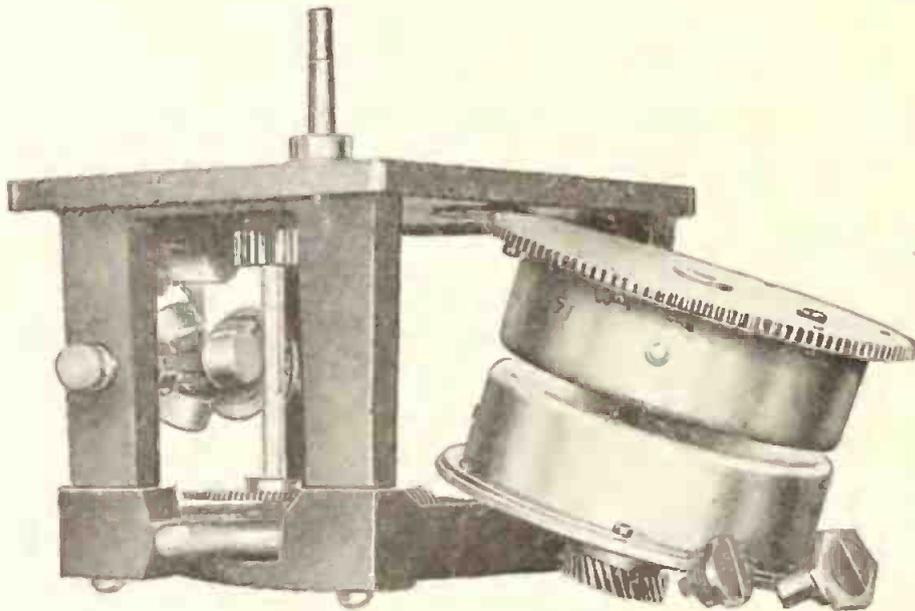
J. M. Lowrey, until recently of the Story & Clark Piano Co., Pittsburgh, Pa., has been named treasurer of the A. B. Smith Piano Co. here, succeeding C. A. Mitten, who recently resigned.

Earl Woomer, formerly manager of the Canton Phonograph Co., visited this week with local friends. He is now on the road for the Lester Piano Co., Philadelphia.

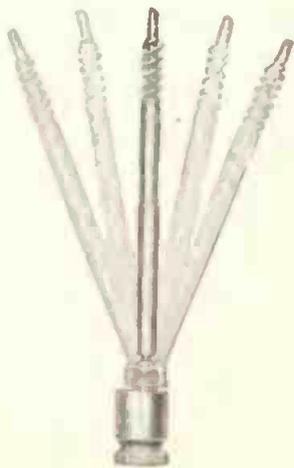
F. W. Van Scoyoc has joined the sales force of the A. B. Smith Piano Co., this city, of which he was formerly advertising manager. He was recently with the talking machine department of the M. O'Neil Co. here.

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.

SUBSTANTIAL REDUCTION IN PRICE

NEW HAVEN, CONN., May 1.—A reduction in needle prices was recently announced by the Bell Hood Needle Co. of this city. The package which originally retailed for 25 cents is now available for 15 cents. At the headquarters of the company it was stated that this reduction was made possible through decreased manufacturing costs. The new price has already proven popular with the buying public and numerous dealers have reported greatly increased sales since the reduction was made.

M. E. WARE IN FINE NEW STORE

JOHNSONBURG, PA., May 3.—M. E. Ware, who has conducted a music store in this city for a number of years, has just opened handsome new quarters on Cobb street. Kimball pianos, Gulbransen player-pianos, small goods and talking machines are handled.

Truetone

TRADE MARK

The WORLD'S BEST PHONOGRAPH NEEDLES

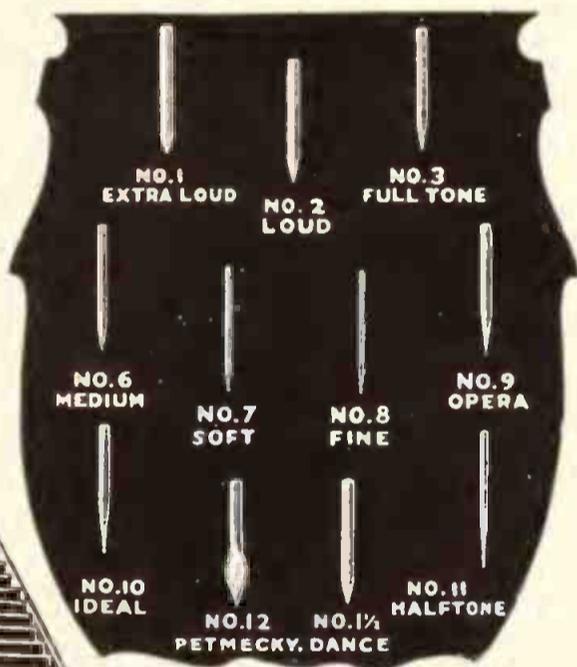
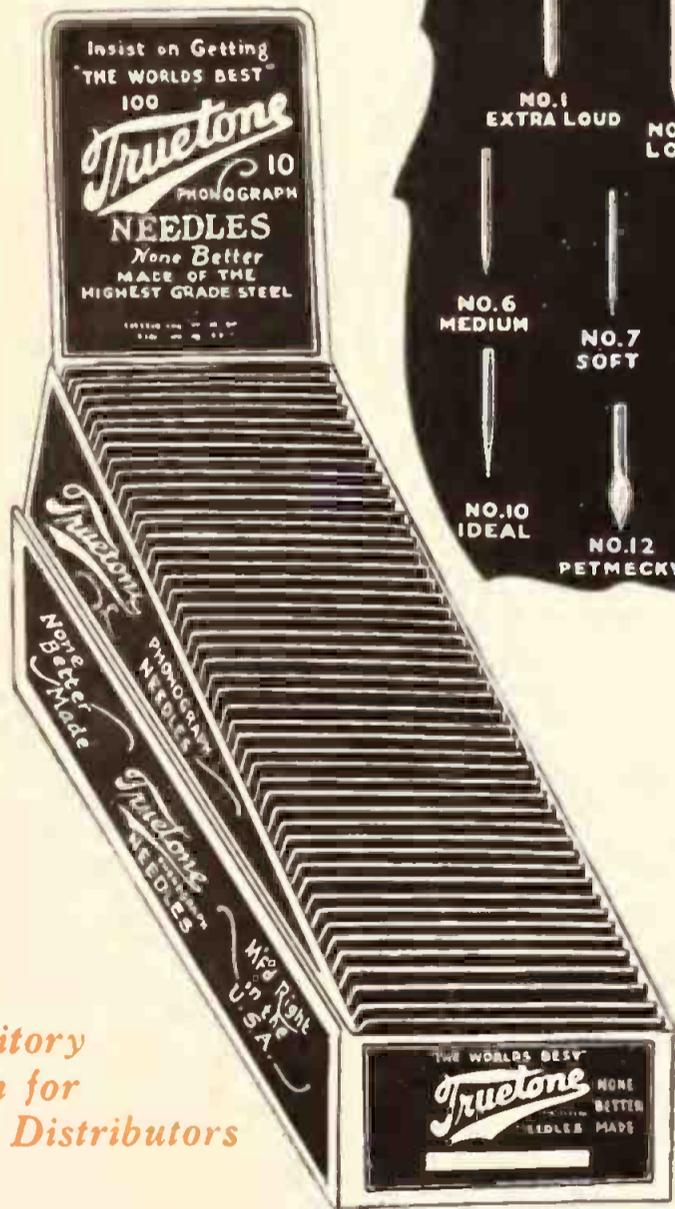
**NONE
BETTER
MADE**

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 1/2 West 45th Street, New York

The Trade in **BOSTON** and **NEW ENGLAND**

JOHN H. WILSON, Manager

324 WASHINGTON ST., BOSTON, MASS.

BOSTON, MASS., May 2.—Everyone is looking forward interestedly to the dawn of better things, and "good times" certainly will be welcome, for April was not quite so good a month as had been hoped for. Business was decidedly spotty and there are dealers here who would do a rattling business one day and not 25 per cent of that business the day following. The weather has been admirable, of the kind to encourage people to be downtown. Those establishments which have taken on the radio outfits have found this a tempting bait to draw people inside the stores and it has frequently happened that men and boys who have had their attention riveted on the radio idea have become interested in some talking machine or record proposition to the extent of negotiating a sale. This is an interesting development.

Steinert Co. Lloyd Wireless Wholesalers

The M. Steinert & Sons Co. is one of the several houses in the city to take on a radio department and it will be in charge of Lothrop Wakefield, a radio expert who has been connected with the company's domestic factory, and who plans to give demonstrations by appointment. The Steinert house has the wholesale rights for Massachusetts and Rhode Island for the Firco wireless products which are made by John Firth & Co. and for which the Lloyd Wireless Telephone Corp. of New York is the sole distributor. Already a large consignment of goods has arrived. The Steinert Co. has an imposing exhibit of its line at the Radio Exposition, which opened in Mechanics Building a few days ago.

Henderson Opens Branch Store

Frank C. Henderson, whose Boylston street talking machine warerooms have been forging ahead commendably under the management of D. Stuart Pope, has opened a branch store at 178 Federal street, near the South station, which promises to do a good business as it is a very central location. It carries the Brunswick and Victor lines of merchandise.

New Edison Styles Much Admired

Two beautiful new console models of Edison machines, known as the William and Mary and Chippendale, have just reached the headquarters of the Pardee, Ellenberger Co., Inc., and are being much admired. They have been placed at a price that should make them very attractive purchases, especially when the figure is compared with what was asked for these beautiful

period types several years ago. Frederick Silliman, head of the establishment, and his large staff are delving just now into the mysteries of the radio, an apparatus having been installed in the warerooms with a connecting antenna on the roof of the building. Mme. Levorini, the opera singer, who is an Edison artiste, gave a tone test a short time ago which was broadcast from the big power station at Medford Hillside and which Mr. Silliman's staff enjoyed inside their building.

Court Restrains Public Playing

Judge DeCourcy, on behalf of the full bench of the Supreme Court of Massachusetts, has rendered a decision which is of wide importance to the retail talking machine business in this State and may be even more far-reaching as time goes on. Through his decision the Rosen Talking Machine Co. is restrained from playing music "continuously and monotonously" in front of its School street warerooms. The complainants are several business concerns on this thoroughfare, one a shoe dealer, one a tailor and a third a shoe repairer and shoe shiner. It was claimed by the plaintiffs that the nerves of their employes were kept on edge by the noise. It has been the custom of a few talking machine houses in the city to keep a machine inside or outside the doorway and largely by means of a horn project the music into the street.

An Artistic Hallet & Davis Brochure

The Hallet & Davis Co. has just issued a handsome brochure by way of advertising "The Phonograph Beautiful," extended notice of which in its varying styles was given in the April issue of *The World*. The embossed cover is in chocolate brown and gold with delicate tracery. Within a sort of pocket are four leaves, on each of which is an illustration of a single style of machine, these being the Louis XIV, the Colonial, the Queen Anne and the Louis XV console types. The catalog, though it is more than that, is one of the handsomest pieces of work that any local house has turned out in a long time. A small folder, also illustrating these four console types of Hallet & Davis machines, has been given wide circulation.

The Hallet & Davis Co. is now busily engaged in mapping out its representation throughout the field for the new talking machine fathered by this house. As a general thing the present Hallet & Davis agents will in addition carry the

machine provided they have proved themselves high-class, hustling representatives; but if it is found advisable to place this new product in the hands of another in any city the company reserves the right to do so holding that the man who may be able to sell a piano may not necessarily be the best person to extol the merits of a talking machine. In the matter of merchandising its new line the Hallet & Davis proposes to exercise the utmost care. Sample machines have been shipped to a great many centers, and calls have come for them from as far distant as the Coast, others going into the States of Illinois, Ohio, Utah, and so on. Thus far the only house to be definitely decided upon for representation is the Lansing Sales Co., which will merchandise this product in the New England field.

Use Talking Machine Record Chimes

There was an interesting experiment tried out at the Center Methodist Church in Malden a short while ago which develops a new use for talking machine records. In short, records were used to call the neighborhood to worship, the records used being those which in their reproduction of some musical number use the chimes or bells. The experiment was under the management of Charles W. Harper, inventor of the Oriphone and president and treasurer of the Harper Oriphone Co. of Boston and Everett. A Columbia machine was installed in a closet in the basement of the church and the music was carried up to the belfry by means of an amplifier. The bell selections played were "O Come, All Ye Faithful," "Lord, Dismiss Us With Thy Blessing" and "Auld Lang Syne." The music was carried to quite a distance and Mr. Harper said later that under perfectly quiet conditions the talking machine chimes ought to be heard for a distance of two or three miles.

To Prevent Fraudulent Sales of Talkers

It is likely that the Massachusetts legislature will pass a bill which has been favorably reported by the committee on mercantile affairs and has passed the House, and which seeks to prevent the fraudulent sales of talking machines, pianos and automobiles. The bill is fathered by Harry Spencer, of Kraft-Bates & Spencer, the Brunswick wholesale house, and the name of Frank B. Finney, of this same concern, also appears on the petition for the bill. The bill

(Continued on page 68)

Eighty-eight Years of Experience

1834

in the merchandising of music and musical products is back of
DITSON SERVICE.

1922

This experience enables us to anticipate and meet the problems of the retailer to the fullest degree and offer much beyond the simple delivery of goods.

OLIVER
DITSON
COMPANY
BOSTON

VICTOR EXCLUSIVELY

CHARLES H.
DITSON
& CO.
NEW YORK

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

provides a penalty of \$100 or six months' imprisonment or both upon any person who, with intent to defraud, alters, tampers with or obliterates the patent number, manufacturer's serial number, or the trade-mark or trade name on any talking machine, piano or automobile. The bill would also make possession for the purpose of sale of any such article which has been thus tampered with prima facie evidence of intent to defraud. Conditions that have invited the passage of this bill are more or less familiar to persons in the talking machine trade in particular, for, following the theft of machines that have been leased, perhaps it has been hard for the original dealer to identify his property. There is a Federal law touching the question of patent numbers which to a considerable degree safeguards the interests of dealers, but it has been thought that there would be a double protection through the passage of a State law.

Tremont Talking Machine Co. to Handle Radio

The Tremont Talking Machine Co. is still another concern to install the radio. A large portion of the second floor is given over to the demonstration and sale of outfits and parts, and one of the two large show windows is attractively arranged with all sorts of apparatus set against a background of blue curtains. There is an antenna on the roof and there isn't an hour of the day when snatches of something from the outside world cannot be picked up. The department is under the management of Winn Campbell, a radio expert, who has had connection with several large electrical houses.

Fred E. Mann on Extended Trip

Fred E. Mann, head of the wholesale department of the Columbia Co., is off on an extended business trip through southern New England and he will not be back in town for a week yet. He is in particular spending much time in Rhode Island and Connecticut and is making the trip by motor.

Several from the Boston headquarters were



**STEINERT
SERVICE
SERVES**

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
84% of Domestic Records in the Victor Catalog now in our stock

M. STEINERT & SONS

New England Victor Wholesalers

35 Arch Street

BOSTON

**AT YOUR COMMAND
ANYWHERE IN NEW ENGLAND**



among those attending the annual meeting and dinner of the Connecticut Columbia Dealers' Association held in Bridgeport, late in April.

J. Norman Mason Welcomed

The local trade is glad to welcome back into its midst J. Norman Mason, who is located in Boston with the Grafonola Co. of New England,

where he is to manage for Arthur C. Erisman his Columbia business. Mr. Mason was with this same concern several years ago and in the meantime has been operating a Columbia shop of his own in Cambridge. Now that Mr. Erisman has been turning his personal attention to pushing the Strand, for which he has the whole-

KRAFT-BATES AND SPENCER INC.
NEW ENGLAND DISTRIBUTORS



**Why Less Competition Means
Bigger Opportunities**

One of the outstanding advantages of being a Brunswick dealer at the present time is the fact that he is not so likely to be educating his prospects to buy a Brunswick Phonograph or Brunswick Records from a rival dealer.

The time will undoubtedly come when this will not be true, but right now it is the secret of the great success of many a dealer who grasped the opportunity to be the only, or almost the only, distributing point in his community for this widely advertised and popular make.

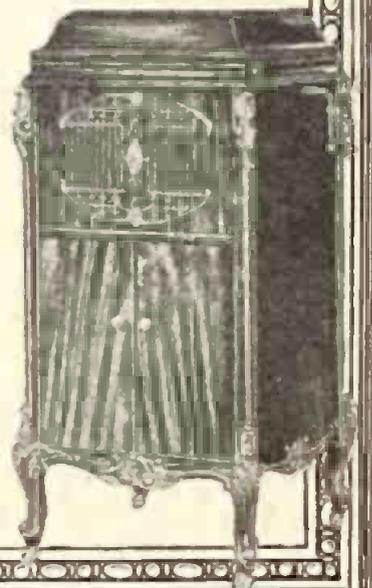
When selling a prospect on other standard makes a dealer is too often only preparing the harvest for the other fellow to reap.

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

Steel Needles

NEW ENGLAND DISTRIBUTORS
Albums Record Brushes

Khaki Covers



sale field here, he looked to Mr. Mason as one who could take the regular business off his hands, as he is perfectly familiar with the Columbia product.

Henry Smith Co. Activities

The Henry Smith Co., manufacturer of Lansing covers for talking machines, pianos, benches, etc., is now well established in its new quarters at 2 Hudson street, this city. Henry W. Smith, of this company, recently acquired this business from the Lansing Sales Co., which continues to distribute the covers. Mr. Smith is thoroughly familiar with this field, having been connected for a number of years with the Lansing Co., and reports that the demand for covers continues in an entirely satisfactory manner, and is confident that the future will witness a steady increase in business. The Henry Smith Co. is working on a new type of console cover, and also some new covers for the portable machines, for which an initial order for 2,000 has already been received. Mr. Smith left on May 10 for an extended trip throughout the Middle West.

New England Co. Exhibit Attracted

The New England Talking Machine Co., manufacturer of Perfection tone arms and reproducers, exhibited its line at the Home Beautiful Exposition, held in Mechanics Hall, from April 15 to 29. The exhibit included attachments for the Edison machines whereby lateral cut records may be played, and also attachments for needle-playing machines whereby hill and dale records may be played. The demonstration was conducted with the idea in mind of showing the general public how to get the best results from talking machines.

Takes on Radio Receiving Sets

The Lansing Sales Co., which is a distributor of accessories in both the talking machine and piano fields, has recently added a complete line of radio receiving sets and parts. In literature covering these various fields, it has been found that the best results are obtained through a separate appeal. Following this idea a recent piece of literature has been produced entirely on the subject of piano accessories. This folder is of sixteen-page size and lists Lansing moving covers for both pianos and benches, Lansing scarfs, the concert demonstration series of Q R S rolls, Lansing duet benches, player benches, combination player benches, junior benches, chairs, stools and frames for the displaying of hangers supplied by roll manufacturers. The Lansing Co. notes a steady improvement in business conditions and believes that this improvement will continue steadily.

Visited New England Trade for Cheney

Stephen Colahan, wholesale distributor for the Cheney phonograph in the New England field, is home from a trip into Maine, where he especially visited Portland and Bangor, in both of which cities he found business picking up most perceptibly. His brother, F. A. Colahan, who is associated with him, has just returned from a trip into Connecticut.

New Brunswick Dealer in Bangor, Me.

The latest wide-awake concern to sign up with Kraft-Bates & Spencer to carry the Brunswick proposition is the Farrar Furniture Co. of Bangor, Me., whose establishment at 93 Main street is one of the largest concerns in that city. Frank B. Finney, of the Boston house, consummated the deal during a trip into the Pine Tree State. The Brunswick business is pushing ahead

EASTERN SERVICE

NEW ENGLAND SERVICE FOR NEW ENGLAND DEALERS



Having no retail connections — either directly or indirectly — and with our efforts and interests concentrated on your problems, Mr. Dealer, we can serve you best.

Wholesale Exclusively.

85
ESSEX
ST.

THE EASTERN TALKING MACHINE CO.
VICTOR DISTRIBUTORS

BOSTON
MASS.

in this territory in most creditable manner, thanks to able and business-like management.

Open Victor Agencies

The M. Steinert & Sons Co. has opened up several new accounts within the past month. These are C. F. Spooner, of New Bedford, who, having taken over the Victor stock lately handled by G. T. Richards, held a big opening

on May 1 at the enlarged quarters at 836 Purchase street, that city. Another is the Mangaruar Music Co., Inc., at Quincy, which lately has conducted a place in South Braintree, but is now represented in the Wollaston section as well as in Quincy. Wholesale Manager Kenneth Reed, of Steinert's, reports the Victor business as

(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

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.

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

showing a rapid improvement and this applies to machines of the more expensive sort as well as to records.

Association Luncheon a Big Success

A new era in the history of the New England Music Trade Association was ushered in on May 2, when the first of a series of luncheons was held at the Engineers' Club, which was in all respects a "hummer" and should augur well for the subsequent success of this association, too long in a dormant state. Some may say that it is in part due to new blood, yet in the present case it was some of the old-timers who put their shoulders to the wheel and actually were able to "put it over." President Frank S. Horning, of the company bearing his name, sat at one of the tables and had with him as association guests Major Judson Hannigan, of General Clarence R. Edwards' personal staff; and William Courtney, of the "Smooth as Silk" company, playing at the Selwyn Theatre. There were seventy-five men present, considerably more than provision had been made for. Dan Sul-

livan, of the C. C. Harvey Co., played continuously while the guests were assembling and Miss Ruby Forbes, of the Boylston street store of the M. Steinert Co., sang to Sullivan's accompaniments, and later several times to her own accompaniment.

Major Hannigan gave a valuable short talk on "Co-ordination and Co-operation" and showed how unfortunately the people of to-day are inclined to distrust the other man, something which is a decided deterrent to business progress. He thought that where there was co-operation there usually is co-ordination, and the two are essential if business is to move forward with the least friction. President Horning brought the hour and a quarter to a close with an appeal for that very co-operation that Major Hannigan had thought so necessary. He explained that it is proposed to hold these luncheons every two weeks. The success of to-day's luncheon was largely due to the committee of arrangements, President Horning, Kenneth Reed, of the Steinert house, and A. J. Cullen, of the Lansing Sales Co., supplemented by Harry L. Spencer, of Kraft-Bates & Spencer, who procured Major Hannigan. There will be a new committee for the next luncheon, as it is planned to have a separate group of members to arrange such programs. One mustn't forget a word of tribute for Secretary William F. Merrill, who always puts a lot of time into the association gatherings. He is responsible for the catchy folder announcement printed in red and black, which the members received several days in advance of the luncheon.

Big Musical Affair in Woonsocket

Quite a number of the local Victor attachés of the Steinert house are planning to go down to Woonsocket, R. I., on May 14 for the big concert which is being arranged by the La Roe Music Store, at which Paul Whiteman's Original Palais Royal Orchestra is to furnish the music. The concert is to be given in the new Laurier Theatre and it is understood that even now all the tickets have been sold.

Some Day for Herbert Shoemaker

Saturday, April 29, was a great day for Herbert Shoemaker, who is sales manager for the Eastern Co., for the Pennsylvania crew on the Charles River crossed the finish line a trifle more than one-quarter of a length ahead of the Harvard crew. The course was for one mile and 550 yards, and Shoemaker followed the Penn varsity oarsmen all the way along the course, as in fact he did at the practice work on the day before. Some day for Shoemaker.

H. G. Russell in New Post

H. G. Russell, who formerly covered the New England territory for the Victor Talking Machine Co., has been made manager of the Outlet Co., one of the largest talking machine dealers in Providence, R. I.

Some News Brieflets

Wholesale Manager Barg, of the Vocalion Co., has just returned from a survey of some of the mill cities of New England, especially those in Massachusetts, and, despite the present condition where textile and other strikes are operative, he finds cause for hopefulness, and he thinks that at the end of two or three months things will considerably have righted themselves. Manager Wheatley, of the retail department of the business, has been over in New York for several days in conference with the home officials.

Joe Burke, of the Musical Supply & Equipment Co., was over in New York a few days ago and was able to get another consignment of the new console type of Sonoras, which have been proving popular with the local dealers.

Widener's, which had been located at 23 West street for some fourteen months, has moved off the street level and is located upstairs at No. 21, where Mr. Widener has his offices. The retail business continues to be managed by Charles Shaw.

Genuine courtesy springs from the heart, not from the lips.

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

OPEN NEW ESTABLISHMENT

Kneupfer & Dimmock, of Lawrence, Mass., Honored by Large Attendance at Formal Opening

LAWRENCE, MASS., May 5.—"The House Reliability Built," known by its firm name of Kneupfer & Dimmock, dealers in pianos and musical merchandise, recently opened a new establishment at 286 Essex street, this city, and the occasion drew together a large number of townspeople and many merchants identified with the musical business from other places. All day from 9 a. m. to 9 p. m. the store was full of people and the three leaders in the concern, R. G. Kneupfer, the head of the house; Henry McDade, the head salesman in the piano department, and Fred Casper, the firm's chief bookkeeper, together with the entire staff were kept busy receiving the visitors. The building is five-stories high with a commodious basement and the talking machines which the house carries, namely the Brunswick, Victor and Edison lines, have the place of honor on the ground floor and are also artistically grouped in the balcony. At the opening there were a number of talking machine representatives present, including the houses of Pardee-Ellenberger Co., the Lansing Sales Co., the Eastern Talking Machine Co., and the Hallet & Davis Co., whose new talking machine lately put on the market is likely to be included in the list to be had at this enterprising Lawrence warerooms.

The interior of the warerooms was a bower of floral loveliness, these being the contributions of the many musical houses with which Kneupfer & Dimmock do business. The house presented its guests dainty souvenirs in the shape of small gold pencils.

ALTERATIONS AT STEINERT STORE

FALL RIVER, MASS., May 2.—Extensive alterations are under way at the establishment of M. Steinert & Sons, 52 North Main street, here. A feature of the store, when the work of remodeling is finished, will be the sound-proof booths for the demonstration of Victor talking machines and records. The interior decorations will be in mahogany and old ivory, with green appointments and carpeting.

"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 2 sizes, collapsible tubes; ¼, 1, 5, 10, 25, 50 lb. cans.

Manufactured only by
HARTZELL CRUCIBLE CO.

North Side, Pittsburgh, Pa.

Factory Representative

LOUIS A. SCHWARZ, INC.

1265 Broadway, New York City

S. F. LARRIMORE

5836 Easton Ave., St. Louis, Mo.

FOR SALE BY ALL LEADING JOBBERS

LANSING KHAKI
COVERS

The Pioneer Moving Cover



High
Grade

Government
Khaki

Dealer's Prices NOW:

\$6.00

medium
size
43"x20"x23 ½"

\$6.50

large size
49"x23"x24 ¼"

\$7.35

extra large
52"x22 ½"x23 ½"

Fitzall Leather or No. 3x Strap
\$2.50

Piano Moving Covers \$18.00

SLIP AND RUBBER COVERS
FOR PHONOGRAPHS AND PIANOS

DISTRIBUTORS

Lansing
SALES CO.

170 Harrison Avenue
BOSTON, 11, MASS.

S A I N T L O U I S

Radio Situation in Local Trade—What Talking Machine Dealers Are Doing in This Field—Music Week Celebrated—The News

ST. LOUIS, Mo., May 9.—There has been no material change in the condition of the talking machine business in St. Louis during the past month. An interesting development has been that, relatively, records have not done as well as machines. This is ascribed, in some degree, to the increasing interest in the radiophone. Owners of machines who have been constant and consistent purchasers of new records seem to be turning their attention increasingly to the radio broadcasting. There is difference of opinion among talking machine men as to the extent that the radio is likely to permanently affect the talking machine business. The department stores are the first to take up radio. At the Famous & Barr Co. and the Stix, Baer & Fuller Co. it is hooked up with the talking machine departments. At the Scruggs, Vandervoort & Barney Co. it is handled separately. The Famous & Barr Co. has been selling receiving sets and parts for some time. Manager J. F. Ditzell, of the talking machine department, under whose direction the radio branch of the business is being developed, is proceeding cautiously and conservatively, waiting for radio to find itself and for a working out of the details of regulation. He attended the recent radio show at Pittsburgh and is keeping closely in touch with developments.

The Stix, Baer & Fuller Co. is the first to put in a broadcasting plant. A special sound-proof room has been constructed on the top floor. On the roof is a six-wire antenna 150 feet long stretched between two forty-foot steel flagpoles. The initial program was given the last week in April, with Mayor Kiel as the principal speaker. Programs are given Monday, Wednesday and Friday evenings of each week. Part of each program is contributed by Victor and Brunswick records. The Hardman reproducing piano also is used. Artists of note and professors from the colleges are on the programs. A radius of 500 miles is served and Manager F. J. Ennis expects to increase it to 1,000 miles. A stock of receiving sets has been received and the business in these is crowding the talking machine business. Manager Ennis expects the radio to be absorbed without hurting the talking machine business in the long run. He thinks that a combination phonograph and radiophone will be worked out, in console model, with the phonograph on one side and the receiving radio on the other, both hooked into the tone chamber, which will serve as a loud speaker for the radiophone. Head phones, he thinks, will disappear.

At Vandervoort's the radio outfit is on the second floor, distinct from the talking machine department. There are no present plans for connecting them up. Manager A. W. Hosier does not believe that the radio is going to affect the talking machines. He is not enthusiastic over the results now being obtained, comparing them with the rasping and indistinct renditions of the early talking machines, and although he thinks there will be improvement he does not expect radio to replace talking machines. For one thing, the element of choice is lacking, people having to take whatever is in the air.

Sonora Men Report Progress

J. E. Maunder, manager of the local branch of the C. D. Smith Drug Co., St. Joseph, Mo., Sonora distributor, and E. D. Coots, of New York, special representative of the Sonora Co., have just completed a trip throughout the Southwest. They spent three or four days the first part of April with the Jones Store Co., of Kansas City, Mo., which had its opening on Sonora phonographs at that time. Mr. Lee, newly appointed manager of the phonograph department of the Jones Store Co., was very much enthused with the line, and had the opportunity of doing some nice Sonora business to start with, which included some high-class period business, with the

prices for these instruments ranging about \$500.

Mr. Maunder reports that he is in receipt of some good business, and the dealers throughout the entire trip were very optimistic for the balance of 1922.

"The dealers all realize," he says, "as well as we, that the phonograph business is getting on a good deal firmer basis than it has been in the last three years, and with the dealers building as they are to-day it should mean that the phonograph business will be and should be more stabilized than ever before."

Undergoes Serious Operation

Mrs. F. J. Ennis, wife of Manager Ennis, of the Stix, Baer & Fuller talking machine department, underwent recently at the Jewish Hos-

pital a very serious major operation. She was unconscious practically all of the time for two days after the operation, but as this is written she is reported to be out of danger.

Dealers Co-operate in Music Week

The St. Louis talking machine interests co-operated fully in the observance of Music Week the last week in April. Talking machines figured in the many music programs of the week, arranged under the direction of the Civic Music Association of St. Louis. The slogan for the week was, "Give a Thought to Music." St. Louis gave more thoughts to music than it ever did before in the same length of time. Beneficial effects in a business way are confidently expected.

Featuring the Wallace Reducing Records

W. C. Catlin, St. Louis agent for the Wallace reducing records, is placing them advantageously and reports large sales. L. M. Schlude, of the Silverstone Music Co., is handling them in the Edison trade and his "Get thin to music" advertising is bringing results. A demonstration of

(Continued on page 72)

de Forest

Important Announcement

Lee De Forest, Ph. D., Sc. D., is connected with but one manufacturer of radio equipment, the De Forest Radio Telephone & Telegraph Co.

This Company, which was a pioneer in the radio field, has the sole rights to all of Dr. De Forest's radio patents and these rights will be protected against any infringement to the fullest extent of the law.

The word Radiophone as well as the name De Forest are exclusive trademarks of the De Forest Radio Telephone & Telegraph Co. Being registered trademarks, they cannot lawfully be applied to other than De Forest products.

The patronage of the limited number of distinguished talking machine houses now dealing in De Forest Radiophones is the surest proof of De Forest prestige and superiority.

RADIOPHONE

REG. U.S. PAT. OFF.

**De Forest Radio Telephone
& Telegraph Co.**

Franklin St. & Central Ave.

Jersey City, N. J.

Geor - gia! Geor - gia! My home sweet home

GEORGIA

Irresistible Fox Trot - Full of Rhythm and Snap - It's a Hit

Proved Instantly Popular in Vaudeville
—A Great Favorite with Dancers.

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

HEAR IT NOW!

TRADE HAPPENINGS IN ST. LOUIS

(Continued from page 71)

the records was given for an hour one day recently at the Vandervoort auditorium by Mrs. Euse White Harris, a high school physical director, and sales of the sets were greatly increased in the Vandervoort talking machine department. A large mail order sale is reported out of St. Louis.

Edison Shop Opens in Paducah, Ky.

L. M. Schlude, of the Silverstone Music Co., has returned from Paducah, Ky., where he assisted at the opening of the Wahl & Sin Edison shop, which he says is the prettiest thing in the Silverstone territory except the Silverstone store here.

E. J. Miller, of the Silverstone Music Co. sales organization, was top man on sales for April. Two new Console models, the Chippendale, \$295, and the William and Mary, \$325, have been received by this company and are attracting favorable attention.

J. A. Schlichter, retail sales manager of the Silverstone Music Co., was married recently. The Silverstone employees presented the couple with a clock.

R. G. Metcalfe, formerly of the Silverstone Music Co., is preparing to go into business at Maplewood, a St. Louis suburb.

Myron Goldberg, vice-president of the Silverstone Music Co., has returned from a business trip to New York.

Acting in an Advisory Capacity

Miss M. Easley is making a canvass of Edison owners in St. Louis for the Silverstone Music Co., giving advice in the selection of records and adjusting complaints, where there are any, and rendering a general personal service.

Some Personal Brieflets

Frank J. Coupe, vice-president and sales manager of the Sonora Co., New York, was in St. Louis recently.

Manager A. W. Hosier, of the Scruggs, Vandervoort & Barney talking machine department, says the April business of that department was

the biggest in its history, with sales of Victor consoles and electrics predominating, but with the record demand not so good.

B. J. Pierce, manager of the talking machine department of the Jenkins Music Co., Kansas City, Mo., was here the latter part of April attending a Masonic ceremonial.

George Mickel, of Mickel Bros., Omaha, Neb., passed through St. Louis on his way back to Omaha from a visit to his old home in Ohio.

J. H. Bennett, of the Brunswick Co., has returned from a business trip to Springfield, Mo., and Little Rock, Ark.

T. L. Husselton, Victor factory representative, spent several days here recently sizing up trade conditions, which he found satisfactory, as he had also in Kansas City and through the Southwest.

Koerber-Brenner Victrola Exposition a Success

The Koerber-Brenner Victrola Exposition, which has been touring for several weeks, returned to St. Louis May 1. Miss Golda Airy, who accompanied it as lecturer and demonstrator, reports that the tour was a complete success in every way—in fact, it exceeded expectations in increasing interest in the Victrola.

SPECIAL VICTOR RECORD RELEASES

Four Records Announced for Release to Public on May 20—Timely Hits Included

The Victor Talking Machine Co. has announced a special release of four records which will be placed on sale on May 20. The first record, 18882, is of "Swanee River Moon," medley waltz played by International Novelty Orchestra, and "Do It Again," fox-trot, played by Whiteman. Then come 18884, "Mammy Lou," and "Pick Me Up and Lay Me Down in Dear Old Dixie Land," sung by the Peerless Quartet; 18890, "California," played by Club Royal Orchestra; and "Who Believed in You?" played by All-Star Trio, and 18891, "Some Sunny Day," fox-trot by Whiteman, and "Rosy Posy," fox-trot by Club Royal Orchestra.

DIAMOND JUVENILE CONSOLES LIKED

Demand Is Growing for This Small Talking Machine—It Seems to Fill a Place All Its Own—Travelers on the Go

The Diamond Products Corp., New York City, manufacturer of the Diamond Juvenile console talking machine, reports that the demand for this instrument has been far beyond expectations. In fact, it has resulted in the taking over of considerable larger space in the Oswego factories than was first planned for to adequately care for the numerous orders received. The shipments of these small machines are now being allotted, the first of which will leave the factory on June 1, but it is hoped that they will be able to ship some before this date. General Manager H. B. Foster, who has been spending considerable time at the Oswego factories, recently left for Chicago to take in the last week of the Toy Fair which is being held there, and he is planning to visit important trade centers on his way back to New York.

J. B. Price, Middle West representative of the company, is now on an extended tour through his territory, and is booking orders for the juvenile console, also for the entire equipment which the company makes for installation in the children's booth. He stated that dealers were keenly enthusiastic about this booth equipment, and that most dealers whom he called on, whether they already had a booth of this nature or not, readily praised this new equipment, and in consequence ordered it.

Lee Conover, New England representative, made the trip to Chicago with Mr. Foster, and at the conclusion of the Toy Fair started out on an extensive tour to the Far West, touching important points on the way out and returning by a southern route, which will necessitate his being away from New York for some weeks to come.

COLLINGS & CO. SALES SCHOOL

F. A. Delano, of Victor Co., to Hold Special Classes in Newark Next Month Under Auspices of Victor Wholesalers

Collings & Co., Newark, N. J., recently completed arrangements with the Victor Talking Machine Co. whereby a salesmanship class, under the direction of F. A. Delano, director of the Red Seal School, will be held in the display rooms of Collings & Co., from June 5 to 8 inclusive. Those making application must attend the entire course and many dealers and Victor sales people in New Jersey and Northeastern Pennsylvania have signified their intentions of attending.

The course, covering four consecutive days, will be divided into two sessions, from 9.30 to 12.30 in the morning, and from 2 to 5 p. m. each day. Heretofore these courses had only been available to those who attended the sessions at the factory, and bringing them to the dealer direct should receive a ready response.



Do NOT Delay Ordering the Lea Phonograph and Talking Machine TRUCK,

if you expect to reduce your overhead, as we may not be able to ship promptly later in the season. With this truck one man is able to demonstrate the largest machines in the home, the best place ever to clinch a sale.

We have a circular for you. Ask for it.

Also

Piano Trucks, Hoists, Covers and Straps

Made only by

Self Lifting Piano Truck Co.
FINDLAY, OHIO



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

TONE ARMS
Fletcher
 REG. TRADE MARK
REPRODUCERS

Fletcher
 REG. TRADE MARK



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

IN PITTSBURGH

Trade Improvement Continues—New Edison Dealers—Music Week Celebration a Success—New Vocalion Distributors—The News

PITTSBURGH, PA., May 10.—Trade conditions in the talking machine sector of the Pittsburgh district have shown for the past month more than ordinary improvement, and the leading dealers in talking machines in the downtown district are of the opinion that May will show a better sales period than the same month a year ago. The industrial situation is clarifying slowly and the general expectation is that the iron and steel mills will continue to show the same gain in operation that they have in the past few weeks. The coal miners' strike is slowly fading away, and it is believed that this month will see the finale of the walkout with the miners resuming work and general prosperity returning.

Take on the Edison Line

One of the outstanding events of the past month was the formal taking over of the retail Edison shop, formerly conducted by the Buehn Phonograph Co., by the Columbus Music Co., of which John Henk is the well-known proprietor. For a number of years Mr. Henk has conducted the Columbia shop at Sixth street and Duquesne way. When the Buehn Co. decided to relinquish the retail Edison shop Mr. Henk entered into negotiations with Mr. Buehn with the result that an Edison department has been opened in the Columbus Music Co.'s shop. A full line of the Edison phonographs and Edison records will be found on display in the new quarters.

In speaking of the change Mr. Henk said to The Talking Machine World representative: "For some time past we had been considering the advisability of taking on an additional line of phonographs, and when the opportunity came for us to secure the Edison line we were quick to take advantage of it. We believe that we now have a very important line of phonographs with the Columbia and the New Edison. While it is too early at this date to make any definite statement, we can say that we are more than pleased that we have taken on the Edison, and we are convinced that with the facilities we have for caring for Edison and Columbia patrons we will be able to meet all demands that are made upon us. The very excellent reputation that the Edi-

son line has achieved in Pittsburgh will stand us in good stead and will enable us to maintain the good record. We have set aside a special department in our large store for the display and demonstration of the Edison phonographs and Edison records, which will be second to none in the State."

The Buehn Phonograph Co. will still continue to act as distributor in the Pittsburgh zone for the Edison line. A. A. Buehn, treasurer and general manager of the company, stated that all indications now point to a marked increase in sales. The Buehn Phonograph Co. is an enterprising concern, and has a corps of live salesmen on the road constantly who aim at giving the best of service to the Edison dealers.

Joseph Horne Co.'s New Quarters

Pending the work of renovating and rebuilding the Joseph Horne Co. store, the talking machine department, which is under the supervision of A. R. Meyer, has been moved from the second to the sixth floor. The company handles the Victor, Cloney, Columbia Grafonola and the Pooley. When the store alterations are completed the talking machine department will be one of the most elaborate and modern in the State.

Brunswick Publicity Plans Popular

The Brunswick phonograph dealers here are committed to the publicity plans that the company launched some months ago. They believe in them, due to the fact that substantial sales have been made through the co-operative advertising and billboard campaigns all over the Pittsburgh district. The large posters advertising the Brunswick phonograph have proven, in themselves, to be most attractive and compelling. Every one of the local Brunswick dealers who have participated in the publicity plan is more than pleased with the results that have obtained.

Edward Hoffmann, of the J. M. Hoffmann Co., Brunswick dealer, will make an extended tour of the Old World this Summer. Mr. Hoffmann, who is a veteran traveler, will sail from New York on Saturday, June 10, on the United States Line's steamer George Washington. Land-

ing at Bremen, Mr. Hoffmann will visit Berlin, Cologne, Mayence, Stuttgart, Munich and other German cities, and also pay a visit to Oberammergau where he will witness the celebrated Passion Play. Then Mr. Hoffmann will proceed north to Leipzig, the German city which is noted for its many industrial exhibitions, etc. Following this he will visit Belgium, the battlefields of France, thence to Paris and London and then home.

New Style Victrolas Very Popular

Thomas T. Evans, manager of the wholesale Victor department of the C. C. Mellor Co., is of the opinion that good business in the talking machine line will "come back" real soon. Mr. Evans, who is a close student of business conditions, stated that the new style Victrolas are proving very popular and are having a very brisk sale in certain parts of the territory that he covers. Mr. Evans said: "Trade conditions are showing signs of general improvement, and while the volume of sales does not show up very large, it is the repeat orders that are making it possible for us to report better business. The live and enterprising Victor dealer of to-day is constantly on the alert and is sedulously taking advantage of every opportunity to increase his business. The old-time method of seeking prospects by careful work and search will, of itself, bring many a sale that is most unexpected."

Optimistic Over the Outlook

S. H. Nichols, manager of the Pittsburgh offices of the Columbia Graphophone Co., is quite optimistic over the outlook for his clientele the coming months. Mr. Nichols said: "All indications point to a gradual resumption of business with the restoration of industrial activity for which Pittsburgh has always been noted. I am most optimistic concerning the Columbia line and its future, and I believe that we will have some splendid business this season. It is also my firm opinion that the talking machine dealer who makes up his mind to secure business will find it by diligent and persistent search. The time is ripe for good business and the up-to-date talking machine dealer will profit just in proportion as he puts forth his efforts to secure business."

The Celebration of Music Week

Music Week was celebrated in Pennsylvania the week of April 30 to May 6 under the auspices of the Department of Public Instruction. In practically every city, town and hamlet, from the Delaware river on the east to the Ohio on the west, was there a celebration of some kind during the week. Talking machine dealers took advantage of Music Week and aided local committees in the various programs that were rendered. At the State Capital, Harrisburg, the C. M. Sigler Co., Inc., Victrola dealer, was a prominent factor in the movement, as were also John Brothers, the Brunswick and Sonora dealers. The Union Music Co., Columbia dealer, emphasized the use of the Columbia Grafonola during Music Week as a medium of happiness in the home.

Dr. Thomas E. Finegan, State Superintendent of Public Instruction, in referring to Music Week, said: "I am most optimistic as to the influence which the achievements of Music Week will have upon the future of music in Pennsylvania. It will, in the first place, give support to the State plan to incorporate in the regular public school course the subject of music. Putting music in the public schools, giving it the same daily consideration that is given the other subjects of the school curriculum will mean that every child in Pennsylvania is to be given an opportunity to develop its musical talent on a par with the other intellectual talents which it possesses. To teach every child to sing is the obligation of the school as much as it is to teach it to read.

"There is no subject more attractive to the child and none which will contribute more to its cultural and moral development than music. Beginning in September next, it is to be taught daily to every child in every school in Pennsylvania. All teachers entering the teaching profession are being trained to teach this subject.



A PERFORMANCE WORTH NOTING

RELIABILITY is the keynote of the Mickel "Performance" and on this foundation we have earned and held the good-will and esteem of the Victor dealer.

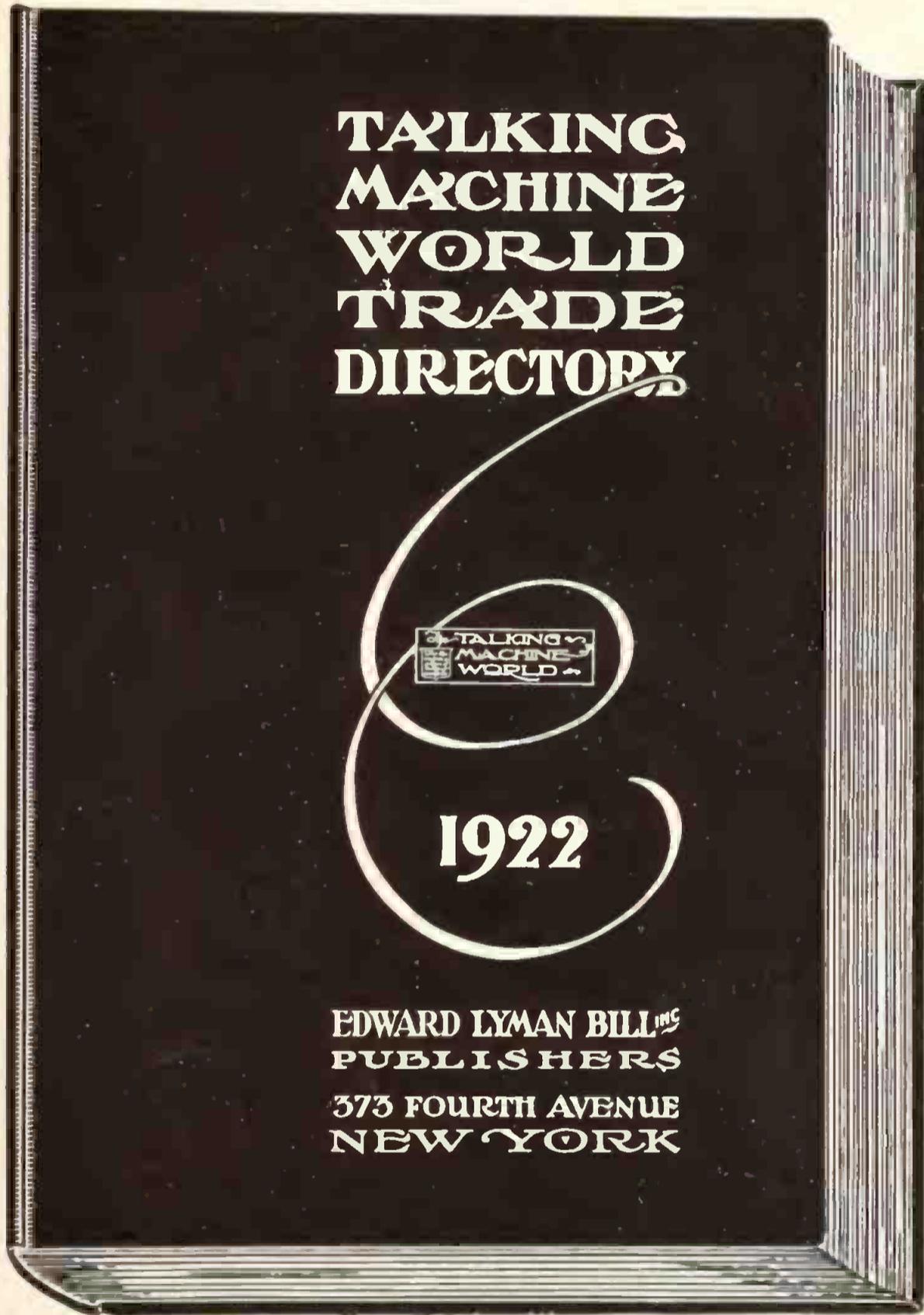
If our "Performance" interests you, we will be glad to tell you just what we mean by the word "RELIABILITY."

MICKEL BROS. CO.

411 Court Avenue

Des Moines, Iowa

BRAND NEW



Here is the handbook of the talking machine industry for which you have long been waiting. It is a directory you can keep on your desk to give you, in an instant, detailed knowledge about this and that company, which would otherwise consume much of your time to secure.

ONLY 50 CENTS

For instance, it will give you a complete up-to-date list of the manufacturers and jobbers who comprise the talking machine industry, including invaluable data about each concern, such as location of factories, names of officers, location of branch offices, trade names controlled, policy of marketing product, etc., etc.

ONLY 50 CENTS

Also it will give you a full, up-to-date list of the manufacturers who make any given class of product, such as talking machines, records, parts, accessories, store equipment, etc.

ONLY 50 CENTS

This book contains the kind of data about each concern which cannot be put into the company's current advertising for lack of space and which is nevertheless a kind of data that is valuable from your standpoint.

ONLY 50 CENTS

This volume also contains a number of pertinent articles on highly important topics and much other material too extensive to enumerate here in detail.

ONLY 50 CENTS

It is the only book of its kind ever published and is a volume which no enterprising member of the industry can fairly afford to do without. It has been produced by the publishers of The Talking Machine World.

ONLY 50 CENTS

**USE THIS
COUPON NOW**
Send Cash, Stamps or Check



EDWARD LYMAN BILL, Inc.,
373 Fourth Ave., New York City.

Gentlemen:

Please send me postage prepaid a copy of the 1922 edition of The Talking Machine World Trade Directory, in payment for which I enclose 50 cents.

Name

Firm

Street

City and State.....

Those teachers in the service who are not able to teach the fundamentals of music will also be given the required training to teach such subject.

"Pennsylvania has the musical talent which gives her the leadership in this great art. It is the duty of the State to mobilize this talent in a manner which shall make it effective and bring the power of music to bear upon the education and development of the coming generations."

Appointed Vocalion Distributors

C. W. and R. H. Keith, who organized the Sonora Distributing Co. here, have been appointed by the Aeolian Co. to distribute the Vocalion Red-records here. O. W. Ray, general manager of the Vocalion record department for the Aeolian Co., was in Pittsburgh and made all the arrangements for the transfer of the lease at 505 Liberty avenue, and all stock from the Clark Musical Sales Co. to the Sonora Distributing Co. All members of the Clark organization in Pittsburgh will be employed by the new Vocalion record distributor. Charles MacKinnon will be the district manager for the Vocalion Co. in the Pittsburgh district.

Victors in Radio Broadcasting

T. E. Shortell, manager of the Victor department of the S. Hamilton Co., has arranged with the Doubleday-Hill Co., of Pittsburgh, to furnish Victor records and a Victrola for use in the radio broadcasting station that the concern operates every night. The Victor records for the concerts are selected by Miss Hildegard Wehrle, of the sales staff. Considerable interest is taken in the Victor recitals by many persons who manifest their satisfaction by purchasing certain records that appealed to them.

IMPORTANT BRILLIANTONE MOVE

Dealers' Imprints Now Placed on Metal Boxes on Orders as Small as 500,000

The Brilliantone-Steel Needle Co., New York City, has made the important announcement that hereafter dealers may obtain Brilliantone needles in metal boxes with their individual imprint on orders for quantities as small as 500,000 needles. Hitherto it was necessary to place a 5,000,000 needle order to receive the needles in this packing. These metal boxes not only provide an excellent advertising medium for the dealer, but also create a decidedly favorable impression on the part of the consumer in the knowledge that the dealer is big enough to have a product packed for his special purposes. The sale of Brilliantone needles during April passed all previous records in the history of the Brilliantone organization.

L. J. Unger, of the Brilliantone sales staff, is in the Canadian territory and is sending in substantial orders. V. C. Kent is attaining equal success in New England.

B. R. Forster, president of the Company, left on Sunday for Chicago and the Middle West.

L. C. LINCOLN ATTENDS CONVENTION

Sonora Advertising Manager Attends Advertisers' Convention—Visits Jobbers and Dealers

L. C. Lincoln, advertising manager of the Sonora Phonograph Co., returned to New York a few days ago after attending the annual convention of the Association of National Advertisers, held at Chicago, May 3-6. The Sonora Phonograph Co. is a member of this association, and a number of important topics were discussed at this year's convention. Mr. Lincoln took advantage of the opportunity to visit Sonora jobbers and dealers in Syracuse, Detroit and Milwaukee, and the reports he received indicate that Sonora representatives as a whole are enjoying a healthy business and are optimistic in their predictions for a satisfactory year.

INSTALLS RADIO EQUIPMENT

E. G. Rockwell, music merchant of Akron, O., has installed a radio receiving set in his store and is announcing weekly concerts. The idea has attracted much favorable attention.

LANDAU'S FINE NEW QUARTERS

Victor Line Featured in Spacious Establishment
—Install Radio Department

WILKES-BARRE, PA., May 5.—Landau's music store recently moved into its new quarters at 34 South Main street. This is considered one of the most handsome and spacious establishments devoted to the sale of talking machines and musical instruments in this part of the State. The Victor line of talking machines and records is prominently featured in the new store. Forty large rooms for the demonstration of machines and records are a feature of the store.

A radio department has also been opened in which large stocks of radiophones and radio supplies are handled. In this connection a broadcasting station has been erected on the roof of the building from which nightly programs are broadcasted for a distance of ninety miles.

Thompson H. Rowley, well-known musician of this city, has been made manager of the musical instrument department. The members of the Landau firm include Hyman Landau and

Harry Michlosky. The company operates stores in this city, Pittston and Hazleton, Pa.

W. C. Blackwell, a customer of Landau's, recently contributed a poem to The Sentinel in which he extols this house, its stock and its methods.

SONORA IN THE WALDORF

Handsome Art Model Installed in Famous Hotel
—Visitors Praise Its Tone and Appearance

Visitors to the handsome oak room in the famous Waldorf-Astoria Hotel, New York, have commented enthusiastically on the artistic appearance of a Jacobean Robespierre Sonora art model, which was installed in this room a few weeks ago. George E. Brighton, president of the Sonora Phonograph Co., was responsible in a considerable measure for the honor bestowed upon the Sonora phonograph by the Waldorf-Astoria management.

The talking machine business of Forrest Worell, Tipton, Ind., has been purchased by Ed. Hewitt.

IMPORTANT NOTICE

Growing Demands for Radio
ARE YOU PREPARED?

DO
YOU
KNOW ?

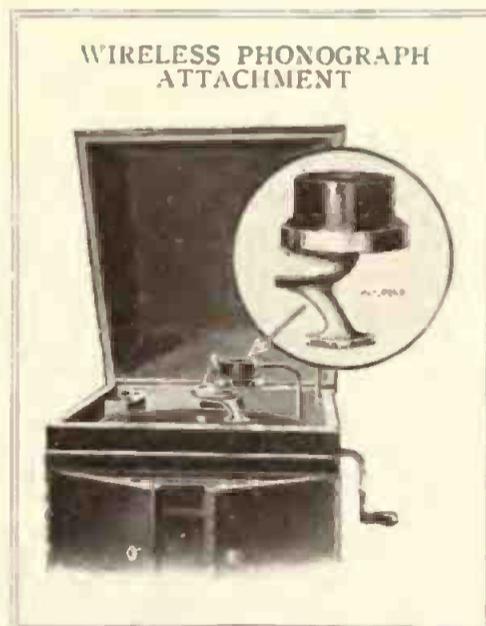
We are constantly supplying the Largest Phonograph Dealers throughout the country with

R-a-d-i-o - S-u-p-p-l-i-e-s

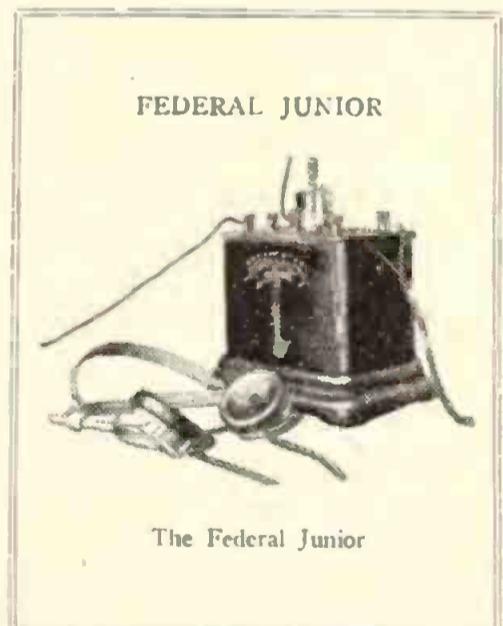
FOR IMMEDIATE DELIVERY

5000 HEAD SETS
2500 RECEIVING SETS

Complete Accessories Department
Orders Shipped Same Day Received



Retails at \$3.00



Complete Retails \$25.00

Write for Special Discounts

Self-Service Phonograph Company, Inc.

167 West 18th Street (at 7th Ave.) New York

TELEPHONE 2765 CHELSEA

Entire Building Devoted to **RADIO RECORDS**

CONSOLIDATED SERVICE

Our watchword is Service. We realize that "you want what you want when you want it," and we give it to you. The first requirement of good service is to fill orders promptly. We can do this because we make it a point never to allow our stock to become depleted. We have always on hand a full and complete line of

Okeh Records

The Records of Quality

Okeh dealers are experiencing a fast growing demand for the famous Okeh Records. They are gaining popularity with the record-buying public with remarkable rapidity. If you are not carrying Okeh records you are missing a great business-getting opportunity. You can cash in big on Okeh record business. We show you the way. Write us for the most advantageous dealers' proposition in the country.

Consolidated Talking Machine Co.

227 W. Washington St.

Chicago, Ill.

Branch: 2957 Gratiot Ave., Detroit, Mich.

CLEVELAND

Kennedy-Schultz Co. Reorganization—Dreher's New Victor Department—Lyradion Interests—Columbia Sales Class—The News

CLEVELAND, O., May. 6.—Several important changes in the talking machine industry in this section mark the turn of the month. The Kennedy-Schultz Co. is planning a reorganization, with C. H. Kennedy in charge and H. C. Schultz contemplating entering another branch of the field. In this connection Edward F. Carson, special representative of the Granby interests, has been in Cleveland conferring with Mr. Kennedy on the future development of the Granby in Ohio. Plans call for a still more intensive campaign on Granby under the Kennedy supervision.

While here Mr. Carson expressed the opinion that the underselling practices, prevalent here as elsewhere in the country, are a benefit rather than a hindrance to good business, in that the quicker such stocks are disposed of, the sooner a strictly normal basis for the industry as a whole will be reached.

A Change in Alliance

Another change of interest is the acquisition of the Drake & Moninger Co. account at Alliance by J. H. Johnson's Sons Co., of that city, who will continue to develop the retail Victor business in that locality. Edward B. Lyons, general manager of the Eclipse Musical Co., Victor wholesaler, assisted in perfecting the details of this change.

Still another development of importance is the announcement of the H. B. Bruck & Sons Co. to enter the downtown district. The firm will take the store formerly occupied by the J. T. Wamelink & Sons Co., Huron road near Euclid, and may become an Edison factor, along with the retailing of other talking machines.

New Victor Department at Dreher's

Likewise, added prestige for the Victor interests is the result of the installation of a fine Victor department in the new store of the B. Dreher's Sons Co., also on Huron road near Euclid, where, under the capable direction of William Gordon Bowie, this branch of the business is expected to develop a significant showing. The installation of this department is the result of the joint work of Edward B. Lyons, general manager, the Eclipse Musical Co., and Howard J. Shurtle, general manager, the Cleveland Talking Machine Co., Victor wholesalers. Nine booths and much space on the ground floor of the new Dreher establishment will make up the department.

Brunswick Branch Moves

Removal of the Brunswick wholesale branch in Cleveland to a better and more adaptable location also is about completed. The new quarters will be at St. Clair and West Sixth, and under the direction of J. L. DuBreuil, district manager, and E. F. Hughes, service manager, an efficient co-operation for all dealers will result.

The much heralded "Molly Darling" musical comedy made its appearance in Cleveland during the last week, and Cleveland music followers obtained their first glimpse of the giant Victrola and Victor records which form a significant part of the piece. The time was not ripe, however, for the sale of records between the acts, as planned, but this will be a feature of future performances as soon as regular records are obtainable, a member of the company informed the writer.

Exhibits at Building Exposition

Advantage of the American Building Exposition was taken by two local talking machine factors, the May Co. talking machine department and the Bohm Manufacturing Co. Dan E. Baumbaugh, gifted manager of the May Co. department, was in charge the greater part of the time, and will have a significantly large prospect list to develop during the Summer, since Manager Ralph P. Stoddard, of the building show company, asserts that close to a quarter of a million persons went through the doors of the

great public hall during the week of the show. Equally good results were reported by the Bohm factors, who introduced their Opera Grand phonograph and types of talking machine cabinets.

During the period Manager Dan E. Baumbaugh, of the May Co. talking machine department, has introduced the Wallace reducing records and the Walter Camp "Daily Dozen," and though the feature has been operating only a few weeks twice as much space is needed to handle this part of the business. A capable girl demonstrates the records for women, and Mr. Baumbaugh himself does the same for the men. Many full sets have been sold, according to Mr. Baumbaugh, who can guarantee the good results from personal experience, he asserts.

Columbia Salesmanship Class

Another factor that has been beneficial to Columbia interests in the last week or so has been the class in salesmanship conducted by W. H. Inderrieden, salesman in District No. 2, of the Cleveland Columbia branch. Mr. Inderrieden



Columbia Salesmanship Class in Session

called in several dealers and other aides, and the interchange of information resulted in immediate boost in business. In the picture District Manager S. S. Larmon is seen at the left, George Krauslick, service manager, is in the center standing, and Mr. Inderrieden himself is at the extreme right.

Norman H. Cook Appointed Manager

In connection with the advent of the Brunswick at the Halle Brothers Co., referred to on page forty-four of this issue, Norman H. Cook, well-known talking machine department manager, has been appointed director of this new division. The success Mr. Cook has had with other interests

here is believed to be a guarantee of a repetition in his new work. Mr. Cook comes from the S. Kohn & Sons Co., where he has been in charge since the Eclipse retail establishment was discontinued. Mr. Cook's place at the Kohn establishment will be taken by Meyer Perlman, who has long been identified with the talking machine industry in this section.

Miss Ellen Garlock, educational representative for the Columbia in this territory, has been conducting many successful meetings with school interests in cities throughout the district, and a significant development of school interest already is seen.

William Murstein, long identified with the Alhambra Music Co. as manager, has resigned, to become manager of the Euclid Music Co.'s Superior store.

The Lyradion Makes Its Bow

The Lyradion, newest combination talking machine and radiophone, makes its bow in Cleveland at the B. Dreher's Sons Co., and will have a conspicuous part in the work of the new store, according to Henry Dreher himself. Kenyon Mix, general manager of the Lyradion Co., was in town to supervise the installation of the instrument in the store, and likewise one in the residence of Mr. Dreher on the Heights.

Tying Up With the Artist

One of the best of recent tie-ups of the personal appearance of an artist and her records was accomplished by E. F. Hughes, service manager of Brunswick, during the appearance of Dorothy Jardon at the Hippodrome Theatre. Through his connection with the theatrical profession Mr. Hughes was able to obtain the placing of a Brunswick instrument in the lobby of the theatre, along with records of songs being sung by Miss Jardon. Dealers likewise were well supplied with said records. Needless to remark, a tremendous boost in this particular line, as well as other record business, was the result for dealers.

Planning Vocalion Activities

Plans for developing still further the Vocalion interests here are being completed, following conferences between Ray McKimmon, of the Aeolian Co., and T. W. Wade, district manager. It is probable that a four weeks' intensive drive will be part of the program.

For the first time in the history of Western Reserve University social affairs a talking machine played an important part at the University frolic. Before close to 2,000 persons James R. Frew, vice-president of the Euclid Music Co., succeeded in proving the value of the Victor machine and records as a soloist for dance and

(Continued on page 78)

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 Duff 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 & ZODD
140 S. Dearborn St., Chicago, Ill.
- SONORA DISTRIBUTING CO. OF TEXAS
Dallas, Texas
- KNIGHT-CAMPBELL MUSIC CO.
1606 Wynkoop St., Denver, Colo
- CHAS. H. YATES
311 Laughlin Bldg., Los Angeles, Cal
- W. D. & C. N. ANDREWS
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
1600 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. OYER & BRO., St. Paul, Minn.
- AMERICAN PHONOGRAPH CO.
Burlington, Vt.
- JOSEPH BARNETT & CO., Cedar Rapids, Ia.



Everybody's talking about

SWANEE RIVER MOON

THE BIG WALTZ SONG HIT

HEAR IT
~ NOW ~

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

TRADE HAPPENINGS IN CLEVELAND

(Continued from page 77)

entertainment purposes. Along about the same time Mr. Frew gave nightly concerts in much the same manner in the foyer of the Keith East 105th Street Theatre, and has followed this by inducing the management of that house to use for a time a \$1,500 console Victor machine as the sole orchestral accompaniment to pictures, the machine occupying a space in the orchestra pit.

To Try Out the Chain Plan

Extension of the chain store idea of talking machine and record distribution will be completed shortly when the twenty or more Marshall Drug Co. stores will be equipped with booths for demonstration of both machines and records. The Marshall Co. will be one of the main factors in this territory handling Starr phonographs and Gennett records, in the opinion of R. E. Taylor, district manager of the Starr Piano Co. Already a considerable stock of both machines and records is being carried in several stores of the Marshall chain, according to Mr. Taylor.

Theatre Tie-up Wins Approval

Another theatre tie-up that has won approval of dealers and public alike was accomplished by George Krauslick, service manager of the Cleveland Columbia branch. At the Loew's State Theatre Mr. Krauslick induced Gale Sherwood, permanent soloist at that house, to sing a series of Columbia record hits. These records were

listed on a large poster in the theatre lobby, and were linked with appropriate window displays in dealers' stores. The people liked the way Miss Sherwood turned the trick, and the dealers were still better pleased with the way the public responded in buying records.

A Striking Window Display

One of the most unique window displays has been used effectively by Spohn's Music Shoppe



Featuring Al Jolson's Columbia Records and the George A. Clark Co. at Lorain, in pushing for business in records by Columbia, entitled "April Showers." Al Jolson was seen holding an umbrella. Rubbers and other rainy day necessities were included, and the whole made for

a strong business puller, according to George Krauslick, service manager of the Columbia branch in this city.

SELF-SERVICE CO. IN NEW BUILDING

Growth of Business, Particularly Since Company Commenced to Distribute Radio Products, Made This Move Necessary—President Goldman Anticipated the Present Radio Trend

On May 1 the Self-Service Phonograph Co. took possession of its new building at 167 West Eighteenth street, near Seventh avenue. The constantly increasing business of this firm made this move imperative. The Self-Service Phonograph Co. will occupy the entire building, the new location providing four times as much space as was available at the old headquarters.

The Self-Service Phonograph Co. has been known for many years throughout the talking machine trade as a general distributor. H. Goldman, president of the company, some time ago foresaw the popularity of radio and its application to the talking machine dealer. He, therefore, immediately formed connections with a number of manufacturers and at the present time is doing a business in the radio field that has already reached large proportions, and is increasing daily. This company now distributes Federal, Connecticut and Eisemann sets and the Rova products. In addition to the complete sets, practically every known radio part is distributed. The radio end of the business is not conducted separate from, but rather as a part of, the talking machine business. The books of the company contain the names of a large number of talking machine dealers.

Realizing that radio and its various parts are still somewhat technically unfamiliar to the talking machine dealer, Mr. Goldman has simplified matters by carefully labeling each part with its proper name so that when the dealer is asked for a variable condenser, an induction coil, a detector, or any of the many lesser known parts, he will be able to immediately recognize the part called for.

In the new building one entire floor will be devoted to radio products and another to talking machine accessories and records.

Mr. Goldman has many important plans for the future and is constantly on the lookout for new developments. An interesting use of radio is to be found in a recent sale made by Mr. Goldman to Dr. Seymour Greenstone, a New York dentist. Dr. Greenstone conducts entirely modern dental offices and has equipped two of his chairs with Federal receiving sets.

CONCENTRATES ON EDISON LINE

Garver Bros. Co., Strasburg, O., has arranged to handle the new Edison phonographs and records exclusively and discontinued the other lines of machines handled by it on May 1.

Beware of any immediate profit that will cost you future good-will.



Prompt Service Now On This Superior Tango Bass

Shell, 24 x 6 inches
Weights only 10 pounds!

No dance drummer's outfit complete without this drum. Light and compact for easy-carrying—sturdily built for service—big and full in tone to furnish ample volume. Built the Twentieth-Century way, with laminated 3-ply rock maple, polished shell and hoops that CAN'T WARP OR SHRINK—we guarantee it! Eight nickel-plated, professional pattern thumb screw rods. Two finest calf heads.

No. W 1584 **\$14.00** NET To the Trade

Ever since we put this classy drum on the market we've been embarrassed by insufficient production. They've been selling faster than we could make them and we've had to disappoint a lot of good friends of ours because we simply didn't have the drums to ship. But that's a thing of the past. In January of this year we increased our manufacturing facilities to triple our out-put. And now all caught up with the long list of back orders, we are ready to serve you promptly with the Twentieth Century Tango Bass. You can't order too soon to please us—or to please your trade.

THE FRED. GRETSCH MFG. CO.

Musical Instrument Makers
Since 1883

60 Broadway Brooklyn, N. Y.

The New Revised
1922 Prices

on Musical Instruments and
Accessories are shown in
Confidential Trade Price List No.
4. Just off the press. Write
on your own letterhead for
your copy. For dealers only.



J. Newcomb Blackman

20 Years
Ago
1902-1922



Twenty years ago on May 1, 1902, after a previous experience of five years in the talking machine business, J. Newcomb Blackman established the Blackman Talking Machine Co., as a wholesaler at 19 Beekman Street, New York. He started in a modest way, in a small store, with small capital and two employees, but with a firm conviction that he would succeed and that no work would be too hard that would make success possible.

A big, broad policy was adopted, supported by very little "wishbone" but a determined "backbone." It was a policy of "a square deal for all." A policy not to attempt too much at once, to be honest and conservative in buying and selling and not to plunge. That the business would not be allowed to expand beyond an ability to discount every bill so as to maintain the highest credit standing.

The confidence of everybody was sought, and Mr. Blackman decided not to sell any goods he could not stand back of.

The first six months proved hard sledding, but at the end of the first year success seemed assured and each year since has shown a steady and healthy growth.

Since 1910, all employees with the company over one year have shared in the profits.

The sales for the last fiscal year were sixty times those of the first year, and those of one month only, December 1921, about ten times the entire first year's business. During the same month there were times when one day's sales equalled those of the entire first year's business.

We believe this indicates that the Blackman Policy is a good one and that the trade that supports such a policy is a good trade. We want the best policy and therefore complaints and suggestions will always receive careful attention.

Blackman Service must always be the best we know how to make it.

J. Newcomb Blackman, the founder, head and controlling owner of the business, tenders his sincere thanks and appreciation to all patrons, creditors, employees and others who have contributed to the success of the business, and pledges himself to continue the Blackman Policy of the last twenty years, or any policy that will make for honest dealing and a square deal for all.

Blackman
TALKING MACHINE CO.
28-30 W. 23RD ST. NEW YORK N.Y.
VICTOR WHOLESALE DISTRIBUTORS



BROOKLYN DEALERS PRE-PARE FOR SUMMER TRADE

Intensive Selling Campaigns Bring Good Trade Results—Summer Sales Expected to Be Large—Jacob Bros. Secure Brunswick Agency—Important Trade Changes and Other Happenings

During the past month trade in the Brooklyn territory has been active enough to be satisfactory in a good many ways. Actual sales of machines and records have totaled up a respectable figure, and in the case of some dealers who have used advertising in the local papers to stimulate sales the result has been very gratifying. "This is a most opportune time for intensive selling campaigns," one dealer stated, "and in order to keep our business up to a certain monthly quota, we find that although we do not actually attain it every month, it serves as a stimulator for all concerned, and in consequence keeps our sales up to a respectable figure." Setting a monthly sales quota in the talking machine retail shop is unquestionably a splendid method of stimulating sales, and more dealers could follow this plan with profit; even if the goal is not reached the added effort will be worth while.

Prepare for the Summer Campaign

The American Talking Machine Co., Victor wholesaler, reports that business during the past month has been satisfactory in spite of the fact that machine business was apparently in a slump. Dealers, however, showed considerable interest in the new horizontal Victor models, and sales made of these instruments helped to make the month a fair one in total business. Plans are now being prepared by R. H. Morris, general manager of the company, for an intensive campaign throughout Brooklyn and Long Island in the interest of an expected large Summer business. Attractive circulars and other literature are being prepared and will be sent out very shortly to dealers for distribution among their clientele.

Horace L. Smith Buys Diehm Business

An important change in Brooklyn retail trade this month is the retirement of John Diehm from the Victor field after an experience of many years. Mr. Diehm, who has conducted a retail store in Brooklyn for many years past and recently moved his business to 401 Knickerbocker avenue, has concluded arrangements whereby Horace L. Smith, well known in the talking machine field in New York City, becomes the proprietor of this flourishing business. Mr. Smith plans to conduct this business on the same high

INDIVIDUALITY

**The New Horizontal Type of
VICTROLAS**

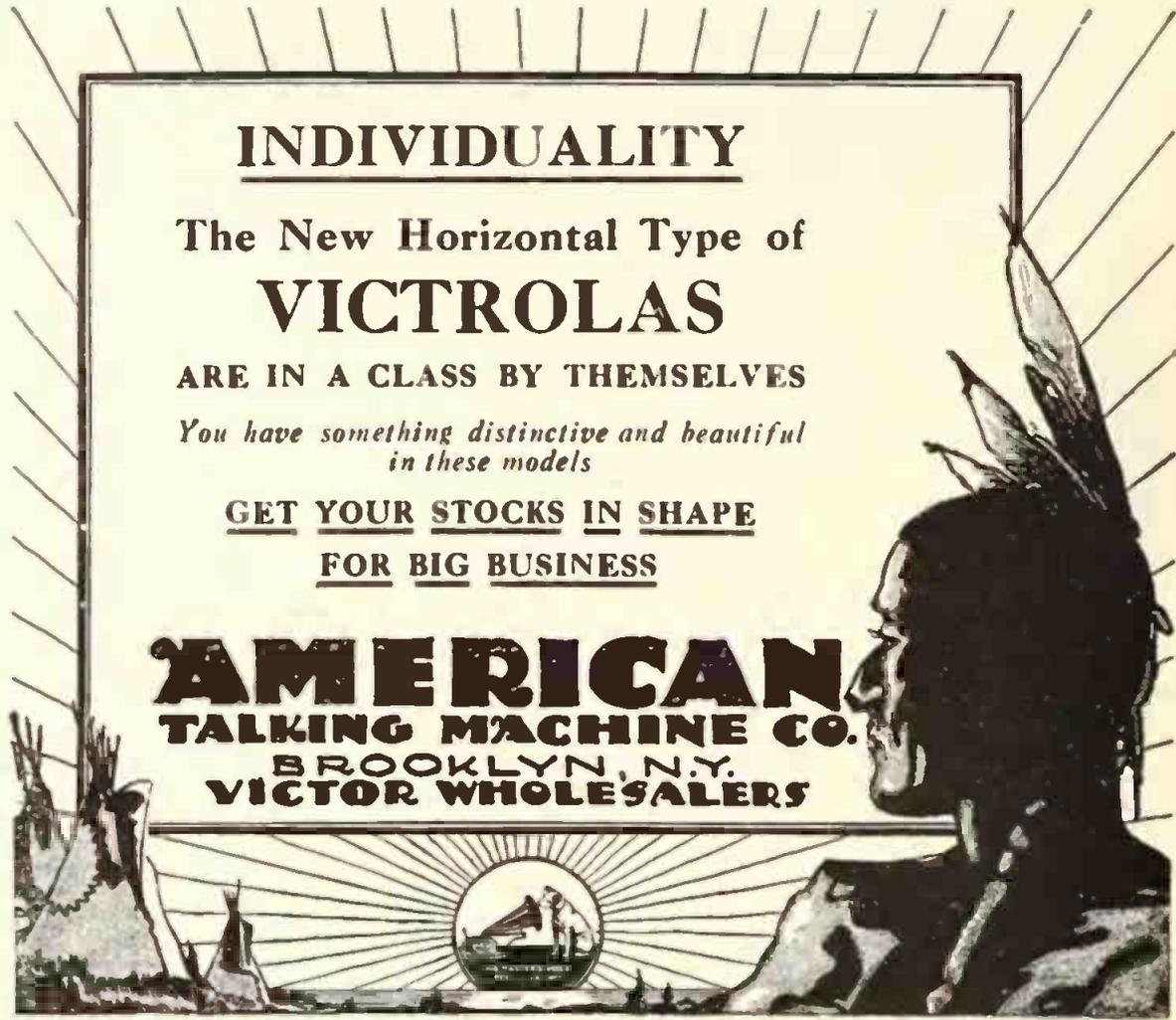
ARE IN A CLASS BY THEMSELVES

*You have something distinctive and beautiful
in these models*

**GET YOUR STOCKS IN SHAPE
FOR BIG BUSINESS**

AMERICAN TALKING MACHINE CO.

BROOKLYN, N.Y.
VICTOR WHOLESALERS



plane that has characterized this store heretofore, and no doubt will become as well known in the Brooklyn talking machine circles as was the former proprietor. Mr. Diehm's plans for the future have not been announced yet, but it is his intention to take a well-earned vacation before undertaking any active duties again.

Brunswick Line With Jacob Bros.

Jacob Bros., 997 Broadway, who recently re-decorated and rearranged their store, report that business since January 1 has been far in excess of their fondest expectations. Recently the company added to the instruments they already carry, the complete line of Brunswick phonographs and records, which they are to feature in a special department set aside in their spacious warerooms. The entire Brunswick record catalog will be carried so that this line will be represented in the proper way. Frank Elliott, general Brunswick representative for this territory, was responsible

for securing this high-class representation for the Brunswick Co.

New Sonora Models Greatly Favored

The Long Island Phonograph Co., Sonora jobber for Brooklyn and Long Island, is well satisfied with the showing made during the past month. Sales have been very satisfactory despite the general impression in the trade that the talking machine business has been in a slump. It is now displaying in its very attractive showrooms, at 150 Montague street, the first models of the new Sonora Queen Anne console, which is equipped with an improved tone arm and reproducer. It is also showing the new Sonora Heppelwhite Pembroke Period model, which has created considerable interest among Sonora dealers everywhere. The first shipment of these machines was received some days ago, and according to J. J. Schatweiser, sales manager for this company, was at once delivered to dealers. Already large repeat orders have been received from every section of this territory, which seems to indicate that these new models will meet with considerable favor.

Install Handsome Delivery Truck

The Bain Bros. & Friedberg Phonograph Co., Inc., which conducts three retail Victor warerooms in this borough, is proving that "keeping everlastingly at it" brings success. This enterprising firm did not settle back when conditions slowed down, but, rather, redoubled its



"Some" Delivery Truck

efforts. The large Stewart delivery truck, shown herewith, is the last acquisition of the company in providing the maximum of service to its customers and is rolling up a considerable mileage record in taking care of the extensive business of the company. Jacob L. Rothwein, of the sales staff of the warerooms at 1525 Pitkin avenue, recently consummated the sale of a Queen Anne Art Model Victrola.

Expects Large Summer Business

Herman Spitz, of Sag Harbor, L. I., prominent Victor dealer, was a visitor to Brooklyn

WE offer our dealers a Service which is in keeping with the standards of "the Highest Class Talking Machine in the World."



The bond between us and our dealers is "more than a business connection." It is said of us that we are "Suppliers to Satisfied Sonora Dealers."

*Any communication from you will have
our prompt and careful attention.*

Long Island Phonograph Co., Inc.

Sonora Distributors for Brooklyn and Long Island

150 Montague Street, Brooklyn, N. Y. Telephone Main 4186

this month, calling on many retail shops, and also at the American Talking Machine Co.'s headquarters, Victor wholesaler. Mr. Spitz is preparing for one of the biggest Summer businesses he has yet had, as indications point that Long Island this year will be populated by the largest Summer influx of visitors yet experienced in this popular Summer resort. As this store is well known in this section as being well equipped with complete stocks of both machines and records, it is well prepared to take care of a large amount of this business.

Queens Music Shop Secures Sonora Line

The Queens Music Shop, 21803 Jericho Road, Queens, L. I., has just taken on the complete Sonora line of phonographs, and recently featured this popular line in a very attractive window display, which created considerable interest. Lee Coupe, representative of the Long Island Phonograph Co., Sonora wholesaler, secured this important account, and was responsible for an intensive campaign to properly introduce this line to the clientele of the store. To follow up the splendid window display large advertisements were carried in the local papers, and in consequence sales showed an appreciable increase during the time the campaign was going on, and it is expected that the Sonora line will prove an important asset to this live store.

Owens & Beers' New Store on Flatbush Avenue

Owens & Beers on May 1 opened the doors of the beautiful new store which they recently erected at 1074 Flatbush avenue to the public, with appropriate announcements and special features in keeping with the policy and general character of this high-class store. The store is the last word in modern store construction, and one of the finest equipped retail Victor shops in metropolitan New York. Considerable expense was entailed in the arrangement and the erecting of booths, record shelves, etc., and reflects the confidence which the proprietors of the store hold that the talking machine business has a future that warrants this expense. Owens & Beers feature the Victor line of machines and records and are well known in the Brooklyn retail field. With this beautiful new store and equipment they are splendidly prepared to furnish their clientele with a service of the highest character.

Williams Plans Record Campaign

The G. T. Williams Co., Inc., Victor distributor, has planned a campaign with its dealers to reduce the supply of what are sometimes termed "slacker records." These records of much merit are not called for any too frequently and a plan of demonstrating or calling the customer's attention to the titles should bring substantial returns. The dealers invariably have shown favor to the idea.

Sheiman Business Closed Out

It is with regret that the talking machine trade learned recently of the death of L. Sheiman, who conducted the Grand Phonograph & Piano Co. at 269 Grand street, which came after a prolonged illness. Mr. Sheiman's widow conducted the business for a short time during his illness but at his death it was decided to close it out, and in consequence the stock and fixtures were disposed of to other dealers.

Franklin Music Shop in New Quarters

The Franklin Music Shop, conducted by Mullen Brothers, at 719 Franklin avenue, has just moved its business into attractive new quarters at 679 Franklin avenue, where it has considerably more space to take care of its rapidly

VICTOR RECORDS

Record Slackers on Your Shelves

Are they Slackers through lack of acquaintance on your part? Try a little Familiarity with them, a little Analytical Study, try to imagine what type of Temperament they might please. Most all Records have a striking feature, something that will appeal to some one if we look for it.

You may not be able to popularize them, but you can judiciously introduce them to a customer with the right Temperament if you know what they are and where they are when the proper Temperament is waiting for them.

Try it and you will find it Interesting as well as Good Business.

VICTOR RECORDS

G. T. WILLIAMS CO. Inc.

217 DUFFIELD ST. ~ BROOKLYN, N.Y.

increasing business. New booths, record racks, etc., have been erected, which will enable this concern to give its clientele a much better service than heretofore. The Victor, Sonora and Brunswick lines are handled. The Mullen brothers have a reputation of being live-wire advertisers and have been successful in developing a

talking machine business that required them to change from their old location into larger and more commodious quarters.

John B. d'Errico recently opened a talking machine establishment in Rockville Centre, N. Y., to be known as the Aeolian-Vocalion Shoppe.

FEATURE OF PHYSICAL CULTURE WEEK

Gathering at Town Hall, New York, Hears Addresses by Dr. Copeland and President Wheelan, of Health Builders, Inc., Scores Big

In New York City, National Physical Culture Week, extending from May 1 to May 8, was ushered in by an enthusiastic meeting held in the Town Hall. Dr. Copeland, health commissioner of New York City, was the principal speaker of the evening, and many other names familiar in physical culture circles were included in the list of speakers.

Appropriate to the subject of the evening, Robert B. Wheelan, president of Health Builders, Inc., 334 Fifth avenue, led those present through the exercises included in Walter Camp's "Daily Dozen." The Health Builders' records consist of these twelve nationally known exercises set to music. Mr. Wheelan placed these records on a talking machine upon the stage and the audience went through the series like veterans.

Dr. Copeland, by the way, was most enthusiastic over health possibilities through use of the "Daily Dozen" in the home.

Talking machine dealers who retail the Health Builders' course took advantage of the interest manifested by the public in general in National Physical Culture Week and specially featured the course. Attractive window displays were made and it is expected that this week will materially stimulate the sales of these records.

NEW SONORA QUEEN ANNE

New Period Model Added to Sonora Line—Well Received by Dealers Everywhere

The Sonora Phonograph Co. has just announced a new Queen Anne model, which is being well received by Sonora dealers throughout the country. This new model, which retails at \$250, repre-



The New Queen Anne Sonora Model sends a material improvement in design over the old Queen Anne, which retailed at a higher price. The advertising department of the Sonora Phonograph Co. is co-operating with the dealers in the introduction of this new model and, judging from all indications, it will prove to be one of the most popular instruments in the Sonora standard period model line.

HACKETT SCORES HIT IN PARIS

Charles Hackett, the widely celebrated opera tenor and Columbia artist who is now appearing in opera in Paris has, according to cable despatches, scored the greatest success of any American artist for years in the French metropolis. His interpretation of the Duke in "Rigoletto" was a revelation to hundreds in the audience who were under the impression that America is an arid waste as far as music is concerned. The audience was aroused to the highest pitch of enthusiasm regarding the work of this great tenor, and his success has made Americans located in Paris feel proud of their countryman.

\$3.25 Sample
With 10 inch Turntable
and All Accessories

MOTORS
2 SPRINGS

\$3.25 Sample
With 10 inch Turntable
and All Accessories

We are the Exclusive Manufacturers of

THE MAGIC MOTORS

Parts for These Motors Always on Hand—Also Tone Arms—Sound Boxes—
Main Springs, Etc.

MAGIC PHONO SUPPLY CO., 261-273 Lorimer St., Brooklyn, N. Y.

Telephone Stagg 1591

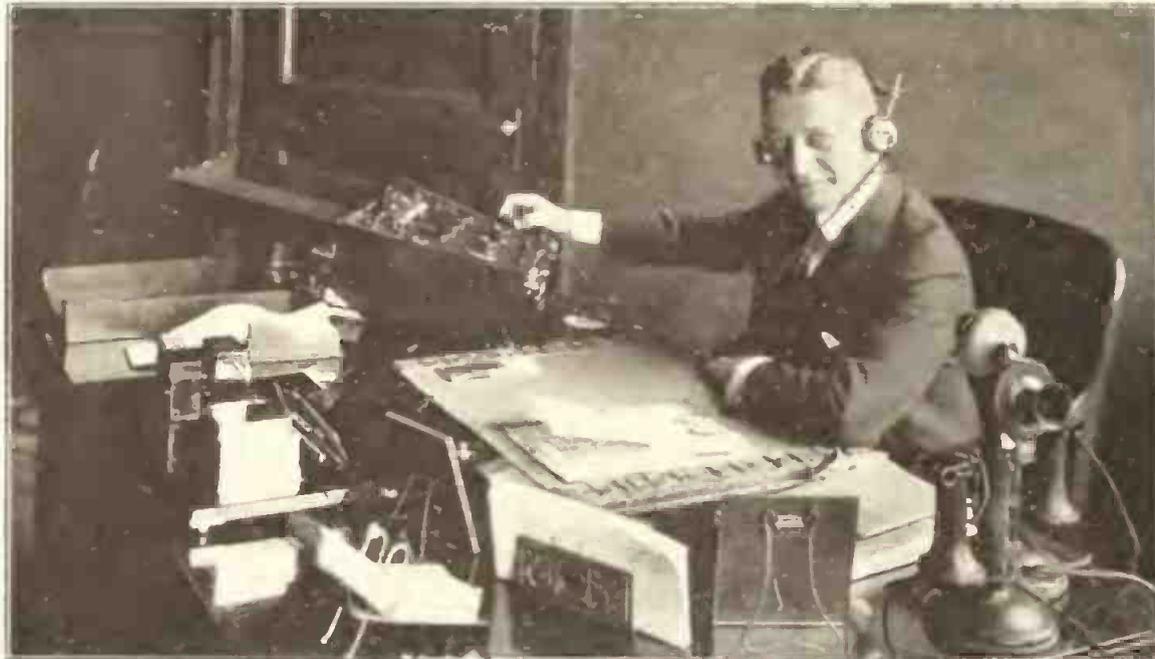
THE GENERAL WIRELESS CORP. TO MAKE RADIO PRODUCTS

New Subsidiary of General Phonograph Corp., New York, Organized to Manufacture and Import Wireless Products of C. Lorenz, A. G., Berlin—Elyria, O., Plant to Be Used

Otto Heineman, president of the General Phonograph Corp., New York, manufacturer of Heineman and Meisselbach motors, tone-arms and sound-boxes, Okeh records and True-tone needles, announced recently the formation of a subsidiary company which will be known as the General Wireless Corp. The company, which is owned completely by the General Phonograph

a number of details incidental to expansion and development necessitated another trip to Europe, and Mr. Heineman sailed on the "Aquitania," May 2, for the purpose of visiting Berlin and Paris, returning to New York by way of England. He will probably be away the entire month of May.

The C. Lorenz, A. G., has for many years been



Otto Heineman Operating the New Radio Product of the General Wireless Corp. in His Office Corp., will manufacture and import the wireless products of the C. Lorenz, A. G., Berlin, Germany, one of the foremost concerns in Continental Europe.

Mr. Heineman, who returned recently from a trip abroad, closed these important arrangements during his stay in Europe. However,

identified with the wireless industry, having manufactured receiving sets in large quantities, and having also participated in the erection of broadcasting stations and radio towers.

According to Mr. Heineman's plans, the mammoth plant at Elyria, O., owned by the General Phonograph Corp., will manufacture the Lorenz

ILSLEY'S GRAPHITE PHONO SPRING LUBRICANT

Ilsley's Lubricant makes the Motor make good is prepared in the proper consistency, will not run out, dry up, or become sticky or raveled. 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 Front St., New York

radio products in quantities sufficient to meet the vast growing requirements of the jobbers and dealers who are handling radio products. This plant is ideally qualified for radio manufacture, as it is a thoroughly up-to-date factory.

The General Wireless Corp. will not only have the benefit of the lengthy executive experience of Mr. Heineman and his associates on the directorate of the General Phonograph Corp., but will also include in its personnel wireless experts with executive and technical knowledge of every phase of the radio field. A. G. Bean, vice-president of the General Phonograph Corp., and in charge of the factories at Elyria, is keenly enthusiastic regarding the unlimited possibilities for the General Wireless Corp.

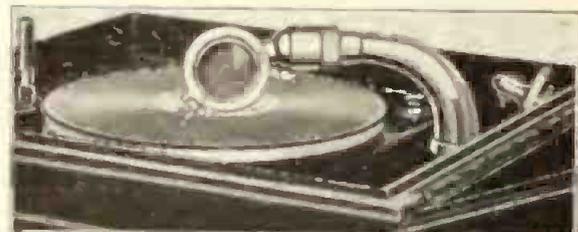
The plant at Elyria is not a new-comer in the radio field, as it has produced large quantities of radio receiving sets for the American Government. This factory was known as the Dean Electric Co. a number of years ago, and was a pioneer producer of telephone appliances. The International Insulating Corp., of Springfield, Mass., another subsidiary of the General Phonograph Corp., has been manufacturing parts and accessories for wireless apparatus for some time past, and it will also be an important factor in the plans of the General Wireless Corp.

It is interesting to note that in the accompanying photograph, showing one of the Lorenz radio receiving sets, the headpiece used by Mr. Heineman was manufactured in the plant of the General Phonograph Corp., at Elyria, O.



Showing Reproducer of Jewel Needle Equipment Turned Up to Change Needle; Also Position When Not in Use

Jewel NEEDLE EQUIPMENT



Showing Reproducer of Jewel Needle Equipment in Position for Playing Lateral Cut Records on Edison Phonograph



Showing Reproducer of Jewel Needle Equipment in Position for Playing Vertical Cut Records on Edison Phonograph

For The New Edison

NOT
Just Another Equipment
BUT

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 Back View of Jewel Needle Equipment in Position for Playing Lateral Cut Records on Edison Phonograph

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 equipment that plays vertical cut records in the proper "EDISON" position with the Reproducer turned FACE DOWN to the record, giving it a floating action.

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 NCM-Y-KA diaphragms do not blast, crack, split or warp, and are the greatest development in phonographic sound reproduction in years.

JEWEL PHONOPARTS COMPANY

154 W. Whiting St., Chicago

Vincent Lopez
and his
Hotel Pennsylvania Orchestra



*As an interpreter of
dance music this or-
chestra has no superior*

This Famous Orchestra Makes Recordings Exclusively For

OKeh Records

The Records of Quality

First Lopez Orchestra Recordings

4579 { ROSY POSY—Fox Trot.
10-in. {
75c { NOLA—Fox Trot

4591 { KISS ME BY WIRELESS—
10-in. { Fox Trot.
75c { TEASIN'—Fox Trot.

GENERAL PHONOGRAPH CORPORATION

Otto Heineman, President

25 West 45th Street

NEW YORK CITY, N. Y.

ANOTHER PLANT FOR SPRAYTONE

Additional Factory Quarters Secured by Spraytone Co. in Ridgewood, N. J.

R. B. Linden, head of the Spraytone Phonograph Co., Inc., manufacturer of the Spraytone portable and other model talking machines, announces that in addition to its factory in Ridgewood, N. J., it has acquired a smaller plant at 32 Union avenue, that city. These latter quarters will be used to manufacture small parts and machinery for this purpose is now being installed. The growth of this company has been so rapid that more space was needed to fill demands.

GODOWSKY IN FINAL CONCERT

Appears at Carnegie Hall, New York, on May 3 Before Sailing for South America

Leopold Godowsky, the well-known pianist and Brunswick record artist, made his only New York appearance this season and his final appearance in this city for several years at Carnegie Hall, on Wednesday evening, May 3, when he gave a piano recital with the co-operation of Guy Maier and Lee Pattison, the feature of the program being Godowsky's paraphrase on Weber's "Invitation to the Dance" for three pianos.

Mr. Godowsky will sail for South America on May 20, where he will give a series of concerts during the Summer, and next year will make a tour of the Far East. He has just completed a coast-to-coast tour in the course of which he gave eighty concerts.

VAN VEEN & CO. CONCENTRATES

Office Now Located at Manufacturing Headquarters, 413-417 East 109th Street

The executive offices of Van Veen & Co., Inc., manufacturers of Van Veen equipment for talking machine warerooms, were moved on May 1 to 413-417 East 109th street, where the Van Veen factory is located. Arthur L. Van Veen, president of the company, in commenting on this move to a representative of The World, claimed that it would materially aid in the service rendered to customers. With offices, factory and warerooms under one roof a great amount of time will be saved and increased efficiency made possible. The new offices have been fitted up very attractively and possession was taken over the week-end, thus eliminating any possible hindrance in the carrying on of the business.

Van Veen & Co., Inc., report rapidly improving conditions among dealers and Mr. Van Veen states that the general trend shows a desire for a better class of equipment.

Mr. Van Veen continued: "Dealers realize that from now on their methods of merchandising must be fully on a par with the merchandise they are selling and are making every effort to bring their business places to the same high level. The Van Veen organization has been working strenuously to show dealers the difference between a standardized high-grade equipment installation and the ordinary nail and hammer product which a great many of them have been satisfied with from local carpenters."

Mr. Van Veen reports that a number of important installations have been recently completed and that many others are being planned.

BROWN HAS THE COLUMBIA LINE

LOVELAND, O., May 8.—Jacob Brown has opened a Graftonola department in his store in this city and intends to push the Columbia products in a very vigorous way. Mr. Brown is an old Columbia man, in a measure, having come into the Southwest Ohio district with Mr. Fred, a Columbia dealer in Lebanon, O. He has built up a large and successful business, having had his store in Loveland for thirty years, and twenty-two years in the same location. Mr. Brown has a brother who is one of the largest Columbia dealers in Atlanta, Ga.

WIRELESS TELEPHONE SITUATION

Ralph L. Freeman, Director of Distribution of Victor Talking Machine Co., Offers Interesting Comment in Letter to E. F. Droop & Sons Co.

In answer to an inquiry made of the Victor Talking Machine Co. by E. F. Droop & Sons Co., Victor wholesalers in Washington, D. C., regarding the possible effects of the wireless telephone developments on the trade, Ralph L. Freeman, Director of Distribution of the Victor Co., offered the following reply, which is of general interest to talking machine men. Mr. Freeman said:

"During the recent months in which there has been so much publicity and apparent interest in wireless telephony we have been paying close attention to the development of that art to determine what, if any, relationship it bore to our own industry but we are not involved in any way which would justify the use of our name in connection with any wireless telephone apparatus, as we understand is being done. So far

our conclusions are that the wireless telephone makes a strong appeal to the imagination of people when they first come into contact with it; that it probably has a good prospect for the future through the development of its utility in transmitting reports, etc., but that it will not prove of lasting interest as a home amusement proposition. To claim a permanent place in the market as a home amusement product that product must give results of a very high quality and the fact that to-day the telephone with its direct wire transmission is still very imperfect leads us to believe that the development of the wireless telephone to the point where the very annoying features of imperfect transmission are eliminated is probably still a long way off.

"We are in touch with the people who we believe are most likely to progress most rapidly in the development of the wireless telephone and it will be our aim not to overlook any opportunity to make any arrangement that might benefit the Victor trade, but, as indicated above, the situation to-day is so uncertain that we are interested only as an observer."

"Be Sure Your Walnut is REAL Walnut."



MODERN AMERICAN WALNUT
PHONOGRAPH CABINET,
CHIPPENDALE DESIGN.

For Period Designs in Talking Machines
The Ideal Wood Is

**AMERICAN
WALNUT**

"The Cabinet-wood Superlative."

There are several reasons for this fact.

First, the natural beauty of the wood. A beauty of color and figure which is born in the wood itself and is not a matter of finish. From the standpoint of sound reproduction, the vital thing in a talking machine is its ability to reproduce *natural* tones. It is most fitting, then, that the cabinet should have a *natural* beauty.

Second, when a cabinet is made of real Walnut you *know* it is not going to fall apart at the joints, or split or warp or crack. The cabinet is going to be just as good after a generation of use as it is when first made.

There are a number of other reasons which you will find explained in our "Walnut Book." Ask for a copy.

AMERICAN WALNUT MANUFACTURERS' ASSOCIATION
Room 1022, 616 South Michigan Boulevard
Chicago, U. S. A.

M I L W A U K E E

Business Improves Steadily—Believe Radio Helps Trade—Christopherson With Yahr & Lange—New Vocalion Dealers—The News

MILWAUKEE, Wis., May 12.—Business is getting better all the time, say Milwaukee talking machine men, from manufacturers and wholesalers to the smallest retailers. The distinct impression prevails that conditions are more encouraging now than they have been in about eighteen months, barring, perhaps, the last holiday season, which, as usual, was a bright spot. There was a natural decline in sales after the opening of the new year, but by the time Easter rolled around the volume was again more satisfactory, while since then trade has been well sustained and prospects are for an active Summer.

Benefiting Rather Than Harming Trade

The radio-telephonic craze, which at first was regarded with apprehension by some who feared that it might make the home radio outfit supplant the talking machine, or result in selling such outfits to people who might otherwise buy a phonograph, seems to have benefited the music trade rather than harmed it. It is true that dealers in radio-telephone apparatus and supplies are doing an enormous business, but the new "sport" is believed to be creating more "music fans" than probably any other factor in recent years.

Experts predict that if the present sharp increase in broadcasting stations is permitted to continue unregulated by governmental agencies the air will soon be so filled with music and conversation that the amateur will give up in disgust trying to catch more than a jumble of sound. At any rate, there seems to be no reason why the talking machine trade, or the music trade in general, should fear any ill effects from the competition of the radiophone.

Business Makes Surprising Gains

Victor business in Wisconsin has made surprising gains in the past few weeks, according to

Harry A. Goldsmith, secretary of the Badger Talking Machine Co. The month of May so far has shown an accentuation of the improvement in the call for instruments, as well as records and supplies, from the Victor field organization in this territory, which has been noticeable for several months past. "We are elated over the turn business has taken and we look for a very fine business for the remaining months of the year, with prospects for the next holiday season the best we have experienced in a number of years," said Mr. Goldsmith. "The general business situation is rapidly clarifying and unemployment is being cut down faster than most of us believed it would be. The workman's pockets once more have the essentials for a tinkle and jingle that makes glad the heart of the retailer."

Brunswick Makes Big Strides

One of the surprises of the day and age which is being sustained at fever heat is the remarkable sale of Brunswick records. The instrument, too, is in excellent demand, and Thomas I. Kidd, manager of the local branch of the Brunswick-Balke-Collender Co., is in a decidedly cheerful mood over past achievements, as well as the glowing outlook. In the comparatively short space of about two years the Brunswick record has taken rank with the "best sellers" and sales at this time are by far the largest in the history of the house.

Christopherson With Yahr & Lange Co.

The Yahr & Lange Drug Co., wholesale distributor of the Sonora and the Okeh records in Wisconsin and upper Michigan, has secured the services of S. R. Christopherson as sales manager of the musical merchandise division. Fred E. Yahr, president and general manager, will continue to exercise personal supervision over

the department, which, by special effort, has been made one of the most powerful influences in the music jobbing business in this part of the country.

Mr. Christopherson comes to Milwaukee from Davenport, Ia., where he was manager of the Tri-City Piano Co., which features the Sonora. Previously he was with C. J. Van Houten & Zoon, at Chicago. All in all, he has devoted about eight years to the promotion of the Sonora and he established such a following that the Milwaukee house of Yahr & Lange was able to secure his services only in strenuous competition with other large interests. He knows the talking machine business from every angle and is especially qualified to handle the retail trade from the jobbers' standpoint.

Placed Vocalion Line on the Map

Harry M. Hahn, jobber of the Aeolian-Vocalion, the Vocalion record and general talking machine supplies and accessories, has succeeded in placing the Vocalion line "on the map" in Wisconsin to an extent never before reached, although he has been working on this promotion not much more than three months.

Boosts New Edison and Records

The Phonograph Co. of Wisconsin reports continued good success in "boosting" the New Edison and Edison records in the Wisconsin territory. The demand is steadily growing.

Getting Share of Export Business

The principal Milwaukee factories, such as the Milwaukee Talking Machine Mfg. Co., the General Mfg. Corp., the Singer Talking Machine Co. and several others of note are steadily increasing their capacity to meet the demands of jobbers and dealers in all parts of the country and also are getting a good share of export business.

Milwaukeeans 'Fessed Up

The historical column in the daily issue of the Milwaukee Sentinel, on April 25, under the heading, "Fifty Years Ago To-day," said: "Prof. Faber yesterday afternoon exhibited at the St. Charles Hotel a wonderful piece of mechanism, which is called a talking machine. It enunciated

Qualitiphone

A Small Phonograph Which Will Last



A Success With Dealers Everywhere
—It has proven its worth

Neat, compact and sturdy, with all the features of the high priced instrument.

A real motor — silent and durable.

In perfect balance—tested by experts to the thousandth part of an inch.

Equipped with automatic speed regulator—start and stop device, genuine mica sound box.

Retail Price \$15.00

Fully guaranteed

Attractive Proposition for Dealers — Write us today

**QUALITIEPHONE SALES CORP. 17 EAST 42nd STREET
NEW YORK CITY**

Welcome to our city! Here's Ted Lewis and His Band with two new, breezy fox-trots. "Every Day," introducing "Oh Gee, Oh Gosh" from *For Goodness Sake*. The coupling is "Rosy Posy," from *The Blushing Bride*. A-3590.

**Columbia Graphophone Co.
NEW YORK**



letters and words distinctly and spoke different languages." The files of the newspaper give very little further details, but local talking machine men have interested themselves in the matter and are trying to get more information, for they believe this is testimony that Milwaukee is one of the real pioneers in the development of the tremendous industry and might possibly lay claim to being the real originator of this business.

Bradford Co.'s Golden Jubilee

The J. B. Bradford Piano Co., which features the Victor and the Aeolian-Vocalion in its main store, at 411 Broadway, and the Sonora in the South Side branch, at 596 Mitchell street, observed its golden jubilee during the latter part of April. The business was founded in April, 1872, by the late James B. Bradford. It is now owned by Hugh W. Randall, who entered Mr. Bradford's employ in 1899 as an office assistant. One entire week was devoted to the celebration of this notable anniversary, which few retail music stores in this country have ever had the privilege of experiencing. At the main store the Victor and Aeolian department is handled by Miss Ruby Knox and Jewel Montgomery, while Miss Viola Speckin is in charge of the Sonora department in the South Side store.

New Vocalion Dealers

The Milwaukee Piano Mfg. Co., of which Elmer Netzow is manager, has secured a Vocalion franchise and since May 1 is carrying a complete line of instruments and records.

Another new Vocalion dealership established in the Wisconsin territory by Harry M. Hahn, jobber, is that of E. F. Waldhler, retail jeweler at Juncau, Wis.

The Record Service Shop has recently added the Aeolian-Vocalion to its line and reports a splendid reception on the part of its clientele.

New Stores and Changes

The Meyer-Seeger Music Co., 840 College avenue, Appleton, Wis., New Edison dealer, on May 1 moved into its new building, recently purchased and entirely remodeled. This will serve largely as a talking machine department, although the piano division also will profit from the enlargement of space and facilities.

The Hayden-Gummer Music Co., 16 Waugoo street, Oshkosh, Wis., has completed extensive

improvements in its store, which give it better facilities for handling the increasing business of its Brunswick department.

Irving Zuelke, operating two stores at Appleton and Neenah, Wis., is rebuilding both establishments to gain much-needed room. Mr. Zuelke handles the Vocalion, Victor and Brunswick, as well as the Steinway and other Duo-Art reproducing pianos. The changes now being made will affect the record departments especially, these having enjoyed a remarkable growth in the past year or two.

A new music store which will handle several lines of talking machines and records is being established at Manitowoc, Wis., by the Meyer & Glaeser Music Co. Mr. Glaeser formerly was connected with the Record Service Shop, 728 North Eighth street, Sheboygan and Manitowoc, in the latter branch.

A concern known as the International Phonograph Shop recently opened for business at 147 Sixth street, Milwaukee, and used large newspaper display space to announce its entrance into this field.

Honor for Frederick Carberry

Frederick Carberry, head of the Milwaukee Association of Music Industries and featuring the Brunswick in addition to the Chickering and Ampico, has been elected a member of the board of directors of the Rotary Club of Milwaukee, of which he has been a member since its inception. Mr. Carberry is being boomed by the District Club for the position of community sing leader of the international Rotary organization, a position which he holds in the District Club, which held its annual meeting recently at Duluth, Minn.

Badger Co. Pleased With Outlook

Since James A. Sandee, vice-president of the Badger Victrola Shop, took charge of the Badger Music Shop at 109 South Main street, Fond du Lac, Wis., on April 1, the business of the house has been almost doubled over the corresponding period in 1921. The Milwaukee company owns the Fond du Lac house. Leslie C. Parker, president of the two concerns and active manager at Milwaukee, is enthusiastic over the revival of business and looks for a record-breaking year. Besides the Victor line, the Milwaukee store has recently installed a piano department. The Fond du Lac store has carried pianos since it was opened.

A ninety-nine-year lease has been secured by the Badger Talking Machine Co., for the building at 191-193 Fourth street, now occupied by the Wisconsin Tire & Rubber Co., and they will move in May or the first part of June.

Now Sole Owner of Business

Leo Zimmerman, junior member of Page & Zimmerman, jewelers and music dealers at Ladysmith, Wis., is now sole owner of the business. George P. Luell, son of Mayor George Luell, continues as manager of the talking machine, piano and music merchandise department.

Opens Radio Department

The Kesselman-O'Driscoll Co., representing the Edison and Victor, has opened a radio

department under the direction of M. A. Ardmore, a radio electrician and broadcasting director of fifteen years' experience. A grand concert radiophone, standing six feet high and being four feet wide, has been installed. This also is being loaned from time to time for special events outside of the store.

Demonstration of the Wallace Record

The Wallace "reducing" record was introduced in Milwaukee during the past month and many of the leading music stores have been making special campaigns to popularize the line with eminent success. Live model demonstrations have been the rule in some of the larger downtown stores and "Get Thin to Music" is now a byword in Milwaukee homes.

AMERICAN MUSIFER CO. CHARTERED

The American Musifer Co. has been granted a charter of incorporation under the laws of Delaware for the manufacture of talking machines, with a capital of \$3,000,000. Chas. J. Kleber, of New York, is the incorporator.

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

WONDER OF THE WORLD REPEATING PHONOGRAPH



KEEP YOUR SEAT, IT PLAYS, REPEATS and STOPS. Merely set the Dial, it needs no further attention. The great convenience and superior tone qualities make this instrument the most desirable ever offered to the trade. Lower prices than ever, liberal trade discounts, special prices

for thirty days.

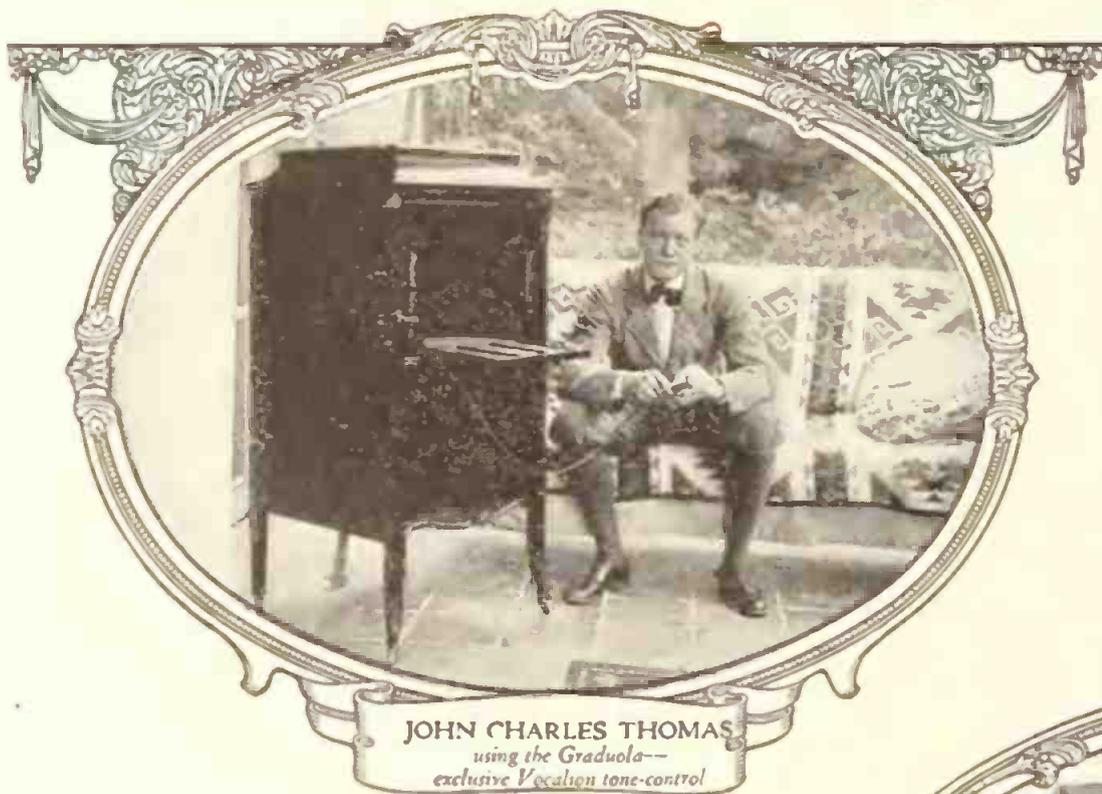
BROOKS MFG. CO.

Saginaw

Mich.

VOCALION

Phonographs



JOHN CHARLES THOMAS
using the Graduola—
exclusive Vocalion tone-control

JOHN CHARLES THOMAS

The Greatest Favorite on the Musical Comedy Stage Makes VOCALION RED RECORDS Exclusively

Playable on All Phonographs

John Charles Thomas has a following that extends from Coast to Coast. Demand for his records runs high.

NEW VOCALION PERIOD MODEL

The lightness and graceful lines of this Jacobean Period Vocalion particularly recommend it. Note the Maltese Cross effect which the designer has used, lending itself admirably to the shading necessary to the finish of this period. In shaded walnut finish only.



JACOBEAN
Style 1624



EARLY AMERICAN, 1765-1820
Style 1620

ANOTHER NEW PERIOD MODEL

A splendid example of the furniture of our forefathers, in brown mahogany finish. This case is typical of Early American Craftsmen's best work. While especially suited to a Colonial living room, it is sufficiently conservative in outline to blend with almost any furniture.

All Vocalion Period models equipped with the wonderful Graduola tone-control

VOCALION

Red Records

THE
VOCALION LINE
means *Business*
for you, both as
to quantity and
quality



THE DISTRIBUTORS OF THE VOCALION

MUSICAL PRODUCTS DIS. CO.

37 E. 18th St., New York City

THE VOCALION CO., 190 Boylston St., Boston, Mass.

WOODSIDE VOCALION CO.

154 High St., Portland, Me.

LINCOLN BUSINESS BUREAU

1011 Race St., Philadelphia, Pa.

GIBSON SNOW CO.

306 West Willow St., Syracuse, N. Y.

Vocalion Record Distributors

CLARK MUSICAL SALES CO.

324 N. Howard St., Baltimore, Md.

SONORA DISTR. CO.

505 Liberty Ave., Pittsburgh, Pa.

PENN. VOCALION CO., 16 W. King St., Lancaster, Pa.

O. J. DE MOLL & CO.

12th & G. Sts., Washington, D. C.

VOCALION CO. of OHIO

328 W. Superior St., Cleveland, Ohio

VOCALION CO. of OHIO

420 W. 4th St., Cincinnati, Ohio

LIND & MARKS CO., 530 Bates St., Detroit, Mich.

THE AEOLIAN COMPANY

529 S. Wabash Ave., Chicago, Ill.

LOUISVILLE MUSIC CO.

529 S. 4th St., Louisville, Ky.

HESSIG ELLIS DRUG CO.

Memphis, Tenn.

Vocalion Record Distributors

THE AEOLIAN CO., 1004 Olive St., St. Louis, Mo.

GUEST PIANO CO.

Burlington, Iowa

D. H. HOLMES CO.

New Orleans, La.

STONE PIANO CO.

Fargo, N. D.

STONE PIANO CO.

826 Nicollet Ave., Minneapolis, Minn.

CONSOLIDATED MUSIC CO.

Salt Lake City, Utah

COMMERCIAL ASSOCIATES

754 N. Spring St., Los Angeles, Cal.

THE MAGNAVOX CO.

616 Mission St., San Francisco, Cal.

Vocalion Record Distributors

Complete Information on the VOCALION Line Furnished Upon Request

The AEOLIAN COMPANY

NEW YORK

CHICAGO

ST. LOUIS

BOSTON

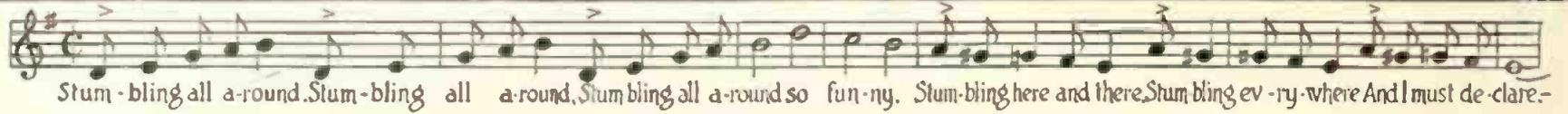
A NEW DANCE CRAZE STUMBLING



A FOXTROT ODDITY

"You can't go wrong
With any FEIST song"

HEAR IT NOW



Stum-bling all a-round. Stum-bling all a-round, Stumbling all a-round so fun-ny. Stum-bling here and there, Stum-bling ev-ry-where And I must de-clare-

RADIO BUYERS' SYNDICATE FORMED

Will Act as New York Representative for Dealers in Purchasing All Kinds of Radio Supplies for the General Trade

One of the newest developments in the commercial end of the radio field is to be found in the formation of the Radio Buyers' Syndicate, New York City, with headquarters at 145 West Forty-fifth street. This is backed by two well-known men in the talking machine field and the services of the Syndicate are planned to a great extent for talking machine dealers. The purpose will be to act as New York representative for dealers everywhere, in the purchasing of radio sets, equipment and supplies, making group purchases at quantity rates, thus making the same low price available to the individual dealer. One of the officials of the company, in describing the plan, spoke as follows: "The plan is the same as the National Department Store Association has adopted and is what makes possible the five and ten-cent stores and the chain drug, cigar and furniture stores. We have formed a central buying station whereby orders from

the members of the Syndicate are sent and placed direct with the manufacturer, thus securing for each member of the Syndicate the manufacturer's best prices, which means a saving of from 10 to 25 per cent in buying and which makes the difference in profit and loss to the radio dealers. At present the talking machine dealer's overhead is so high and the discount allowed by the radio manufacturer is so short that profits are problematical. We believe that anything pertaining to music or a collection of sound waves is distinctly the talking machine dealer's business. Of course, at the present time the average talking machine dealer is not thoroughly versed in radio and, therefore, we have in our organization radio experts who will devote their trained knowledge to the buying of supplies."

The Radio Buyers' Syndicate has opened a suite of offices with stenographers, messengers, telephones, and has established connections with a number of the prominent radio manufacturers. For individual representation the maintenance of this New York service would be, naturally, expensive, but through the syndication of a number of purchases the individual cost has become small. The membership price at the present time for the first six months has been placed at \$12.50 and it is expected that the increasing number of clients at the end of that period will allow a still further reduction. It is announced that the profits of the Radio Buyers' Syndicate are not derived from the purchaser but from the manufacturer, who pays for the business secured in the same manner that he would pay a traveling salesman.

SELF-OPERATING MACHINE ATTRACTS

Five Days' Demonstration of New Phonograph Proves Claims of Inventor

There was recently held a five days' demonstration of a non-winding, self-operating phonograph at the offices of the U. S. E. Corp., 7 West Sixty-first street, New York City. Many interested talking machine men and not a few engineers attended the exhibit and the successful operation brought forth much favorable comment. The machine, which automatically starts, stops and repeats, is the invention of James T. Sibley and the demonstration was for the purpose of showing that this unique product operated by dry batteries will run over a year without renewing the power.

The endurance test, which was most successful, leaves no doubt but that the machine in the home will give the service claimed for it. It is fool-proof, plays all makes of records with unvarying tone and practically all the operations are automatic.

It is understood that the product is to be marketed by the Eclipse Phonograph Corp., which is now arranging for manufacturing quarters.

The best time to tackle hard jobs is in the morning when you feel fresh. How many talking machine men are "on the job?"

TRADE IN DENVER RATHER SPOTTY

Dealers Planning Radio Departments—Denver Music Co. Adds Sonora Line—Offers Kurtzmann Piano as Contest Prize—Trade News

DENVER, COLO., May 6.—The talking machine business here during the past month has been rather spotty, but the consensus of opinion among dealers is that a slight gain in sales volume has taken place. An outstanding feature of the business is the number of dealers who have added, or are preparing to add, radio departments. As a rule, merchants are optimistic and are working hard to overcome a natural reluctance to buy on the part of the public owing to unsettled industrial conditions.

The Denver Music Co. announces that it has taken on the representation of the Sonora phonograph, which it will push in addition to the Victor, Brunswick and Columbia lines. The recently remodeled quarters of this concern make it one of the most attractive places in the city.

A piano-playing contest for persons under twenty years of age, the winner to receive a new Kurtzmann piano, will be staged by Chas. E. Wells Co. during Music Week. Contestants must reside in either Colorado, Wyoming or New Mexico. A second prize of \$500 to be applied on a Kurtzmann piano will also be awarded.

The Starr line of phonographs and Gennett records have been taken on by the Milton L. Leve Music Co. This concern has also opened a piano department in which Starr pianos are featured.

The Martin Bechtold Music Co. is planning to open a radio department. Announcement has been made that a full line of radio outfits and supplies will be stocked.

The Universal Phonograph Co., manufacturer of the Electrella phonograph, is planning to close out the retail end of its business in order that every effort may be concentrated on the manufacture of the Electrella. A local firm which is successfully exploiting this instrument is the Mae E. Gerarden Music Co.

The Pattison Music Co. recently staged a removal sale in order to facilitate moving into its new quarters on Glenarm street.

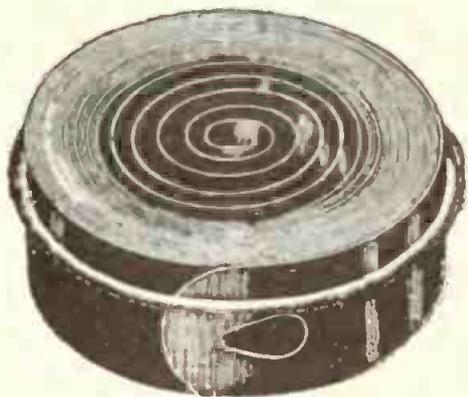
The Knight-Campbell Music Co., Victor dealer, is making a strong sales drive on both machines and records. Intensive sales work is accomplishing good results for this widely known and enterprising house.

STARR RECORDS OF K. OF C. BAND

The Starr Co. of Canada, Ltd., London, Ont., Canadian distributor of Starr-Gennett records, is making a sales drive among the Knights of Columbus organizations in Canada on records made by the Knights of Columbus Band, of New York City, which recently became an exclusive Starr-Gennett recording organization.

The E. L. Lennox Piano Co. has moved into its new quarters at 221 N. Pennsylvania avenue, Indianapolis. This move was necessitated by the rapid but solid expansion of the business.

Main-Springs



For any Phonograph Motor
Best Tempered Steel

	Each
3/8 inch x 10 feet for all small motors.....	\$.30
1/2 " x 10 " " Pathe, Columbia, Helmenan.....	.37
1 " x 10 " " Columbia.....	.40
1 " x 11 " " Victor, old style.....	.45
1 " x 13 " " Victor, new style.....	.50
1 1/4 " x 15 " " Victor, new or old style.....	.70
1 " x 12 " " Helmenan and Pathe.....	.45
1 " x 10 " " Saal, Silvertone, Krasberg.....	.45
1 " x 13 " " Saal, Silvertone, Brunswick.....	.50
1 " x 16 " " Sonora, Brunswick, Saal.....	.60
1 3/16 " x 18 " " Helmenan and Pathe.....	.75
1 1/2 " x 25 " " Edison Disc.....	1.50

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.....\$1.50
With large reproducer, very loud, Universal..... 4.00
With smaller reproducer, but loud and clear..... 2.50

PHONOGRAPH NEEDLES

We can give you best price on Brillantone, Magnedo, Wall-Kane, Tonofone, Nupoint, Gilt Edge, Incas and Velretone 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.



There is some choice territory left for dealers and jobbers to handle the Lyradion Radio line

These complete models were the hit of the Pittsburgh and Detroit Radio Shows

THE LYRADION CABINETS

Models A, B and C

These radio receiving cabinets are equipped with the famous Seabrook "loud speaker" horn and amplifier. They can be furnished completely wired to house a Westinghouse 2 stage R.C. set or with Lyradion non-regenerative set. Closed compartments for all batteries and wires. Connects to two base plugs same as electric phonograph. These instruments combine beauty with reproducing and amplifying powers which enable a roomful of people to "listen-in" at once. Ready now.

THE LYRADION CONSOLE

Combination Radio and Phonograph

An attractive model having compartments for completely housing a receiving set. All batteries and wires out of sight. Wired for Westinghouse "set" or furnished complete with Lyradion non-regenerative set. This instrument provides dual entertainment features—radio when it is being broadcast—phonographic music at any time. Equipped with Seabrook horn and amplifier. Ready for delivery in thirty days.



All models include Seabrook loud speaker horn and amplifier



THE LYRADION ART MODEL

Italian Renaissance

A beautiful cabinet, hand carved, polychrome finish for large homes and clubs. Will successfully reproduce radio music in sufficient volume for dancing. All batteries, wires, etc., fully enclosed and out of sight. Wired for Westinghouse "set" or with Lyradion non-regenerative set. This is a combination radio and phonograph and affords a continuous source of entertainment. It is ready for delivery in limited lots now.

Lyradion Sales & Engineering Co.

which is plant No. 5 of Dodge Manufacturing Company

MISHAWAKA, INDIANA

KENYON W. MIX, Director

SAN FRANCISCO

Trade Interest in Radio Growing—Brunswick Line Placed in Emporium—Fresno Dealers Meet—Prepare for Shriners—The News

SAN FRANCISCO, CAL., May 6.—The talking machine trade of California is showing more interest than ever in radio projects and many firms are featuring radio concerts in connection with their regular business. It is pretty well agreed that the public interest in radio equipment means a stimulated demand for musical merchandise of all classes, though a few hold the opinion that the talking machine business will be but temporarily benefited and that the "radio" is merely a passing fad. Certainly sending music by radio must be greatly improved before it can successfully compare with the excellence of the talking machine in reproducing music.

April business is fair with most houses, though usually April is a busy month. General conditions in all lines of trade are not brisk, however, and the talking machine situation is not exceptional. The radio business is rushing.

Sonora Business Improving

The Sonora merchants report increased business since the second price reduction, which went into effect April 1, and the month has averaged well in sales volume. Morely Somers, manager of the San Francisco Phonograph Shop, is at present on the sick list, being confined in the Merritt Hospital of Oakland.

Emporium Adds Brunswick Line

Charles Mauzy, manager of the talking machine department of the Emporium, is gratified with the opening business on Brunswick machines and records, which have just been taken on in addition to the Victor line. The department gives two radio concerts daily. Mr. Mauzy is also manager of the radio department of the Emporium, and he is confident that the two departments are mutually beneficial.

Music Men Prepare for Shriners

Byron Mauzy is chairman of the Indiana committee for the big Shriner conclave, which will be held in San Francisco shortly, and Clark Wise is another local Shriner who is an active committeeman. The San Francisco music trade has a goodly number of Shriners among its members, and it is assured that visiting delegates in the music trades will be well taken care of. Sherman, Clay & Co. will turn over their entire top floor to the visiting musicians of Islam. The floor will be a club and rest room for the dele-

gates, a place where they can congregate at odd moments and enjoy social intercourse with those of their own profession.

G. Q. Chase Returning Home

George Q. Chase, president of Kohler & Chase, who has been East since the middle of March, is on the way home. He left the East with Leon M. Lang, the new manager of the retail piano department, who has arrived here already. The company gave a dinner at the Indian Grill of the "State" café in San Francisco last week in honor of Leon M. Lang, the new manager of the piano department, and the affair was attended by all the sales force. The talking machine department in San Francisco is being remodeled somewhat, both in the display and record departments, in order to provide better facilities for handling the growing business.

Will Handle Radio Phonograph

J. M. Abrams, manager of the wholesale and retail talking machine departments, expects to have for sale within two weeks the new Burnham Supertone Radio phonograph, which combines the standard phonograph with a complete unit of a radio receiving station. The receiver will have a radius power of about five hundred miles and the instruments will sell from \$300 up. Mr. Abrams says the call for such a machine is insistent and that the firm expects to make a wide distribution of the innovation, not only in the city, but in the country districts as well.

L. S. Giles a Visitor

L. S. Giles, the field sales representative of the General Phonograph Corp., of New York, was a visitor in San Francisco this month. He has been calling on the trade in the Northwest and from San Francisco left for Southern California. The Sophie Tucker selections of the Okeh records promise to have a big sale on the Coast.

News Brieflets

Andrew McCarthy, manager of the wholesale Victor department of Sherman, Clay & Co., has gone on a visit to the factories in the East.

Frank Anrys, general manager of the Wiley B. Allen Co., is taking an automobile trip through Southern California. The San Francisco store of the Wiley B. Allen Co. is undergoing a general Spring housecleaning.

All the employes of the Wiley B. Allen Co.

will gather for a picnic and general "jinks" near San Francisco on May 14. Over two hundred are expected to attend the jollification.

I. S. Lesser, of the Blue Bird Phonograph Co., Los Angeles, has been in San Francisco for several weeks on business. His company is now manufacturing radio outfits in addition to phonographs.

Dohrmann Co. Opens New Department

The new talking machine department of the Nathan Dohrmann Co. is one of the most artistically appointed in the city, being equipped with four beautiful demonstration rooms and having ample display space on the mezzanine floor.

The Blue Bird phonograph, which is made in Los Angeles, is featured, together with the Vocalion records. Walter McCoy is in charge of the department.

Fresno Association Meets

The Fresno Unit of the Music Trades Association of Northern California gathered at an informal dinner at the Commercial Club in Fresno recently, to discuss matters of importance to the trade. The meeting was presided over by S. S. Hockett, second vice-president, of Fresno, and addresses were made by President George R. Hughes and First Vice-president Shirley Walker, both of whom came down from San Francisco to attend the meeting.

Remick Song Shop Remodeled

The Remick Song Shop on Market street has been remodeled in order to provide better facilities for the handling of Columbia machines and records. Mr. Adkins, the manager, has his troubles in accommodating his many customers in the limited area of the song shop, but under present conditions it is impossible to acquire more space at the present location.

SIMPLEX MOTOR POPULAR

New Electric Motor Being Made in Large Quantities—Company Rapidly Expanding

MONTREAL, CAN., May 6.—The Simplex Electric Phonograph Motor Co. is now turning out its new electric motor in quantities to fill the orders received from all parts of the United States and Canada. A new catalog is now on the press illustrating the motor in detail and the company is planning to give this catalog wide distribution. The officers state that in every case where the company sent out a Simplex motor on a thirty days' trial basis it received a substantial order, and the reception accorded the motor by the trade is a source of considerable pleasure.

During the past few weeks quite a number of orders have been received from talking machine dealers, but as the company is confining its efforts to manufacturers and jobbers exclusively it is turning these inquiries over to jobbers for their attention.

PATHE MAKING FAVORABLE PROGRESS

Expects to Be Able to Discharge All Claims—Business to Go Back to Owners

The Pathé Frères Phonograph Co., Brooklyn, N. Y., which has been operating under the direction of receivers in equity, is reported to be progressing in a favorable manner. Information emanating from a responsible source would indicate that a reorganization is imminent and that control of the company would soon pass back into the hands of the former management which was responsible for the growth of the Pathé organization. It is also learned from the same source that the company expects to be able to discharge all claims at 100 cents on the dollar.

LOSE SUIT AGAINST REFLEXO CORP.

The suit of Julius and Nestor Roos against the Reflexo Products Corp. was decided in the Municipal Court, New York City, in favor of the Reflexo Co. Each brother entered suit, asking damages of \$1,000 each for alleged breach of contract between employer and employe. The trial lasted two days and it is reported that the evidence brought out through the trial was overwhelmingly in favor of the Reflexo Products Corp.

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



Style 902
COLONIAL
\$37.50



Style 904
LOUIS XVI
\$92.50



Style 906
CHIPPENDALE
\$97.50



Interior View

Artamola

ANNOUNCING NEW
PERIOD CONSOLES

Priced to meet the 1922 Business of

PHONOGRAPH SALES

Consider—

1. Exclusive Designs.
2. Perfect Cabinet Work and Finish.
3. Unsurpassed Tone Quality.
4. Popular Prices.
5. Exclusive Territory.
6. Liberal Discounts.
7. Big Profits.

Specifications

Height 34 Inches

Width 36 Inches

Depth 22 Inches

Phillips Universal Tone Arm and Reproducer, Large No. 33 Heineman Motor, 12-Inch Turntable, Automatic Stop, Tone Regulator, Nickel-plated Hardware, Including Automatic Cover Support, Continuous Hinge, Domes of Silence, Needle Rest, All-Wood Sound Chamber, Five Shelves for Records.

Furnished in Mahogany Only.

Finished Dark Brown Dull.

*Write for Catalogue and
Dealer's Discount*

Saginaw Sectional Book Case Co.

Saginaw, Michigan

U. S. A.



Lovers of operatic arias will want this new June record by Charles Hackett, "Ah! So Pure," a tenor solo from *Martha*. Order it for your operatic music customers. 79885.

Columbia Graphophone Co.
NEW YORK

BLACKMAN TALKING MACHINE CO. IS TWENTY YEARS OLD

J. Newcomb Blackman Receives Many Letters and Telegrams of Congratulation From Friends and Business Associates on the Celebration, May 1, of the Twentieth Birthday of His House

On May 1 the Blackman Talking Machine Co., 28 West Twenty-third street, New York, Victor wholesaler, celebrated its twentieth birthday, and J. Newcomb Blackman, president of the company, received letters and telegrams of congratulation from his friends and business associates in all parts of the country. All of these messages conveyed a well-deserved tribute to Mr. Blackman's executive acumen and tireless efforts in behalf of the Victor industry as a whole.

The growth and rise of the Blackman Talking Machine Co. in the past two decades has been steady and impressive, rather than spectacular and flashy. In 1902 the company occupied a small space at 19 Beekman street, moving from there in 1905 to 97 Chambers street, where the foundation was laid for the present Blackman business.

After thirteen years at 97 Chambers street the company disposed of its retail business, concentrating its wholesale activities at 81 Reade street, which it had been occupying as part of its general quarters. This location, however, was very inadequate for the fast growing business, and in 1921 the Blackman Talking Machine Co. moved into its present quarters at 28-30 West Twenty-third street.

In its new home the company has at its disposal 21,000 square feet, and it is occupying one of the finest and most up-to-date wholesale establishments in the country. When the lease was signed for the second floor of the building

at 28 West Twenty-third street Mr. Blackman determined to sponsor a Victor wholesale establishment that would be thoroughly representa-

has also devoted valuable time to civic affairs, and has represented the talking machine industry in numerous activities of nation-wide importance.

Mr. Blackman has three times received the highest honor that may be accorded a Victor jobber by his associates, having been elected president of the National Association of Talking Machine Jobbers at three conventions. At the



tive of Victor prestige, and at the same time offer maximum service and co-operation to the Blackman clientele of Victor dealers. No expense was spared in furnishing or decorating the floor, and it stands to-day a tribute to the Blackman Talking Machine Co.'s twenty years of activity as a Victor distributor.

In 1920 Mr. Blackman inaugurated a profit-sharing plan for his employes that has been an important factor in the success of the company, and which has served as a model for commercial and industrial concerns in all sections of the country. By the provisions of this plan all employes who have been associated with the company for a period of one year or more participate in the profits, and have, therefore, a tangible interest in the success of the company.

The volume of business closed by the Blackman Talking Machine Co. is best represented by the fact that the sales for the last fiscal year were sixty times those of the first year in business, and the figures for December, 1921, alone were approximately ten times the first year's business. During that month there were times when one day's sales equaled those of the entire first year's business. These comparisons are interesting and illuminative.

Although Mr. Blackman has been personally responsible for the success of the Blackman Talking Machine Co., and personally shaped and directed its policies, he has always found time to interest himself in all matters aiming to better the talking machine industry as a whole. He

present time he is a member of the executive committee of this Association, doing everything possible to serve this important body.

As a member of the Board of Directors of the American Fair Trade League, Mr. Blackman represents the talking machine industry as a whole. He is also president of the Brightwaters Holding Corp., Brightwaters, L. I., where he has his Summer home, and where he has been an active figure in all civic matters. Mr. Blackman is also treasurer of the Brightwaters Realty Corp., and president of the Blackman Securities Co. Associated with Mr. Blackman in the executive personnel of the Blackman Talking Machine Co. are Fred P. Oliver, vice-president and general manager of the company; C. L. Johnston, secretary and sales manager; J. F. Ashby, treasurer, and Geo. F. Thau, assistant secretary. They are all in thorough accord with the policies inaugurated by Mr. Blackman, which have shaped and sponsored the success of the company as a Victor wholesaler.

BETTER HOMES WEEK HELPS TRADE

MEMPHIS, TENN., May 6.—The celebration of Better Homes Week here in April had the effect of considerably stimulating all classes of trade, the talking machine trade not excepted. Special window displays, prizes and attractive inducements to the public helped to make the event an unqualified success from the standpoint of increased business.

The advertisement for Perry B. Whitsit Co. features a decorative border. At the top is a circular logo with a dog listening to a gramophone, with the text "HIS MASTER'S VOICE" below it. The main text reads "PERRY B. WHITSIT Co." in large, bold letters. Below this, it says "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." At the bottom, it says "COLUMBUS OHIO" and "VICTOR DISTRIBUTORS" with the Victor logo.

DICTAPHONE FOR RADIO MESSAGES

Special Radio Recording Device of New York Times Receives European News Messages

A special dictaphone recording device has been built for use in connection with the reception of radio signals from Europe, when high-speed transmission is resorted to, according to

by the same electric motor. Each machine is fitted with a clutch, which is used to carry the power from the driving motor to the drum, which carries the wax records. When one machine is in operation the other is standing still, with the exception of a short period, when both machines run simultaneously, in order to make certain of continuity of the message from one cylinder to the other. This is effected in the following manner:

The recording devices of both machines are fitted with telephone receivers which operate simultaneously. Blank wax cylinders are placed on the drums of both machines and one of them is put in operation. The recording device is moved along the wax record by a worm-gear and an arm extends from it which engages a small lever shown in the photograph. Pressure on the lever causes the clutch on the first recording machine to disengage and the machine which has been idle to

start. The time the two machines run together depends upon the size of the teeth on the clutches.

It will be seen that the governor of the driving motor is quite similar to those found on phonographs and any speed may be had by adjusting it. By running the records at comparatively high speed when the signals are coming in and

then placing them on a reproducing machine which is run at a lower speed it is possible for the operators to decipher messages which otherwise would be unintelligible to them, and this dual system makes certain that none of the incoming signals are lost while the records are being changed.

HARMS PIANO CO. IN NEW HOME

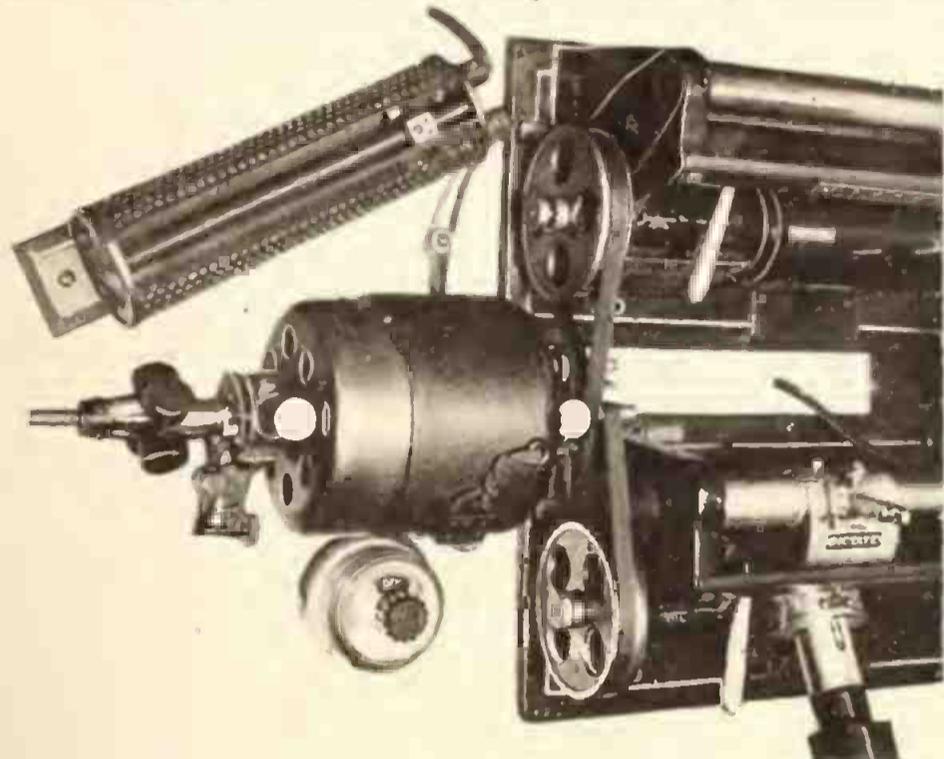
Well-known Aberdeen, S. D., Music House Features Victor and Brunswick Machines in Its Specially Constructed Department

ABERDEEN, S. D., May 5.—The George Harms Piano Co., George Harms, proprietor and manager, recently opened its new quarters in the Wells block, this city. The store has been entirely remodeled, and the Victor and Brunswick lines of machines and records are displayed in a specially constructed department, which is considered one of the most attractive in this part of the State. An extensive line of pianos is also handled. The staff includes, besides Mr. Harms, Miss Mildred Reese, in charge of records and sheet music; Henry Stellner, salesman; John Cushman and J. P. Jolin.

J. G. CORLEY IMPROVED IN HEALTH

John G. Corley, president of the Corley Co., of Richmond, Va., is reported as showing substantial improvement. His convalescence is now such that he expects to shortly leave the city for a period of rest in the Virginia mountains. Mr. Corley is particularly interested in the coming convention and is most hopeful of being able to attend.

T. J. Shepherd & Son, Orleans, Ind., have installed a radio equipment in their store. They make a practice to hook up the equipment with the Magnavox and enlist plenty of attention and publicity by giving a series of concerts in front of their store.



Duplex Phonograph Recorder for Radio Signals in Use at the New York Times Radio Station in New York City. The Second Record Can be Started While the First is Still Rotating, so as to Obtain a Continuous Record of Long Incoming Messages. Signals Can Also be Recorded on the Records at High Speed, and Afterwards Transcribed on a Low Speed Phonograph.

an article by Arthur H. Lynch in Science and Invention, to whom we are indebted for the courtesy of the illustration. This device has been built especially for the New York Times, and it is used in that paper's radio-receiving station for copying press dispatches.

As will be seen from the accompanying photograph, there are two recording machines, driven

WHY—THE HALL FIBRE NEEDLE?

It is the needle that sells itself—that sells records and prompts the purchase of Talking Machines. It is the needle that satisfies the customer and thereby brings money to the

DEALER



PACKED IN THIS VERY ATTRACTIVE FOUR-COLORED COUNTER DISPLAY. COMBINATION CARTON } 25 PKGS. NO. 1—100 to Pkg.
 } 75 PKGS. NO. 5—50 to Pkg.
 CARTON NO. 1— 50 PACKAGES—100 to Pkg.
 CARTON NO. 5—100 PACKAGES— 50 to Pkg.

HALL MANUFACTURING CO.

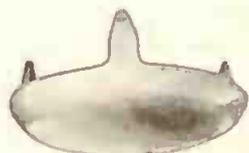
Successors to B & H FIBRE MFG. CO.

33-35 West Kinzie Street

CHICAGO, ILL.



Made of High Grade
Hardened Steel
Specially Treated
to Give
Frictionless Surface



Extra Heavy
Size—1 1/4 in.



3/4 in.



1/2 in.



3/8 in.



5/16 in.



1/8 in.



Reg. U. S. Pat. Off.
No. 995758 which will
be strictly enforced

Are You Selling Finished Furniture?

A complete piece of furniture must have a footwear device.

In selecting that device, what qualities should it embrace?

It should embrace — simplicity — ease of movement — impossibility of getting out of order — invisibility — protection to furniture, floors and rugs.

There is only one device that has all of these qualities PLUS

Economy

Silence

Adaptability—Suitable for covered and uncovered floors alike.

Service— Long wear.

The perfect footwear for furniture—

DOMES of SILENCE

"Better than Casters"

Henry W. Peabody & Co.
DOMES OF SILENCE DIVISION
17 State Street, New York City

In All Your Talking Machine Orders,

Specify **DOMES of SILENCE**

HAPPENINGS IN THE DOMINION OF CANADA

TORONTO CONTINUES TO BE AN ACTIVE TRADE CENTER

Sound Amplifier Patented by Gerhard Heintzman, Ltd.—Holley to Visit Sonora Dealers—Jewett Phonograph Co. of Canada Incorporated—Vocalion Recordings Please—News of Month

TORONTO, ONT., May 8.—Canadian patent rights have been granted Gerhard Heintzman, Ltd., on a new talking machine sound amplifier, the walls and sides of which are provided with a series of ribs, which may be varied in number, according to the size and area of amplifier. It is claimed these ribs, being placed in a fan shape and in conjunction with the deflector, equally distribute the sound waves to the orifice, taking care of all tones equally, thus making the rendition so that no tone or tones are hidden.

It is also claimed that, being ribbed, the higher-pitched tones receive the rigidity necessary, freeing them from any echo or hollowness sometimes apparent if not used in this manner.

The lower tones, having longer and slower vibrations, are therefore enriched and broadened by the gradual spreading of the fan-shaped principle of the ribs; also the relation of the vibrations or sound waves to the dimensions of the material between the ribs. In other words, high tones are amplified by the rigid portion of the board where it is ribbed and as soon as the distance becomes greater from each rib the board gradually resonates to the accommodation and benefit of the lower tones. The invention is claimed to properly balance all tones to the power value intended by the artist or artists when recording was made.

A new appointment on the staff of I. Montagnes & Co., Canadian Sonora distributors, is J. H. Holley, who will call on the retail dealers in the interests of the Sonora from Winnipeg to Vancouver and Victoria. Mr. Holley is a well-known man in Western Canada. His work will be to cover the Western provinces more minutely than has been possible in the past and is expected to mean the eventual opening of a branch office in this territory.

Edwin A. Stevenson, formerly president of the Regal Phonograph Co., Ltd., has joined the sales force of the Gold Medal Furniture Mfg. Co., Ltd., and will have charge of the talking machine sales department for the Province of Ontario.

When the May list of Brunswick recordings appears dealers will note the addition of some double-face operatic records. These, according to the Musical Merchandise Sales Co., Canadian Brunswick distributor, will be introduced into the Brunswick catalog, retailing in Canada at \$1.75 to \$2.25, and will be followed by others of the same nature from then on. They will bear gold labels and will replace in time the green label series, the single-faced operatic and classic discs, the production of which has been discontinued by the Brunswick organization.

Gordon Chase has become manager of Mason & Risch, Ltd., at Chatham, succeeding the late John Glassford. W. Connor, who has been temporarily in charge since Mr. Glassford's death, will continue as assistant to Mr. Chase.

Announcement is made of the incorporation of the Jewett Phonograph Co., of Canada, Ltd., with headquarters in Windsor, Ont. This new firm is capitalized at \$950,000.

A "Diner" on one of the large Canadian railroad systems was recently equipped with a Brunswick phonograph. The conductor found such a marked appreciation of the music at meal-times that he ran an extra afternoon and evening program in the dining car.

The Robert Simpson Co., Ltd., is conducting a series of recitals by local artists who appear in person during the week in the talking machine department of this firm. They compose the following "His Master's Voice" artists: Frank Old-

field, Miss Vera McLean and R. H. Ruthven McDonald.

A series of musical demonstrations for school and music teachers at the Toronto Conservatory of Music marks an important step in the development of a new method of musical training.

By means of a specially made series of educational records played on a Grafonola children are led to an appreciation of the best music.

The present course, which has been marked by a large attendance of keenly interested Toronto teachers, is being conducted by Miss Mae E. Skilling and Miss Ethel McKee, of the educational department of the Columbia Graphophone Co.

The installation of talking machines with records in the public schools throughout Canada

was urged by Bruce A. Carey, supervisor of music in the Hamilton (Ont.) schools in a talk before the Wentworth County Teachers' Association at Hamilton recently. Mr. Carey classified the benefits derived by the pupils of musical teaching as not only musical, but physical, mental and spiritual as well. It was valuable, he declared, as a developer of intellect, as well as a refining and civilized influence.

The London String Quartet, world-famous musical organization and Vocalion artists, has, at the insistent request of many music lovers, been recalled to Toronto for a second appearance this season.

In addition to several superb recordings the quartet has made exclusively for Vocalion records, Warwick Evans, the distinguished 'cello soloist, has also recorded a number of delightful solos that should be in every music lover's library. Seythes Vocalion Co., Ltd., Toronto, report a good demand among dealers for these particular selections.

McCORMACK'S RECOVERY PLEASES THE MONTREAL TRADE

Illness of Popular Victor Tenor Aroused Much Attention—Miss Pierce Opens Columbia Store—New Ordinance Prohibits Use of Phonograph Horns Projecting From Stores—Other News

MONTREAL, CAN., May 8.—Widespread interest was evinced in the recent illness of John McCormack, exclusive Victor artist, and the leading Montreal newspapers bulletined at various intervals during the day the progress made by the patient.

The phonograph department of H. P. Labelle, Ltd., now occupies the ground floor of its new building, with J. T. Lemieux in charge. The original "Windsor" phonograph and other makes are handled here.

Miss Pierce, for a number of years assistant to Miss Vezina, manageress of the Columbia Graphophone department of Almy's, Ltd., has opened a store on her own account at 431 Wellington street. For the present she will handle the Stewart phonograph and Columbia records.

V. Sgroi, one of Montreal's leading Columbia and Edison Amberola dealers, was the subject of a very flattering notice in a recent issue of The Standard, of this city. It pointed out how he started with a cash capital of \$50 ten years ago, and now carries stock to the value of \$50,000. Mr. Sgroi has an able assistant in his son.

One of the handsome main show windows of Goodwin's, Ltd., recently contained a number of Brunswick models which attracted considerable attention from passers-by. Manager Norman F. Rowell, of the phonograph department, reports business as fair.

A case has been brought to our attention whereby a firm manufacturing phonographs recently made an assignment for the benefit of its creditors. The trade-mark or transfers were sold to a dealer for a given sum who clapped them on a machine of his own make and sold them in competition with the original machine of the same make, now sold by a dealer who had a large number on hand at the time of the fail-

ure. He says it takes some tall explaining to convince customers that these two makes, while similar in name and sold at different prices, are not one and the same machine.

A new city ordinance has been passed by the City of Montreal prohibiting the use of all phonograph horns projecting from stores into the street, and any person found breaking this law is subject to a fine of \$40. Commenting upon this law, one prominent dealer stated that the transmitting of music by this means netted him around \$20 a month and was, he considered, a valuable asset to his business, as it invariably attracted attention to his store and was the means of having customers or probable buyers enter his place of business, and nine times out of ten converting them into buyers.

Signor Friscoe, xylophone genius, played a week's engagement at the Princess Theatre here quite recently.

For this act Layton Bros. provided from stock an official Edison Diamond Disc Laboratory model phonograph which was used in conjunction with this musical act. Layton Bros. are authority for the statement that this artist's last appearance locally was the means of their selling a number of Edison phonographs.

Arthur Blouin, Sherbrooke, Que., is reorganizing and enlarging his record department. He reports the sale of Columbia Grafonolas and Brunswick phonographs as quite satisfactory.

The promotion and service department of His Master's Voice, Ltd., does not let an opportunity slip by for linking up its records with timely events of general interest to the music-buying public. The latest correlation has been with "School Days," a motion picture featuring Wesley Barry and his famous freckled face, that is

(Continued on page 96)

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

See page 50

HAPPENINGS IN CANADIAN TRADE

(Continued from page 95)

drawing large audiences in different Canadian centers. His Master's Voice dealers have been circularized with a view to getting them to feature record No. 16526 in this connection. It is a record that brings back to mind school and boyhood days.

GIVING IMPETUS TO RECORD SALES

Winnipeg Dealers Would Like Manufacturers to Carry Advertising the Same Time Their Artists Are on Tour—Oliver With Wray Co.

WINNIPEG, MAN., May 8.—It has been pointed out before that not enough impetus is given to sales of records by the dealers and record companies when a series of great artists come through the West by the placing of advertising at the same time as the artists are making their tour. This is a matter which should be taken up by the different dealers' associations, who could collaborate with the musical representative of the leading daily newspaper in every town, in order that they may get the benefit. Timeliness in advertising is just as advantageous to the dealer as it is to the writer of newspaper articles and stories. During the past few weeks there has been considerable talk about the interesting musical standard which has been set up in Western communities within the past few years from the widespread influence of the talking machine and player-piano. It has caused many who were formerly content to hear operatic selections and drawing-room ballads sung at intervals by indifferent singers to wake up suddenly to find that they are no longer content with mediocre performances brought here by third-rate opera companies.

The local visit of the eminent pianist, composer and conductor and exclusive Columbia artist, Percy Grainger, to Regina, Sask., was the means of still further increasing the popularity of this artist's recordings and all Columbia dealers renewed activity in this direction.

W. A. Oliver, well known to the music trade of Eastern Canada, has been appointed manager of the new talking machine department of Wray's Music Store here. Victrolas, Brunswick phonographs and "His Master's Voice" records are carried.

NEW SALES AGENT FOR SPRAYTONE

C. D. M. Trading Co. to Look After the Marketing of Spraytone Portable Phonographs

The Spraytone Phonograph Co., Inc., Ridgewood, N. J., has appointed the C. D. M. Trading Co., 109 Lafayette street, New York, exclusive sales agent for the Spraytone portable. This does not affect the various other models manufactured by the company.

The Spraytone portable is a unique machine with a double-spring motor and full-size universal tone arm. It has, however, folding amplifying horns that act as tone modifiers. It is in mahogany finish, compact and weighs fourteen pounds.

The C. D. M. Trading Co. is already appointing distributors throughout the country. Among these is the Cabinet & Accessories Co., Inc., 135 West Thirty-fourth street, New York City, which has been appointed jobber for the metropolitan district. An intensive sales campaign has been inaugurated by the company.

DAYTON STARR STORE TO MOVE

DAYTON, O., May 6.—Following several weeks spent in remodeling its new store at 116 North Main street, this city, the Starr Piano Co. is now prepared to settle in the attractive new quarters, according to A. J. Dellays, local manager. A stock of new phonographs, pianos and player-pianos will be brought from the factory in Richmond, Ind., for the opening.

The White Furniture Co., of Williamsburg, Ky., was very seriously damaged by fire recently. It was partially covered by insurance.

OKEH RADIO PARTY SCORES

Okeh Artists Appear at Bedloe's Island—Nathan Glantz Plays Several Selections

Another Okeh radio party was held on Wednesday, April 26, at Bedloe's Island broadcasting station under the direction of Fred W. Hager, recording director of the General Phono-



Nathan Glantz

graph Corp. Quite a number of well-known Okeh artists were on the program and William Tilden acted as master of ceremonies. Among the artists who appeared were Nathan Glantz, popular saxophonist; Louis Breau, Nat Sanders, Sibyl Sanderson Fagan, Lydia Rivetti, Billy Tilden and Byron G. Harlan.

Beniamino Gigli, famous Victor artist and Metropolitan tenor, made his first public appearance out of operatic circles in New York on May 2 in a concert at Carnegie Hall.

50c.
List Price

Puritan Records

50c.
List Price

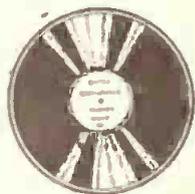
10-INCH DOUBLE DISC

The biggest value in 50-cent records on the market. Large catalogue — A1 recording — immediate release of hits — assures quick turnover.

Increasing numbers of new dealers have added Puritan records during the past month. Large repeat orders are being received from our established agencies.

LOOK FOR THE PURITAN ON OUR NEW LABEL

We are confining our shipments to a territory east of the Ohio and north of the Potomac. Dealers in that territory are invited to write for our proposition.



THE BRIDGEPORT DIE AND MACHINE CO.

170 ELM STREET
BRIDGEPORT, CONN.



BUFFALO

Demand Growing—New Talking Machine Departments in Evidence—Live News Budget

BUFFALO, May 6.—Talking machine business has been showing a slow, but what many dealers believe is destined to be a permanent, improvement. The medium-priced machines of many makes are moving in increasing volume, while the models at higher prices are also moving fairly well.

One encouraging sign of the times is that the demand seems to be general. Nearly every retailer in the Buffalo district as well as those supplied from the wholesale houses here, has been making favorable reports of sales, and the general tone of business talk is more optimistic than it has been for some time.

Sales of grand opera records have been leaders here during the past few weeks, due to Buffalo's grand opera season. There has also been a gratifying increase in the sale of popular numbers and of standard records. Generally speaking, the trade outlook is better than it has been for some time past.

One of Buffalo's pioneer talking machine dealers retired from business on May 1, when C. E. Siegesmund closed out his store at 632 Main street and discontinued business. Mr. Siegesmund's stock, good-will, fixtures and his Victor franchise were taken over by A. Victor & Co., housefurnishings retailers, who have a retail store at Main and Genesee streets.

Victor & Co. at once began preparations for an elaborate set of quarters for their new Victor department. Opening of this department will take place in the near future. Arthur Victor will take personal charge of this department, which he plans to make one of the chief assets of the company's big department store. A full line of machines and records will be carried.

Mr. Siegesmund's retirement is a source of much regret among the trade, as he has been one of its real leaders for many years. Until very recently he was president of the Victor Dealers' Association of Western New York.

One of the finest talking machine departments in New York State will be found in the new music store which is about to be opened by J. N. Adam & Co. in the building in Washington street directly opposite the firm's six-story department store building. Under direction of Manager Stephen Butler, a talking machine department second to none in the vicinity is being installed as a feature of the new store.

Another fine new talking machine department about to be opened for public inspection is that which has been provided in the new Kurtzmann retail store in the Pierce Building, now nearing completion. Many new ideas in the way of talking machine and record merchandising are incorporated in the Kurtzmann store, it is understood.

Still another recent addition to Buffalo's fine talking machine retail departments is that in the new McClellan Music house in Main street, above Chippewa street.

Talking machine dealers have been giving their time to the Chamber of Commerce membership campaign, through which 1,500 new members are sought for the city's business organization. C. N. Andrews, head of the wholesale Victor house bearing his name, was the active leader of the dealers' campaign to add all of the leading men of the music industries to the Chamber's membership before the campaign closes.

The March meeting of the Victor Dealers' Association of Western New York was featured by a discussion of advertising. It was the consensus of opinion that periods of dull business should be the time for increased, rather than decreased advertising. The meeting followed noon luncheon served in the Hotel Iroquois.

Charles Hoffman, proprietor of one of Buffalo's leading Brunswick stores, has had his sales and showrooms remodeled. His patrons now find

every convenience and facility for trading in the Hoffman establishment.

Lew Berk, who formerly conducted a talking machine store in South Clinton avenue, Rochester, is the manager of the new Song and Gift shop recently opened at 209 East Main street, in that city.

A voluntary petition in bankruptcy was filed in the U. S. District Court here by Daniel R. Rober, talking machine and record dealer of Jamestown, N. Y. Mr. Rober, who conducted his business under the name of the Song Shop, listed assets of \$2,524 and liabilities of \$6,609.

Columbia dealers in the Buffalo territory are giving 100 per cent co-operation in the national advertising campaign and are getting the results which co-operation usually brings. The Columbia branch here has been on the job providing instruments for the new Buffalo radio telephone broadcasting station.

The Victor Dealers Association of Buffalo held a special session on April 19, the occasion being the visit of J. J. Davin, secretary of the Reincke-Ellis Co., Chicago, who gave an hour's talk regarding the amount of money a Victor dealer can afford to spend on advertising and the media in which he should use this appropriation. Later Mr. Davin had the pleasure of visiting many of the local retail stores where he discussed matters of vital interest to the sales clerks in the various establishments.

Mamie Smith's records have had a big sale here since her recent appearance in the Broadway Auditorium. Nearly 2,500 persons attended.

Warren R. Truax has closed out his music store at East Rochester and expects to rest this Summer. In the Fall he will probably open a new music store in Canandaigua, N. Y.

The Flexola Phonograph Co., of Jamestown, N. Y., has begun commercial production of instruments.

Walter Mahoney has closed his talking machine store at Niagara Falls and has taken a position in one of Rochester's leading music houses.

HEADQUARTERS
For
Single Spring Motors
and
Mica Diaphragms
WILLIAM BRAND
27 East 22nd St., New York City

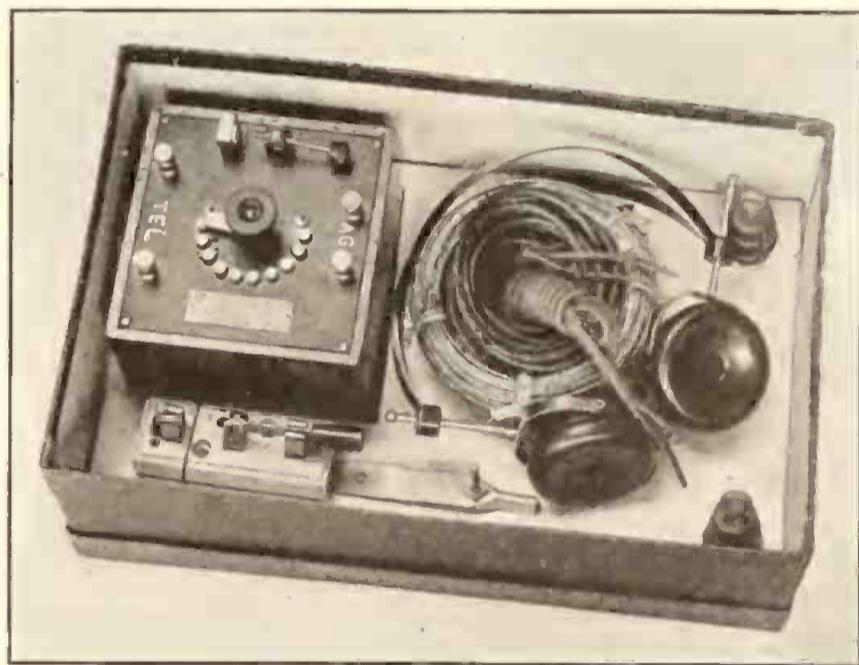
Spalding & Co., one of the oldest accounts of the Columbia Buffalo branch, are preparing for the opening of their newly installed Grafonola department.

H. W. Cardozo, until recently assistant manager of the Columbia Buffalo branch, has resigned.

TROY DEALERS JOINTLY ADVERTISE

Fine Display Made During Music Week by Leading Houses in Concerts and Publicity

TROY, N. Y., May 8.—The piano and talking machine dealers of this city celebrated Music Week with a strikingly arranged joint advertisement in the daily papers of May 3, the center of which consisted of some impressive and interesting disquisitions on the various phases of music and its importance. During the week the various music houses gave a number of entertainments, and Cluett & Sons especially had a Vocalion concert every afternoon from 2 to 4 p.m. On May 3 the Misses Nellie and Sara Kouns, sopranos, appeared with the Troy Vocal Society and the singing of these exclusive Vocalion artists was enthusiastically received. Their appearance in the Cluett store resulted in a greatly increased demand for their records. Troy was certainly placed on the map during Music Week, thanks to the enterprise of its music merchants.



ATLANTIC Jr.

CRYSTAL RECEIVER

\$18

Ready for Installation

RECEIVER; Efficient, Attractive
HEAD PHONES; Double Headset, 2000 Ohms
ANTENNA EQUIPMENT; Complete

Unique in Design and Construction

Distributors Communicate with

ATLANTIC INSTRUMENT CO., Inc.
13-21 PARK ROW NEW YORK

Special Sale for Thirty Days Only

In order to give our customers an opportunity to take full advantage of our special sale offer on LONG CONSOLE CABINETS before permanently closing it, we are extending the date of closing for thirty days from May 20th.

Sale Closes on June 20th

On all orders for LONG CONSOLE CABINETS received up to and including June 20th, the special prices listed below will be accepted. After that date, our regular prices will prevail.

LONG CONSOLE CABINETS need no introduction to the trade. They are the recognized leaders in the cabinet industry.



Style 601
Colonial

Regular Price \$31.50
Sale Price
\$25.20



Style 602
Louis XV

Regular Price \$35.00
Sale Price
\$28.00



Style 603
Chippendale

Regular Price \$33.50
Sale Price
\$26.80

The quantity is limited. Place your orders today.

THE GEO. A. LONG CABINET CO.

HANOVER, PA.

The Trade in PHILADELPHIA and LOCALITY

PHILADELPHIA, Pa., May 6.—One of the features of the month that has been of particular interest to members of the local talking machine trade and which is expected to prove distinctly to their benefit was the Music Week celebration from April 30 to May 7. The celebration was State-wide in scope and the talking machine men gave to it their whole-hearted support and co-operation.

H. A. Weymann & Son, Victor wholesalers, sent out some excellent publicity to their dealers urging participation in Music Week with a view to impressing upon every person, young and old, the importance of good music in community and home life, and of the fact that the Victrola and Victor records were symbolic of the world's best music.

Florence J. Heppe, of C. J. Heppe & Son, also took an active interest in the campaign and it was largely through his efforts that arrangements were made for a course of twelve lectures on music before public school teachers by members of the Educational Department of the Victor Talking Machine department under the direction of Mrs. Frances E. Clark, director of that department.

Another Music Week enthusiast is Louis Buehn, head of the Louis Buehn Co., Victor wholesaler, and president of the National Association of Talking Machine Jobbers, who is confident that real business will result from the interest aroused in music as a result of the many concerts and recitals. Mr. Buehn stated that a number of dealers arranged elaborate programs during the week, among them William F. Lamb, Pottstown, Pa., who, in addition to handling the Victor line, also directs Lamb's Orchestra,

which gave several concerts in Pottstown and neighboring cities.

Mr. Buehn reports that business has been moving along in a normal manner and that a great deal of interest has been manifested by the public in the new Victor machines, horizontal models, which seem to appeal to patrons more than the well-known Victor upright models.

An Attractive Window Display

One of the most attractive window displays to be seen in Philadelphia during the last week was that at the Buehn Co. store. In keeping with the season there had been erected in the window a tall May pole covered with white silk ribbon and with streamers leading from the pole to the exhibits of various Victor models and records that were being shown. Large groups of Spring flowers added to the attractive display, which won the approval of the many hundreds of people who pass this window daily.

Alterations and Improvements at Penn Co.

Another Arch street house that is displaying its modern and progressive spirit is the Penn Phonograph Co., the Victor wholesaler, located at 913 Arch street. This company is making extensive alterations to its up-to-date four-story building, and the entire second floor has been remodeled in a most attractive way. Half of this floor will, in the future, be used as offices for the officials of the company, while the other half has been decorated most handsomely, and will be used for display purposes for visiting dealers and the public. A number of booths will be included in this section.

It is expected that these alterations will be completed within two weeks, and when they are finished it is certain that this company will have

one of the most beautiful and up-to-date office buildings and display rooms to be found in Philadelphia. The third floor, which now houses the offices, will be used to increase the stock-room space.

Among the interesting visitors at the Penn Phonograph Co. headquarters during the last week was J. H. Hough, of Shenandoah, Pa., who gave an account of business conditions prevailing in his vicinity.

T. W. Barnhill a Lover of Art

T. W. Barnhill, of the Penn Co., is an ardent lover of art and takes great pride in the select collection of paintings by noted masters which he has gathered together during his life. Naturally he was greatly interested in the observance of Artists' Week recently. During this period dozens of stores along Chestnut street and a few other thoroughfares exhibited paintings loaned by the Pennsylvania Academy of the Fine Arts. In commenting upon these displays Mr. Barnhill said that he found it very difficult to hurry along Chestnut street when there were so many beautiful paintings to attract his attention.

Hopkins Gets the Victor Agency in Chester

Harry W. Weymann, head of H. A. Weymann & Son, Inc., announces that the Hopkins Piano Co., 531 Market street, Chester, has obtained a Victor agency through the purchase of the stock of the Norwood Home Store, located in Norwood, a little town about six miles from Chester. The latter company has discontinued business. The Hopkins Co. plans to open a beautiful store, well equipped to do an extensive business.

"I am glad to be able to say that we have been

(Continued on page 100)

WILL THERE BE ANOTHER VICTOR HARVEST?

Emphatically yes—But only for the man who works and cultivates his field of prospects. This is *digging* time — but a war-time rake won't do.

Plough deep the prospect field with outside workers — cultivate intensively the record field with strong personal selling and advertising methods.

Your reward should be a summer, fall and winter harvest.

The Louis Buehn Company
The Victor Wholesalers
 of Philadelphia

THE TRADE IN PHILADELPHIA AND LOCALITY—(Continued from page 99)

doing an excellent business in the new Victrolas, horizontal style," said Mr. Weymann. "It is really remarkable how enthusiastically the public has welcomed these new models. In nearly every instance where our dealers have grouped their display of these handsome instruments separate from the display of the upright models they have shown to much better advantage with the result that they have attracted widespread attention and approval, and we have received many repeat orders from these active Victor dealers.

"According to many reports that we have received, the Victor dealers are experiencing a return to normal business conditions to an extent that is greater than was generally expected. Our dealers assert that the April sales of Victor machines and records have been a decided increase over those made in March and are also well above those made last year during the same period."

Meeting of Columbia Dealers

The monthly meeting of the Columbia Grafonola Dealers' Association was held on April 25 at the local Columbia branch, where the latest business developments were discussed at length. One of the chief subjects was the growth of the radio business, and P. C. Cummin, branch manager, told the dealers of the company's views in that connection.

Mid-month Suggestion Hanger Popular

The dealers' service department of H. W. Weymann & Son, Inc., under the direction of Charles Paulson, reports the mid-month suggestion hanger with which they supply their dealers is continuing to stimulate business in a remarkable manner. Through the suggestions on these hangers dealers have been completely sold out on otherwise slow-moving numbers and have had to re-order from Weymann. Part of the work of this department is the personal co-operation of the dealer, and Mr. Paulson is giving much of his attention to this end.

Economy Co. Buys Hunt's Stock

The Victor talking machine stock of Hunt's Drug Store in Danville, Pa., was recently taken over by the Economy Store Co., of Bloomsberg. The Economy Co. has installed considerable new Unico equipment and it now has one of the most attractive talking machine departments in that section of the State.

Pierce With Buehn Co.

The latest addition to the sales staff of the Louis Buehn Co. is H. C. Pierce, who was for-

H. A. WEYMANN & SON, Inc.

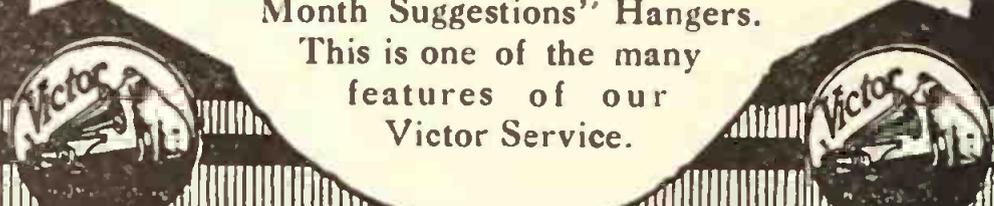
1108 Chestnut Street Philadelphia, Pa.
VICTOR WHOLESALERS

Q.R.S. PLAYER ROLLS
WEYMANN 'KEYSTONE STATE' STRING INSTRUMENTS

Our Organization is constantly alive to the individual requirements of our Victor Dealers, our Sales Promotion Department being at your service to help you with your merchandising problems.

All Victor Dealers in our territory should be on our mailing list and receive our "Mid-Month Suggestions" Hangers.

This is one of the many features of our Victor Service.



merly with the Geo. D. Ornstein Co. Mr. Pierce takes the place made vacant by the resignation of E. P. Bliss, who has entered the radio field.

Marriage of Robert F. Bensinger

There was quite a gathering of talking machine men in the city recently when Miss Dora B. Lovenstein, daughter of Mr. and Mrs. S. D. Lovenstein, of Philadelphia and Jenkintown, was married to Robert F. Bensinger, son of the president of the Brunswick-Balke-Collender Co. Among those attending the ceremony were: C. T. Miller, vice-president; P. L. Deutsch, general sales manager; H. F. Davenport, secretary, and Edward M. Strauss, Eastern district manager, with headquarters in New York.

Cheney Phonographs on the Sea

The Cheney phonograph is going to attain quite some prominence on the sea, judging from the

fact that the following ships built by the New York Ship Building Co. at its yards have been equipped with Cheney machines: Old North State, American Legion, Southern Cross, Hoosier State, Blue Hen State, Centennial State, Bay State and Keystone State.

Death of August Pleibel

August Pleibel, well known in the talking machine trade through his connection with the Victor department of H. A. Weymann & Son, died the closing week of April after a month's illness. The deceased had been connected with the Weymann house for fifteen years and his death, which followed an operation, has caused quite some regret.

Pathé Offices in Philadelphia

The Pathé Co. has opened local offices on the fourth floor at 1209 Arch street, with C. W. Flood in charge. There are some rumors here that the Pathé Co. is going to manufacture a combined phonograph and radio.

A Columbia Visitor

Among the recent visitors to the local Columbia Co. branch was H. C. Cox, treasurer of the company, who expressed himself as being well pleased with the progress being made.

Victor Horizontal Types Being Featured

In talking with various Victor retailers throughout the city, all reported sales of the various new horizontal types of Victrola. The proportion of sales of this type of machine in comparison with the upright types varies greatly. In some instances the sales of the horizontal type constituted twenty-five per cent of the total machine sales, whereas in a prominent chain of stores located in various parts of the city, the sales of these instruments constituted seventy-

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

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.

CABLE ADDRESS REG'D
"FILASSE-PHILA."

Send for Samples and Special Quantity Quotations

LONG DISTANCE 'PHONE
BARING 535

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.

MIDWEST OFFICES
106-110 W. LAKE ST.,
CHICAGO, ILL.

MFRS. SALES COMPANY
339 FIFTH AVENUE
PITTSBURGH, PA.

V. T. SCHULTZ
CLEVELAND, OHIO

RAYSOLO SALES CO.
LANCASTER, PA.

JORDAN & COMPANY
305 BROADWAY,
NEW YORK, N. Y.

SAMUEL TOOLE,
336 BURGESS AVE.,
INDIANAPOLIS, IND.

WALTER S. GRAY
SAN FRANCISCO, CAL.

ARTHUR BRAND & CO.
CINCINNATI, OHIO

FRANK G. SCHOFIELD
220 KING STREET W.
TORONTO, CANADA

H. A. BEMISTER
122 ST. ANTOINE ST.
MONTREAL, CANADA

STANDARD T. M. SHOP
VANCOUVER, B. C., CANADA

STEINOLA COMPANY
KANSAS CITY, MO.

ARTOPHONE COMPANY
1103 OLIVE STREET
ST. LOUIS, MO.

PROVIDENCE PHONO. CO.
95 FOUNTAIN STREET
PROVIDENCE, R. I.

DAVENPORT ACCESSORY CO.
DAVENPORT, IOWA

S. RAKUSEN & COMPANY
SHANGHAI, CHINA

THE TRADE IN PHILADELPHIA AND LOCALITY—(Continued from page 100)

five per cent of the total sales. During the first week of the month the general newspaper publicity of the Victor Talking Machine Co. featured these new models, and it is expected this publicity will have a very favorable effect.

Featured the Phono-Toner

In the newspaper publicity of the Estey Co. it recently featured the Phono-Toner, a device calculated to reduce surface noise and improve the tone of the talking machine. This company has handled this device for some time and has sold a considerable number.

Edw. P. Bliss Enters Radio Field

Edward P. Bliss, of the sales staff of the Louis Buehn Co., Victor distributor of this city, has entered the radio field, becoming an executive member of the Sayre-Level Co., radio wholesaler, with headquarters in Philadelphia. He has been prominently connected in the Victor field for the past ten years, first as traveler for the Victor Co., then with Lyon & Healy, and for the past five years with the Louis Buehn Co. Mr. Bliss has a host of friends in the Victor trade, and this advancement will be welcome news to them.

RETURNS FROM TWO MONTHS' TRIP

Harry Beach, Vice-president of the Unit Construction Co., at His Desk After Coast-to-Coast Trip—Reports Average Business Good

Harry A. Beach, vice-president of the Unit Construction Co., manufacturer of Unico ware-room equipment, returned to the headquarters of the company on the first of the month, thereby completing a two months' trip throughout the country, extending as far as the Pacific Coast. Mr. Beach made stops at the principal cities en route. While general business conditions might be termed good, business was found rather spotty in character, according to the locality. While in some cities business was slightly below normal, reports from other cities brought the average up through reports of very good business. The general impression to be found everywhere was that business was on the upward trend and that it was only a matter of a short time before very good business would be experienced everywhere.

POOR MANAGEMENT HURTING TRADE

J. C. Payne, of the Victor Talking Machine Co., Addresses Sales Managers

PHILADELPHIA, PA., May 3.—Business throughout the country is not as dull as sometimes surmised, according to J. C. Payne, legal adviser of the Victor Talking Machine Co., who spoke at the closing banquet of the Sales Managers' Association at the Bellevue-Stratford in this city recently. "Business is held up," he said, "by fright on the part of the seller and not on the part of the buyer."

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
225 W. Mulberry St.Philadelphia, Pa.
Baltimore, Md.

Mr. Payne, who has recently returned from a trip around the country investigating conditions for his company, said business must become less materialistic. Dealers are in a chaotic state, he believes, because of poor co-operation with manufacturers. In many cases where the retailer showed activity his business was doubled, he found.

COLUMBIA DEALER IN NEW HOME

Starr & Moss Co., of Philadelphia, Occupying Attractive Quarters—Energetic Sales Work Triples Record Sales

PHILADELPHIA, PA., May 4.—The Starr & Moss Co., 3635-37-39 Germantown avenue, this city, has just moved into its new home at this address. The company, which handles Columbia Grafonolas and Columbia records, is now occupying one of the most attractive talking machine establishments in the State, and its new home is a distinct tribute to the able management

of Harry Sommers, who is in charge of the Columbia department.

The Starr & Moss Co. has a novel way of building up Columbia record business, and the plan is worth trying, as it has been instrumental in tripling record sales. Each month the sales force distributes Columbia catalogs and supplements personally to the residents in the surrounding territory, thereby rendering service, creating a feeling of personal good-will and stimulating friendship between the customer and the store.

The members of the sales staff are Miss Low, a very capable saleslady, and El. Walls, who has been identified with the talking machine industry for five years. Mr. Walls is well known on the theatrical stage, having appeared in vaudeville, musical comedies and stock repertoire companies. He numbers among his friends members of the vaudeville profession throughout the country, and he has been exceptionally successful with the Starr & Moss Co.

REPAIRS

TALKING MACHINE TROUBLES AND
HOW TO REMEDY THEM

Conducted by Andrew H. Dodin

THE NEW COLUMBIA MOTOR

The new Columbia motor has been talked about all Winter and now that it has made its appearance in the new table model at \$150, a word about its construction is permissible. The first impression one has in looking it over is the careful thought given to all its details by the designer.

What should prove of utmost importance to the operation of this motor is the oil feed system, whereby oil from a small receptacle at the top of the motor plate is fed to all of the parts which need constant or frequent oiling.

The spring cage, one drum of which contains two main springs, is compact, neat, and easily removed. The ratchet and dog are positive, and so arranged that, should the gears become jammed while the main springs are wound up, the dog or pawl can be released and, with the aid of the winding key as a brake, springs can be unwound and the cage removed. This feature is a great time saver for repairmen and can be appreciated by those men who have repaired many of the Type C Columbia motors, in instances where the intermediate gears have become jammed to their shafts. The main drive gear carries the power to a second gear attached to a shaft, on the other end of which is another gear acting on the turntable spindle, in the spiral drive fashion made familiar to us by the Victor and Edison disc motors.

The circumference of the governor worm drive gear, the depth of the cut of its teeth, and the large cut of the governor spindle all contribute to the smooth and easy running of the motor. The governor balls are smaller than those used on the old style motors.

The automatic stop has been improved to such an extent that the motor is operated in its

starting and stopping features entirely by the movement of the tone arm.

Taken as a whole the motor should prove to be one of the best and one that the repairmen will find pleasure in adjusting and repairing.

Regarding Spring Repairing Machine Cleveland, O., April 25, 1922.

Dear Sir: I should like to hear further regarding the machine for repairing broken phonograph springs invented by Dominick Ruff, of Youngstown, O. I fail to see anything further on the subject in the April issue of The World, but am of the opinion that if the machine does the work as you stated in the March issue, it will prove a great saving to all repairmen. Kindly send me Mr. Ruff's address. Yours very truly,

(Signed) J. M. Jones.

Answer—Mr. Ruff's address is 246 West Federal street, Youngstown, O.

Creates New Interest in
Records and
Phonographs!

The Phono-Toner

Renders Softer, Sweeter Music
and Reduces Surface Noise

It is a very handy, simple, essential device, attractively carded, one dozen assorted.

Retails 35c. In Nickel Finish
50c. Gold Plated

Distributors' and Dealers' Trade Discounts
Samples Upon Request

The Phono-Toner (actual size)



The Phonotone Co.
310 Lincoln Building
PHILADELPHIA, PA.



Forms handle
for needle set
screw.



What's that new tantalizing jazz tune? Why, it's "Put and Take," one-step blues; and "Moanful Blues," a fox-trot—played by Johnny Dunn's Original Jazz Hounds. A new June record. A-3579.

Columbia Graphophone Co.
NEW YORK

LOS ANGELES

Speculation About Radio Continues—R. L. Rayner Becomes Cheney and Okeh Jobber—J. R. Pickering in New Post—Trade Activities

LOS ANGELES, CAL., May 6.—Los Angeles is sharing with the rest of the country an almost overwhelming radio excitement, and speculations are rife with regard to the effect which this interest in radio and radio sets will have upon the talking machine business. It would seem, however, that the future can be assured to the talking machine dealer by his running both with the hare and the hounds: at present, he does not know which will be hare and which will be hounds. In other words, the talking machine dealer might do worse than install radio sets and radio demonstration rooms himself. Some dealers have already done so and are receiving far more orders than they can take care of. This invasion of the electric business has led many observers to remark that the future of sales of radio sets will be between the electric supply store and the music store, with the ultimate triumph and monopoly, if properly developed and intelligently handled, of the latter.

Sonora Phonograph Equipped With Radio

Sonora period models with radio sets installed in the spaces which were formerly used for records and record albums, have already made their appearance at Barker Bros. and knots of men and women, customers and others, gather every afternoon to listen in and hear concerts and talks which are being received. In addition, separate radio sets are for sale from a regular radio department which has its place in the music section. J. W. Boothe, general manager, states that orders for radio and magnavox sets are far ahead of the present supply.

Cheney and Okeh Jobber Appointed

C. E. Sanders, of the Cheney Talking Machine Co., and M. O. Giles, of the General Phonograph Corp., spent several days in Los Angeles recently, and announced the appointment of R. L. Rayner as distributor of the Cheney phonograph and Okeh record for this section. Mr.

Rayner is a successful business man and capitalist who has resided in Los Angeles for the past two years. His firm, which will be known as Munson & Rayner, will be engaged in the wholesale business only, and the future policy outlined indicates that no expense will be spared in placing the Cheney and Okeh records among dealers of the highest reputation only, and establishing and maintaining a name which will at all times carry dignity and prestige.

Parmelee Dohrmann to Enlarge

The phonograph department of the Parmelee Dohrmann Co. will be very much enlarged in the near future, and, in all probability, it will occupy space on the main floor. Mrs. H. P. Howard took over the management of the department some few weeks ago and has succeeded in demonstrating to the firm's satisfaction the wonderful possibilities of this new department which started last Fall. Mrs. Howard is well known in Los Angeles and was perhaps still better known in San Francisco and Oakland; she was successively and successfully engaged as manager of the branch stores in the latter city for the Hauschildt Music Co. and Byron Mauzy. The Blue Bird phonograph and Vocalion records are carried.

Assistant Manager at Sherman Clay

Charles Ruggles, manager of the Los Angeles branch of Sherman, Clay & Co., has appointed J. R. Pickering as his assistant. The great increase of business as shown last year has necessitated a large increase of the staff, and new and larger quarters will be occupied within the next month or two; Mr. Ruggles has found it necessary to obtain an assistant and selected Mr. Pickering, who is well known among the trade and won a reputation for hard work and helpful co-operation while engaged in a wholesale capacity in this territory by the Aeolian Co.

Walter S. Gray Obtains Unico Line

H. A. Beach, vice-president of the Unit Construction Co., completed arrangements with the Walter S. Gray Co. whereby his company's products will be handled on the Pacific Coast by that well-known phonograph accessory company. Mr. Beach met Mr. Gray in Los Angeles last month and traveled with him to San Francisco.

New Radio Manufacturers

The directors of the Blue Bird Talking Machine Co. have formed a company known as the Radio Supply Co. for the manufacture of radio sets, and part of the Blue Bird factory is already being used for this purpose.

Columbia Manager Covers Territory

William F. Stidham, Los Angeles branch manager of the Columbia Co., has been visiting a large number of towns in his territory by auto.

During one week, recently, he traveled 1,150 miles, calling at a number of cities, including San Diego, Santa Barbara and Bakersfield. Mr. Stidham, who drives a Buick Six, states that an average speed of thirty-five miles an hour, when steadily maintained, will enable one to travel great distances with apparently small effort.

Addresses Association Meeting

N. B. Seabrook, of the Mutual Service Division of the Dodge Mfg. Co., was an invited guest at the April meeting of the Music Trades Association of Southern California. Mr. Seabrook addressed the members, explaining the purposes intended in the use of the Seabrook instrument in the leading theatres by which new releases of records could be heard by the large crowds of people attending.

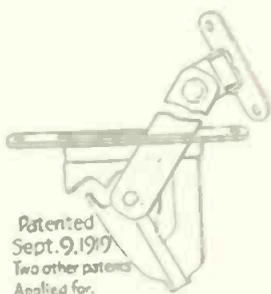
Bullock's Victrola Department Opens

The opening of the new Victrola department at Bullock's Department Store took place on May 1. The new department is on the sixth floor and is a model of efficiency and is beautifully appointed in every respect. Announcement of the opening of this new section states that "Victor talking machines and records will be exploited in a manner harmonious with the character of the Victor product and the purpose of Bullock's." W. V. Ray has been appointed manager of the Victrola sales, with Miss R. Johnson in charge of the records. Mr. Ray has had eight years of experience in the U. S. and Canada with the Victor line, both in a wholesale and retail capacity.

Artistic Opera Windows Interest Public

During the recent appearance of the Chicago Opera Association in one week's grand opera, some excellent window displays were shown by Los Angeles music dealers. A number of scenes from the operas were shown and attracted a great deal of attention, enhancing the sale of seats at the opera as well as demand for operatic records. Barker Bros.' showing of a scene from "Thais" was much admired, also the miniature balcony scene from "Romeo and Juliet." Great credit for the arrangements is due to Miss Donzella Cross, special Education Department representative of Sherman, Clay & Co.

Prof. Forest Cheney, inventor of the Cheney phonograph, recently embarked on a transcontinental tour, accompanied by both partners of the Van Korn-Shower Co., Michigan State distributors of the Cheney line.



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.

HIGH CLASS PHONOGRAPH RECORDING

FOR THE TRADE AT EXCEEDINGLY LOW PRICES

Estimates furnished on complete records in any quantity

Newark Recording Laboratory
15 West Park St. Newark, N. J.



HOTEL AMBASSADOR, AT ATLANTIC CITY, N. J., CONVENTION HEADQUARTERS

MAKE YOUR RESERVATIONS NOW

FOR THE BANNER

CONVENTION

OF THE

*National Association of
Talking Machine Jobbers*

At the Hotel Ambassador, Atlantic City, N. J.

June 12th, 13th, 14th and 15th

THE MOST IMPORTANT PROGRAM EVER PREPARED

MONDAY, June 12th

MORNING and } BUSINESS SESSIONS
AFTERNOON }
NIGHT—Victor Co.'s Entertainment—
An exceptional program has
been prepared.

TUESDAY, June 13th

MORNING and } BUSINESS SESSIONS
AFTERNOON }
NIGHT—Old-fashioned Clam Bake, with
all the trimmings.

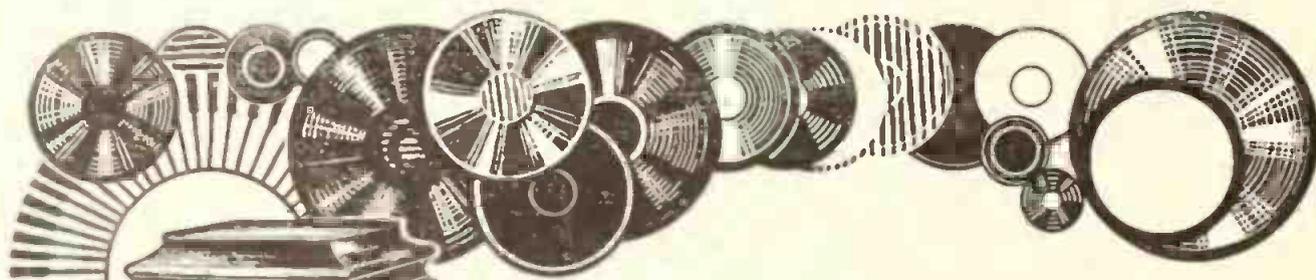
WEDNESDAY, June 14th

MORNING and } Talks by the Victor T.
AFTERNOON } M. Co.'s Officials and
Department Executives.
NIGHT—Annual Association Banquet.

THURSDAY, June 15th

Annual Golf Tournament at the Sea View
Golf Club, Absecon, N. J.

Send your Hotel Reservations NOW direct to the hotel, and a duplicate copy of your reservations to Fred. P. Oliver, Blackman Talking Machine Co., 28 West 23rd Street, New York.



BIG MONEY in Phonograph Selling for the Dealer

If you are not getting it you either have the wrong machine or the wrong financial plan. In other words, you have not tried the



Style C



Style D

More than a million homes in America have had an instrument from

KIMBALL

KIMBALL

PROPOSITION

WHICH MEANS **The Finest Merchandise Made**

AND THE MOST LIBERAL AND CO-OPERATIVE

Plan of Financing Sales

IN THE BUSINESS WORLD

PLAIN, HARD MONEY FACTS

One dealer in a city of 50,000 actually sold and paid for more than

SIX HUNDRED KIMBALL PHONOGRAPHS

In the last six months. Another dealer in a city of 60,000 has sold and paid for one thousand

KIMBALL PHONOGRAPHS

during the ten months just passed. (These are not jobbers.)

Are You Willing to Make Money?

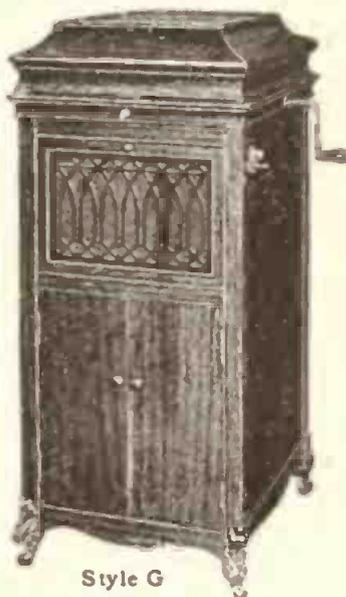
There are many others who are making more real money today on the

KIMBALL LINE

than they have at any time in their history. Glad to give you their address if you want to be convinced.



Style J With Albums



Style G With Albums

during the past 60 years of successful manufacturing experience of this great house.

The same knowledge and experience which have made the *Kimball Pianos and Pipe Organs* celebrated the world over for

Tone, Quality and Durability

and the same

Unquestioned Financial Resources

are back of the

KIMBALL PHONOGRAPH

You Will Be Astonished at the Liberal Discounts to Dealers

The safe and constructive plan of financing and the profits you can make on this

SUPERB and EASY-SELLING PRODUCT

Kimball Dealers are going to get the money in 1922, because we are going to help them get it. Perhaps your territory is still open. If so, every day you delay writing for our

Special 60 Day Offer

is your loss

Come on join the

PROSPERITY CLUB

W. W. KIMBALL CO.

Kimball Building

Wabash and Jackson

Chicago, U. S. A.



Style M

Equipped with Albums

35 in. High
39 in. Wide
23½ in. Deep



Style R

Equipped with Albums

37 in. High
40½ in. Wide
23½ in. Deep

BALTIMORE

*Business Slightly Improved—Columbia Drive—Victor Billboard
Publicity—Cohen & Hughes Campaign—New Dealers—The News*

BALTIMORE, MD., May 8.—April business, generally speaking, was fair, according to consensus of opinion of the jobbing trade here, and, while "spotty," was above that of last year. The outlook for May is better, judging by the business done so far this month, and will, no doubt, run ahead of May, 1921. If it does not many of the best-posted men in the trade will be very much disappointed. As Manager Roberts, of E. F. Droop & Sons, put it, "If the business of May does not exceed that of last year I will be one of the most disappointed men in the business, and will feel like going into the shoe shining business."

Close Big Columbia Drive

Very encouraging reports are being received from the South, especially North Carolina, according to W. S. Parks, manager of the local branch of the Columbia Graphophone Co., who has just returned from a trip to Norfolk, Va., where an aggressive two weeks' campaign has just closed. During the campaign 10,000 lines of newspaper advertising were used, and the result was very satisfactory. Salesman Schwartz, working with the firm of McGee & Co. there, sold twelve machines in one day, and the rest of the dealers also did a record-breaking business. O. F. Benz, general sales manager of the Columbia Co., spent several days making an auto trip with Manager Parks through the Eastern Shore and was very well satisfied with the prospects for business in that section, the dealers being encouraged over the outlook for bumper crops this Summer, which means that the farmers will be prosperous again. H. C. Cox, treasurer of the Columbia Co., was another visitor to the local branch this month.

Manager Parks is now on a trip through North Carolina and writes that business is steadily getting better in that territory. Many accounts which have been inactive for some time are taking on new life and collections are considerably better.

Cohen & Hughes Start Victor Campaign

Cohen & Hughes, Inc., are conducting a very active campaign in the interest of Victor dealers generally, one feature of which includes an offer to multigraph circular letters for the trade

at actual cost. Not only will they multigraph the letters, but will also prepare special copy for dealers to meet local conditions or featuring any machines or records on which the firm should happen to be overstocked. In addition they also will make window displays at actual cost, reproducing the displays made by the Lexington Shop here, which are acknowledged to be the best of any in the city and have also proved their worth in actual business results.

Plan Victor Billboard Display

The Victor Dealers' Association of Baltimore is now outlining plans for a co-operative billboard display which will be carried out on an extensive scale. While plans so far are still in a tentative stage the move has progressed far enough to assure that it will be carried out. The city will be covered by twenty-two billboards featuring Victor machines and records, but no one dealer's name will appear in the advertisement. The Association at its last meeting at the Southern Hotel, when a luncheon was served, also took up the question of "gyp" dealers, and, while no action was taken, the matter was thoroughly discussed and a committee appointed to bring in a report at the next meeting with some recommendation for stopping this detrimental class of business, which is injurious not only to the dealer but to the manufacturer as well.

Victor Salesmanship Class

Frank A. Delano, of the Victor Co., will be instructor of a class in salesmanship which will be conducted during the week of the fifteenth at the salesrooms of the Chickering warerooms, Inc., on North Howard street, and to which the trade of this territory has been invited by both the Victor jobbers, E. F. Droop & Sons and Cohen & Hughes. Both of these firms have thoroughly circularized the trade and explained just what the proposition means in the way of getting ideas on salesmanship that it would be impossible to obtain without a special trip to the factory.

New Victor Accounts

New accounts reported by local jobbers include Smith & Boschen, who will open a store in the old Knabe Building, and who will handle

the Columbia line, and the Talking Machine Shop, of Hagerstown, which handles Victor products exclusively.

Dealers' Displays at Fair

Talking machine dealers who had a display at the "Better Homes Exposition" at the Fifth Regiment Armory during the week of May 1 included the Hammann & Levin Co., A. Burdwise, Gomprecht & Bensch, Amberg & Jordan and the Phonolamp Co.

Giving Prospect List to Trade

The firm of Cohen & Hughes, which a short time ago retired from the piano business, has made a list of A No. 1 customers of the old house and will distribute the same as prospects to the trade, giving each dealer as far as possible leads in his immediate vicinity.

Praise for New Columbia Catalog

Dealers here are complimenting the Columbia Co. on its new 1922 catalog, which has been distributed among the trade and which is one of the most complete and attractive catalogs issued for some time.

The Southern Hotel is the first hostelry in Baltimore to install a radio outfit and is using the Columbia M. V. 1 magnavox with excellent results. The outfit was installed by the Westinghouse Co. and is one of the most complete in this section of the country.

NEW ORLEANS TRADE MARKING TIME

*Merchants Getting Results by Hard Work—
Flood Affects Trade—Harris-Loeb Doing Big
Brunswick Business—Dealers Favor Radio*

NEW ORLEANS, LA., May 6.—The talking machine business here is apparently marking time for the present. While there has been no noticeable move in the direction of a further increase in business, according to local dealers, there has been no backsliding, and despite certain unsatisfactory conditions merchants are courageously bending every effort to take advantage of opportunities for better business. The disastrous flood, which has swept away many levees along the Mississippi River, has inundated a great part of this State. Several dealers report canceled orders as a result of this, one reporting the loss of two piano sales.

The Harris-Loeb Piano Store, which celebrated its formal opening several weeks ago, has been doing a splendid business in Brunswick machines, which it handles exclusively. Sales have been far beyond all expectations, according to President Harris, who has just returned from a trip to Chicago. Sales of records have also been considerably better than expected.

Business at Maison Blanche has also improved decidedly during the past month, according to J. D. Moore. Mr. Moore stated that an order for \$5,000 worth of talking machines for immediate shipment has been placed.

Local music merchants are looking with favor on the increasing popularity of the radio here. It is the consensus of opinion that this rapidly growing fad will not be detrimental to the music business, but on the contrary will be decidedly beneficial to the talking machine trade, particularly in the record line, due to the fact that persons hearing a selection broadcasted by radio which strikes their fancy will be influenced toward buying the recording of that air.

NEW GERMAN RECORD FILE PATENTED

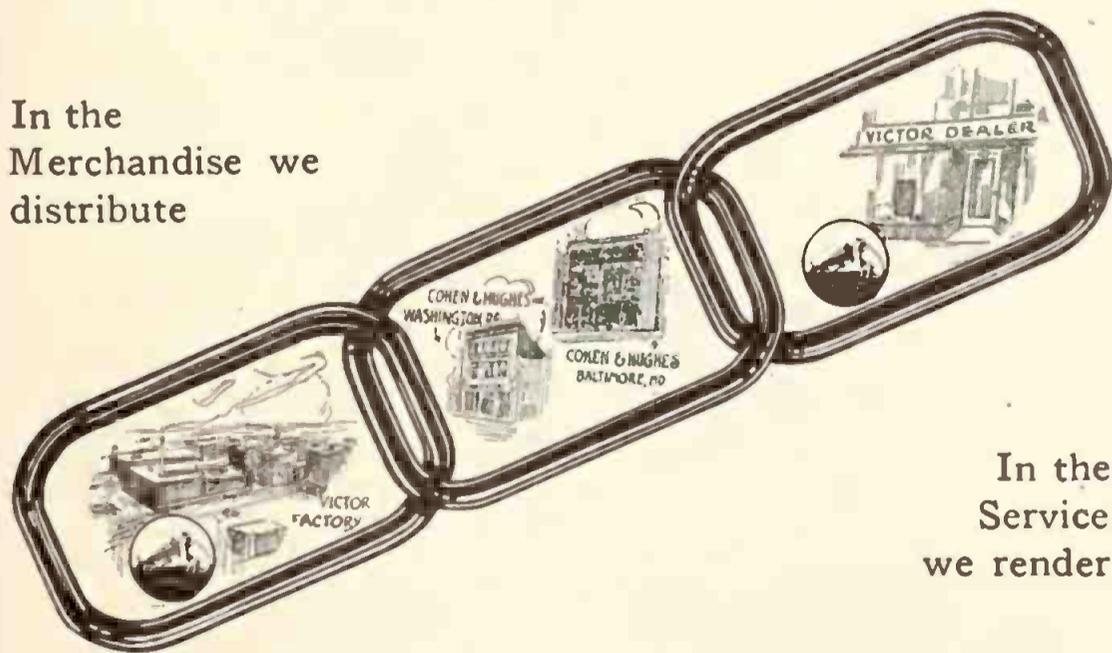
A new device for filing talking machine records has been patented in Germany, according to Popular Mechanics. The device consists of a heavy paper envelope having a cardboard hanger at the top. The bottom edge of the envelope is also of cardboard so formed as to prevent the record from rolling out. Space is provided for indexing on the lower corner of the envelope, so that the figures are plainly visible when the records are hung in the cabinet.

The Hessig-Ellis Drug Co., of Memphis, Tenn., distributor of the Sonora line of phonographs in this vicinity, has added the Vocalion Red records to its stock.

"SUPREMACY"

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

In the
Merchandise we
distribute



In the
Service
we render

COHEN & HUGHES

Wholesale Exclusively

BALTIMORE

WASHINGTON

SIMPLEX

Electric Phonograph Motors

The SIMPLEX Electric Phonograph Motor Represents a New Phase in the Development of Sound Reproducing Instruments.

NOISELESS

ELIMINATES WINDING

TROUBLEPROOF

Make This Your
LEADING
Line for the
Coming Season

Sample
Price **\$19.50**



GUARANTEE
The SIMPLEX Electric Phonograph Motor is guaranteed Trouble-proof throughout and any parts or part thereof that should prove defective at any time, we will repair or replace same by a new motor, free of charge.

Particulars,
Quantity Prices, etc.,
on Application.

TRADE

MARK

The Mission of the SIMPLEX Electric Phonograph Motor is to reproduce music just as it was originally rendered. For its perfect and faithful reproductions of all disc records the SIMPLEX Electric Phonograph Motor will play any record you wish to hear and play it as it should be played.

It has an absolute constant speed under variations of voltages and frequency and records may be set at any speed desired—and it is built absolutely without a governor.

BETTER BUILT

BETTER DESIGNED

The SIMPLEX Electric Phonograph Motor has no competition because it is the only electric phonograph motor of its kind in the world. There are many features by which one can determine the efficiency of the SIMPLEX Electric Phonograph Motor. The essential features are:

No Gears	No Commutator	No Springs	No Oiling
No Governor	No Brushes	No Winding	Noiseless
No Adjustments	No Transformer	No Belts	Troubleproof

Record Stops Automatically on Last Note

It represents the very best of inventions and improvements and we therefore confidently say that the SIMPLEX Electric Phonograph Motor is combined with the highest precision of workmanship and select material.

TEST A SIMPLEX ELECTRIC MOTOR ON OUR 30-DAY TRIAL OFFER

When a Simplex Electric Motor is sent out, it is not sold until the motor has demonstrated in your own shop, in your own cabinet, during a 30-day test, that it will do all we claim. An extremely fair proposition in which the Simplex Motor is judged by its performance in your cabinet under your inspection. No strings to this offer. Your decision is final.

Manufactured in United States and Canada by the

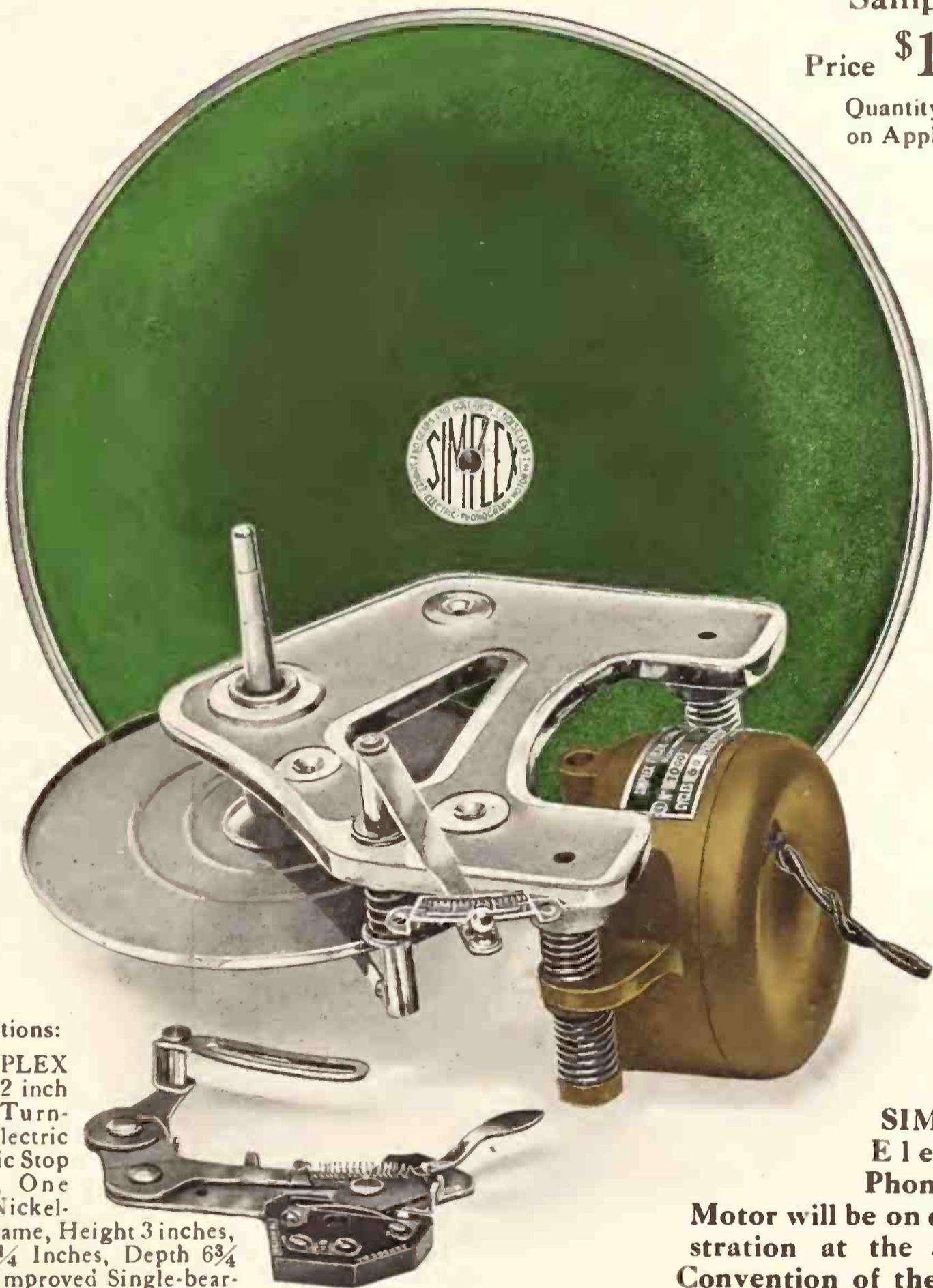
Simplex Electric Phonograph Motor Co.

104 NEW WILDER BUILDING, 321 BLEURY ST., MONTREAL, CAN.

SIMPLEX

Electric Phonograph Motor

Sample
Price **\$19.50**
Quantity Prices
on Application.



Specifications:

Gilt SIMPLEX Motor, 12 inch Velvet Turntable, Electric Automatic Stop Switch, One Piece Nickel-plated Frame, Height 3 inches, Width 7 $\frac{1}{4}$ Inches, Depth 6 $\frac{3}{4}$ Inches, Improved Single-bearing Turntable Spindle, 20 Feet Parallel Maroon Silk Cord.

The
SIMPLEX
Electric
Phonograph

Motor will be on demonstration at the Jubilee Convention of the Music

Industries Chamber of Commerce, Hotel Commodore, New York, week of June 5th.

Simplex Electric Phonograph Motor Co.

104 NEW WILDER BUILDING, 321 BLEURY ST., MONTREAL, CAN.

SPECIAL VOCALION RECORD PREPARED FOR EQUITY SHOW

Several Artists Participating in the Annual Actors' Equity Show Collaborated in Making Unique Record—The First Record of Its Kind Ever Produced—Released on May 7

A distinct novelty in connection with the annual Actors' Equity Show held on Sunday evening, May 7, at the Metropolitan Opera House was the special Vocalion record bearing bits of recording by a number of the stars of the show and which is in every particular unique.

It is the first time that so many different artists of distinction have had a part in the making of a single record, and it is felt that it will be of unusual interest to talking machine owners, not alone for its intrinsic value, but for its significance as a souvenir of the occasion.

On one side of the record Raymond Hitchcock, DeWolf Hopper, Joseph Cawthorne, Florence Moore, introduced by Richard Barthelme of movie fame, have contributed some of their wittiest lines and songs to "An All-star Comedy." On the reverse side is an Actors' Equity fox-trot record of "Songs of Yesterday by Stars of Today," with the Bar Harbor Society Orchestra snappily playing the accompaniment to old-time choruses sung by Ivy Sawyer and Joseph Santley of "The Music Box Revue," Louise Groody and Oscar Shaw from "Good Morning Dearie," Lillian Lorraine and Douglas Stevenson from "The Blue Kitten," and Olga Cooke and Bertram Peacock, stars of "Blossom Time."

The clever Actors' Equity Vocalion record made its debut at the May 7 performance at the Metropolitan Opera House, and is on sale in theatres, Acolian Co. stores and at Vocalion dealers.



Artists Who Made Actors' Equity Vocalion Record

Top Row: Joseph Santley, Bertram Peacock, Olga Cook and Douglas Stevenson. Center Row: Ivy Sawyer, Louise Groody, Oscar Shaw and Lillian Lorraine. Bottom Row: Raymond Hitchcock, DeWolf Hopper, Florence Moore, Joseph Cawthorne and Richard Barthelme.

NEW CONDON QUARTERS

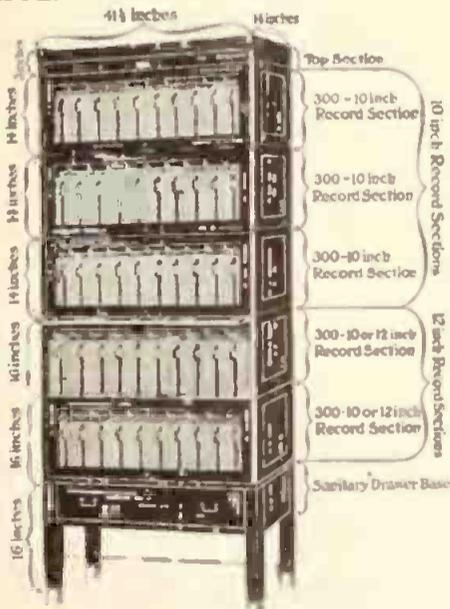
Condon & Co., Inc., manufacturers' agents for steel phonograph needles and "Gliss" cabinet polish, have moved from 200 Fifth avenue to new and larger quarters at 110 West Fortieth street. The company is now carrying a stock of radio apparatus.

Fritz Hauptmann, who is making a walking tour around the world, in the course of which he is calling on famous people, made his visit to Thomas A. Edison at Orange, N. J., on April 28. Mr. Hauptmann, known as the "wandering sailor," recently called on President Harding, ex-President Wilson and other notabilities.

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

FILES YOUR RECORDS so you can find them for QUICK SALE and SERVICE. Fits any space and Stock. Visible Tab Indexes locate every Record Instantly. \$14.00 per 1,000.

ORDER PORTABLE VICTROLAS NOW

and be ready to "Tie Up" with National Advertising and "Cash In" this opportunity for an extra profit by Selling

OGDEN STAND YOU-NITS

For the Portable Victrola No. 50, Also No. IV and No. VI

Don't wait but be ready and go after the Summer Business with a VICTROLA-STAND OUTFIT for Sea Shore or Camp,—Town and Country, with Music for every Occasion.

Order a Stand for every Portable Victrola (to Match) and we will Guarantee the Sale if only Displayed and Advertised.

Positively Rigid and Strong

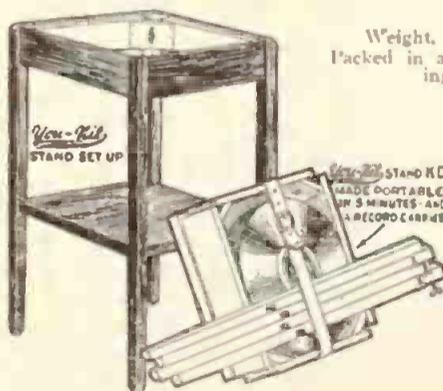
Matches the Victrola in Material, Finish and Design. If your Jobber does not have Stock order direct and we will deliver them FREE.

Improved Model No. 50a is a dandy.

Delivered \$7.00 each

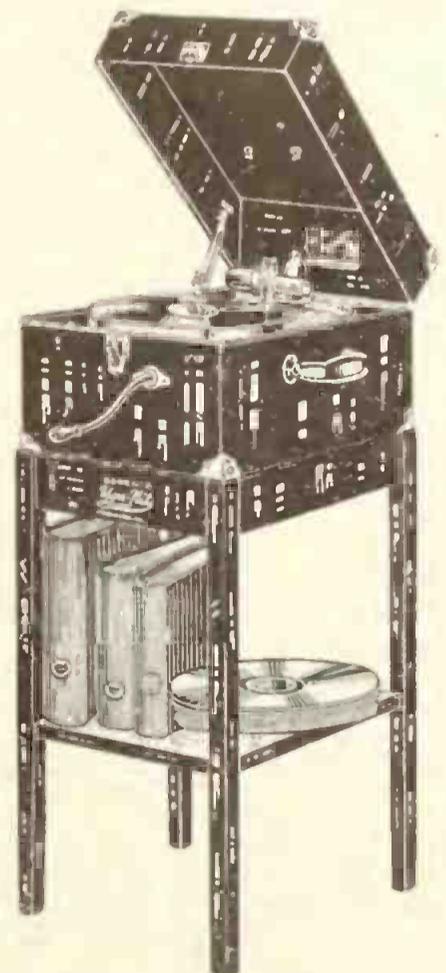
Write for New Catalogue and Cuts free.

OGDEN SECTIONAL CABINET CO., Inc. LYNCHBURG, VA.



Weight, each, 10 lbs. Packed in a Portable Carrying Case.

Six Pieces Assembled or "Packed Down" as a Record Carrier in Five Minutes



DETROIT

Review of the Trade—Music Memory Contest Big Success —Store Openings and Changes

DETROIT, MICH., May 9.—"Business is what you make it" was the recent remark made by one of our liveliest talking machine dealers, who has been in the business for about three years and who has built up a very substantial clientele. This man didn't know a great deal about the talking machine industry when he started, but he did know from the success that he made in other lines that the man who hustles is bound to produce no matter in what business he may be engaged. And so when he started to handle talking machines he realized that although a certain amount of trade came to him he could not make real money at the end of the year unless he took on considerable additional business—and to get it he went after it by personal solicitation and advertising. Wherever these principles are put into effect the dealer need have no worry about making a good profit.

Great Music Memory Contest

By the time this issue of *The World* is in the hands of our readers Detroit will have entered upon a gigantic city-wide Music Memory Contest conducted by the *Detroit News*, the *Detroit Talking Machine Association* and the *Detroit Music Trades Association*. The whole thing started some weeks ago when the *Talking Machine Association* sent a letter to the owners of the *News*, asking that publication to sponsor and promote a city-wide music appreciation contest, following the successful completion of the Music Memory Contest held in the public schools. On April 11 the *News*, after meeting with the committee from the *Talking Machine Association* and the various dealers, agreed to sponsor and promote the contest by every means in its power. A staff of news-

papermen, headed by Rex G. White, has been placed in charge of the *News* end of the affair, and they will devote their entire time to its promotion and development for the purpose of popularizing and making the affair a huge success. The committee of the *Detroit Talking Machine Association* consists of Peter C. Sweeney, the Edison Shop, chairman; Samuel Lind, of Lind & Marks, Aeolian-Vocalion distributors; Phil H. Lang, president of the Association; C. S. Porter, of Grinnell Bros. E. P. Andrews, of the J. L. Hudson Music Co. talking machine department, and Mr. Bowman, of the Janney-Bowman Co., have been added to the committee. Owing to the brief interval of time, the committee felt that the underwriting plan of furnishing prizes was most feasible. On April 24 this proposal was put before the local jobbers, as a result of which prizes aggregating \$12,300 will be offered to the winners. The committee has divided the city into eighteen districts, with the following prizes to be awarded in each district: First prize, \$200 talking machine; second prize, \$100 talking machine, and third prize, \$50 talking machine. This makes a total of \$6,300 in district prizes. In addition there will be three capital prizes offered as follows: First prize, choice of a baby grand model of Mason & Hamlin, Steinway, Chickering and Knabe. This prize is the donation of the *Detroit News*. A second grand prize is offered by Grinnell Bros. in the shape of their own make of player-piano, valued at \$800. A third grand prize is a Brambach Baby Grand valued at \$635, offered by the J. L. Hudson Music Co. A fourth grand prize is an eighteenth century Adam model of New Edison phonograph, a donation of R. B. Alling, of the Edison Shop, and valued at \$375.

There will be special prizes for professional musicians, who have been asked to participate in the contest. There is a total of four prizes in this grouping, the total value of which is \$1,225. They are as follows: \$500 period model Columbia Grafonola; \$300 Sonora phonograph; \$250 Cheney phonograph and \$175 Pathé phonograph.

There will be junior prizes for children up to eighteen years of age, which will be aside from the prizes already mentioned. The four prizes offered in this grouping are a \$400 Brunswick phonograph, a \$250 Manophone, a \$225 Jewett Queen Anne console phonograph and a \$175 Pathé phonograph.

In order to encourage competition among the Women's Clubs the members of such organizations are asked to participate, and there will be three prizes for the winners, as follows: \$300 Vocalion, \$250 Brunswick and a \$45 Columbia with \$5 worth of records.

Even the clerks in the retail stores in the downtown section are asked to take part in the contest, and so four prizes will be awarded to this grouping as follows: \$295 Chippendale Edison phonograph, \$145 Cheney talking machine, \$100 Victrola and \$50 Sonora phonograph.

Last, but not least, the Sunday schools are invited to have their pupils enter the contest, and four prizes are offered in this grouping: \$200 Sheraton model New Edison phonograph, \$150 Pathé phonograph, \$145 Cheney talking machine and \$60 Sonora phonograph.

Fifty themes from fifty famous compositions will be featured. It is planned to have hotels, restaurants, cabaret orchestras play them, and the *News* will broadcast them over its own radio. Music dealers will also play them and explain them at stated hours of the day in their establishments. The downtown stores will feature them during the day, while the outskirts dealers will feature them in the evenings.

All leading musical organizations of the city are being urged to co-operate in making the Music Memory Contest the greatest musical event ever staged in Detroit from a standpoint of interesting young and old, rich and poor alike, and especially the masses. While some of the smaller cities have had Music Memory Contests, never has any contest been planned so carefully and so extensively. The primary reason why the talking machine dealers are anxious for it is that it will stimulate interest in music during the usual slack Summer months, in addition to



SPRAYTONE
PHONOGRAPH CORP.
RIDGWOOD, N.J.

MAKERS OF **5** DISTINCT TYPES

\$15 \$25 \$35 \$45 \$55

EACH A
MUSIC MASTER.

NOW ready for the MARKET:

\$ 25 \$ retail

SPRAYTONE
PORTABLE

For JOBBING TERRITORY apply to
C. D. M. TRADING CO.

109 Lafayette Street

New York City



familiarizing the general public with the works of the best composers, which ultimately will result in the sale of higher-priced musical merchandise. And it is true that unless people have some understanding and appreciation of better music they will not be so apt to invest heavily in anything but the cheaper priced pianos, players, talking machines and records.

In the recent contest conducted by the Detroit public schools the News distributed a number of talking machines, while special prizes were offered by The Edison Shop and Grinnell Bros.

C. A. Grinnell, president of Grinnell Bros., has returned from Sea Breeze, Florida, where he spent a good part of the Winter.

First Prize for Charles Roat

Charles Roat, well-known talking machine dealer of Battle Creek, Mich., was awarded first prize in the Michigan composers competition, conducted under the auspices of the Michigan Federation of Music Clubs, which was the first contest of its kind ever held in this State. His prize was for the best song with piano and string accompaniment entitled "Regrets."

Saginaw Cabinet Co. Reorganization

After having been under a receivership in the United States Court for the past eighteen months, the business and property of the Saginaw Cabinet Co. was turned back to that company on April 25 and the Security Trust Co., of Detroit, was discharged as receiver. The cabinet company is to be reorganized and will resume operations. The company formerly made phonograph cabinets for the Vitanola Talking Machine Co., of Chicago.

Budget of Columbia News

H. E. Gardiner, manager of the Detroit branch of the Columbia Graphophone Co., returned recently from a visit to a number of towns in Ohio and Michigan, calling upon Columbia dealers who have been participating in the mammoth Columbia advertising campaign which is going over so successfully. Mr. Gardiner states that the business at the branch is substantially ahead of the same period last year, and believes

that the Columbia advertising campaign is responsible for a great deal of the increase. Mr. Gardiner finds that many of the larger dealers are developing every detail of their service in order to give their customers satisfaction.

Herman C. Schultz is a new member of the Columbia sales staff at Detroit, bringing with him many years of experience, including a previous connection in the Columbia organization. Another recent addition to the sales force is Robert Tilford, who has been visiting the trade in the northern part of Michigan and who has closed a number of desirable accounts.

Among the Columbia dealers who have secured splendid results from the Columbia advertising campaign are the following: Charles S. Ferrin Co., Mt. Clemens, Mich.; Stern Furniture Co., Jackson, Mich.; Budd's Music House, Lansing, Mich.; A. H. Van Doran, Gaylord, Mich.; C. F. Allan, Wyandotte, Mich.; Hubble Talking Machine Shop, Monroe, Mich.; Summerfield & Hecht, Detroit, Mich.; City Music Co., Detroit, Mich.; Detroit Music Co., Detroit, Mich.; Banner Furniture Co., Toledo, O., and Wauseon Music Shoppe, Wauseon, O.

Exhibitors at the Radio Show

When the Radio Show was held recently in the General Motors Building there were three displays of combination phonograph and radio. The companies exhibiting were: Lyradion Sales & Engineering Co., of Mishawaka, Ind.; the Jewett Phonograph Co. and the Detroit Radio & Talking Machine Co. Kenyon W. Mix was in charge of the Lyradion display, which was very complete, necessitating the use of three booths to show the entire line of uprights and consoles. Mr. Mix was more than pleased with the friendly reception by the public and states that there is certain to be a big demand for the combination radio and phonograph. The Jewett display was in charge of C. Fred Underwood, general manager of the company, who has been manifesting considerable personal interest in this new type of machine, and who, like Mr. Mix, believes that with the development and growth of the radio will come an increased de-

mand for the combination machine. The Detroit Radio & Talking Machine Co. displayed cabinets of period designs.

Installs Victor Department

The Robinson-Cohen Co., a high-grade retail furniture dealer, at the corner of High and Hastings streets, has installed a complete department for handling Victrolas and Victor records. It has put in the entire line and is making a city-wide bid for business. "We feel that we are indeed fortunate in securing the Victor line, and we are going to make it one of the most important adjuncts of our business," said one of the members of the firm.

Brisk Business With Grinnell

Charles H. Grinnell, manager of the Victor wholesale department of Grinnell Bros., reports that business has been very brisk for the past six weeks and at present he is having a shortage on some of the models. He states that both machine and record business is showing a splendid increase over last year for the months of April and May.

Enthusiastic Over Trade Outlook

Sam Lind, of Lind & Marks Co., Aeolian-Vocalion distributors, was in New York recently on business. He is extremely enthusiastic about business for the balance of the year and says that even if business should slump in the Summer months, which is the usual thing, business in the Fall should be very brisk for the retailer.

L. W. COLLINGS GOING AFTER TRADE

Victor Wholesaler Carrying on Special Drive in Northern Pennsylvania Territory

L. W. Collings, general manager of Collings & Co., the Victor distributors, of Newark, N. J., made an extended trade trip into northeastern Pennsylvania territory during the early part of this month. Mr. Collings is making a sales drive on the new horizontal types of Victrolas, which he accompanies with an educational campaign outlining to dealers successful methods of placing these models before the public.



Size 16½ x 7 x 10½ inches. Weight 14 lbs. complete. Carried like a grip.

C. D. M. Trading Company

Exclusive Representatives

SPRAYTONE PORTABLE

Retails at \$25.00

An "outdoor" phonograph
With "indoor" tonality.

First Class Equipment :



In playing position. Plays any and all Records brilliantly.

Full Size UNIVERSAL permanently attached tonearm with superior large soundbox. Double Spring Motor playing 2½-10" selections at even speed with one winding. 8-10-inch records are safely carried in compartment next to removable turntable. Location of needlecup so arranged as to prevent spilling. Heavy pressed 10" turntable. Standard finish, exquisite Mahogany. **RETAILS AT \$25**

Note: Folding-in Horns act as modifiers.

Practically a VIOLIN - BODY construction accounting for the PERFECT REPRODUCTION of all that's in a record.

**Truly a
Music Master**

Jobbers Metropolitan District:
The Cabinet & Accessories Co.,
145 W. 34th Street, New York.



C. D. M. Trading Company

109 LAFAYETTE STREET
NEW YORK CITY

Tel. Franklin 2251

Correspondence invited regarding
jobbing territory

C I N C I N N A T I

Flag System of Classification for Records—Dealers Are Using Broadcasting to Advantage—Columbia Activities—Month's News

CINCINNATI, O., May 2.—Believing that the old standard records—those popular ballads, classics, band records, etc.—which sold so well three or four years ago, must be the basis of any permanent large sale of records, A. H. Bates, of the Ohio Talking Machine Co., wholesale dealer in Victrolas, has planned out an extensive "flag system" of classification, more comprehensive than any of its kind heretofore attempted.

It is Mr. Bates' plan—a plan now progressing well toward completion—to employ the 1,000 best sellers among these standard records which sold so well some time ago, but which retailers recently have ignored in the effort to sell up-to-the-minute jazz music. This list of "standard" records would include such perennial sellers as "Carry Me Back to Old Virginia," and others of that unfailingly popular type, as well as band music, violin, voice, in fact, just what Mr. Bates specifies—the 1,000 best sellers of diversified types of instrumental and vocal music.

Mr. Bates plans to list these thousand records in various broad classifications: Band, Artists, Christmas, Accordion and many others. Opposite each classification on this prepared list will appear a small square of color—red, blue, green, red and green, black and yellow, etc., denoting the "flag" by means of which envelopes containing records in that classification may be found. One of these lists will be always at hand, so that when a customer asks for a good band number, a good violin solo, or any other sort of record, all the salesman is required to do is to consult his list, slip out of his cabinets the envelopes bearing the flags of like color and hand to the customer twenty or so of the best records of the type desired.

Mr. Bates has outlined his idea to a number of retail dealers in Cincinnati and most of them have been favorably impressed, and it is his intention to see personally to the installation of these systems, with a cost to the retailer only of the very little material needed for flags, etc. In this way, Mr. Bates believes, he will be able to put over the entire idea. He wishes to avoid the possibility of seeing any dealer cut down the scope of the system to one or perhaps two classifications and thereby limit its chance to demonstrate its usefulness, of which Mr. Bates is convinced.

Mr. Bates said: "The memory of the best salesman is too short to hold the best of everything. I believe that if a customer has an opportunity to select from a large number of records which he recognizes as good, he will buy more, naturally, than if his opportunity for selection is limited. The records I am classifying, moreover, are records which themselves sell more records. There are many of them old, but not one of them is worn out. They are not the sort of records of which one tires. Nowadays many talking machine owners think they are tired of their instruments. The fact is that they are tired of the popular music which they buy from month to month, play a few times and put away in the dark. Dealers, too, are putting too much importance upon the sale of the monthly list of records, especially dance records. These really popular records which I am listing are still greatly in favor. Dealers are not trying to sell them, and they could easily be made to be the basis of a greatly increased record trade, I am sure. It is my plan to make the very best of them accessible on a moment's notice to both buyer and salesman."

To Cover the Stewart Territory

The Stewart Talking Machine Co., of Indianapolis, dealer in Victrolas, has gone out of business. The territory, however, has not been allowed to go to seed, and the Ohio Talking Machine Co., represented by J. R. Jones, who will cover southern Indiana, and W. S. Barringer, northern Indiana, is going into the field. There will be no branch established in Indianapolis. The business will be conducted from the Cincinnati end.

New Victor Accounts Opened

New Victor accounts opened by the Ohio Talking Machine Co. are: E. L. White, Columbus, O.; Alfred Wiley Piano Co., Huntington, W. Va.; W. F. Bertall Co., Logan, W. Va., and Pearson Piano Co., Columbus, Ind. The Ohio Talking Machine Co. also took care of the transfer of the goods held by the Werner Industries Co. to the Widener Grafonola Shop, West Fourth street.

Radio Broadcasting by Otto Grau

Trade in Victrolas and Brunswick products, both of which are handled, was rather quiet at the Otto Grau Piano Co. during April. In general, however, said J. F. Van Court, business was

fair—satisfactory in view of conditions. A publicity feature which has aroused some interest for the Otto Grau Co. is a weekly radio concert, conducted from the company's sending station on Pleasant Ridge. These concerts consist of broadcasting Victrola and Brunswick records, and an announcer broadcasts the fact that the records come from "Otto Grau." The announcer at the same time solicits inquiries and comment, with surprising numbers of responses by mail or telephone.

Business of Average Volume

According to Mr. Oelman, of the New Edison Co., West Fourth street, business with that company during April was neither much better nor much worse than in preceding months. Sales both of machines and records held up well.

April Showed an Increase in Sales

Mr. Craig, who has succeeded Mr. Rowbotham as permanent manager of the Victrola department of the Baldwin Piano Co., reports a material increase—\$700, to be exact—over March business. Mr. Craig is an energetic worker and probably will do good things for his company.

Handsome Steinway Department

While the talking machine department of Steinway & Sons, which recently took over Brunswick products for trade in its seven stores in this district, is not yet completed, enough is finished to give an impression that all equipment is to be the last word in equipment—in convenience, in artistic appearance, and all other attributes of a thoroughly up-to-date talking machine business. Mr. Browning, former manager of the Victrola department of the H. & S. Pogue Co., and now manager of the Steinway Brunswick department, said: "It is too early now to make any definite statements. We feel, however, that everything has gone forward encouragingly so far, and that in the very near future we will be doing a satisfactory business."

Columbia Gleanings

Exclusive arrangements have been made by the Crosley Mfg. Co., of this city, for the broadcasting of Columbia records by radio. D. G. Israel, the operator of the wireless station, played a concert of Columbia records that were released on April 20, and the following day received a letter from Ann Arbor, Mich., stating that the reproduction was perfect, and in this connection the names of the artists and the records played were given.

R. H. Woodford, Columbia branch manager, recently made a trip to Ohio with C. E. Kraner, the salesman, stopping off at Springfield to look over the Grafonola advertising campaign.

W. S. Samuels, of the Samuels Bittel Co., Owensboro, Ky., was given a hearty welcome on

The
**ECLIPSE
MUSICAL CO.**
VICTOR WHOLESALE ONLY

**CLEVELAND
OHIO**

**Have You
Sales Foresight?**

Have you the ability to determine coming successes? Can you foresee the popular? Can you pick them out from the vast flow of new things which issue from the manufacturing plants of this country? What do you think of the new horizontal-type Victrolas? Do you know where and how to sell them? If you don't know—call on us. We can help you.



his recent visit to the Columbia branch in this city. He had been seriously ill with influenza for two weeks, but is now rapidly gaining the fullest measure of health.

L. J. Cox has succeeded H. P. Williams as manager of the Pearson Piano Co., Columbia City, Ind. The former comes from Muncie, Ind., where his record for progressiveness is one to be proud of. Mr. Williams, by the way, has become manager of the Baldwin Piano Co.'s store in Muncie, Ind.

In the Music Memory Contest conducted by the various city organizations in Vincennes, Ind., twenty-one of the twenty-four records selected by a committee composed of music teachers and professors of the local schools, were those of the Columbia Co.

Miss Yates Succeeds Browning

Mr. Browning has been succeeded at the H. & S. Pogue Co. by Miss Yates, who has had long experience in this department.

Starr Record Plant Working Overtime

"Sales both in records and machines fell off somewhat during April," said E. I. Pauling, of

the Starr Piano Co. "Last month—March—we were working overtime at our factory at Richmond, Ind., to turn out records. There has not been such a great demand during April."

Business Somewhat Slow

The same condition is in evidence in the Victrola department of the John Shillito Co., according to F. X. Donovan, manager. Mr. Donovan said: "Sales of radio equipment also figured in this slump. Just now it is bound to affect record sales, though we believe there will be little interference between the two departments. Radio is the thing just now, and for a time will hold the spotlight. But no matter how it may be developed, talking machines and records will continue to sell. In view of this belief we are working hard to boost both departments."

Columbia Publicity Campaign

The local branch office of the Columbia interests expects to see increased sales following the announcement of additional features of a publicity campaign backing up the Columbia Gramophones. Details of this campaign have just been received at the Cincinnati office. In the publicity

drive being put on by the Columbia people the local branch stands second in points earned in the national campaign. New York is first with sixty-two, Cincinnati second with thirty-seven, Chicago third with thirty-three, Kansas City fourth with thirty-two.

R. H. Woodford, Cincinnati branch manager of the Columbia Co., went last week to New York.

Harry Weil, representative of the Baer Manufacturing Co., Chicago, cabinet maker, and E. L. Deming, of the Lyradion Sales & Manufacturing Co., Mishawaka, Ind., called on the Cincinnati trade last week.

S. Reis, Cincinnati district manager for Brunswick products, is making a trip through cities in the district for the purpose of pushing Brunswick products. Communications from him reveal considerable success.

A Novel Window Display

A combination window display including a radio set and a "Victor dog" boosted the sales of a dance record, "Bow Wow Blues," for the Chubb-Steinberg Music Shop. This record went big. Business generally has been slow.

RADIO TO BE DISCUSSED BY THE MUSIC INDUSTRY

This Will Constitute One of Many Important Subjects to Be Taken Up at the Coming Convention of Music Industries Chamber of Commerce to Be Held in New York in June

In view of the interest that is being shown in wireless telephony at the present time, particularly on the part of music merchants, a number of whom have installed radio departments, the Music Industries Chamber of Commerce has taken up an investigation of the marketing possibilities of radio, toward the end of giving it a prominent place in the convention programs of the National Association of Music Merchants and the National Piano Manufacturers' Association beginning June 5, so that every branch of the industry will have an opportunity to judge of its importance to each individual business. In a statement issued this week the Chamber says:

"The connection between radio development and the music industry is becoming more and more evident as the newer science becomes an important factor in home entertainment. Without music the wireless programs are very limited in their appeal.

"The distribution of music by radio, therefore, becomes a vital consideration for the music trade. So far the distribution of radio equipment has developed along haphazard lines, with the demand far exceeding the supply, and several lines of distribution competing for the limited production. The electric supply houses, department stores, sporting goods dealers, drug and hardware stores and a number of other retail sales outlets are competing for the equipment as it is manufactured. The radio manufacturers do not seem to be giving music merchants as much consideration as important factors in their plans for distribution as they should, although a number of music merchants have taken it up.

"The permanency of the business and the dependability of sources of supply must be considered by the music trade. The patent situation is so chaotic as to make it impossible to say now which manufacturers will survive.

"The question of improvements which might make current equipment obsolete and various problems of merchandising service and policies will arise.

"The Music Industries Chamber of Commerce expects to bring the facts before the national convention in June, and will endeavor to bring about a solution of many of the problems now confronting the trade."

REMOVES PLANT TO JERSEY CITY

The DeForest Radio Telephone & Telegraph Co. has moved its plant from 1391 Sedgwick avenue, New York City, to a much larger factory in Jersey City, N. J.

More Radio Sales— and an Added Profit on the Cabinet Sale

We have anticipated developments in the radio field by bringing out a modern, flat-top, Queen Anne Period cabinet designed to contain wireless receiving equipment, batteries, etc., and with all-wood amplifying horn. This new cabinet makes the radio as attractive as it is useful.

We carry *in stock* cabinets for the Westinghouse R. C. Sets finished in brown mahogany and American walnut. The capacity of our factory—the third largest case factory in the world—assures quick delivery. On account of certain ingenious features of installation in this style of cabinet there is great convenience in inspection and attention to batteries; and a compact, short "hook-up."



This cabinet can be adapted to any apparatus you sell. Can be sold with or without a radio outfit. Our price to dealers—\$50—allows a satisfactory profit.

For complete details address

**MANUFACTURERS
PHONOGRAPH COMPANY, Inc.**

95 Madison Avenue

New York

GEO. W. LYLE, President

Van Veen Equipment for Phonograph Dealers and the Musical Merchandise Trade

For those who cannot afford to experiment. Efficiency assured at the lowest consistent cost. Hearing Rooms, Record Racks, Dealers' Service Counters and general equipment for the sale of musical merchandise.

VAN VEEN & COMPANY, Inc.

Office, Factory and Warerooms

413-417 East 109th Street - - New York City

SOUTHERN VICTOR DEALERS TO MEET

Annual Convention to Be Held in Mobile, Ala., May 17 and 18—Constructive Program Planned—Some Notable Speakers to Be Heard

MOBILE, ALA., May 7.—Plans are under way here for the annual convention of the Southern Victor Dealers' Association, which is scheduled for the 17th and 18th of May. The plans are wide in scope and a special endeavor is being made to arrange a program that will be of a constructive and beneficial character.

Among the speakers who have been secured to date is M. L. Pierce, manager of the Hoover Suction Sweeper Co., Canton, O., who will make an address on "Outside Selling." Also, it is very probable that James J. Davin, secretary of the Reincke-Ellis Co., will be present, as well as a representative from the Victor Talking Machine Co. Papers will be prepared and read by talking machine men of wide experience covering the important subjects of "Advertising," "Window Displays," "Competition," "Interest Charges," "Victor Service," "Record Stocks," "The Problem of Trade-ins," "The New Horizontal Types of Victrolas as a Stimulant to Victrola Sales," etc. In addition to this, French Nestor, of the French Nestor Co., Jacksonville, Fla.; W. R. Lewis, of the Elyea Talking Machine Co., Atlanta, Ga.; A. R. Boone, of the Talking Machine Co., Birmingham, Ala.; Jessie Houck, of the O. K. Houck Co., Memphis, Tenn.; J. A. Hofeinz, of the Philip Werlein Co., New Orleans, and W. H. Reynolds, all Victor distributors, will make addresses.

In view of the program, and the well-known members of the trade who will attend, this meeting promises to be one of great moment for better merchandising in the Southern States.

Some fellows are like a postage stamp, they never need more than one good licking—after that they deliver the goods.

AN EDISON RECORD COLLECTOR

O. R. Hunter, of San Francisco, Proud Possessor of 2,200 Edison Re-creations—Some Record

ORANGE, N. J., May 6.—Thomas A. Edison, Inc., recently received a letter from W. J. Carson, manager of the Edison Shop, in San Francisco, which conveyed some very interesting information pertaining to the re-creation collection of a resident of that city. The letter read:

"Like other Edison dealers, I have always been very interested in 'Diamond Points,' and I recall that occasionally in the past some dealer has called attention to a particularly enthusiastic Edison re-creation collector. We have a customer whose ledger account would indicate that he is a headliner, so I asked our service man, when he called to give service on the instrument the other day, to get a report on Mr. O. R. Hunter's re-creation collection. He reports that he has on hand 1,251 Edison discs (so-called records), which would make him the proud possessor of something like 2,200 separate Edison re-creations. I submit the figures to see if any other dealer has a more enthusiastic collector.

"On the theory that we are enabled to catch more flies with honey than vinegar, might I suggest that an acknowledgment to Mr. O. R. Hunter, 2927 Laguna street, San Francisco, on Edison stationery, would not be amiss, for I believe that he would prize this communication possibly higher than any one re-creation itself."

NEW EDISON CHIPPENDALE MODEL

ORANGE, N. J., May 10.—The new Chippendale console model of the New Edison has met with a very enthusiastic reception on the part of the trade and the public. This model, which retails at \$295.00 and is an official laboratory model, is made in brown mahogany and is designed in strict accordance with the Chippendale school.

EDWARD F. CARSON'S NEW POST

Resigns from Granby Co. to Become Advertising Manager of Randall-Faichney Co., Inc.

Edward F. Carson, formerly assistant general manager of the Granby Phonograph Corp., has resigned his position with that company to become advertising manager of the Randall-Faichney Co., Inc., of Boston, which is a manufacturer of products outside of the talking machine industry. His reasons for making the change were solely personal.

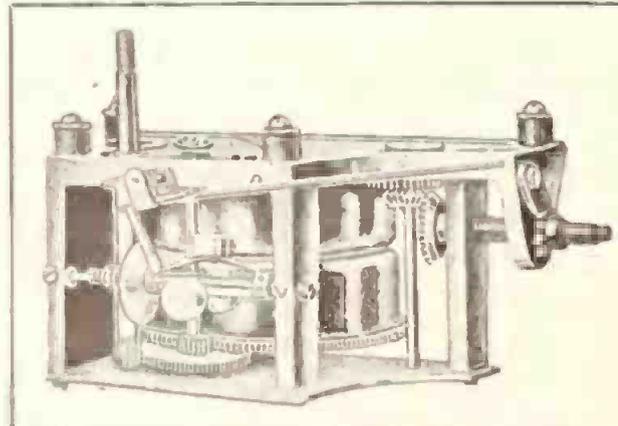
Mr. Carson stated: "My relations with the Granby Phonograph Corp. were most cordial. The future plans of the Granby Phonograph Corp. contemplate bigger things than the past and a determined sales campaign is to be undertaken. It is with real regret that I am severing my connection with the phonograph industry, in which I have made many friends. I am very enthusiastic over the Granby product, and the improvements that have been made in it during the last year have, I firmly believe, made it a far better talking machine than ever before. The firm is determined that it shall succeed and it has the ability to do so."

TONE TEST IN FULL SWING

ORANGE, N. J., May 9.—The Spring season of Edison tone tests is now in full swing and operating on an extensive and successful schedule. Several hundred dealers gave, or will give, tone test concerts in the first half of the year, and a large number of bookings have already been made for the Fall season.

LARGER QUARTERS FOR SCHWARZ

Louis A. Schwarz, well known throughout the talking machine trade as manufacturers' agent and resident buyer for distributors, has taken larger quarters in the Herald Building, to take care of constantly increasing business.



LIBERTY MOTOR COMPLETE
Price \$6.00

Double Spring Motor Complete
Suitable for Portable Machines
Price \$3.25

Write for Repair Part Catalog
Jobbing Territories Open

Pleasing Sound Phonograph Co.
Manufacturers—Jobbers
204 East 113th Street New York City

RECORDING
FOR THE TRADE

We have a modern well-equipped laboratory with facilities for producing the highest grade recordings. *We Solicit Your Business*

Manhattan Recording Laboratories
48 West 39th St. New York

WE are glad to give our hearty endorsement to the use of the two selling-helps pictured below—in the interest of bigger record business for our dealers.



NEW YORK
TALKING MACHINE CO
 521 West 57th Street
CHICAGO
TALKING MACHINE CO
 12 North Michigan Ave
Victor Wholesalers
Exclusively



A mid-month magazine, containing fascinating stories each month about many selected old favorites, and, in addition, a descriptive listing of 85 Popular Catalog Records.



AN attractive self-mailer, arranged like the Victor Hanger in miniature, with which you can reach your entire mailing list at slight expense. Procurable from us, with or without your imprint.

Mid-West Point of View

WESTERN DIVISION OF THE WORLD, CHICAGO, ILL., MAY 10, 1922. NO WISE man, of course, will overrate the importance of casual signs; but, on the other hand, no wise man will underrate them. In the

Some Significant Signs

course of a walk through the "Loop" of Chicago this week an observer was suddenly struck, more forcibly than he has been for many weeks, with the signs of sudden resumption of building. The great building of the First Methodist Church, which for so many years has occupied the block between Washington, Randolph, Clark and Dearborn streets, is in process of demolition, and upon its site is to rise a much greater building combining church, offices, stores and a thousand and one new accommodations for the business and religious worlds. The old Stratford Hotel, at Michigan and Jackson, is closed, and demolition is beginning. In place of the ramshackle hostelry so dear to the hearts of music trade men is to rise a lofty modern office building. The old offices of the American Express Co. on Monroe street, together with the obsolete buildings which occupy the State street corner, are already in the hands of the wreckers, and great signs at the corner windows tell how the famous Song Shop has already moved a few doors west. A great addition is being made to the building of the Chicago Musical College next to the Blackstone Hotel. The buildings next door to the Fair department store are being razed to afford room for further expansion of that great retail institution. A great new office building is coming to completion on Clark street near Washington. And so on. For five years these sights have been unknown in Chicago's business center. The resumption of building downtown comes as a literal surprise. Then as one leaves the Loop and travels north, south or west into the residential districts, the impression of activity is confirmed. Apartments and bungalows are beginning to raise their heads wherever one goes. It is an inspiring sight. It is particularly inspiring to the talking machine trade. For this trade is a home trade. New office buildings, for instance, mean to our trade that general business is becoming busier. When to this we add the cheering sight of new apartments and bungalows it simply means that more homes for those who spend their working hours in the office buildings are beginning to spring up, and that therefore there will be more weddings this Summer and more taking up of housekeeping by wedded folks who have had to board or live with their parents. All this means more talking machines, does it not? If not, why not?

THE Illinois Music Merchants' Association has organized itself in Springfield and has decided, as a starter, to admit to membership

The I.M.M.A. and Our Trade

dealers in talking machines and records. The move is not only wise but significant. By this time, indeed, every talking machine man ought to know, even if he does not yet know, that he is in the *music business*. The talking machine business is a music business and the talking machine store is a music store. There is no getting away from this fact. But the need for emphasizing it is none the less immediate and important. The piano store of to-day is usually a talking machine store too, and piano merchants naturally think of themselves as *music men* first and foremost. On the other hand, the man who simply runs a talking machine store and nothing else is likely to forget that he is a *music man* first and a *machine man* second. It is a way of looking at things rather than anything else. Every merchant who sells talking machines ought constantly to key all his merchandising ideas by the "note" of music. That is to say, in all his advertising, in all his salesmanship of any kind, he ought to keep in mind always the idea that the machines and discs he sells are not more than media towards the expression of music, towards providing music for the masses in their homes. The talking machine merchant is a *music merchant*, a dealer in *music-means*. The Illinois Music Merchants' Association begins its career in the recognition of this fact. It is the duty—as it will be to the advantage—of every talking machine man in the State of Illinois to join the I. M. M. A. at once. The secretary is J. F. McDermott. Get in touch with him, gentlemen!

WE are never, we hope, too grouchy to appreciate and applaud when good things are being done, good ideas embodied in good selling talks, good advertising worked out into good sales results. Therefore, readers will take us seriously when we ask them to study carefully the advertising which the Cheney Talking Machine Co. has been doing lately, some of the best of which has appeared, and is appearing, in *The Talking Machine World*. We were particularly intrigued with the idea of giving publicity to the "man with a flashlight," who goes around the factory looking at the finished machines and who has the power summarily to reject any one and send it back to the finishing department for further attention. The whole idea of "super-efficiency" in the process of inspection is most cleverly worked out, not only cleverly but truthfully, as any one knows who has ever visited the great Cheney factories. The identical "man with the flashlight," the man who "snaps his fingers at the whole Cheney factory," may there be seen, examining every machine that is due to leave the factory, and assuring himself that it is beyond criticism. To tie up the activities of this so important department with the interests of the merchants who sell Cheney machines at retail is to display admirable good advertising sense. We congratulate the Cheney Co. on its excellent publicity.

He Who Snaps His Fingers

THE inquiring visitor to Chicago always finds much to wonder at in the behavior of the crowds, who seem to have plenty of time always

Window Displays Interest

to mess around in front of every store-window demonstration that sets up in the Loop. Well, during the last week or so there has really been some good excuse for lounging in front of some windows at least. That excuse has been the real originality of certain displays, namely, the demonstrations of gym-suit-clothed feminine persons of the Wallace "get-thin-to-music" exercises and records. Crowds have blocked the sidewalks wherever these unique demonstrations have been put on, and both men and women have taken the utmost interest in the novel idea. By this time every reader of this paper ought to know the basic principle of the Wallace reducing system. It is embodied in a set of records, each containing a full lesson, by Wallace himself, in the motions, exercises and drill devised for the man or woman who wishes to reduce weight and improve strength. The exercises are explained and counted through by the voice of Wallace on the record, and the music is given by orchestra throughout. The combination is irresistible, and wherever the window demonstrations have been made the sales results have been immediate and gratifying. There is a big future for this general idea, it should seem, and all goes to show how many hitherto unsuspected possibilities the talking machine game is likely to develop as time goes on.

"DEAR Friend Talking Machine Dealer: Do not be scared of Radio. Radio is so far one of the best friends you ever had for your business.

Your Friend Radio

Here in Chicago Morgan Eastman is broadcasting programs which are stirring up more interest in good music than anything short of our own great Symphony Orchestra ever could do. Samuel Insull is heading our opera, and that means, we guess, that opera will be broadcasted this Winter. And that means still more interest in talking machines and records. The more music is heard, the more records will be sold. It is a perfect logical circle, and there is no getting away from the conclusion. Radio helps. It does not hinder. Make use of it and advertise harder than ever all the records you hear of as being broadcasted. Then watch for results."

MANY record salesmen fail to appreciate the fact that a violin record or similar number which is soft in tone volume cannot be heard to advantage when in the next booth some loud popular or band records are being played. When your store is crowded this cannot be avoided—but if there are plenty of booths never take your customer into the next adjoining booth to the "popular" music fiend; leave a vacant booth between them.

From our CHICAGO HEADQUARTERS

REPUBLIC BLDG., 209 SOUTH STATE ST TELEPHONE WABAKH 5242

EDWARD VAN HARLINGEN

WILLIAM BRAID WHITE

EUGENE F. CAREY

ARTHUR E. NEALY

A. SNYDER

CHICAGO, ILL., May 9.—Chicago dealers who looked through the Sunday papers recently were given something to think about in the matter of the housing situation in Chicago. For over a year a Sunday paper advertisement announcing a flat for rent has been a very rare sight, but, beginning with Sunday, April 23, the rarity ceased. In one Chicago paper alone on this date were printed seventeen full agate column advertisements advertising flats for rent. Now, what does this mean? It merely means that building has at last begun in Chicago. This, of course, is giving employment to thousands of workers about Chicago, which fact, when coupled up with the activities in the steel districts, means that industry on the South Side is going along at a fairly normal rate. On the West Side the big factories are rehiring help. Many of these institutions are spinning the wheels of their machinery once again after a rest period of several months. Chicago's building activity is even more in evidence on the North Side. The realty men on the North Shore are all wearing big smiles. There are more home sites being sold in that district than has been the case for a number of years.

Now, to get back to the dealers. We find that great numbers of them are doing an exceptionally good business in small portable machines, and it looks as though the people of Chicago are surely going to enjoy themselves during the coming vacation season.

But the activities of the dealers are not confined solely to small portable machines. Lots of them are reporting the sale of high-priced period consoles. One dealer that we know of recently sold two period type instruments in the space

of a half-hour, and the total amount of these was nearly \$800. The surprising part about this was that the man is in an ordinary manufacturing district, which is the first one to be hit by industrial depression. The general business situation in Chicago was, up to about the middle of April, what might be considered "spotty"; that is to say, some dealers reported business was going fine one day and not so good the next; but the last two weeks of April and the first week of May brought out the report that business, as a whole, was fairly satisfactory and that the buying public was beginning to erase this spottiness from the map. This spottiness was confined mainly to machines. The record situation was very good and all dealers were reporting good sales in this commodity. Not only are the talking machine dealers reporting an increase in business, but merchants handling pianos are unanimous in their assertion that high-grade pianos are moving at a good rate.

Talking machine merchants handling small goods, such as band instruments, are doing very well. The number of dance orchestras that have sprung up in Chicago in the last few months is surprising. It seems that nearly every second fellow or girl in Chicago is, or contemplates being, the owner of a saxophone. Just why they picked on this instrument was more or less puzzling until the real reason was discovered, namely, that the dealers began letting the public know they had saxophones for sale. Some very elaborate windows were decorated with these instruments and this, in all probability, is the real reason for the outbreak of popularity. The record companies putting out saxophone records must be very busy nowadays supplying the Chi-

cago trade. The dealers are reporting that these records are going very fast.

Another interesting condition around Chicago is found in the banks, both national and State, which are reporting that their deposits are keeping them busy. However, the noticeable thing about it is that the depositors are not salting their money as heretofore, but are keeping it circulated.

The money dealers, who make a practice of doing a loan business on salaries, etc., are reporting that their clients have met all obligations and have cleared up their accounts and that the number of new accounts coming in is very small, indeed.

So, taking the business situation of Chicago as a whole into consideration, it is plain to see that the music industry is up against nothing at present that should worry it.

Gets Vocation Agency

William H. Grosvenor, who conducts the Grosvenor Music House at Wilson and Montrose, has secured the representation for the Aeolian Co.'s well-known line of Vocation talking machines and records. This shop was opened up a few months ago by Mr. Grosvenor, who was formerly in charge of the Chicago sales for Kranich & Bach's Loop store.

W. H. Wade Moves

The first of May brought about quite a bit of moving this year, and among those who spent some busy moments doing this kind of work was the Wade Talking Machine Co., 14 North Michigan avenue. As announced in these columns in March of this year, the Wade Co. purchased the interests of the J. O. Twichell Piano Co., at which time announcement was also made

(Continued on page 117)

JUST OUT

STERLING BULLETIN

No. 10

GET IT BY ALL MEANS

It tells the complete STERLING story and illustrates and describes the entire STERLING Line of Talking Machine Equipment—with prices, etc.



The Sterling Reproducer with Edison Attachment plays any and all records. It is different from other Edison attachments. It is the only attachment that can be successfully operated by the lever the same as the Edison Reproducer.

The Sterling Reproducer with Edison Attachment is designed for giving perfect rendition of both hill and dale and lateral cut records. Famous for its clear, flexible, non-metallic tone. Supplied also with Victor or Columbia attachments.

Ask for prices and information on the new No. 82 Sterling Throw-Back Tone Arm. Ready for delivery about June 1st.

Sterling Devices Company

Manufacturers of the No. 11 Sterling Non-infringing Tone Arm, the Sterling No. 31 Tone Arm with Non-set Automatic Stop and the Sterling No. 41 Non-tapering Tone Arm

534 Lake Shore Drive

Chicago, Illinois

WALLACE REDUCING RECORDS

They Sell All Summer Long

'Get Thin to Music' knows no dull season. Reduction by this delightful melody method is easiest in hot weather. These records in demand the year 'round.

The character of stores selling Wallace reducing records is significant. Music dealers like Lyon & Healy; department stores like Marshall Field's, and Lord & Taylor's; it's the *leaders* who are featuring this famous reduction course—in towns and cities of every size.

Nationally advertised by pages in the largest magazines; compelling window and store material; printed matter for your monthly mailings. Write us today.

Set of five 10-in. reducing records, chart for each, complete and interesting instruction all in compact, attractive box. Sells at \$15; nets you \$6.00 to \$7.50 each unit sale. *Good summer business!*

List price \$15 with discounts to dealers as follows:

6 sets	- -	40%	- -	\$9.00
12 sets	- -	40%-5%	-	8.55
25 sets	- -	40%-10%	-	8.10
100 sets	- -	50%	- -	7.50

*Less TWO percent 10 days,
net 30, FOB Chicago*

**Complete sales helps shipped
gratis with first order to—**

WALLACE INSTITUTE

630 S. Wabash Ave., Dept. 2, Chicago, Ill., U. S. A.

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 115)

that there would be a consolidation of both companies. The stocks of both were brought together in the new place of business, which is the entire building formerly occupied by the Smith Piano Co., located on the east side of Wabash avenue, near Jackson Boulevard. Not all the alterations have been completed at this writing, but from present indications it is safe to assume that when the carpenters and decorators finish their jobs the new store will be one of the most elaborate to be found on Chicago's famous Piano Row.

Waterson, Berlin & Snyder in New Quarters

Waterson, Berlin & Snyder, who have for years conducted the famous Ted Snyder Song Shop on the second floor of the building on the northwest corner of State and Monroe streets, are now located in their new and elaborate store next to the Majestic Theatre, which is just across the street from the old site. The move was made necessary by the fact that the Fair Department Store has acquired the property rights for the entire building bounded by Adams and State streets, Monroe and Dearborn, and before the first of June rolls around all the property in this block other than the present Fair Building will be torn down for the purpose of erecting an addition to the department store.

Snyder's Song Shop now occupies a main floor store which measures approximately 100 feet in width and 150 feet in depth. It is elaborately fitted out with Unico equipment, and its talking machine department, which is exclusively Columbia, boasts of twenty hearing rooms of regulation size, with one big soundproof reception room some thirty by thirty feet square.

On the opening day Frank Clark, Western manager for both the wholesale and retail interests of Waterson, Berlin & Snyder, put on a series of jolly entertainments which lasted an entire week and were the talk of the town. Ted Snyder himself and other officials of the organization, together with their whole staff of song-writers, were on hand for the big event.

Walter Magill Returns

Walter Magill, Western representative of the Silent Motor Corp., of Brooklyn, has returned to his Chicago headquarters from an extensive visit throughout the West. He reports that throughout the section he visited the Silent motor is doing very nicely, far better than he had anticipated. While in the West Mr. Magill succeeded in making quite a number of important connections with manufacturers to whom he had previously sent samples of the Silent motor.

Roy Bargy Kept Busy

The management of the Tivoli Theatre, at Sixty-third street and Cottage Grove avenue, recently secured the services of Benson's Orchestra, Roy Bargy, director, to appear as a special number on the weekly program. Announcements to the public were that Mr. Bargy would only appear for one week. However, theatregoers who attend the beautiful Tivoli evidently do not believe in signs and simply compelled the management of the theatre, as well as Messrs. Benson and Bargy, to give them a week more of that famous Victor organization's melody. Director Roy Bargy, who had been planning to take the organization on a tour of the Central West, complied with the request of the South Side movie fans and for the past six weeks has been jazzing it up to the queen's taste at the Tivoli.

Another Victor artist who is proving quite an attraction on the South Side is Mario Carboni, the celebrated baritone, who at one time sang with the late Enrico Caruso.

Chicago's First Radio Show

Announcement has been given out that Chicago's first big annual international radio show will be held at the Coliseum, October 14 to 22. It will be an exhibition of everything connected with wireless, a get-together show for buyer, seller, novice and expert. The Coliseum is the largest exposition building in Chicago, with a floor space of over 70,000 square feet. Details for the show are now being perfected and a floor plan

will soon be ready. The advertising campaign for this show has already started and will be continued consistently right up to the time of the show, thereby assuring a large attendance. Special representatives of the Annual Chicago Radio Show, whose headquarters are at 126 North Dearborn street, are already on their way to Europe to investigate international developments and to bring the latest developments in radio from all parts of the world.

New Columbia Iowa Traveler

Chas. Beisel has taken over the Iowa territory for the Columbia Graphophone Co. He has had many years' experience in selling merchandise on the road, and his connection with the Columbia Co. will be welcomed by his many friends throughout the Middle West.

Goes After Foreign Trade Right

The most recent addition to the Columbia list of representatives is J. K. Foder, 24 Island avenue, Aurora, Ill. There is a very heavy foreign population throughout the Aurora and Elgin dis-

tricts, including 8,000 to 10,000 Roumanians. Up until the present time no effort was made by any one music dealer to play directly to these nationalities for their record business and it has been necessary for them to make their purchases in Chicago.

Mr. Foder is now putting in a complete line of Columbia Grafonolas and foreign records. He is Hungarian by birth and speaks the Roumanian, Russian, Polish, Slovak and Bohemian languages, as well as his mother tongue. He is a good American, was wounded in the World War and is now pensioned by the Government.

The location in Aurora is very desirable. The store is 90 feet deep, one-half of which will be devoted to the Columbia line. Four modern hearing rooms will be installed to handle the record business.

Opening New Shop

The Armitage Music Shop, of 4148 Armitage avenue, is opening a new talking machine shop (Continued on page 118)

THE GEER REPEATER

Patented November 10, 1914—September 29, 1916—Infringements will be vigorously prosecuted.

WURLITZER
THE RUDOLPH WURLITZER CO.
EVERYTHING MUSICAL
CHICAGO, ILL.

March 26, 1922.

Walbert Manufacturing Company,
925 Wrightwood Avenue,
Chicago, Illinois.

Gentlemen:

Just a word regarding our success in selling the Geer Repeater.

We have found it an necessary in exceptional demand, as you know from the large record that we have just given you. The public seems to have been waiting for a successful, simple repeating device, after the many failures, that have been on the market in the last few years. We find that purchasers of the Repeater are very well satisfied and are buying them for their friends and for gifts.

We have found that a very successful means of introducing the Repeater is the window display, with one or more repeaters in operation, and our dealers report that they have used the window method to good advantage. We have small Victrolas on our record counter and have our salesmen in demonstrating records for purchasers, use a Repeater, causing an inquiry from every customer, and leading up to a great many sales.

You are assured of success with the Geer Repeater and we wish to compliment you for bringing out one of the few articles necessary to the Talking Machine business that are worth while.

Yours very truly,
THE RUDOLPH WURLITZER CO.
for *Roster E. Noke*
Manager Victrola Department.

Our Guarantee to Dealers

THE Geer Record Repeater is a proved product. It is as near perfect and fool-proof as mechanical ingenuity and long experimentation can make it. There is nothing to break or get out of order. It will fit any phonograph with free-swinging tone arm. We guarantee these claims and will immediately accept the return of any repeaters that prove defective. In addition we co-operate with you in every way possible—furnishing without charge sales helps and our special demonstrating record.

Walbert Manufacturing Company

Reasons Why Geer Repeaters Sell Quickly

1. They are as easy to put on and take off as a record. You simply lay the repeater on the record. They can even be put on or taken off while the record is playing.
2. They will repeat instantly and as often as desired and are adjustable for records of varying lengths.
3. They cannot possibly break or get out of order.
4. They fit any phonograph with free swinging tone arm.
5. They come packed in a beautiful, durable box and can be laid away with the records when not in use.
6. When dancing, entertaining, dining or when music is wanted while working or resting, the Geer Record Repeater will prove its remarkable usefulness. A child can put it on or take it off.
7. There is a big demand for repeaters during the summer months. Ideal for use while camping or at summer resort.
8. The Geer Repeater will last a lifetime. It needs no attention and no repairs.
9. Full directions for use are given with each repeater. Read directions carefully.

Our Unique Window Display Will Help You to Build Business

"SALES tripled immediately upon installation of a Geer Repeater Window Display," writes the Brunswick Phonograph Shop, Chicago. "It is keeping large crowds of people before our show windows continuously," says the Wade Talking Machine Co., Chicago. The above Wurlitzer letter is further proof of the unusually rapid turnover in Geer Repeaters secured by means of our new window display record which plays through in eighteen seconds. With this record in your window turnovers will run from 12 to 52 times a year. Sales of records and machines will also be considerably stimulated.

Send for Our Demonstrating Record—NOW READY

To dealers wishing to install a Geer Repeater Window Display and share in the large number of sales now being realized all over the country, we will supply our Special Window Demonstrating Record—FREE. We also supply sales helps and beautifully colored window cards.

WALBERT MANUFACTURING COMPANY, New York Office, 925-51 Wrightwood Avenue, Chicago, Ill. 200 Fifth Avenue.

Please send by return mail your "Demonstration Package" containing twelve Geer Repeaters—price to be 40% off list—retail price to be \$2.50 each.

Check here if you want Free Window Demonstrating Record and sales helps.

Name
Address
Jobber

Terms: C. O. D. to firms not rated.

DOUBLES THE JOY OF OWNING A PHONOGRAPH

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 117)

further up on the same street, near Crawford avenue. At its present shop it is handling both the Edison and Brunswick lines, but the plans are to separate these two lines. The present place will devote its activities to Edisons exclusively and the new shop will be exclusively Brunswick.

Good Musical Merchandise Business

The Dixie Melody Shop, at 5314 Broadway, reports an exceptionally good business on harmonicas and ukuleles. R. M. Nall, proprietor of this shop, cannot account for the increased demand in this type of small goods, but nevertheless he is keeping the supply men busy shipping him goods of this sort. The shop handles a full line of Kimball instruments and Okeh and Genett records.

Full Speed Ahead for Turek

S. K. Turek, of 2313 West Twenty-second street, recently decided to go out and do some business. By this is not meant that Mr. Turek had not been doing business. He actually was, but he just wanted to show a few brothers of

his in the trade who had been complaining of bad business what real salesmanship was like. He got out his prospect list, selected a few names and then went out and spent a half-day calling on these prospects. He called on quite a number and made appointments for the next morning. The next morning three prospects showed up and in less than an hour it was all over, the results being one Pathé Actuelle, retail value \$450, and one Starr, retail value \$250, sold for cash. The third customer was not sold at the time, but Mr. Turek went back the next day and effected the sale. Mr. Turek is planning at present to open two other stores around Chicago and is looking for some good locations.

They "Liked" the Line

The show window of the Oriole Phonograph Shop, 2204 South Kedzie avenue, was recently smashed with a padded brick. When William Cepak, the owner, came in next morning he found that the large number of Aeolian records, as well as a small-size Aeolian machine, were missing from the show window. When the work

of cleaning up the broken glass was completed a small piece of newspaper was found, whereon was scribbled in pencil, "We like the line."

New Fair Manager

Miss Gertrude Matlack, formerly in charge of the record department at the Song and Gift Shop, is now in charge of the record department at the Fair, succeeding former Manager Irvine.

Opens in Rogers Park

Z. Ganis, who for the past fifteen years has conducted a retail Columbia establishment at 326 South State street, has sold out his interests in this location and on May 1 opened a new store in Rogers Park. The new shop is located on Howard avenue, near the "I" and is fortunate in being situated in one of the busiest localities in Chicago's far north side.

Rialto Music Shop Opens

Rudolph Fractman, who formerly managed the Columbia store for Z. Ganis, at 326 S. State street, has purchased the entire good-will and stock of that business. The deal was consummated on May 1st. Workmen were immediately put on the job of remodeling the store, which will be closed for some six weeks, and when opened again it will be known as the Rialto Music Shop, and will carry a complete line of small goods, sheet music, rolls and records.

Emerald Shop Opens

The Brady Drug Co., at Forty-seventh and Emerald avenue, has just opened up a new store, which will be known as the Emerald Music Shop. The new shop will carry the Columbia line exclusively and will be managed by Miss Marie Collier, who was formerly cashier of the Chicago branch of the Columbia Co.

Take on Banner Record

The Song and Gift Shop, one of the biggest music shops in the loop on State street, has just taken on the Banner record line and is reporting excellent sales. Another line that this company has taken on recently is small crystal radio sets. The first week that they had these sets on sale was set off by a window display wherein a beautiful young lady was in the show window demonstrating the simplicity of the sets. She attracted much attention.

Dolling Up

The Lincoln Talking Machine Shop, at 3100 Lincoln avenue, is being completely redecorated. The plans call for some very elaborate fittings for this store and the proprietors are of the opinion that when the work of redecorating is completed they will have one of the handsomest little shops on that avenue.

Adding New Booths

The Greenstone Furniture Co., at 1315 Milwaukee avenue, has enlarged its talking machine department and opened what is known as "The Subway." It has equipped this new department with many booths and has also installed a complete set of the most up-to-date record racks as well as island counters.

Columbia Recorders in Chicago

L. Hausman and R. F. Bolton, of the New York Recording Laboratory of the Columbia Co., visited the Chicago branch recently, and during their stay there recorded Paul Biese's Orchestra and Frank Westphal's Rainbo Orchestra. Several personal records were also made at this time.

H. L. Pratt and Seymour Soule of the New York executive offices of the Columbia Graphophone Co., visited the Chicago branch recently.

Specializes in Italian Records

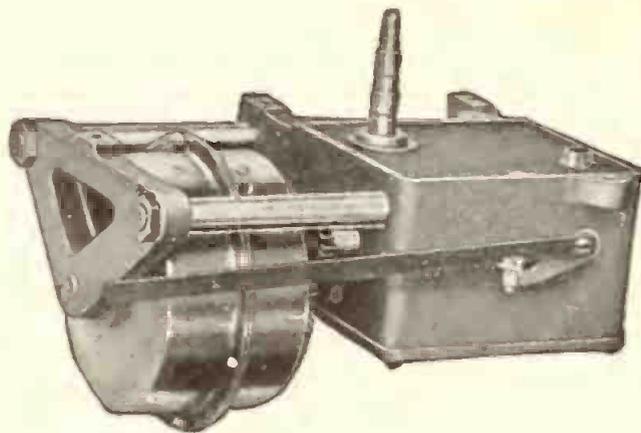
Jos. Cardinal has opened a new Columbia shop at 254 Howland avenue, Kenosha, Wis. A complete stock of Italian records will be carried and a special effort will be directed towards the portable model Grafonola business. Considerable business in Lithuanian records is expected because of the large colony located near his store.

Sonora Activities

L. Golder, sales manager of the Sonora department of Van Houten & Zoon, in discussing general business conditions, said:

"The latter part of February and the first of

The Best Motor Money Can Buy



1. The wick lubricating system, an exclusive feature of our motor, keeps every part in the gear box running in a film of oil. Not a mere smear of grease to dry away and get gummy and hard with exposure to the air, causing noise and variable speed within a short space of time, but constant circulating lubrication.

For at least two years after our motors are installed the wick will circulate pure oil and governor and gears will be perfectly lubricated. Some of the high-priced motor cars have recently adopted wick lubrication—because it is right—continuous, automatic, certain.

2. The enclosed construction makes this lubricating system possible and also keeps dirt, bits of excelsior, lint and phonograph needles, etc., from getting into the works. This prevents those trouble cases that cost the dealer money and cause his customers annoyance.

3. The design of our motor lends itself to accurate alignment of bearing and springs. When our box-like casting is clamped into the holding tools to be machined it does not distort with pressure as open castings do. The reason we have almost no spring breakage is that perfect alignment does away with the side strain which causes crystallization and breakage of springs.

REAL PRICES

1. We have a modern, complete, specially designed equipment solely devoted to the production of this motor.

2. Our plant is spacious, light, modern in every feature and our organization is seasoned and imbued with spirit of quality.

We have the necessary volume of output and can produce efficiently. Because of these facts we are furnishing a motor of positively unequalled merit, at unmatched prices.

Let Us Furnish You Samples

United Manufacturing and Distributing Company
536 Lake Shore Drive CHICAGO

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 118)

March showed somewhat of a depression in business, which for a while looked as though the trade were sliding down-hill, but towards the latter part of March and the first of April and up until May the talking machine business came back considerably. The Sonora dealers have been reporting progress for the past six weeks, and from present indications we are inclined to believe that the balance of the year is going to show the Chicago trade some very good business.

"A couple of weeks ago we received from the Sonora Co. the first lot of Lafayette models listed at \$165. These instruments have met with much favor by the Sonora dealers throughout our territory. Another little Sonora instrument that has proven extremely popular is the new leather covered portable. This is something the like of which has never been offered to the public before, and is so constructed that it readily appeals to the public."

J. J. Davin Returns from Interesting Trip

J. J. Davin, secretary of the Reincke-Ellis Co., of this city, just returned from a trip which included a visit to Toledo, Cleveland, Buffalo, New York, Baltimore, Washington and Pittsburgh, where he not only called on the Victor jobbers but the dealers as well. In many of these cities Mr. Davin spoke at informal meetings, where he urged the Victor dealers to cash in on the tremendous advertising now being done by the Victor Co., stating that if they tied

up with this publicity their dollar would be worth a third again as much, on account of the increased appropriation and activity now manifested in Victor advertising.

Mr. Davin also pointed out that there should be increased activity on the part of Victor jobbers and Victor dealers on sales promotion work, especially in view of the fact that the complete line of horizontal types is now available. Many of the Victor dealers are planning Victrola shows in their own stores and others are planning to display the Victor line at Spring exhibitions and county fairs.

New Assistant Manager

R. J. Mueller, Columbia salesman covering Iowa territory out of the Chicago branch, has just been appointed assistant manager of the Omaha branch. Mr. Mueller will be missed by many Columbia dealers throughout the Chicago branch territory.

Ed. H. Uhl Resigns From R. Wurlitzer Co.

Chicago and the music trade in general has lost one of its most aggressive and successful men. Ed. H. Uhl, head of the Chicago office and vice-president of the Rudolph Wurlitzer Co., has resigned his position. It is rumored that he intends going in the real estate and banking business. His business associates held a meeting on Saturday afternoon, April 29, at which time they expressed their deep regret at losing so capable and well loved an executive. But it is not only his business associates who regret

the resignation of Mr. Uhl, for his many friends in the trade deplore the loss of a personality who has done much to boost the music business in Chicago and, for that matter, throughout the country.

The Chicago Piano Club has adopted a resolution regarding the resignation of Mr. Uhl which reads as follows: "Resolved, that the Piano Club of Chicago in session at a regular meeting on May 1, 1922, extends to Ed. H. Uhl the following resolution as our mark of friendship: As you leave us in your capacity as vice-president of the Rudolph Wurlitzer Co. we want you to know that a thought goes with you, which is even greater than the building up of the great business of this company, and that is the thought of love. We congratulate you, our former president and charter member of the Chicago Piano Club, that you have been spared in your active life until this moment, and we know that although you have surrendered the 'key' here, another 'key' symbolic of the one you have used all these years, the key of right principle, will open the door for still greater, happier and more beneficent success."

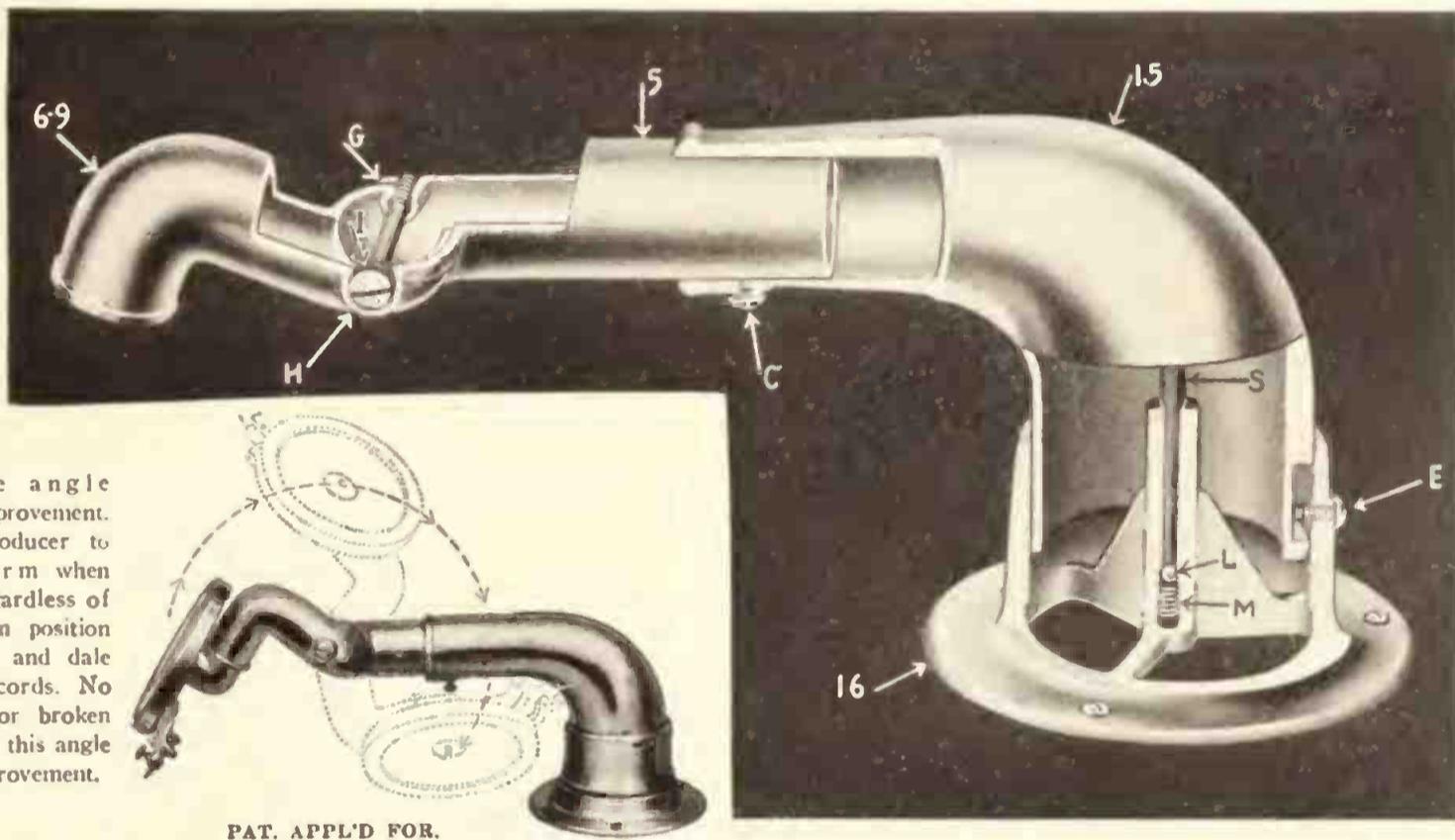
Handy Record Tray

The General Phonograph Corp., of Illinois, is experiencing quite a demand for its latest product, known as the handy needle tray. Officers of the company have learned from their dealers that this tray fills a long-felt want. It is a little
(Continued on page 120)

This Arm is adjustable in length from 8 to 9 1/2 inches, and adjustable in height up to 1/2 inch.

Extremely sensitive ball bearing swing or arc.

Illustrating the 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 cut records. No marred covers or broken reproducers with this angle throw back improvement.



PAT. APPL'D FOR.

A NEW LARGE SIZE ORO-TONE ARM GRACEFULLY PROPORTIONED AND SCIENTIFICALLY CONSTRUCTED. POSITIVELY NOTHING TO GET OUT OF ORDER. THIS ARM ON YOUR PHONOGRAPH WILL INSURE CONTINUOUS SERVICE FREE FROM COMPLAINTS.

BUILT LIKE A WATCH WITH THE STRENGTH OF A HERCULES

DESCRIPTION OF MODEL O. G. TONE ARM

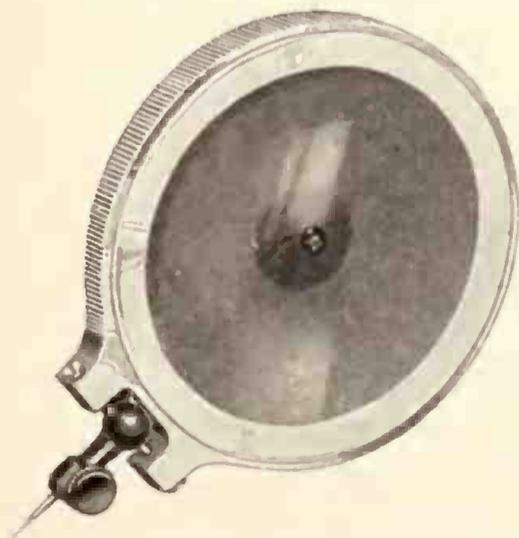
No. 16 Base. No. 15 Large Elbow. No. 5 Adjustable Extension. No. 6-9 Floating Elbow.

M. Height adjustment screw. L. Ball Bearing. S. Fixed Stud in large elbow. E. Stop screw for swing or arc of arm, also holds base to large elbow. C. Length adjustment screw. H. Assembly screw for No. 5 extension and No. 6-9 elbow. I. Hard fibre washer to insure perfect joint and alignment and prevent shake or rattle. G. Lock screw to prevent assembling screw H. from working loose.

Permit us to send you sample of this new Large Arm and the O-1 Concert Reproducer for your inspection

YOURS FOR THE ASKING

Lower left cut illustrates our Model O-1 concert reproducer. A wonderful reproducer with powerful, deep, rich tone quality.



Model O-1 Concert Size Reproducer. A wonderful reproducer with a powerful, deep, rich tone quality

THE ORO-TONE COMPANY

1000 to 1010 George Street

Chicago, Illinois

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 119)

box about six inches long, one inch in width and one-half inch in depth. It contains five small receptacles, each capable of holding two hundred and fifty steel needles. These needles are assorted and packed so that the tray holds a total of 1,000 needles. The assortment consists of five types of needles, soft, opera, medium, loud and extra loud. This handy tray has been given the name of "Trutone" and retails at seventy-five cents. Packed in the box is a small cardboard strip, which is printed on both sides, one side showing a diagram of the box and what needle is contained in each compartment. On the reverse side of the card are printed suggestions as regards the use of needles and what kind of records should be used with soft, operatic, or any other kind of needles.

In New Headquarters

The General Phonograph Corp., of Illinois, has moved its headquarters from 19 West Jackson Boulevard, to the fourth floor of 216 North Michigan avenue. The new location overlooks

Chicago's famous boulevard link. The entire floor has been taken over by the company and gives them a space of approximately 5,000 square feet to be utilized for their offices and demonstration rooms. Besides this, a large amount of space has been taken up for storage purposes in the rear of the building wherefrom the Chicago trade will be supplied.

The demonstration room is about twenty-five feet square and contains record racks holding the entire Okeh library. Herein can be found a sample of everything Okeh has ever pressed, beginning with record No. 1 and continuing up to the very latest number.

Bummel Petrus Goes Good

With no reference towards prohibition, now and then things happen which are like a breath of the olden days. The Columbia Graphophone Co. recently released a popular German record, "Bummel Petrus," which is a melody well known among the Germans in America. The melody was imported from Germany only re-

cently and is going big throughout the Middle West. The number was recently released by two other companies successfully, so that on Saturday, April 22, when the Chicago branch received its initial shipment of this record it was in the dealers' hands within two hours' time. A. Schlesinger, one of the largest German dealers in the country, located at 644 West North avenue, took a very substantial initial shipment. Early Monday morning Mr. Schlesinger phoned the Chicago branch, asking for more of the selection. His entire initial shipment was sold out Saturday and Sunday, simply by playing the selection on a Grafonola at the entrance to his store. Although there was no extreme effort placed behind the sale of this record by Mr. Schlesinger, nevertheless a little moral can be gained from his experience. So many dealers, upon receipt of a new release, are prone to immediately place it in their record ranks and wait for calls to bring it out. If a special release will only be given an opportunity, invariably its sales will be very gratifying.

Hall Advertising Service

H. J. Fiddelke, sales manager for the Hall Mfg. Co., is receiving numerous requests from Hall fibre needle dealers all over the country asking for supplies of their large Kreisler wall hanger. This hanger is a very attractive affair, printed on cream paper, the lettering and design being done in black, with a likeness of Kreisler in sepia. This same attractive layout is printed in miniature 5½ inches in length and 3½ inches in width, to be used as an envelope stuffer. Large quantities of these stuffers are also being supplied to dealers on request.

This company has also brought out a cleverly gotten up order blank with the jobber's name imprinted thereon, which they are also sending to the jobbing trade. The new counter display carton, which was recently offered to the trade by the Hall Mfg. Co., has made a tremendous hit with the retail jobbers all over the country. A great number of these have written in to Mr. Fiddelke complimenting the Hall Mfg. Co. on them.

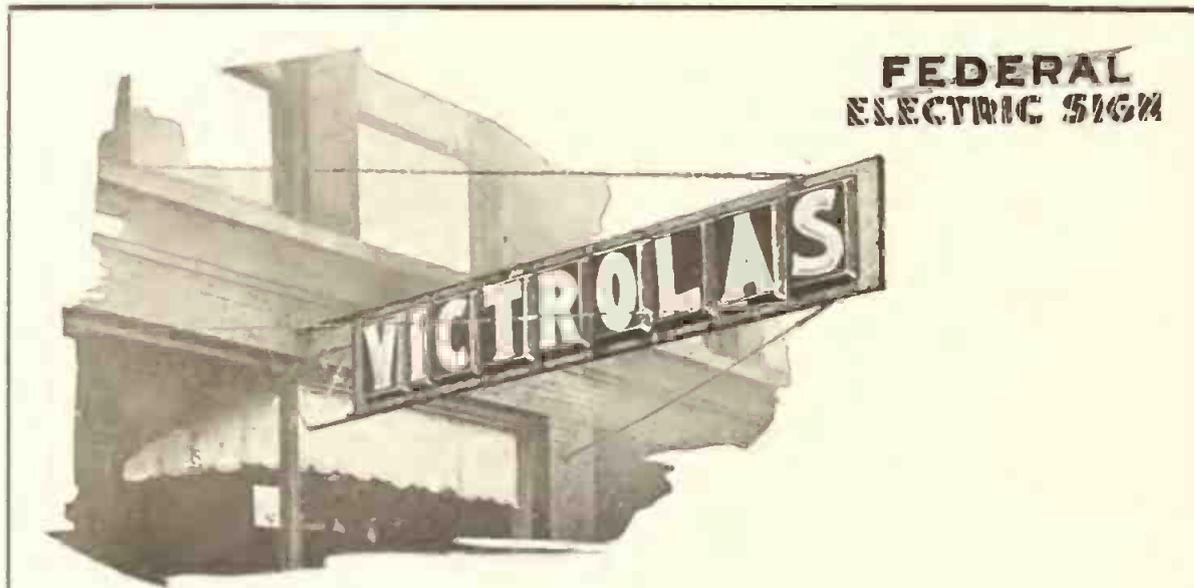
The Raymond Music Corp.

Raymond J. Healy, president of the Raymond Music Corp., makes the announcement this month that his company has taken over the retail business of the Edison Shop, at 229 South Wabash avenue. This shop was formerly conducted by the Phonograph Co., Edison jobbers of Chicago. In conjunction with a full line of Edison phonographs, the new company will handle a small grand piano manufactured by Behr Bros., as well as several other lines.

The Central Piano Co., which was formerly conducted by Mr. Healy, is being closed out and Mr. Healy will hereafter give his entire time to the interests of the Raymond Music Corp. In the new location extensive alterations have been made and Mr. Healy is planning to make his new shop one of the most attractive along Piano Row, if not in the entire city of Chicago. The new shop will utilize the main and second floors of the building and will be arranged with the machine display and demonstration booths on the first floor, and the second floor will be given over to offices and record demonstration booths. The third and fourth floors of the building will continue to be occupied by the Phonograph Co., with C. E. Goodwin as the governing head.

The Oro-Tone Amplifier

The Oro-Tone Co., of this city, has just placed on the market a new method of amplification for radio telephony. Several other companies are putting out horns and other things for the purpose of amplification, but the Oro-Tone Co. is making use of an amplifier manufactured by nature. It is none other than a conch shell, which, as everyone knows, from the earliest history has been used by man as an amplifying horn or trumpet, and was adapted to its present purpose by cutting off one end. The Oro-Tone Co. is taking this conch shell, trimming off the bottom and mounting it on a base or support of turned mahogany. In the bottom of this base are a



Let Them Know You're in Business—

That is the only way you can get a big share of it—NOW. You must keep everlastingly asking the public to trade with you.

And the most forceful, economical way to advertise your business and location to the hundreds of people who pass your store is to use a Federal Electric sign, such as shown above.

12 MONTHS TO PAY

A small payment brings you this wonderful sign—beautiful blue and white porcelain enameled background—big snow-white Silveray glass letters. Costs only a few cents a day for electricity.

Mail coupon for full information and price and free sketch showing how your Federal Electric sign will look. No obligation. Do it now.

FEDERAL ELECTRIC COMPANY

Representing Federal Sign System (Electric) 8700 So. State St., Chicago, Ill.

Please send me full information, price and free sketch of Federal Electric Porcelain-Silveray Sign for my business. Explain your Easy Payment Plan.

Name..... City..... State.....

Street and No..... Business.....

Store Frontage..... No. of Floors.....

T. M. W. No. 5

Federal Electric Signs are the cause of a busy street; not the result.

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 120)

receptacle and clamp for holding the telephone receiver of the radio head set. The finished article shows up very neatly and the amplification attained is very pleasing.

Open New Display Salon

One of the most elaborate display rooms in Chicago was recently thrown open to the public at 720 South Michigan avenue by the firm of C. J. Van Houten & Zoon, Sonora distributors. The purpose of this new display room, according to L. Golder, sales manager, is to have a place in Chicago wherein Sonora dealers, either local or out of town, may have a place to make their headquarters when in the business section. Another purpose that it will serve will

his working capital, whereas in this idea we are endeavoring to let the Sonora dealers utilize every available cent of their working capital for business purposes. We will carry a complete line and at the same time offer them the advantages of our very high-grade salesmen."

One of the features of this new display room is a beautiful show window which is brilliantly lighted at night. Immediately above the show window is a large illuminated sign, bearing the word "Sonora." The window itself is beautifully decorated with heavy velvet portieres and valances.

New Oro-Tone Arm

Another new arm, known as Model O G, has been added to the Oro-Tone line of talking machine equipment. This new arm is built along entirely different lines for the purpose of allowing height adjustment as well as stability. Heretofore the base of the arm has been manufactured in two parts, being a base proper and a ring or collar, setting between this base and the tone arm. In the new, both the base and collar are made in one piece, and this combination permits an adjusting screw for either raising or lowering to be placed in the center stud. The center stud in turn is hollowed out so as to accept a single ball bearing, upon which rests a pivot coming down through the center of the arm. This single ball bearing does away with all other ball bearing rollers, upon which the arm formerly swung. To adjust, one merely needs take a screw-driver and either turn in or turn out a single screw which is placed in the bottom of the stud and this in turn either raises or lowers the height of the tone arm.

Installs Laboratory

The Chicago office of the Columbia Graphophone Co. has the distinction of being one of the few in Chicago's talking machine trade which can boast of a permanent recording laboratory. This laboratory was recently installed under the supervision of Al Houseman, recording chief for the Columbia Co., who comes here from New



MELODY CONSOLE

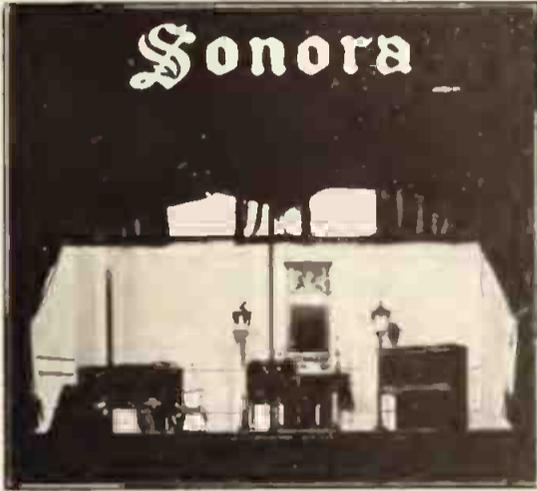
Height 36 1/2. Width 36. Depth 20 1/2. Helmsman No. 77 Motor, Improved Blood Tone Arm and Reproducer. Genuine Mahogany. List Price \$125.00. Write for discount.

MELODY NATIONAL SALES CO.

190 N. State Street, Chicago, Ill.

Manufacturer

MELODY PORTABLE PHONOGRAPH



The Show Window at Night

be for dealers to bring prospects for high-priced Sonora period models. This is an idea being put forth by Manager Golder, who believes that a great many dealers do not push the sale of high-grade instruments because they cannot show them to a prospect.

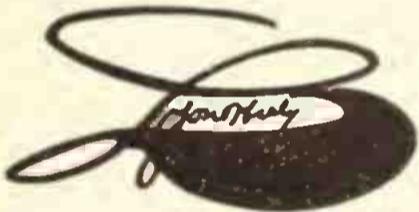
"It is out of the question to ask any dealer to carry a complete complement of high-priced period models," said Mr. Golder, "for in order to do so it is necessary that he tie up a lot of

York to make special recordings for Western artists, such as Frank Westphal and Paul Biese.

Lakeside on Piano Row

The Lakeside Supply Co. has at last settled down in its new home at 339 South Wabash avenue, having found its old headquarters at 416 South Dearborn inadequate. The new location is on the second floor of the building. Two years ago, when it moved from Clark street to Dearborn, the Fricke brothers thought the place would be entirely too large for them, but business has progressed steadily until it has come to pass that the Dearborn street location has been found entirely too small. It was this fact

(Continued on page 122)



—The Sign of Service

VICTOR DEALERS:—For real Victor Service come to Lyon & Healy.

OUR STOCKS ARE COMPLETE

- When you want Victrolas —
We have them!
- When you want Victor Records —
We have them!
- When you want Victor Supplies —
We have them!

TRY OUR SERVICE

LYON & HEALY

Victrola Distributors

CHICAGO

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 121)

alone, therefore, which necessitated the move to Wabash avenue.

Lyon & Healy Indiana Traveler

E. T. Huller, who was formerly connected with the traveling department of the Stewart Talking Machine Co., of Indianapolis, Ind., has taken up Indiana traveling for Lyon & Healy. He assumed his new duties for Lyon & Healy on May 1, when he established his headquarters in Indianapolis.

Ernest John Visits

Ernest John, manager of the Victor Talking Machine Co.'s advertising department, spent several days in Chicago recently. Quite a number of men in the trade representing Victor jobbers and dealers got together and tendered Mr. John a little welcome dinner at one of the large hotels.

Wallace Women Demonstrators

The Wallace Institute has created quite a bit of interest in the trade throughout Chicago in the past month by reason of its trade-stimulating activity. The advertising department is busily engaged in supplying dealers with window trims and seeing that attractive windows are put in.

In some of the big department stores of the Loop, as well as a great number of talking machine stores, the Wallace Institute has been making use of women demonstrators of the reducing records. The ladies appear in regulation outfits and go through the exercises. Many of the stores have reported that this method of demonstration has made strong appeal to the women of Chicago and is directly responsible for the sale of quite a number of talking machines purchased by women who came to look at the demonstration merely out of curiosity.

In the short month that the Wallace reducing records have been offered to the talking machine trade this company has received requests from dealers in all parts of the country asking for sample shipments of six sets of records. In numerous instances large repeat orders have

resulted. Many dealers have also taken advantage of their demonstrating possibilities. The company has been swamped with requests from numerous dealers asking that the Wallace Institute supply them with women demonstrators, as they realize that they are great drawing cards and stimulate the sales not only of records but of machines as well. Quite a few of the dealers handling Wallace records at present have even gone so far as to borrow demonstrators from local gymnasiums.

Hartman's New Store

The Hartman Furniture Co., of this city, famous all over the country for its trade slogan, "Let Hartman Feather Your Nest," has just come into possession of a large building at 2500 West North avenue. In this new location the plans of the company call for the establishment of one of the largest home-furnishing companies on the northwest side. The company has not announced at this time what line of talking machines it will handle, but plans are for a very large talking machine shop.

New Talking Machine Department

Wieboldt & Co., one of the largest department stores on the west side, has just finished moving its talking machine department from the seventh floor of the building on Milwaukee avenue to the second floor. H. L. Freedman, who looks after the talking machine department, announced that the new talking machine section will occupy more space than heretofore. Plans are now under way for increasing the sales force.

Brunswick Dealer Dresses Up

Frank Naese, exclusive Brunswick dealer, at 4803 West Lake street, is now the proud possessor of one of the most elaborate talking machine establishments in his part of the city. The transformation was made through the agency of the Unit Construction Co., who went through Mr. Naese's place of business and completely overhauled the fixtures and furnishings. This store is now graced by six beautiful demonstration rooms in white ivory finish which are

absolutely sound-proof and of double construction. This double construction feature as advocated by the Unit Construction Co. gives a maximum sound-proof quality.

The lobby of the store has also been wainscoted in white ivory finish, and the record shelves, also of this finish, have a capacity of 4,500 records, in front of which is placed a twelve-foot counter. The lighting effect is carried out by Unico illuminating units. The demonstration booths are equipped with the latest type record stimulating shelves, which match the finish.

Unico Visitors

Rayburn Clark Smith, president of the Unit Construction Co., was a visitor to Chicago recently. The purpose of his visit was to hold conference with A. T. Beach, vice-president of the company, who was returning from a trip to the Coast. These gentlemen spent several days going over the trade with D. D. Montgomery, the new district manager for the Unico's Chicago branch. Immediately after this conference Mr. Montgomery left on a three weeks' trip to call on the trade in Kansas City, Omaha and other central Western cities.

Some Recent Visitors

E. R. Luebe and John H. Throgmorton are two of the out-of-town dealers who visited the Chicago trade during the past week. Mr. Throgmorton conducts a Victor retail shop at Flora, Ill. He said that business was very good in his section and that he has added another Unico demonstration booth to his already fine equipment. Mr. Luebe conducts a retail establishment in Collinsville, Ill. and says that he has also equipped his place of business with a complete installation of Unico retail fixtures and counters.

Record Stimulators

The Victor publicity department of Lyon & Healy has just brought out a new monthly hanger for the purpose of stimulating record sales. The idea behind this is to select from



MODEL 304
35" Height
36" Width
22" Depth



Manufacturers of
HIGH-GRADE PHONOGRAPHS
Priced to Sell

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.

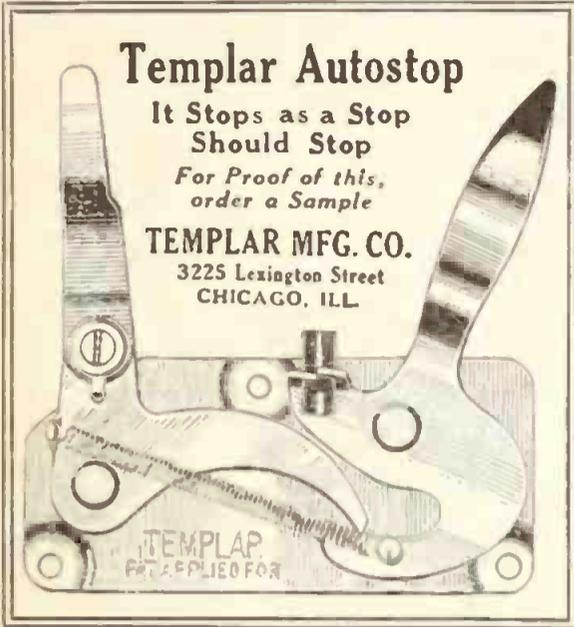
Phonographs Designed with a Sales Appeal
on Simply Policy of *Just a Square Deal*

WRITE TODAY To THE WOLF MANUFACTURING INDUSTRIES

Sales Office
123 WEST MADISON STREET
Chicago, Ill.

Factory and General Office
110-126 WEST 3rd STREET
Quincy, Ill.

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 122)



the numerous stimulators which have been published and place them in the demonstration booths. There is quite a selection of these little hangers to pick from, and all the dealer does is to look through his record list, find out the type of record he wants to push and accordingly hand up one of these little announcements which contains that list.

The first one off the press is entitled "Let's Laugh" and shows a small sketch of two laughing little youngsters before a Victor talking machine. Immediately under this sketch is a list of Victor records calculated to cheer the hours. The list contains such numbers as "That's the Kind of a Baby for Me," "Goldstein Behind the Bars," "Uncle Josh in a Chinese Laundry," "Bake Dat Chicken Pie," etc.

Chicago Radio Ties Up With Talker Trade

Who is the logical man to handle the retail sales of wireless telephone receiving apparatus for home entertainment; and why? The Chicago Radio Laboratory, of 332 South Michigan avenue, Chicago, has come to the conclusion that this man is none other than the retail talking machine merchant for the reason that there is such a close alliance between wireless telephony and the talking machine. Both are instruments to be used in the home as a means of entertainment; in fact, some people try to bring out a distinct relationship between the talking machine and the radio receiving set, by referring to the latter as a first cousin to the talking machine.

As stated above, the Chicago Radio Laboratory, after coming to this conclusion, decided to concentrate a great deal of effort in order to secure high-class representation throughout the retail music trade. The instruments being put out by the Chicago Radio Laboratory are all equipped with the Armstrong regenerative circuits and with Audion detectors capable of working at wave lengths ranging from 180 to 1,200 meters, and of receiving good strong signals up to a 3,000-mile radius.

One of the strong features which this company has incorporated in its sales department is to be found in its efficient service. The men who care for the correspondence are able to be of great help to music dealers in solving the problems pertaining to radio which may be brought up by purchasers. They are giving some good, sensible advice to dealers as to the best way to handle radio sets. One suggestion is that the dealer should not sit up burning midnight oil trying to study out what radio is and to solve its mysteries. To get right down to it, no one knows what it is. A whole lot of theories have been advanced, but they have all followed the same route and left the eternal question at the same place.

Another thing that this company is advising dealers very strongly is not to attempt to make a junk shop out of the store by handling parts. They are seeing to it that all dealers are supplied with instruments complete as to every detail, from the antennae, through the machine to the ground wire. Of course, they expect the dealer to give service and are supplying him, therefore, with accessories, such as are needed only for Chicago Radio Laboratory instruments.

This company is the holder of the second license ever issued under the patent rights of Major Edwin H. Armstrong, the inventor of the feedback regenerative circuit, which made wireless telephony practicable.

As announced in the news columns of the April issue of The Talking Machine World, the Q R S Co., manufacturers of the famous Q R S music rolls, have been appointed by the Chicago Radio Laboratory as manufacturing agents.

Dealers Honor Frank Westphal

On the evening of April 17 nearly every Columbia dealer in Chicago was present at the Rainbo Garden to pay homage to Frank Westphal and his Rainbo Orchestra. This newest of Columbia's exclusive artists was present in person to meet the dealers and to give them his own inimitable classics of dance music. "If You Knew" and "She's a Mean Job" are the first selections to be recorded by the Columbia Co.

In presenting these numbers to Columbia dealers, Mr. Westphal first played them on a Columbia Grafonola, and then repeated the numbers with the orchestra itself. Judging by the vociferous applause that greeted Mr. Westphal's offering, this gentleman is due for unprecedented popularity. He is an artist who

puts his every ounce of energy and enthusiasm into his work with results plainly evident.

Besides the musical offerings presented by Mr. Westphal, Jack Kapp, of the Chicago branch of the Columbia Co., and Sam Lemberg, Columbia's North Side salesman, came together and offered an impersonation of Gallagher and Shean. It was a very clever piece of work on the part of the Columbia boys, and quite a number of the dealers present requested Messrs. Kapp and Lemberg to have a record made of the act.

Manages Radio Department

Charles Hindringer has been appointed manager of Lyon & Healy's new retail radio department. At present his headquarters are on the sixth floor of the big Lyon & Healy Building. It is expected by June 1 these quarters will be removed to the first floor. Mr. Hindringer comes to Lyon & Healy with a vast amount of expert knowledge pertaining to radio, and since his installation as manager of this department has been a great help to Lyon & Healy dealers who have taken on these goods.

New Columbia Attachment

The Jewel Phonoparts Co. has come out with an exceptionally clever little attachment for use on Columbia machines for playing Edison records (Continued on page 124)



YOU

will never be able to appreciate the appearance, finish, operation and wonderful tone quality of ORO-TONE attachments until you order sample.

YOUR CUSTOMERS

will want ORO-TONE attachments when they hear the rich tone quality.

OTHER DEALERS

are selling ORO-TONE attachments with great success. Once heard, the desire for possession makes the sale easy.

WHY DON'T YOU ORDER SAMPLES TODAY?

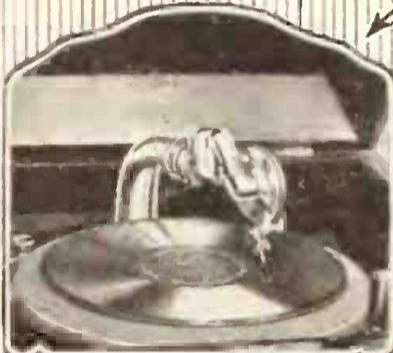
The Oro Tone

QUALITY FIRST

Just Say—

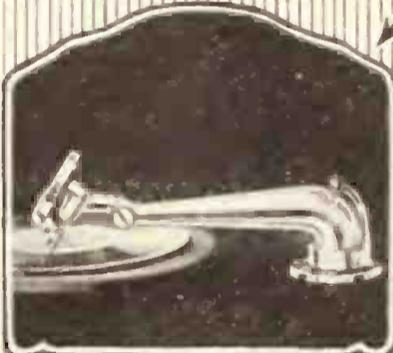
"Send Samples on Approval"

For the **EDISON**



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.

For the **VICTOR**



No. LS-V ORO-TONE
For Playing All Records on the Victor
Reproducers Fitted With Special Oro-Tone Diaphragms
Attached in one second. Needle retains perfect center in playing either lateral or hill and dale cut records. **tone QUALITY**—Deep, rich and mellow, with great volume, eliminating thin metallic tones and surface or needle noises on the records.
Retail price, Nickel Plated \$6.50.
Highest Grade Gold Plate \$9.50.

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 A 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 123)

ords. Attachments such as these, according to A. B. Cornell, sales manager of the Jewel Phonoparts Co., have heretofore proved unsatisfactory, owing to the extra weight of these attachments. "We have been figuring out the possibilities for attachments such as this for quite a number of months," said Mr. Cornell, "and are happy to say that we have finally hit upon a plan which has proved very successful."

Harry Bibb Entertains

Harry Bibb, Chicago sales manager for the Brunswick Co., was chairman of the entertainment committee of the Piano Club on Monday, April 17. The program put on by Mr. Bibb was considered by the Club members as one of the best entertainments of the year. The leading light of Mr. Bibb's program was none other than Isham Jones, Brunswick exclusive artist, who, together with his orchestra, rendered a lengthy list of popular numbers. So invigorating was Mr. Jones' brand of playing that even the strictest adherents of classical music joined in with the followers of the more popular type in cheering the boys.

After the entertainment the question "Is it any wonder that popular music holds its sway when one hears melody like that?" was frequently heard.

Besides Mr. Jones there was quite an attendance of prominent songwriters, among whom were Gus Kahn, Walter Donelson and Joe Lyons, who came purposely to hear the College Inn boys deliver their best wares.

Zax Home From Trip

S. L. Zax, sales manager of the International Talking Machine Co., Chicago, has just returned from a trip through the East and South. Mr. Zax states that his trip was a very successful one, and that dealers are optimistic regarding conditions.

Wiggins Succeeds C. O. Miller

C. O. Miller, who for the past two years has been district manager for the Chicago branch of the Starr Piano Co., has announced his resignation

from that company. He is now traveling the State of Ohio, representing the New York Recording Laboratories. In the Chicago office of the Starr Co. he is succeeded by F. D. Wiggins, who takes the post of district manager, both wholesale and retail. The latter is an experienced man in the music industry.

Boston Book Co.'s New Album

The Boston Book Co. is offering to the trade this month the latest addition to its famous line. The new album is a combination affair built to hold ten records of either ten or twelve-inch size. The envelopes or leaves for holding the records in place are built along entirely novel lines. They are made in two pockets, one of which is built to receive ten-inch and the other twelve-inch records. The backs of these envelopes embody the wooden construction feature. In place of solid wood the back is made

up of a number of thin laminations, with the envelopes secured by insertion between them, and held securely in place by small nails. This method of construction, on which the Boston Book Co. claims patent rights, keeps the record albums from ever becoming wabby or allowing the leaves to drop out.

Returns From Florida Trip

G. H. Wickman, Columbia dealer at St. Ignace, Mich., stopped at the Chicago office of the Columbia Co. as he passed through on his way back from Florida, where in Winter he runs a music store on the West Coast.

Blood Tone Arm Co. Chartered

The Blood Tone Arm Co., 326 River street, has been incorporated under the laws of Illinois to manufacture and deal in talking machine tone arms, talking machines, etc. Incorporators are: B. B. Blood, E. Koetsch and Oscar J. Kloer.

VITANOLA CO. HAS BEEN RELEASED FROM BANKRUPTCY

Difficulties of a Year and a Half Ago All Cleared Up and Company Is Once More Solvent and, According to Its Officers, Is Ready to Do Business—To Concentrate in Saginaw

CHICAGO, ILL., May 6.—Sam S. Schiff, vice-president and general manager of the Vitonola Talking Machine Co., of this city, has just made the announcement that the difficulties which necessitated the appointment of a receiver for them in October, 1920, have all been cleared up, and the company is once again on a firm financial basis. The Vitonola Talking Machine Co. was one of the first institutions in the West to be formed for the purpose of manufacturing talking machines for the trade. The company was organized many years ago and up to a year and a half ago was doing well in its field. Due to little difficulties which frightened a number of creditors the company was placed in the hands of receivers. The receivership has now been lifted, owing to the good work of Sam Schiff, and the organization is already producing complete instruments in its Saginaw

plant. This plant is still owned and controlled by the Vitonola Co., as is the million-dollar structure which it was building in Cicero at the time of its trouble. It is now going ahead and producing an entirely new line of up-to-date models, including some exceptionally fine console machines.

The plans at present call for the moving within sixty days of the general offices as well as all other activities to the factory in Saginaw, where the plant contains 180,000 square feet of floor space. The main section is a building three stories in height by 500 feet long, which is devoted exclusively to shipping and finishing departments. Coming off this main structure is a three-story wing, 350 feet long, where the new work and cabinet assembling are done. In addition to this wing there is also a four-story warehouse.

The PORTOPHONE



Open

The Biggest Value in the Talking Machine Industry Today

A Portable Phonograph built into a leatherette Traveling Case. Plays all makes of disc records with perfect tone.

The PORTOPHONE is the pioneer in the portable phonograph field, and more than 40,000 have been sold. Equipped with the highest grade, powerful, double-spring motor, regulator and turntable brake.

An instrument that is pleasing to the eye and the ear—a favorite in any home. The tone of the PORTOPHONE is equal to any instrument selling at from 5 to 10 times its price, a fact that is made possible through quantity production and organized distribution.

The Big Season for instruments of this class is just starting—tourists, campers, autoists and people with money to buy will soon be looking for a portable phonograph—and the PORTOPHONE is the answer.

A comparison of the PORTOPHONE will quickly prove our contention that it is the biggest value in the talking machine industry today. Made complete from the motor to the cabinet in one factory and sold through the legitimate channels of trade at a good margin of profit to the dealer.

Write us for full particulars at once.

The CONSOLIDATED Talking Machine Company

229 West Washington St.
CHICAGO

Branch, 2957 Gratiot Ave., Detroit, Mich.



Closed

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 124)

The plant is well favored with shipping facilities, having a four-track spur, with track connections to the Michigan Central lines. Mr. Schiff expects that within sixty days this plant will be working to capacity, using day and night shifts and turning out no less than 200 complete instruments every twenty-four hours.

Just what disposition will be made of the big million-dollar plant at Cicero has not been announced at this time, although it is owned and controlled exclusively by the Vitonola Talking Machine Co. and at present is burdened by no encumbrances whatsoever. Further plans for the company as announced by Mr. Schiff include the establishment of a Chicago headquarters, such as a display room and office to be occupied by M. C. Schiff, president of the company, who will remain in Chicago. S. S. Schiff will take up his headquarters in Saginaw.

CAST PARTS FOR RADIO IN DEMAND

Barnhart Bros. & Spindler Are Coping With Demand and Die-Casting Department Is Working Overtime to Supply Trade Needs

CHICAGO, ILL., May 9.—That the sudden growth in the popularity of the radio is asserting itself throughout the talking machine trade is vouched for by Advertising Manager W. R. McArthur,



View in Phonograph Specialties Dept.

of Barnhart Bros. & Spindler, who believes that the interest in radio is at present reflecting itself in an increased demand for talking machines. Indications are that a public which becomes habituated to the radio form of home entertainment learns also to appreciate the modern talking machine as an always available entertainer, capable of rendering selections that exactly

please the taste of its owner whenever he so desires.

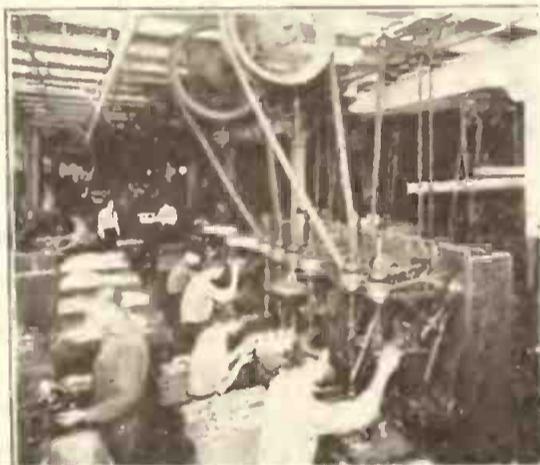
Mr. McArthur is urging all talking machine manufacturers, jobbers and dealers with whom he comes in contact to take cognizance of the importance of radio, telling them that the talking machine trade should take organized measures to become the main distributing channel of radio equipment.

Barnhart Bros. & Spindler are at present doing a great amount of radio die-casting in conjunc-



Casting Machine Room, Die Casting Dept.

tion with their large talking machine die-casting business and are planning to announce to both the talking machine and radio trade the adaptability of their new Scottford tone arm and Superior reproducer for radio receiving. This well-known tone arm and sound box is being constructed in such a way that it is now capable of being adopted as a radio amplifying device. This company is one of the largest producers of

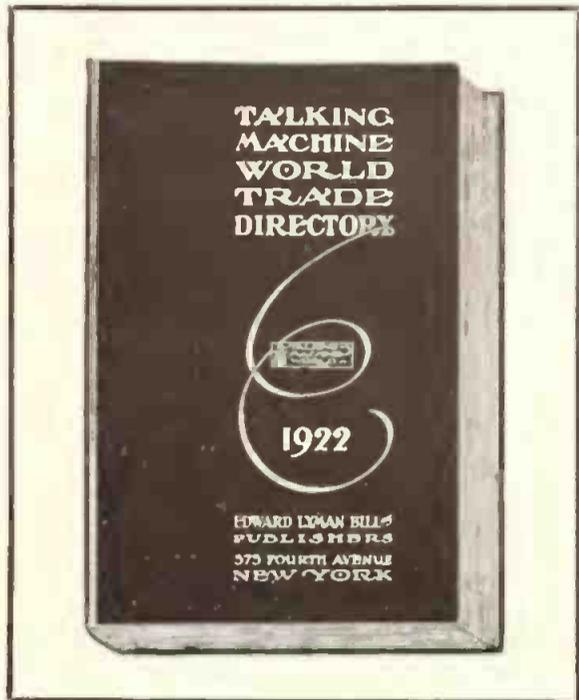


View in Die Casting Finishing Section

die-castings in the country, and has been for years die-casting for numerous trades which re-

(Continued on page 127)

BRAND NEW



Here is the handbook of the talking machine industry for which you have long been waiting. It is a directory you can keep on your desk to give you, in an instant, detailed knowledge about this and that company, which would otherwise consume much of your time to secure.

ONLY 50 CENTS

For instance, it will give you a complete up-to-date list of the manufacturers and jobbers who comprise the talking machine industry, including invaluable data about each concern, such as location of factories, names of officers, location of branch offices, trade names controlled, policy of marketing product, etc., etc.

ONLY 50 CENTS

Also it will give you a full, up-to-date list of the manufacturers who make any given class of product, such as talking machines, records, parts, accessories, store equipment, etc.

ONLY 50 CENTS

This book contains the kind of data about each concern which cannot be put into the company's current advertising for lack of space and which is nevertheless a kind of data that is valuable from your standpoint.

ONLY 50 CENTS

This volume also contains a number of pertinent articles on highly important topics and much other material too extensive to enumerate here in detail.

ONLY 50 CENTS

It is the only book of its kind ever published and is a volume which no enterprising member of the industry can fairly afford to do without. It has been produced by the publishers of The Talking Machine World.

USE THIS COUPON NOW

Send Cash, Stamps or Check

EDWARD LYMAN BILL, Inc., 373 Fourth Ave., New York City.

Gentlemen: Please send me postage prepaid a copy of the 1922 edition of The Talking Machine World Trade Directory, in payment for which I enclose 50 cents.

Name Firm Street City and State.....

W.W. KIMBALL CO.

Wholesale Distributors

Okéh Records

Popular Records; Latest "Hits of the Hour;" beautiful artists records by celebrated singers; will play on any standard disc machine.

Okéh Records are assured sellers.

Build up your Trade. Ask for Agency Terms and avail yourself of our quick service.

W. W. KIMBALL CO.

Established 1857

306 So. Wabash Ave., at Jackson Blvd. Kimball Bldg. CHICAGO.



The Phonograph of Marvelous Tone

VITANOLA
Plays ALL Records - Natural as Life



No. 12

Dealers—Attention!

Now is the time for all good dealers to come to the aid of their pocketbooks.

Feature the Vitanoia and reap the profits you are entitled to.

Thousands of dealers have made good profits selling the Vitanoia—why not join this fraternity?

We are now opening new agencies—write and inquire if your territory is still open.

New Console models, at prices that will sell them quickly, will be ready for delivery soon. Write today for catalog and prices

Send orders and inquiries direct to

VITANOIA TALKING MACHINE COMPANY

1920 South 52nd Avenue

Phone: Lawndale 0460

CICERO, ILLINOIS



No. 10

quire great quantities of small finished metal parts.

As attested by the activities now being carried on by their die-casting department, the volume of business has been steadily increasing since early in the year. Talking machine manufacturers have been keeping this department very

busy, but now that the demand for radio equipment has come and the newcomers are beginning to order die castings, it may be said that the "grand rush" is really on in earnest, simulating to a great extent the strenuously active times of 1916 and 1920, and an even greater demand is expected in the near future.

CANTON

*Business on Upward Trend—
P. Q. Shrake in Important
Post—News of the Month*

CANTON, O., May 8.—Improvement in the talking machine industry in the Canton district is evidenced in reports gleaned from the score or more dealers in the district following a survey made by a representative of *The World*.

"In my opinion the improvement in the talking machine industry since April 1 has been very marked," said P. Q. Shrake, head of the music department of the Klein-Heffelman-Zollars Co. "Our store sold more talking machines in April than the previous month and we expect to double last month's sales during May," he said. According to Mr. Shrake collections are showing a gain and record sales are holding up well. He said that on last Saturday the store disposed of more talking machines than on any previous day in many months, which is an indication that the people of Canton are again on their feet financially and looking for entertainment for their homes.

"Business in the store during the month of April was very slow compared to previous months and the majority of our sales were made by the men on the outside," said Manager Rutledge, of Rhines Edison Shop. "However, we are not discouraged and believe that the month of May will be a big one from the standpoint of sales," he said.

P. Q. Shrake was named vice-president of the Klein-Heffelman-Zollars Co. at the annual meeting of stockholders held last week. He is in complete charge of the sheet music, talking machine and piano departments, which require one whole floor of the big store. The business of the company for the fiscal year just ended was very satisfactory.

The new storage and salesroom building of the Alford & Fryar Piano Co. will be completed within a few days. A large portion of

the floor space will be devoted to the sale, display and storage of talking machines. Cheney and Starr sales during April, according to Mr. Alford, averaged well with previous months.

George C. Wille, of the George C. Wille Co., Victor dealer here, said that, while business during April was nothing to boast of, record sales held up well during the month. Mr. Wille has returned from the East, where he made large purchases for his music store and for his new radio store recently opened on Cleveland avenue.

W. E. Pyle, manager of the music department at the store of William R. Zollinger, and who recently assumed charge of the music department at this store, having come here from the May Co., Cleveland, announces his department completely renoeded and rearranged and that he now has one of the most complete music departments in this city.

Thomas Brosky, formerly with the Davis, Burkham & Tyler Co., East Liverpool, O., is now identified with the music store of the D. W. Lerch Co., this city.

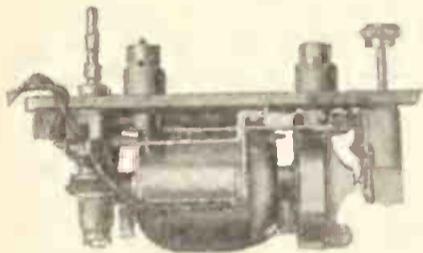
Roy Vaughn, until recently with the Drake & Moninger Co., Alliance, O., Victor dealers, is now connected with the Betty Furniture Co., this city.

PUBLISH HISTORY OF L. C. PENN

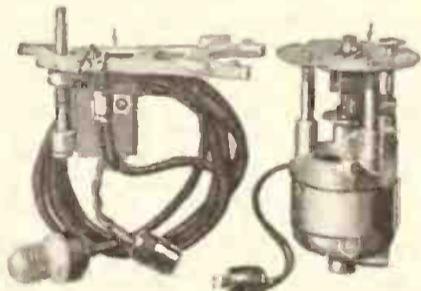
Mt. VERNON, O., May 8.—The L. C. Penn Co., prominent musical instrument dealer of this city, was recently honored by having the history of the company appear in the leading local newspaper. This concern is one of the oldest music houses in this part of the State and features the Cheney line of talking machines, wholesale and retail; the Stradivara and American talking machines are also handled.

SOUND WAVE CORP. CHARTERED

The Sound Wave Corp., of Jersey City, N. J., was recently granted a charter of incorporation under the laws of that State for the manufacture of sound reproducing machines, with a capital of \$100,000.



View of the Tru-Time Motor with Hood Removed. Built Like a Watch. Send for Sample. Price, \$30.00.



Built for Service and Priced to Use in Moderate Priced Machines. Sample, \$19.50.

Motors, Tone Arms, Hardware and Accessories

Wireless Equipment

- Head Sets
- Lamp Sockets (Not Porcelain)
- Panels
- Variometers
- Adjustable Jacks

- Vario-Couplers
- Aerial Wire
- Insulators
- Knobs
- Variable Condensers

LAKESIDE SUPPLY COMPANY

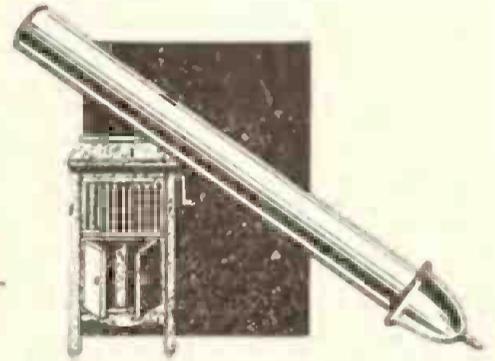
339 SO. WABASH AVENUE

CHICAGO, ILL.

Why Musicians and Careful People Use

Tonofone

Flexible Point Phonograph Needles



Because—They reproduce accurately Original Tone.



Ordinary needle after playing one record. Point worn blunt. Will injure record.

Because—One needle is sufficient for all Tones, be they "loud," "medium" or "soft."

Because—They are convenient and economical.—One needle is sufficient for several evenings.



Tonofone needle after playing 20 to 50 records. Point same width as when new. Records never injured.

Because—They positively do not scratch or injure records.

Because—They eliminate metallic and surface noise.

Write for samples and revised price list showing Big Profits to Dealers.

The Tonofone Company

Makers

110 S. Wabash Ave., Chicago, Ill.

REMOVES TO NEW QUARTERS

PITTSBURGH, PA., May 8.—The Starr Phonograph Co. of Pennsylvania, has moved from 811 Liberty avenue to 634 Grant street. The firm is the western Pennsylvania and adjacent territory representative of Starr phonographs and Gennett records. H. C. Niles, the secretary-treasurer, reports trade conditions as showing an improvement.

TO RECORD FOR EDISON CO.

ORANGE, N. J., May 6.—Thomas A. Edison, Inc., recently announced the securing of the Atlantic Dance Orchestra as an Edison re-creation feature. This orchestra, which will record exclusively for the Edison Co., has as its leader Dave Kaplan, nationally famous as an orchestrator.

Loafing on the job is a form of thievery. It is stealing time. A time thief not only does himself an injustice but he is harming his employer.

Wake up lit-tle girl you're just dream-ing pret-ty dreams, Dream-ing the hours a-way,

WAKE UP LITTLE GIRL

YOU'RE JUST DREAMING

HEAR IT NOW

You can't go wrong With any FEIST song

FRIEDL ENTERS THE RADIO FIELD

Well-known Talking Machine Man Forms the Triangle Radio Supply Co. in New York

Lambert Friedl, who has long been connected with sales organizations of some of the leading talking machine companies, recently organized the Triangle Radio Supply Co., Inc., and has opened up offices and warerooms at 122 Fifth avenue, New York City.

Mr. Friedl recently resigned as manager of the Okeh wholesale division of the General Phonograph Corp. Prior to that time he was connected in an executive capacity with the Columbia Graphophone Co.

Associated with Mr. Friedl is H. A. Linde, who for over five years was with Stanley & Patterson, the well-known New York electrical supply house. Mr. Linde has many qualifications for his field of activities. He was, during the war, an instructor of radio for the United States Navy at Harvard University.

The Triangle Radio Supply Co., Inc., will act as jobber of radio apparatus and its component parts. These goods, however, are to be specially selected and of proven worth, the object being to place in the hands of the trade products having a ready sale and requiring little or no technical knowledge. However, the company will carry out an educational campaign for the dealer and is equipped, if necessary, to give technical advice.

Among the products to be handled by the new company are the radiophones of the De Forest Radio Telephone & Telegraph Co.; equipment of the Stromberg-Carlson Co.; the Brach Electric Co., the Atlantic & Pacific Vacuum Tubes, and products of De Veau Electric Works and Cutting & Washington.

TWO VISITORS FROM THE SOUTH

F. S. Hemenway and A. W. Berdon, of New Orleans, Optimistic Over the Outlook

ORANGE, N. J., May 10.—Two important visitors to the Edison Laboratories during the first week of May were F. S. Hemenway, president of the Diamond Music Co., New Orleans, and A. W. Berdon, vice-president of the same concern. These proprietors of Edison wholesale and retail interests in the South, in a chat with The World, displayed great enthusiasm over the recent increases in the price of cotton. They made it clear that the future prosperity of the phonograph industry throughout the South depends, in a basic way, on the value of the agricultural products raised by the South, and that every slight rise in price of such commodities as cotton increases the purchasing power of the Southern States by many millions of dollars.

Both Mr. Berdon and Mr. Hemenway look for a substantial improvement in general business and in the phonograph business through the agricultural sections of the South for the Fall.

FINE NEW STORE IN CHARLESTON

The Music Box Opens in West Virginia City With Full Brunswick and Aeolian Lines

CHARLESTON, W. Va., May 8.—The opening of the Music Box on Quarrier street, this city, recently adds one of the finest equipped establishments of its kind to the music stores in this part of the State. The new store is owned and operated by Julius Boiarsky, well known throughout the city. Brunswick and Aeolian machines and records are handled, as well as a stock of orchestra and band instruments. Dan Nicholson has been made manager of the record department.

JOHN STEEL ON MID-WEST TOUR

Popular Victor Artist Giving Concerts Throughout Ohio and Pennsylvania

John Steel, celebrated American tenor and Victor artist, is booked for an extensive Spring concert tour throughout Ohio and Pennsylvania, according to Bradford Mills, concert manager for the artist. Mr. Steel opened with an appearance in Fort Wayne, Ind., followed by a concert in Toledo, O., on May 9. On July 4 he is scheduled to appear in concert at Hershey Park, Hershey, Pa. Geraldine Farrar and Galli-Curci will also sing here on Decoration Day and Labor Day respectively.

Mr. Steel has been booked for more than one hundred concerts throughout the country and Canada next season.

NEW BROOKLYN VICTOR SHOP OPENED

The Bay Ridge Temple of Music, 5116 Fifth avenue, Brooklyn, N. Y., S. Kjelsen, proprietor, was recently opened at the above address, following extensive alterations to the building. A full line of Victor talking machines and records and Wissner pianos are handled.

HAWLEY VISITS EDISON FACTORY

ORANGE, N. J., May 9.—A recent visitor to the Edison Laboratory was P. R. Hawley, manager of the Girard Phonograph Co., of Philadelphia. Mr. Hawley reported an excellent outlook and satisfactory current conditions. Incidentally, the Girard Co. has already inaugurated an extensive sales promotion campaign which will continue for several months.

The following have been appointed

JOBBERS

of

BLACK SWAN RECORDS

Records by ETHEL WATERS, TRIXIE SMITH, LUCILLE HEGAMIN and ALBERTA HUNTER

Crown Music Co.	1437 Broadway, New York
Central Phonograph Co.	127 N. 11th St., Philadelphia, Pa.
Black Swan Sales Co. of N. E.	798 Tremont St., Boston, Mass.
Pace Phonograph Corp. of Virginia	501 N. 3rd St., Richmond, Va.
Darnell & Thomas	118 Fayetteville St., Raleigh, N. C.
Southern Sonora Co.	310 Marietta St., Atlanta, Ga.
Jesse French & Sons Piano Co.	110 Montgomery St., Montgomery, Ala.
Black Swan Music Co.	806 Wylie Ave., Pittsburgh, Pa.
Favorite Music & Producing Co.	914 E. Long St., Columbus, O.
Northwestern Phonograph Sup. Co.	Ryan Building, St. Paul, Minn.
Spikes Bros.	1203 Central Ave., Los Angeles, Cal.

BLACK SWAN RECORDS SELL !!

Order from your nearest distributor

Pace Phonograph Corporation

2289 SEVENTH AVE. NEW YORK, N. Y.

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.

GLEANINGS *from the* WORLD *of* MUSIC

HOW ORCHESTRAS CAN HELP RECORDS AND MUSIC SALES

If Orchestras Will Announce or Display the Title of the Number They Are Rendering It Will Be Received With Favor by Hearers—Co-operation That Will Be Appreciated

A not entirely new idea of making orchestras more effective as exploiters of song and instrumental numbers and an idea which, if successfully carried out, should meet the approval of all talking machine dealers and wherever possible receive their co-operation, has been evolved.

The plan is one whereby all orchestras will in some manner announce or display the title of the number that they are rendering. By this method it will be possible for those who attend a dance, cabaret, hotel, concert, etc., to know the title of the work the orchestra is playing and if received favorably make a note of it or carry it away in their minds.

This, undoubtedly, will help the sale of talking machine records, sheet music and player rolls. At the present time it is only when a number becomes exceptionally popular that the average audience, through the aid of the orchestra, is able to carry away the title and much lost motion and time in creating sales for these goods result.

Some of the orchestras are already carrying out this idea and with proper encouragement, no doubt, the majority of the orchestras throughout the country will follow suit. In a short time, under such a plan, much business should result.

This should not be confined, and probably will not, to popular numbers only. As a matter of fact, it will be more effective in creating sales for the classics. By constant plugging a popular song of merit is bound to receive its just returns, but this is not so true of some of the standard numbers, which while meeting the approval of those who hear them, are invariably harder to distinguish by title. When the audience at a particular performance takes kindly to a selection and takes note of the name there should be a response that will be felt by the record, player roll and sheet music dealer.

Undoubtedly, many sales have been lost in the past that were actually created, but were not closed, through the failure to announce what was being played.

While the publishers and some few orchestra leaders have agreed to the plans as outlined above, they need the aid of everyone who will be interested in the result. The talking machine dealer can, by becoming acquainted with his local orchestras, do much to aid in carrying out this work. We think that the orchestras will readily respond.

Paul Whiteman's Orchestra during its three weeks at the Palace Theatre, New York City,

used this method in placing before the audience the titles of the songs being played. That the atreagoers approved of this we think was shown by the applause that often greeted the mere announcement of a number prior to rendition.

It might be added here that there seems to be somewhat more dignity to the orchestra using such methods. Particularly is this true where classical numbers are rendered. It adds to the prestige and standing of the organization and gives it a public acknowledgment of merit that might be otherwise overlooked.

ROYALTIES FOR RADIO

Publishers Seeking Royalty Payments for Songs Used by Radio Concerns

At a recent meeting the American Society of Authors, Composers and Publishers adopted a resolution prohibiting radio broadcasting stations from sending out copyrighted music belonging to members of the society without the payment of a performing license fee.

It is said that there are over 200 broadcasting stations in the United States. Most of these are controlled by three very large companies and these latter have expressed a willingness to pay the society an equitable fee for the rights of performing copyrighted musical compositions.

No specific plan has yet been arranged to set royalty figures, etc., and it is thought that it will take a short time to work out a simple plan. It might be possible to give certain broadcasting companies exclusive right to send out radio concerts of copyrighted music over a certain territory. Other ideas are under discussion.

FEATURING "IN MAYTIME"

Among the leading professionals programming the Jack Snyder, Inc., song, "In Maytime (When I Learned to Love)," are John Steel, Vaughn Comfort, Wilson Brothers, Henry Stremmel, who is with the Jimmy Hussey Revue; Lillian Herlein, who sailed early this month for Paris; Lucille DuBoiss, prima donna with Creator's Band, and Mildred Haywood, now playing on the Pantages Circuit.

Jerome H. Remick & Co. opened a new retail store in the Forrest Theatre Building, Philadelphia, Pa., last week. Sheet music, talking machine records, player rolls and novelties comprise the stock.

THE SONG of
A MILLION HOMES

**MO
NA
LU**

BELWIN 701 SEVENTH AVE.
INC. New York, N. Y.

"SOME SUNNY DAY" A HIT

New Irving Berlin Number Proving Very Popular in Vaudeville

Just before Irving Berlin sailed for Europe his publishing company, Irving Berlin, Inc., released a new song called "Some Sunny Day." Its release stirred the professional band and orchestra and sales departments of the company as has no song in recent years. The professional department immediately got in contact with a number of headline vaudeville performers who have achieved more than usual success with the Berlin type of songs. The result is that in the short space of time since its release it has been heard frequently, particularly around New York and Chicago, and evidently will gain like results elsewhere.

The number has much to commend it; it is in fox-trot form and its theme carries those attractive and appropriate oddities that stamp it as a Berlin offering. No doubt we shall soon hear of a campaign on this number.

As announced in these columns some time ago, Charles K. Harris sang over the radio to thousands of listeners one of his late songs, "My Mother's Melodies." At the same time "My Swanee Home," from the Harris catalog, was sung by the author, J. Duryea.

MR. DEALER! *These Numbers Are Advertised From Coast to Coast*

LONESOME MAMA BLUES

By the Composer who wrote "Dangerous Blues."
The feature song of the biggest Blues and Jazz singers, and the orchestra favorite Fox Trot.

SUPPOSE THE ROSE WERE YOU

By Lucien Denni. He wrote "Starlight Love."
Kitty Gordon's knock-out Hit.
Hundreds of other acts using it.

Make Your Profit—Have Them in Stock!

OTHER BIG SELLERS

12TH STREET RAG—Song
12TH STREET RAG—Instrumental
KISS ME DEAR

DANGEROUS BLUES
MANILA MEMORIES

J. W. JENKINS' SONS MUSIC CO.

Kansas City, Mo.

BERNSTEIN MAKES ADDRESS

Prominent Publisher Talks Before Meeting of Talking Machine Men, Inc.

Louis Bernstein, of Shapiro, Bernstein & Co., Inc., addressed the monthly meeting of the Talking Machine Men, Inc., which was held at the Café Boulevard, New York City, recently.

Mr. Bernstein addressed the gathering at about the same season in 1921 and at that time he impressed the Association with the advisability of stocking popular sheet music as a retail proposition. In his talk at the meeting this year he stated that he was glad to see that to-day the average talking machine store is handling such goods.

Several members of the professional department of Shapiro, Bernstein & Co., Inc., were present and demonstrated a number of new songs in the catalog, all of which will be campaigned on during the Summer and early Fall. These include: "On the 'Gin, 'Gin, 'Ginny Shore," which has already achieved some success; "Gee, But I Hate to Go Home," a ballad which was received with enthusiasm; "Ohio Shore" and the novelty comic song, "Who Tied the Can to the Old Dog's Tail?"

NEW FEIST NUMBER

Paul Whiteman Featuring "Oriental Eyes" at His Various Concerts

"Oriental Eyes" is the title of a new fox-trot with words by Leo Wood and Irving Bibb and music by Paul Whiteman and Freddy Grofe. The number has been accepted for publication by Leo Feist, Inc., and is being featured by the Paul Whiteman's Orchestra.

Henry Welling, composer of a new song entitled "While You Are Smiling," and Miss Mary Switsky, who has been connected with other New York publishing houses, have joined the professional staff of S. C. Caine, Inc.

SITE FOR NATIONAL CONSERVATORY

Representative Husted, of New York, Introduces Bill With That Object in View

WASHINGTON, D. C., May 8.—The allocation of an appropriate site in Washington on which shall be erected a building for the use of the National Conservatory of Music of America is sought by Representative Husted, of New York, in a bill which he has introduced in Congress.

The measure provides that the Fine Arts Commission shall select the site and set it apart for the use of the National Conservatory. Such ground is to be used only as a site for the buildings of the conservatory, and any structures erected thereon are to be first approved by the Fine Arts Commission.

ROSSITER SONGS ON RADIO

Special Program of Rossiter Numbers to Be Featured This Month

Will Rossiter, Chicago publisher, who some time ago programmed several of his songs on the radio for the Westinghouse broadcasting station, has been induced by that organization to put on another show to take place on May 17. Among the songs which will be featured are "In Bluebird Land," "Love Days," "If Winter Comes" and "Longing for You Blues."

GOLDMAN CONCERTS PLANNED

Famous Band Will Play During the Summer at Columbia University

Edwin Franko Goldman, whose band has been called "A Symphony in Brass," has just completed arrangements for this season's series of concerts at Columbia University, New York. Two of his new compositions which are to be extensively featured in the Summer programs are "In the Springtime" and "Chimes of Liberty." Both are published by Leo Feist, Inc.

"MAKE IT SNAPPY" OPENS

New Eddie Cantor Show Well Received—Several Numbers That Promise to Become Hits

The new Eddie Cantor show, "Make It Snappy," opened recently at the Winter Garden. It is in two acts and twenty-seven scenes, with book and lyric by Harold Atteridge and music by Jean Schwartz. Besides Cantor himself the other principals include Nan Halperin, Marie Burke, Lillian Fitzgerald, Teddy Webb, Tot Qualters, Lew Hearn and others.

The show is of the type that has in recent years played New York throughout the Summer, and arrives after a seventy-five weeks' tour of the country by Cantor. The following songs of the score are published by Jerome H. Remick & Co.: "Lovable Eyes," "Blossom Time," "Desert Rose," "My Vision in Vermilion," "Hootch Rhythm," "My Fragonard Girl," "Gay Butterfly on the Wheel." In addition several other publishers have numbers that have been interpolated, including Fred Fisher, Inc., "The Ring Don't Mean Anything When You're Married"; Harms, Inc., "I Love Her"; the song by William Friedlander, sung by Nan Halperin, called "Cheeky-Coo," and "Don't" (Don't Stop Loving Me Now), published by Shapiro, Bernstein & Co. In addition to these songs should be mentioned M. Witmark & Sons' "My Yiddisha Mammy," sung by Eddie Cantor himself, and "Pick Me Up and Lay Me Down in Dear Old Dixie Land," and "Waikiki, I Hear You Calling Me," published by Waterson, Berlin & Snyder, and also sung by Cantor.

Leo Feist, Inc., has accepted for publication a new song by Joe Burke and Lou Herscher, entitled "Wake Up, Little Girl, You're Dreaming." The number is of the ballad type and, it is said, lends itself readily to harmony combinations—duets, trios and quartets.

Harry Becker has opened a music store at 955 Fifth street, San Diego, Cal.



John Steel

THE
SONG
OF
SONGS



Vaughn Comfort

'In Maytime I Learned to Love'

Jack Snyder, who wrote this wonderful vocal Waltz-Ballad, has had the honor of having HEADLINERS sing it to a SENSATIONAL SUCCESS

Two consecutive weeks at B. F. KEITH'S PALACE THEATRE
By JOHN STEEL and VAUGHN COMFORT

Both singing "IN MAYTIME I LEARNED TO LOVE" to baffling applause, with the entire PRESS OF NEW YORK mentioning it week after week as the SONG HIT OF THE SEASON.

"IN MAYTIME I LEARNED TO LOVE" Is Just the Kind of a Heart Song That Gives a Stamp of Merit to an Artist Who Can Sing It.

"The Song That Can Make an Act"

"The Headline Song for Headliners"

1658 BROADWAY **Jack Snyder Publishing Co.** NEW YORK N. Y.

TWO BIG SUCCESSES—WATCH THEM GROW!

Irving Berlin's Latest and Greatest Song Hit

SOME SUNNY DAY

The Song Everybody's Talking About

KICKY KOO

YOU FOR ME—ME FOR YOU

A Real Song Hit

IRVING BERLIN, Inc., 1607 BROADWAY, NEW YORK

ATTRACTIVE FEIST DISPLAY

Kresge Store in Chicago Features Feist Hits During Two Weeks' Campaign

The S. S. Kresge store No. 8, on State street,



Feist Hits Displayed at Kresge Music Counter

Chicago, Ill., has one of the largest music departments in the United States. It is particularly noted for the length of its counter, which allows unusual displays of title pages and poster mate-

rial. Early this month the store ran a two weeks' campaign on several numbers from the catalog of Leo Feist, Inc. Particular sales concentration was placed upon "Swanee River Moon" and "Stealing," and a more limited display was given to the Feist song, "Ty-tee." The result of this

special campaign was that the sales for the period far exceeded those of last year's mark at this time. Chris Holzworth, manager of the store, and Earl Haubrick, manager of the sheet music department, were much gratified at the record-breaking total in point of sales achieved by the department. It is, naturally, particularly pleasing to have the result of a special drive exceed expectations and in these days when channels productive of sales are not to be overlooked, the successful carrying out of a plan as outlined above, after all, encourages such special attention to the sheet music department.

As can be seen from the reproduction shown herewith, the display of the title pages on the counters and the large multi-colored posters showing the titles do, indeed, attract attention.

VINCENT LOPEZ SIGNS WITH OKEH

Hotel Pennsylvania Orchestra Will Make Okeh Records Exclusively—The First Recordings Are Now Ready for Trade and Public

The General Phonograph Corp., New York, manufacturer of Okeh records, announced this week that Vincent Lopez and his Hotel Pennsylvania Orchestra had signed a contract to make Okeh records exclusively. This organization is one of the most popular dance orchestras in the East, and Okeh dealers will undoubtedly welcome this addition to the Okeh library. Vincent Lopez is an artist of unusual attainments, and his orchestra has made the ballroom and roof of the Hotel Pennsylvania two of the most popular dance places in New York.

The first records by Vincent Lopez and his Hotel Pennsylvania Orchestra have already been placed in the hands of Okeh dealers, and among the first selections are "Rosy Posy," the hit from the musical comedy, "The Blushing Bride," and "Nola," a piano solo by Vincent Lopez accompanied by his orchestra.

FOX TALES

Compositions by the late Felix Arndt, who was ever acknowledged a master pianist, are well known the country over. One of his most successful compositions, however, is

"NOLA"

a silhouette for the piano that is becoming more popular as days roll by,—due particularly to its own peculiar originality and the fine musical qualities it possesses.

Because of its adaptability to fox-trot rhythm several prominent musical organizations are featuring "Nola" as a dance number and several large recording companies will soon announce releases of "Nola", fox-trot, dance records.

SAM FOX  **PUB. CO.**
Cleveland and New York

PUBLISHERS AND DEALERS DINE

Informal Gathering Devoted to Discussion Regarding Coming Convention

The first of the "Dutch Treat Dinners" of the Greater New York Music Publishers' and Dealers' Association was held during the past month at Lyons, 56 East Forty-first street.

Expressions of opinion as to a style of entertainment for the members of the National Association of Sheet Music Dealers, which will hold its convention at the McAlpin Hotel, New York, in June, were heard and will be presented at the

next regular meeting of the board of governors.

The members attending the last meeting were of the opinion that the Association should hold an outing to which the dealers are to be invited.

SAVANNAH BARS "JAZZ"

SAVANNAH, GA., May 8.—A municipal ordinance, passed recently, forbids anyone, professional or amateur, under penalties of fines or imprisonment, to perform or in any way engage in the rendition of jazz melodies. This applies to singers, pianists, orchestras—in fact, everyone. Other cities throughout the State are talking about it.

Old Vir-gin-ia Blues. The mern-est kind of homesick Blues

VIRGINIA BLUES

A NEW FOX TROT BY THE WRITER OF WABASH BLUES

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

HEAR IT NOW!

FRADKIN RECORDS FOR BRUNSWICK

Prominent Violinist and Concertmaster Signs Exclusively With Brunswick Co.—Important Acquisition to This Company's Roster

Fredric Fradkin, who has recently been engaged by the Capitol Theatre, New York, as concertmaster for its well-known orchestra, is now an exclusive Brunswick artist. The Brun-



Fredric Fradkin

wick-Balke-Collender Co., in securing the services of this very fine artist and violinist, is keeping pace with the general policy of this company to give to Brunswick record enthusiasts the selections from the best artists in the field. Mr. Fradkin is an American and studied extensively in Europe with some of the best-known teachers there, where he has appeared in concerts with much success. In 1918 he was

appointed concertmaster of the Boston Symphony Orchestra, having the distinction of being the first American to be appointed as such with this world-renowned orchestra. He was also concertmaster of the Wiener Concert Verein in Vienna, which post he left to accept a position as concertmaster with the Russian Symphony Orchestra of New York. He has appeared in concerts in New York many times and has played as soloist with the New York Philharmonic Orchestra, in all of which he scored a decided success. The Brunswick Co. is now getting ready for release his first numbers on Brunswick records and expects to distribute them to the trade very shortly.

NEW EDISON FOR BROADCASTING

Kipp Phonograph Co., Indianapolis, Closes Deal for Exclusive Use of the New Edison by the Local Broadcasting Station

INDIANAPOLIS, IND., May 5.—The Kipp Phonograph Co., Edison jobber, of this city, has just closed a deal with the Hatfield Electric Co., of here, whereby that concern will use the New Edison exclusively for phonograph reproductions in its radio broadcasting service from what is said to be the largest sending station in the Middle West.

The contract was made after a number of experiments and after many letters had been received from radio fans over a wide radius praising the reproduction of the New Edison and asking that certain solo numbers be repeated at later concerts. The Hatfield Co. is also using a Chickering grand piano with the Ampico in its broadcasting work.

Howard's Music House, 411 Lewis street, Union Hill, N. J., has bought outright the Fulton Music Shop, 303 Bergenline avenue, where it will make its headquarters in the future. This store is advantageously located.

MEMORY CONTEST MUSIC BY RADIO

Wireless Broadcasting Service Used to Excellent Advantage in Oregon Contest

PORTLAND, ORE., May 4.—Mary Elizabeth Godwin, educational director of the Seiberling-Lucas Music Co., is using the radio to splendid advantage for broadcasting the fifty selections which are being studied by thousands of Portland and Oregon school children for the annual music memory contest, which is in full swing.

Miss Godwin has been working with the grade schools for the past several months and through the Oregonian radio has been sending out five different Victor selections each day with a brief lecture on the story of each selection. She has received many messages of thanks for the great service she is rendering, and many children who would otherwise be unable to secure all the records are given a chance to study the list in this manner and will now be able to enter the contest. Miss Godwin says the radio has stimulated great interest in the contest, and many more records are purchased after knowing something about them and hearing how delightful they are.

It is estimated that more than 50,000 are now listening in, and this number is being increased as fast as apparatus can be secured, the demand being greatly in excess of the supply. Reports from all record departments are to the effect that the radio is helping the record business instead of hurting it, as some had feared it would do. All say that many records that have been passed are being asked for and sales have materially increased in selections supposed to be "down and out."

The Manganaro Music Co., Inc., of Quincy, Mass., has moved from 1619 Hancock street to No. 1511 on the same street. The firm also recently opened a branch store on Newport avenue, Wollaston, and has another branch at South Braintree.

Featured By Every Big Record and Roll Company

STOCK THIS NUMBER—

It will keep your cash register busy during the summer months.



The real "natural" demand number of the year—It pays to feature "Teasin'."

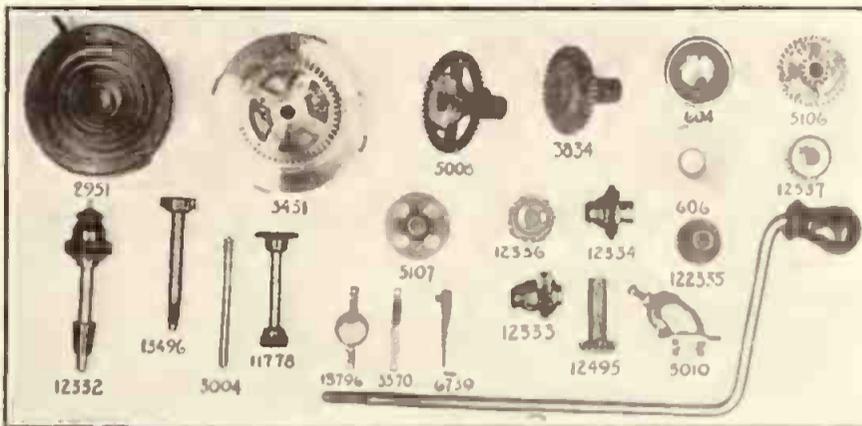
BROADWAY MUSIC CORP.

723 SEVENTH AVENUE
New York City

MAIN SPRING AND PARTS FOR ALL MOTORS AND MACHINES

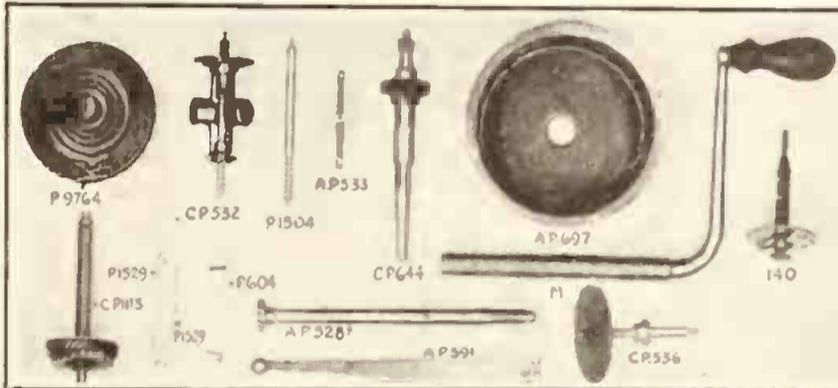
COMPONENT PARTS FOR COLUMBIA MOTORS

No.	Description	Price
2951	Columbia main springs.....	Each \$0.33
3451	Columbia spring barrel head.....	Complete 0.75
5003	Spring, barrel winding gear, old style.....	Each 0.75
3334	Spring barrel winding gear, new style.....	Each 0.75
604	Needle cups.....	Per 100 2.00
606	Needle cup covers.....	Per 100 1.00
5106	First intermediate gears, complete, each.....	0.40
5107	Second intermediate gears, complete, each.....	0.40
12337	Worm gear.....	Each 0.30
12336	Bavel pinion single-spring motor.....	Each 0.35
12333	Bavel pinion, regular style.....	Each 0.75
12334	Bavel pinion, latest style.....	Each 0.75
12235	Bavel pinion for old-style double spring.....	Each 0.50
12332	Bavel pinion disk shaft, complete.....	Each 1.00
13196	Male winding pinion.....	Each 0.30
12196	Female winding pinion.....	Each 0.30
3001	Governor shaft, old style.....	Each 0.40
11778	Driving shaft, complete.....	Each 0.50
13796	Governor balls, complete.....	Each 0.08
3370	Governor springs.....	Per 100 1.00
6739	Stylus bar, complete.....	Each 0.35
5010	Universal attachment.....	Each 0.35
13223	Winding crank, 3 sizes.....	Each 0.35



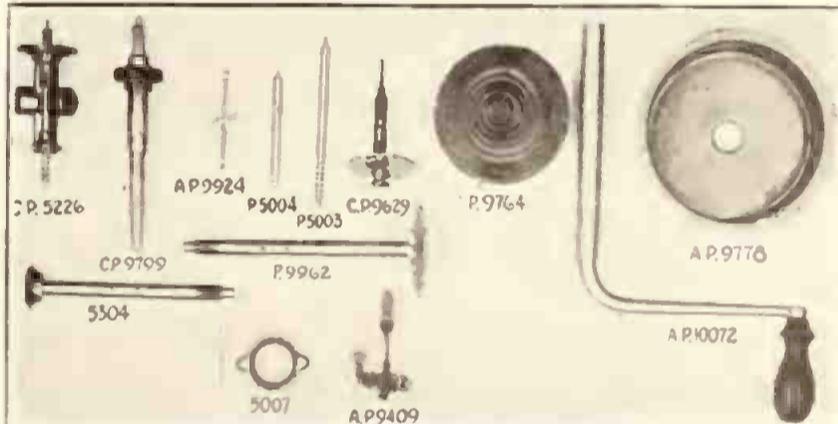
COMPONENT PARTS FOR MEISELBACH MOTORS

No.	Description	Price
P9761	Main springs for motors 16, 17, 19.....	Each \$0.50
P9765	Main springs for motor No. 12.....	Each 0.30
CP532	Governor, complete.....	Each 1.50
P1501	Governor shaft, new style.....	Each 0.50
P1505	Governor shaft, old style.....	Each 0.50
AP533	Governor ball, complete.....	Each 0.10
CP644	Turntable shaft for numbers 16, 17, 19.....	Each 1.50
CP645	Turntable shaft for number 12.....	Each 1.25
AP697	Spring barrel cup for numbers 16, 17, 19.....	Each 0.50
AP698	Spring barrel cup for No. 12.....	Each 0.50
CP1113	Spring barrel shaft and gear.....	Each 0.60
P1529	Brake lever, bottom plate.....	Each 0.10
P604	Brake lever, top plate.....	Each 0.10
AP523	Winding shaft for Nos. 16, 17, 19.....	Each 0.50
AP529	Winding shaft, straight cut, Nos. 16, 17, 19.....	Each 0.50
AP330	Winding shaft spiral cut for Nos. 10 and 12.....	Each 0.35
AP531	Winding shaft, straight cut, for Nos. 10 and 12.....	Each 0.35
AP591	Brake lever.....	Each 0.35
CP336	Intermediate gear for Nos. 16, 17, 19.....	Each 0.90
M	Winding cranks, 3 sizes.....	Each 0.75
110	Speed indicator.....	Each 0.45



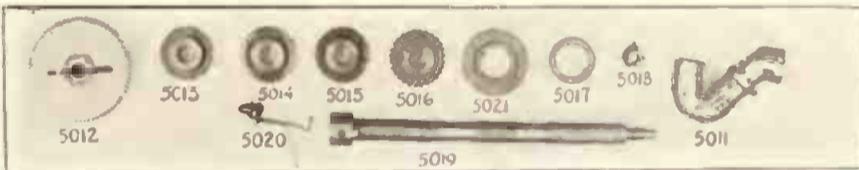
COMPONENT PARTS FOR HEINEMAN MOTORS

No.	Description	Price
CP5226	Governor, complete.....	Each \$1.50
CP9789	Turntable shaft, complete.....	Each 1.50
AP924	Governor balls, complete, for Nos. 33, 77, 44.....	Each 0.10
AP925	Governor balls for No. 36.....	Each 0.10
P5004	Governor pinion for No. 0.....	Each 0.25
P5003	Governor shaft.....	Each 0.50
CP9629	Speed indicator.....	Each 0.45
P9761	Main spring for No. 33 or 77.....	Each 0.33
P9765	Main spring for No. 36.....	Each 0.25
P9766	Main spring for No. 44.....	Each 0.60
AP9778	Spring barrel cup for No. 33 or 77.....	Each 0.50
AP9779	Spring barrel cup for No. 36.....	Each 0.50
AP9780	Spring barrel cup, for No. 44.....	Each 0.75
P9762	Winding shaft for motor No. 33.....	Each 0.60
P9966	Winding shaft for motor No. 36.....	Each 0.40
5304	Winding shaft for No. 44 or 77.....	Each 0.75
5007	Escutcheon, complete.....	Each 0.15
AP9409	Turntable brake.....	Each 0.15
AP10072	Winding crank, 3 sizes.....	Each 0.75

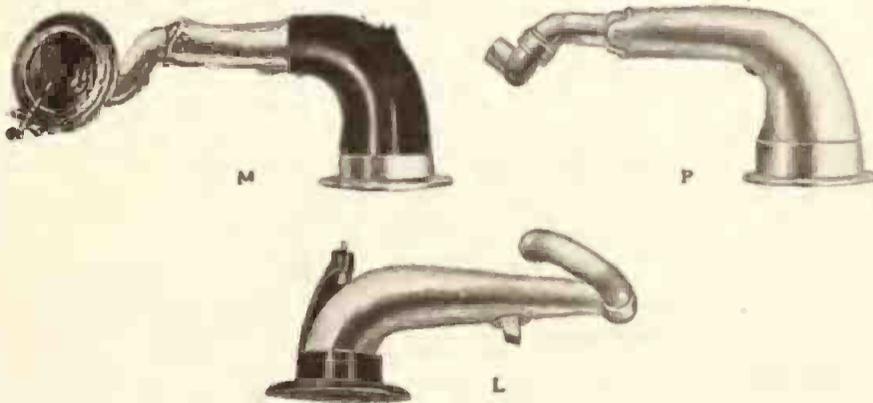


COMPONENT PARTS FOR VICTOR MOTORS

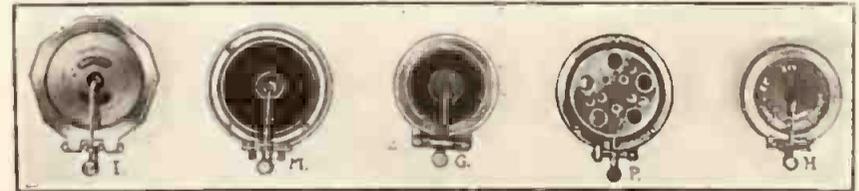
No.	Description	Price
5012	Winding gear.....	Each \$0.60
5013	Turntable gear, straight cut, small teeth.....	Each 0.35
5014	Turntable gear, large teeth.....	Each 0.35
5015	Turntable gear, small teeth, spiral cut.....	Each 0.35
5021	Rubber back for exhibition box.....	Each 0.25
5017	Rubber back for No. 2 sound box.....	Each 0.25
5018	Governor collar.....	Each 0.15
5019	Spring barrel shaft.....	Each 0.60
5020	Stylus bar for No. 2 box.....	Each 0.35
5022	Stylus bar for exhibition box.....	Each 0.25
5011	Attachment for vertical cut record.....	Each 0.25



PARTS FOR VARIOUS MAKES



No.	Description	Price
5000	Crown gear for Bliek motor.....	Each \$0.25
5001	Crown gear for Melophone motor.....	Each 0.25
5002	Crown gear for Heineman No. 0.....	Each 0.25
5003	Tone-arm goose neck for independent arm.....	Each 0.25
5004	Governor pinion for imported motor.....	Each 0.25
5005	Tone-arm base for independent arm.....	Each 0.25



Monthly Price List Big Reductions on Main Springs

2 in. x 0.22 x 16 ft., Meisselbach No. 18.....	Each \$1.25
2 in. x 0.25 x 16 ft. for Edison.....	Each 1.25
1 1/2 in. x 0.22 x 17 ft., reg. for Victor.....	Each 0.60
1 1/2 in. x 0.22 x 17 ft., Victor, bent arbor.....	Each 0.60
1 3/16 in. x 0.25 x 16 ft., Heineman No. 44.....	0.60
1 1/2 in. for Edison Disc.....	Each 1.25
1 in. x 0.25 x 12 ft., Heineman No. 33 and 77.....	0.33
1 in. x 0.25 x 10 ft., oblong hole, for Meisselbach, Monora and Krasberg.....	0.50
1 in. x 0.25 x 10 ft., for Columbia.....	Each 0.33
1 in. x 0.20 x 13 ft., for Victor.....	Each 0.33
1 in. x 0.20 x 13 ft., for Victor, bent arbor.....	Each 0.33
3/4 in. x 0.23 x 10 ft., for Bliek motor.....	Each 0.30
3/4 in. x 0.23 x 10 ft., oval hole.....	Each 0.28
3/4 in. x 0.22 x 8 ft., for Swiss motor.....	Each 0.22
3/4 in. x 0.25 x 11 ft., for Edison.....	Each 0.22
1 in. x 0.25 x 19 ft., for Brunswick.....	Each 0.60
1 in. x 0.22 x 9 ft., for Meisselbach No. 12.....	Each 0.30

MICA DIAPHRAGMS

1 23/32 in. Victor Ex. Box, first grade.....	Each \$0.15
1 1/2 in., new Victor No. 2 very best.....	Each 0.18
1 31/32 in., for Sonora.....	Each 0.20
2 1/16 in., for Meisselbach box.....	Each 0.22
2 1/4 in., for Pathé new style.....	Each 0.35
2 3/16 in., for Columbia No. 6.....	Each 0.25
2 9/16 in., for Pathé or Brunswick.....	Each 0.45

SAPPHIRES

Pathé, very best loud tone, genuine.....	Each \$0.12
Pathé, soft tone, Ivory setting.....	Each 0.18
Pathé, soft tone, steel setting.....	Each 0.10
Edison, very best, medium tone.....	Each 0.18
Edison, very best, loud tone.....	Each 0.15
Edison, genuine diamond.....	Each 1.25

STEEL NEEDLES

Brilliant Tone, medium and soft Needles.....	Per 1,000 \$0.45
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ATTACHMENTS

Kent, for Victor arm.....	Each \$0.25
Kent, for Edison with C box.....	Each 2.50
Kent, without box for Edison.....	Each 1.60
Universal old style, for Victor tone-arm.....	Each 1.15
For Columbia, plays Vertical records.....	Each 0.25

MOTORS

Distributors for Heineman and Meisselbach Motors. Best Prices. Immediate Deliveries.	
No. M, complete with 12-in. turntable.....	Each \$4.50
No. 36, complete with 12-in. turntable.....	Each 7.50
No. 33, complete with 12-in. turntable.....	Each 8.50

tone ARMS

No. K, with sound box.....	Each \$2.25
No. P, nickel plated without sound box.....	Each \$2.75
No. P, gold plated.....	Each 4.50
No. M, tone arm, Meisselbach sound box.....	Each 4.75
No. M, gold plated.....	Each 7.50

SOUND BOXES

No. H 1 Bliss Sound Box, fit Victor.....	Each \$1.25
No. B Balance, fit Victor.....	Each 0.75
No. F Favorite, fit Victor.....	Each 1.75
No. I Nickel plated, loud and clear, for Victor.....	Each 3.00
No. I Gold plated, loud and clear, for Victor.....	Each 4.50
No. M Nickel plated mellow tone, for Victor.....	Each 1.75
No. M Gold plated, mellow tone, for Victor.....	Each 2.25
No. G, Nickel or gold plated, fit Victor.....	Each 1.00
No. P Gloria patent, extra loud.....	Each 3.00
No. P Gloria gold plated.....	Each 4.00
No. H Imported nickel plated.....	Each 1.25

CABINET HARDWARE

Automatic Nickel Plated Lid Supports.....	Each \$0.22
Automatic Gold Plated Lid Supports.....	Each 0.45
Piano Hinges, nickel plated, 5/8 in. long.....	0.22
Highly nickel plated needle cups.....	Per 100 1.50
Covers for cups.....	Per 100 0.75
Highly gold plated cups.....	Per 100 7.00
Needle cup rotors, gold plated.....	Per 100 5.00

REPAIR PARTS

Columbia Governor Screws.....	Per 100 \$1.00
Columbia Barrel Screws, No. 2621.....	Per 100 1.00
Columbia Sound Box Thumb Screws.....	Per 100 1.50
Governor Springs, for Victor.....	Per 100 1.00
Governor Screws, for Victor.....	Per 100 1.00
Governor Balls, new style for Victor.....	Each 0.08
Turn-table Felts, 10-in., round or square.....	Each 0.15
Turn-table Felts, 12-in., round or square.....	Each 0.18
Motor Bottom Gear for Triton Motor.....	Each 0.20

FAVORITE MFG. CO.
105 East 12th St., New York
Tel. 1666 Stuyvesant

FAVORITE MFG. CO.
105 East 12th St., New York
Tel. 1666 Stuyvesant

THE VICTOR CO.'S STRONG FINANCIAL REPORT FOR 1921

Annual Balance Sheet, Recently Issued, Demonstrates the Strong Position of This Company Financially, as Well as Its Able Business Management—Surplus Exceeds \$31,000,000

A document of unusual interest and importance to the talking machine trade, and for that matter to business interests generally, is the annual balance sheet of the Victor Talking Machine Co. covering the company's business during 1921 and which indicated that the output of the company during that year was about equal to the output for 1920, with a material betterment of the company's financial condition.

The figures presented by the Victor Co. are most significant from the fact that students of business economics have been inclined to agree that the worst of the business depression has been passed, and that a general business improvement is now in evidence. That the Victor Co. has been able to go through this period and in every case equal and in some instances improve over the record for the previous year is to be accepted as proof not alone of the popu-

larity of the company's product but of the soundness of its business methods. Few, indeed, are the business houses in the United States which have or can offer a report for 1921 which is in any way as satisfactory as this submitted by the Victor Co.

In commenting upon the year's business President Eldridge R. Johnson, of the Victor Co., said: "Volume of output was maintained, being in fact almost identical with that of 1920, our best previous year. Production was somewhat curtailed during the Summer, but this period was followed by a Fall season in which demands could scarcely be met by overtime work. We are now striving to re-establish the more efficient procedure of uniform production throughout the year.

"A subsidiary corporation—Pan-American Recording Co.—has been formed to operate a re-

ording and matrix plant in South America. "Inventories were valued at cost or market as of Dec. 31, 1921, whichever was lower, and show a healthy decrease of \$3,255,840, partly due to repricing but more largely through being worked into production and sold.

"Recent reductions in prices of records, a contemplated series of record exchanges, improvements in standard instrument types without increase in price, and introduction of new models at prices figured on anticipated normal conditions rather than prevailing costs, are expected to fully absorb savings in Federal taxes for 1922, and to realize a satisfactory margin of profit it is necessary that a large volume of output be maintained. Fortunately the prospect for this accomplishment is good."

Prospects of a large volume of output for 1922 by the Victor Talking Machine Co. are good.

The Pan-American Recording Co. referred to in Mr. Johnson's statement has headquarters located in Buenos Aires, and the plant has been in operation about six months, recording and pressing records by South American artists and designed for South American trade.

The Victor Co.'s statement in full follows:

ASSETS			
	1921	1920	1919
Land, Buildings, Machinery, Furniture and Fixtures, less Reserve for Depreciation	\$12,301,188.12	\$11,925,445.86	\$ 9,530,407.87
Patents, Territorial Rights, Good-Will, Matrices, etc.	2.00	2.00	2.00
Investments in Affiliated Companies	1,611,083.71	1,586,383.71
Cash and Investments Held for Trust
Funds	167,110.00	321,977.57	301,360.00
Deferred Charges to Operations	309,915.31	339,549.40	268,905.87
Inventories	13,061,268.91	16,317,108.76	40,209,827.66
Notes and Accounts Receivable, less Reserve	8,102,647.42	8,465,962.06	6,313,760.60
Marketable Securities	3,648,905.55	3,610,371.88	4,961,531.88
Cash	4,221,635.73	553,344.65	6,371,698.51
Total	\$43,426,755.86	\$43,420,345.89	\$37,860,694.48
LIABILITIES			
Accounts Payable (including provision for payment of Federal Taxes)	\$7,074,830.98	\$6,759,102.72	\$5,000,375.64
Bank Loans	2,500,000.00
Capital Stock	5,000,000.00	5,000,000.00	5,000,000.00
Surplus	31,351,924.88	29,160,343.17	27,859,418.80
Total	\$13,426,755.86	\$43,420,345.89	\$37,860,694.48

ANNOUNCES NEW RADIO HORNS

Standard Metal Mfg. Co. to Market Two Sizes of Amplifying Horns

The Standard Metal Mfg. Co., of Newark, N. J., which was one of the original manufacturers of metal horns for talking machines, and which in more recent years has devoted its factory to the manufacture of amplifying horns and talking machine supplies, recently announced a radio horn that fits all radio receiving apparatus.

At present it is making two designs, one nineteen inches high with a seven-inch bell, and one fourteen inches high with a five-inch bell. In addition, the company is prepared to make special horns for cabinet outfits on specifications.

W. A. Lawrence, president and secretary of the Standard Metal Mfg. Co., is well known in the talking machine industry. The company for twenty years has manufactured phonograph equipment and is considered among the oldest and largest horn manufacturers in the United States.

INGENIOUS ATTACHMENT IN FAVOR

PHILADELPHIA, PA., May 6.—The Phono-Toner Co., of this city, is extensively featuring its product of the same name. The Phono-Toner is a device easily fastened to the needle screw of the talking machine, for which many exceptional claims are made, among them being that it softens the tones, reduces the surface noise and makes needle changing easy. It is produced in both nickel finish and gold-plated. Although a nation-wide campaign has just been started, the Phono-Toner has been successfully sold in the John Wanamaker store and the Estey warehouses, in Philadelphia, for over six months.



One BUBBLE BOOK Sells Them All

With most kinds of merchandise the sale is the end of the transaction.

But with Bubble Books it is another story. When you sell your first Bubble Book you have only just begun. For there is one sure thing about Bubble Book buyers—they always come back for more.

Every new Bubble Book is an added chance for business on the whole series.

Display Bubble Books, push the first sales and the rest will take care of themselves.

Remember—when you sell one you sell a habit and when you sell a habit, you're building business

HARPER & BROTHERS, BUBBLE BOOK DIVISION

Established 1817

Franklin Square

New York

More good news for your dance lovers! Ray Miller and His Orchestra have scored another knockout with "Do It Again" from *The French Doll*, and "Lovey Dove" from *The Rose of Stamboul*—two happy fox-trots. A-3595.



Columbia Graphophone Co.
NEW YORK

THE TWIN CITIES

Business Situation Brighter—Reports From Jobbers and Dealers—Davin Speaks on Advertising—New Dealers—News of the Month

MINNEAPOLIS and ST. PAUL, MINN., May 7.—The business situation here is considerably brighter than it has been for some time, due to the resumption of activities in the mining industry, brought about by the opening of the steel mills. Renewed activity in the lumbering regions and improved agricultural conditions are also expected to exert a favorable influence on the trade. These turns for the better in the industrial world are of too recent date to be felt by the talking machine trade, but dealers are generally of the opinion that the near future will see a decided revival in the demand for music of all kinds.

E. F. O'Neill Comments on Business

"We feel that we have passed the low point of the general business depression," said E. F. O'Neill, of the Beckwith-O'Neill Co., in discussing the situation for *The World*. The opening of the steel mills has caused a resumption of iron mining, and increased building in the country has opened up the lumber industry. These factors will aid the Northwest materially. The next ninety days will determine the degree of prosperity that we will attain for the ensuing year. A good crop and fair prices will presage a bright future, for the recuperative powers of the Northwest really are marvelous. Collections are considerably better and orders are somewhat larger. In the matter of records we note that there is a much stronger demand for standard music than for jazz, but this may not necessarily be due to a subsiding interest in dancing."

Use Edison Machines for Radio

The Edison people are working hand in hand with the radio fans in the Northwest, who are blossoming like dandelions. The University of Minnesota is broadcasting music with the aid of an Edison phonograph, as is the radio station at Curtiss Court.

Edison Headquarters Move

The Northwestern headquarters of the Edison have been moved to the top floor of the Warner block, 17 Sixth street South. The location is in

the heart of the business district, and the move will undoubtedly prove advantageous.

New Brunswick Dealers

E. L. Kern, director of the Brunswick-Balke-Collender Co., reports that new dealers are being signed right along. The record business continues to improve. Just now it is impossible to get enough Isham Jones Orchestra records to supply the demand.

Boutell Bros., the big local furniture house, has provided one of the finest talking machine establishments in the Northwest. The first and mezzanine floors have been rearranged in a truly artistic style for offices and demonstration booths at an expense of about \$8,000. This is an exclusive Brunswick house. The Gillus house, at Duluth, has also become an exclusive Brunswick agent, and in its new location expects to do a better business than ever.

Cheney Line Gaining Popularity

Cheney phonographs are gaining a wide distribution through the efforts of the Edward G. Hoch Co. While admittedly facing stiff competition, the intrinsic merits of the Cheney are expected to bring it to the front in a rapid manner.

Sales Address by J. J. Davin

The Twin Cities Victor Dealers' Association of St. Paul and Minneapolis, recently called a special meeting of the members and their sales forces to hear a special address on advertising and selling which was delivered by J. J. Davin, of the Reincke-Ellis Co. The meeting was held in the St. Paul Athletic Club by courtesy of the Twin City jobbers. Following the luncheon, Mr. Davin made his address, and among other things he mentioned the urgent necessity of a tie-up with the Victor Co.'s national advertising campaign for 1922, convincing the dealers by some forceful illustrations that their dollar to-day was worth at least one-half again as much on account of the increase in appropriation for advertising made by the Victor Co. He also urged extensive circularizing of Victrola homes with a strong follow-up campaign by outside solicitors. He

also urged an analysis of the dealers' mailing lists, so that no talking machine owner should be without a list of the Victor records, as well as the catalogs which are issued from month to month. He pointed out the importance of dealers subscribing to talking machine trade papers and urged that they read them diligently and make sure that their salespeople also study them. He concluded his talk by urging the Twin Cities Victor Dealers' Association to virtually make every remaining day of 1922 effective from a business standpoint, which can be accomplished only by concentration and increased interest, and suggested further that they plan ahead now for the Big Fair spectacle and Style Show scheduled for May and September.

Expects Revival in Mining Region

"We are frank to confess that we have seen Spring open much more auspiciously than it has this year," declared George A. Mairs, manager of the Victrola department of W. J. Dyer & Bro., "but we see many hopeful signs, although it may be some time before we realize on them. The first real activity will probably be felt in the iron country."

Pathé Holding Its Own

Musical merchandise does not appear to be any less active than other lines of business, and it is believed that the Pathé goods are holding their own with competitive contemporaries, according to G. Sommers & Co., Northwestern distributors.

Vocalion Record Sales Growing

Vocalion Red records are having a great vogue here. A. E. Monson, Minneapolis manager for the Stone Piano Co., states that the demand is growing at a pace that is truly pleasing and new accounts are being opened daily.

Trade Activities

Demonstration booths have been installed in the P. A. Starck Piano Co.'s St. Paul store. Manager Augustine states that, while pianos always will remain the favorite with him, it will be his aim to push the talking machine line with much greater vigor than ever.

Miss Musgrove has been placed in charge of the Victrola department of L. S. Donaldson Co., succeeding Miss Artz.

Milton Lowy, of the Minnesota Phonograph Co., reports that his April retail sales were ahead of those for April, 1921. In fact, he has been doing such a good business that two additional salesmen were added to his store staff.



THE SHELTON Electric Motor

The "Simplicity" electrifies Victor, Edison and Columbia phonographs by simply taking off winding handle and placing motor against turntable. Automatic switch in motor operated when the turntable is started or stopped. Operating on AC or DC current of 110 volts. Specify type of current when ordering.

SHELTON ELECTRIC CO., 16 East 42nd Street, New York

ACME-DIE

• CASTINGS •

ALUMINUM • ZINC • TIN & LEAD ALL TYPES

Acme Die-Casting Corp.

Boston Rochester Brooklyn, N.Y. Detroit Chicago

ANNOUNCEMENT

We take pleasure in
announcing to the
TALKING MACHINE TRADE
the appointment of the following
DISTRIBUTORS
and
TERRITORIES
contracted for

<i>Name</i>	<i>Address</i>	<i>Officers</i>	<i>Territory</i>
M. Steinert & Sons	Boston, Mass.	Alexander Steinert	Mass. & R. I.
Nassau Radio Co.	60 Court Street Brooklyn, N. Y.	Albert & Otto Ruckgaber	Brooklyn & L. I.
General Radio Corp.	13 & Walnut Streets Philadelphia, Pa.	Walter L. Eckhardt	Eastern Pennsylvania
General Radio Corp.	Pittsburgh, Pa.	Walter L. Eckhardt	Western Pennsylvania
Northeastern Electric & Radio Supply Co.	45 W. Market Street Wilkesbarre, Pa.	Allen P. Kirby	Northeastern Pa. & South Central N. Y.
Northeastern Electric & Radio Supply Co.	Buffalo, N. Y.	Allen P. Kirby	Western New York
The Schmelzer Co.	Kansas City, Mo.	Chas. J. Schmelzer	Western Missouri & State of Kansas
Radio Supply Co.	515 Grain Ex. Bldg. Oklahoma City, Okla.	H. E. McMahan	State of Oklahoma
Sanger Bros., Inc.	Dallas, Texas	Alexander Sanger	State of Texas

The same type of Distributors are negotiating for other territories and further announcement will be made of their appointment. Dealers in

territories listed are respectfully referred to these distributors. In territories not listed, dealers will please communicate with

LOYD WIRELESS TELEPHONE CORPORATION

709 Sixth Avenue

New York City

Sole Sales Agent for

JOHN FIRTH & COMPANY, INC.

709 Sixth Avenue

New York City

RADIO

The finest wireless telephone instruments in the world; manufactured by the recognized leaders and pioneers

JOHN FIRTH & CO., Inc.

who have supplied government equipment for the past twenty years

ARE NOW DISTRIBUTED

in Pennsylvania and adjacent territory, including Maryland, Delaware, District of Columbia and Southern New Jersey

BY THE

GENERAL RADIO CORPORATION

WALTER L. ECKHARDT, *President*

624-626-628 Market Street,

Philadelphia, Pa.

Receiving Sets from \$35 to \$1500
Agencies now being allotted
Deliveries being made in sequence

Write today for dealer plan

WALTER L. ECKHARDT IN RADIO FIELD

Well-known Talking Machine Executive Organizes General Radio Corp.—Will Distribute Firco Wireless Telephone Product—Prominent Technical Experts Identified With Company

Walter L. Eckhardt, one of the best-known members of the talking machine industry, and identified with the leading companies in the field for the past twenty years, has announced the formation of the General Radio Corp., with headquarters at 624-626-628 Market street, Philadelphia, Pa. This company has been appointed a distributor for the Firco wireless telephone product, manufactured by John Firth & Co., Inc., for which the Loyd Wireless Telephone Corp. is sole sales agent.

The General Radio Corp was incorporated recently for \$250,000. Mr. Eckhardt is president of the company, and associated with him are several prominent Philadelphia financiers and professional men, together with a group of expert radio engineers. Among the latter are J. E. Pater-

son, who was an instructor of radio at Columbia University, New York, for a number of years, and W. W. Thomas, a radio operator on the U.



Walter L. Eckhardt

S. battleships for four years. The professor of radio and electricity at Villa Nova College, Villa

Nova, Pa., is also co-operating with Mr. Eckhardt in the technical end of the company's activities.

Mr. Eckhardt's association with the radio industry dates back several years, for in 1920 he became keenly interested in the possibilities of radio development. In fact, one of his sons built a radio set which received President Harding's inaugural address in 1920, and since that date Mr. Eckhardt has been in close touch with every phase of the radio industry.

When he decided to become identified with the wireless telephone industry from a commercial angle, Mr. Eckhardt visited New York and carefully investigated the products on the market. He conferred with the executives of several important companies, and finally decided that the Firco products, made by John Firth & Co., Inc., offered unlimited opportunities for the development of a permanent, profitable business, and would give his dealers satisfaction in every detail. He thereupon completed arrangements with the Loyd Wireless Telephone Corp. whereby the General Radio Corp. would represent and distribute Firco products in Pennsylvania and adjacent territory, including Maryland, Delaware, District of Columbia and southern New Jersey.

Mr. Eckhardt has leased a modern, up-to-date wholesale establishment and his thorough familiarity with the talking machine dealer's requirements will undoubtedly enable him to give his clientele splendid service in the sale of Firco products. He is planning to concentrate his activities in the talking machine industry, and, as he numbers among his friends practically every well-known dealer in Pennsylvania territory, the success of the General Radio Corp. is assured. The personnel of the sales staff will be announced in the near future, and it is understood that M. J. Eckhardt, Mr. Eckhardt's eldest son, will be associated with the sales organization.

ZIMBALIST'S BIRTHDAY GIFT

Presented With Record Made by His Children While in Mid-Pacific En Route for Orient

PORTLAND, ORE., May 4.—Word comes to Portland via the purser of the steamship "Keystone" to the effect that Efreim Zimbalist, famous violinist, and husband of Alma Gluck, singer, was celebrated at sea on April 9 in a manner that will long be remembered by the musician. Zimbalist, a passenger on the steamship, now on her way to Manila, was taken by surprise when a record was sent especially by the Victor Talking Machine Co. to Purser Fred Charman with the request that it be played on the violinist's birthday. The title of the song was "Happy Birthday, Dear Daddy," and it was sung by the two little children of Zimbalist, aged six and three years. Another surprise was the handsomely decorated birthday cake that centered the table. Zimbalist is on his way to Shanghai, China, to give two concerts, and then will go to Japan, where he will make a tour.

TONOFONE JOBBERS APPOINTED

E. C. Doyle Visits Jobbers in Leading Trade Centers—Closes a Number of Deals

E. C. Doyle, traveling representative for the Tonofone Co., Chicago, manufacturer of the Tonofone needle, was a recent visitor to New York, calling upon some of the local distributors. While here, Mr. Doyle made arrangements with several jobbers whereby they will feature the Tonofone needle, and he promised these jobbers the hearty co-operation of the executive offices in Chicago in developing sales plans.

Before reaching New York, Mr. Doyle visited the trade in many important centers in the East, and received substantial orders for Tonofone needles. He states that jobbers and dealers are apparently making plans for an active year, and there is a healthy undertone to general business that is decidedly encouraging. According to his plans, Mr. Doyle will visit various trade centers throughout the West before returning to headquarters in Chicago.

Nassau Radio Co., Inc.

announces its opening as

Brooklyn and Long Island Distributor

of the

VOCAPHONE

Made by

JOHN FIRTH & CO., Inc.

Manufacturers of

"THE FINEST WIRELESS TELEPHONE INSTRUMENTS
IN THE WORLD"

A complete merchandising service by experienced talking machine men for Brooklyn and Long Island dealers in WIRELESS TELEPHONES.

Nassau Radio Co., Inc.

OTTO E. RUCKGABER, President

ALBERT RUCKGABER, Sec'y-Treas.

60 Court Street

Brooklyn, N. Y.

Telephone Triangle 6454

PLANS FOR CONVENTION OF TALKING MACHINE JOBBERS

Great Program Arranged for the Convention Which Will Be Held at the Hotel Ambassador, Atlantic City, June 12, 13, 14—Many Notable Speakers to Be Heard at This Reunion

Plans have now been practically completed for the Sixteenth Annual Convention of Talking Machine Jobbers, to be held at Atlantic City, on Monday, Tuesday and Wednesday, June 12, 13 and 14, and followed, on June 15, by the annual Association golf tournament.

The new Hotel Ambassador, one of the finest, if not the finest, hostelrys at the famous seaside resort, has been selected as convention headquarters, and the management of the hotel has arranged to take particularly good care of those who attend the Association sessions.

Although as usual there will be numerous entertainment features, the daylight hours will be devoted strictly to business, for there are many problems that demand the attention of the jobbers, and none of them will be overlooked.

On Monday and Tuesday there will be business sessions of the Association both morning and afternoon, and matters to be discussed will include questions of dealer financing, which is



Venetian Room of Hotel Ambassador

considered of particular importance just now; means for advertising for the dealer by the jobber, plans for the co-operative buying of supplies for Victor wholesalers, and other problems of timely interest. It is also likely that one or two speakers of national reputation will address the jobbers on subjects of direct bearing on the talking machine trade.

Wednesday will be known as Victor Co. Day, when executives and department heads of the Victor Talking Machine Co. will talk to the jobbers on various phases of business. The subjects that are likely to prove of most importance to the wholesalers are now being selected and speakers will be announced later.

The entertainment program will open officially on Monday evening, when the jobbers will be the guests of the Victor Co. at a dinner, followed by a dance to be held at the Ambassador. During the course of the evening several popular Victor artists will appear for the edification of the guests.

On Tuesday evening at 5 o'clock the jobbers will enjoy an old-fashioned clambake, held on

IMPORTANT!

Reservations at the Ambassador Hotel, Atlantic City, for the convention **MUST BE MADE DIRECT TO THE HOTEL, WITH A COPY TO FRED P. OLIVER, care of the Blackman Talking Machine Co., 28-30 West Twenty-third street, New York, in order to secure special convention rates.**

the shore, which, it is promised by the committee, will surpass even the wonderful beefsteak dinner held at the woods at Glen Cove during the course of last year's convention at Colorado Springs.

On Wednesday evening will be held the annual banquet of the Association, and several speakers of prominence are being lined up for that affair. There will be good entertainment provided during the banquet which will be followed by dancing.

The annual golf tournament of the Associa-

tion will be held at the popular Sea View Golf Course, Absecon, N. J., near Atlantic City, on Thursday, and there will be the usual collection of valuable prizes to inspire the contestants to put forth their best efforts.

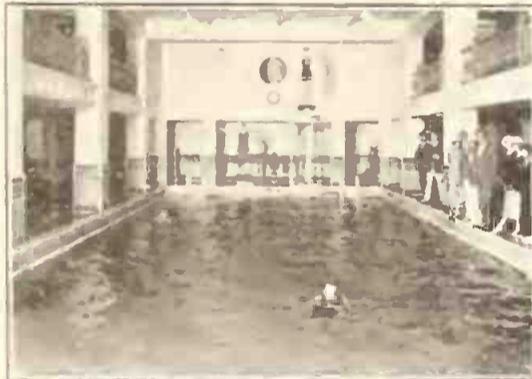
The prospects are that there will be a record



Hotel Ambassador, Convention Headquarters

attendance at the convention; firstly, because the importance of the meeting from a business standpoint warrants such an attendance, and, secondly, because of the many attractions of Atlantic City itself. Those who travel to the shore should take advantage of the special Summer excursion rates quoted to that resort by the various railroads in agreement with the Atlantic City Chamber of Commerce.

The hotel has agreed to make a special rate



Great Swimming Pool at Hotel

for the convention delegates, but to obtain this rate it is necessary for the members of the Association to make hotel reservations direct to the hotel, with a duplicate copy of the reservation to

Fred P. Oliver, care Blackman Talking Machine Co., 28-30 West Twenty-third street, New York.

Those who apply direct to the hotel will not be able to enjoy these special rates. The fact that the annual convention of the Music Industries Chamber of Commerce and allied music trade associations will be held in New York during the week preceding the convention of the jobbers at Atlantic City will make it particularly convenient for those who desire to attend both meetings.

H. T. LEEMING JOINS PATHE STAFF

The important announcement is made by the Pathé Frères Phonograph Co., Brooklyn, N. Y., of the appointment of H. T. Leeming to the Pathé staff. Mr. Leeming needs no introduction to the talking machine trade. He has many friends and a past record of achievement in this field. Mr. Leeming was lately general manager of the Regal Record Co., and previously vice-president of the Emerson Phonograph Co. He will devote his exceptional executive ability to Pathé sales promotion. The appointment of Mr. Leeming to this important post is in keeping with the general reorganization being made at Pathé headquarters.

STEWART TO OPEN VICTOR SHOP

Attractive New Harrisburg Establishment to Be Unico-equipped Throughout

BALTIMORE, Md., May 6.—Cohen & Hughes, of this city, have concluded arrangements whereby Ray E. Stewart, a successful Harrisburg business man, will open an exclusive Victor shop in Hagerstown, Md. Judging by the success which has crowned Mr. Stewart's endeavors in other lines, success is predicted for his new enterprise. A short talk with Mr. Stewart is amply convincing that he will leave nothing undone to put the Victor and piano interests which he represents before the Hagerstown public in a high-class and energetic manner. His showrooms will be Unico-equipped throughout and will afford customers the same restful atmosphere in which to select records as has been found so productive of results in progressive communities throughout the country. Mr. Stewart feels that this environment as created by the Unico staff, coupled with the lines which he will handle, will mean a distinct advance for the music industry not only in Hagerstown, but in surrounding country.



"We Serve the South"

Establishing a trade in Okeh Records is easy because after the first sale is made repeats are sure to follow. Okeh Records sell themselves.

Okeh Records

Give the earliest releases on the newest song and dance hits. We carry a complete stock and fill your orders promptly.

Wholesale Phonograph Division

J. K. POLK FURNITURE CO., Inc.

Offices and Show Rooms

294 Decatur Street

Atlanta, Ga.

Inquiries
from
Dealers
Solicited



Bert Williams is gone, but his work will live. "Not Lately" and "You Can't Trust Nobody" are two of his last songs. Both on one record. Push them. A-3589.

**Columbia Graphophone Co.
NEW YORK**

BUILDING FOREIGN RECORD TRADE

Victor Talking Machine Co. Carrying on an Active Campaign Through Newspapers and by Aid of Special Literature to Stimulate Sale of Records in the Foreign Catalogs

The Victor Talking Machine Co. has just started a most active campaign to feature the company's extensive catalog of foreign records, or rather records in foreign languages, throughout the country, with a view to aiding the dealer directly in stimulating an interest in such records.

At the present time the Victor Co. is carrying on a regular campaign of advertising in foreign language daily newspapers covering in all twelve languages. These advertisements occupy liberal space, two columns wide, and in addition to listing the new recordings in the special language featured also call attention to desirable records that are already a part of the catalog. Victrolas, particularly the new horizontal models, are also featured in the advertisements.

In addition to the newspaper copy there have been issued a series of most attractive foreign record hangers, of the same size as the monthly hangers issued by the Victor Co., for the regular record releases and fitting into the same frame. Hangers covering Bohemian, German, Hebrew, Italian, Polish, Swedish and Mexican records have already been issued, and several others are in contemplation, including Arabian, Syrian, Greek, Norwegian, Portuguese, Russian, Lithuanian, Finnish and French. New catalogs in practically all of these languages have likewise been issued to the trade, and the effect of all this exploitation work has been to stimulate materially the foreign record demand.

The U. S. Census figures are taken to show that a surprising proportion of the population of the United States is of foreign birth or the children of foreign-born parents, and even in cases where individuals are citizens it is found that there is a substantial demand for the music of the Old World. As a matter of fact, much of this music may be said to be universal in character and frequently is featured as novelties in the regular catalog.

Dealers generally have responded enthusiastically to the foreign-record campaign, especially those located in cities where there is a large non-English-speaking population. Many of them

are having impressed on them for the first time the extent and great possibilities of the foreign-record section of the Victor catalog and see in it a most desirable field for building up trade. Co-operation of the Victor Co. itself in its newspaper advertising and in the amount of display and publicity material being offered to the dealers is making the new campaign much easier for those in the field.

STRAND LINE IN POPULAR DEMAND

Walter L. Eckhardt, Strand Factory Representative, Opening Many New Accounts—Making Plans for Active Fall Trade

"The Strand line is going ahead at great speed in our territory," said Walter L. Eckhardt, exclusive factory representative for the Strand phonograph in Pennsylvania, Maryland, Delaware, District of Columbia and Southern New Jersey. "We have been closing many important accounts during the past few weeks, and the dealers throughout Pennsylvania and the adjacent territory are delighted with the sales possibilities of the Strand line. The new models in particular are meeting with a hearty reception everywhere, and it is a pleasure indeed to open packing crates and find invariably that the instruments have reached us in absolutely perfect condition and ready for immediate sale."

Mr. Eckhardt, whose headquarters are located in the Empire Building in Philadelphia, was a recent visitor to the executive offices of the Manufacturers Phonograph Co., New York, conferring with Geo. W. Lyle, president of this company, regarding sales plans for the Strand line. He stated that he is planning to augment his sales staff to take care of Fall business, and judging from all indications, Strand dealers will close a splendid business this year.

TAKES ON THE TURNEY RADIO

The Cabinet & Accessories Co., New York City, has added a new line of radio to the sets and equipment which it distributes. The latest addition to the line is made by the Turney Radio Co., of Newark, N. J. A new departure in radio service to talking machine service is to be found in a radio case, which will shortly be produced and sold by the Cabinet & Accessories Co. This case contains a number of each part used in radio construction, properly labeled and classified, and all within the one case. It is expected that this case will prove of great service to the talking machine dealer who is adding radio to his line.

H. F. MAIER OPENS VICTROLA SHOP

UNION HILL, N. J., May 8.—The Victrola Shop, 742 Bergenline avenue, this city, was formally opened here recently with a complete line of Victrolas and a large stock of Victor records, as well as pianos and musical instruments. Souvenirs were distributed to the people who attended the opening. H. F. Maier is proprietor.

VICTOR ARTISTS FOR BIG CONCERT

Homer, Schumann-Heink, Samaroff, Werrenrath and Symphony Orchestra to Entertain Convention Visitors at Carnegie Hall.

One of the big entertainment features in connection with the annual convention of the Music Industries Chamber of Commerce and the allied music trade associations in New York during the week of June 5 will be the complimentary concert given at Carnegie Hall on Monday evening, June 5, by the Victor Talking Machine Co., for the benefit of the convention delegates.

C. G. Child, director of recording for the Victor Co., who has charge of the program, has arranged for a truly imposing group of artists on that occasion, they including Mme. Louise Homer, Mme. Schumann-Heink, Mme. Olga Samaroff, Reinald Werrenrath and the Victor Symphony Orchestra of eighty men under the baton of Josef Pasternack. All of the convention visitors will be provided with tickets for the concert, which will unquestionably prove one of the big attractions.

IMPORTANT UNICO INSTALLATIONS

Unit Construction Co. Reports Increasing Activity in Various Parts of the Country

PHILADELPHIA, Pa., May 8.—Among the notable accomplishments of the Unit Construction Co. for April was the factory completion and shipment of material which will be used to erect an exceptionally beautiful music emporium in Chicago to be conducted by the well-known house of Waterson, Berlin & Snyder. The fact that this material made two complete carloads is an indication of the extensive installation.

Immediately following the Waterson, Berlin & Snyder shipment another carload shipment was made to Frank Naese, 4803 West Lake street, Chicago, who will open an exclusive Brunswick Shop. A survey of the Naese plans convinces that he will be highly successful.

The installation at the Talking Machine Shop, Hagerstown, Md., a new account installed by Cohen & Hughes, of Baltimore, called for another carload shipment.

Another major installation also requiring carload shipment was that of Halle Bros. Co., Cleveland, O., which is entering the phonograph field, and its Unico department will be used in the sales of the Brunswick line.

These installations are only the high spots of Unico activity for the month. The company reports a very satisfactory month's business in both equipment and dealers' helps departments.

The Tageblatt, of Berlin, is running a copyright series of "Reminiscences of Caruso," by a former director of the tenor's German guest engagement, Emil Ledner. There are anecdotes of "Caruso the Man," who spent almost his entire life in foreign lands; accounts of his singing in Hamburg and Berlin and of an "Aida" evening at Budapest.

LAUTER MADE TALKING MACHINES

GOLDEN OAK
FUMED OAK
BROWN MAHOGANY
For Early Delivery

Let us figure today on your requirements, or write us for prices, cuts, etc.

THE H. LAUTER COMPANY

Indianapolis, Indiana



JOBBERS:

GENERAL PHONOGRAPH CORP.
New York Distributing Division
15 West 18th Street
New York, N. Y.

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

A. J. HEATH & CO.
27-29 So. Seventh St.
Philadelphia, Pa.

IROQUOIS SALES CO.,
210 Franklin St.,
Buffalo, N. Y.

E. B. SHIDDELL,
221 Columbus Ave.
Boston, Mass.

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

DAVENPORT PHONO. & ACCESS. CO.,
217 Brady St.,
Davenport, Ia.

UTICA'S GIFT & JEWELRY SHOP,
Utica, N. Y.

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

VOCALION CO. OF OHIO
Cincinnati, O.

VOCALION CO. OF OHIO
Cleveland, O.

BURNHAM, STOEPEL & CO.,
101 East Larned St.,
Detroit, Mich.

WM. ANDERSON PIANO CO.,
79 Eighth St., South,
Minneapolis, Minn.

GEO. C. ULRICH & CO.,
718 Lincoln Bldg.,
Philadelphia, Pa.

CANDIOTO PIANO CO.,
120 So. Limestone St.,
Lexington, Ky.



Patent Pending

Size: 8 in. x 14 in. x 15 in.
Weight: Complete, including album,
22 lbs.

"One handle handles it"

Outing

TALKING MACHINE

Perfection in a Portable Phonograph

The OUTING is the most complete and up-to-date portable phonograph ever made.

It is unique and attractive in design. Superior tone quality.

Built to give years of satisfactory service.

Made in Mahogany and Fumed Oak finishes.

There are still several good States and large Cities open. Full details or samples will be furnished responsible jobbers on application.



Dealers in Mexico and Cuba should send orders and inquiries to

R. C. ACKERMAN
291 East 162nd Street New York, N. Y.

Foreign Export:—CHIPMAN LIMITED

8-10 Bridge Street New York City
Cable Address, CHIPMUNK, New York

Outing Talking Machine Co., Inc.

A. J. COTE, President
MT. KISCO, N. Y.

PORTLAND, ORE.

Cash Sales or Large Initial Payments Feature of the Trade in This Section—Dealers Pleased With Outlook—News of Trade

PORTLAND, ORE., May 4.—Cash sales or large initial payments is the report of most of the music houses for the past month with a volume of business that was very satisfactory.

Arthur W. Stein, manager of the Victrola department of Sherman, Clay & Co., reports a good high-grade business for April. Only one machine under \$200 was sold during the entire month, and only one "trade-in" is on the books. One of the last sales of the month was a Victrola, \$300, with \$125 worth of records, all for cash. "This is just a sample of what we have been doing all month," says Mr. Stein.

The Sonora and Brunswick phonographs have also been selling for cash, according to H. H. Princehouse, sales manager of the phonograph department of Lipman, Wolfe & Co., with Sonora grands in the lead.

D. C. Peyton, manager of the phonograph department of Meier & Frank Co., says that sales showed a gain of \$2,000 over business of last April.

Manager Peyton reports that the six new Walter Camp records of twelve lessons with chart and guides are going over big with several sets being sold from the sample before the arrival of the first shipment.

Another large display and demonstration room for the Victrola and Brunswick machines has been added to the phonograph department of the Wiley B. Allen Co. Manager Frank M. Case has moved his private office to the front of the store, which gives Cliff Neilson, in charge of the phonograph department, more room for demonstrating purposes. Mr. Neilson is another department manager to give a good report for April, and says his sales more than doubled April, 1921. The new horizontal Victrola and Brunswick console machines are very popular, he says.

N. C. Dezendorf, assistant manager of the Victrola department of Sherman, Clay & Co., made a trip through the lower Columbia River region of Oregon and Washington, visiting schools, clubs, societies and dealers, delivering lectures on the general use of the Victrola. He was greeted with enthusiasm and interest at all points, and he reports business conditions gradually resuming normalcy.

Wm. Smith, Oregon sales manager of the Columbia Co., has covered his territory very thoroughly during the past month, and says he can see a decided increase of optimism regarding the

future, and more orders are being placed for Columbia goods than during the same period last year.

C. E. Sanders, sales manager of the Cheney Talking Machine Co., Chicago, called on G. F. Johnson, of the G. F. Johnson Piano Co., who is Oregon representative, the last week in April. Mr. Sanders was greatly pleased with conditions in Portland and vicinity.

The Reed, French Piano Co. has made extensive improvements to its establishment at 435 Washington street. All the offices have been moved to the main floor and the balcony is now used for demonstration rooms for the period and console models of the Victrola and Edison machines, which are carried. The company has also rearranged the demonstration rooms on the main floor, and record racks have been installed immediately in the rear of them, which is a very convenient arrangement. It has also installed a player roll department on the balcony.

Kohler & Chase have moved their wholesale offices to the Northwestern Bank Building at Sixth and Morrison streets, where they will be more accessible to the dealers. The company's warerooms will remain at Hoyt street.

Warren A. Erwin, of Lipman, Wolfe & Co., is in the Portland Surgical Hospital with sinus trouble and is just waiting to get home to see the new baby girl that arrived at his home during his absence.

Fritzi Jensen, for two years manager of the record department of Lipman, Wolfe & Co., has resigned and will go to the LaGrande Music store, Brunswick dealer, to take complete charge of the record, roll and sheet music departments. Roy Feldenheimer, manager of the phonograph department, has placed Kathryn Campbell in charge of the record department.

Mrs. Bertha Gribble, former manager of the phonograph department of the Applegate Furniture Store, of Eugene, Ore., has been added to the Victrola and Brunswick sales force of the Wiley B. Allen Co.

Mrs. Minette Elliott, of the Grafonola department of the Remick Song Shop, has left Portland for Los Angeles, where she expects to spend several months. Mrs. Clyde Freeman, wife of the manager of the Remick Shop, accompanied Mrs. Elliott south and expects to be joined by her husband in a month, when they will come north again by motor.

R. Stevanni, formerly in the phonograph department of the Wiley B. Allen Co., has gone over to the Hyatt Talking Machine Co.

Fritz Kreisler, who appeared in concert at the Municipal Auditorium in April, drew one of the largest audiences of the season, and his records, which are always popular, were given an added stimulus, according to Miss Nellie Mugler, who has charge of the record department of the Sherman, Clay & Co. store.

NEW ARTISTS FOR BRUNSWICK CO.

Famous Brox Sisters and Margaret Young Make Debut in May List

William A. Brophy, manager of the Brunswick Recording Laboratories, New York, has just announced that the first records of the famous Brox Sisters, Kathleen, Dagmar and Lorraine, who have been appearing in the "Music Box Revue," will be released for the trade in the May list of new Brunswick records. These



The Brox Sisters

popular artists have been among the headliners since the show started last Fall and have contributed in a large measure to the successful run which this show has had.

The first record to be released by these artists will be a double-faced record of "Some Sunny Day," "Schoolhouse Blues" on the reverse side.

Another new artist recently acquired by the Brunswick Co. is Margaret Young, who has been appearing in Keith's vaudeville for some time past. Miss Young is to record exclusively for Brunswick records and will make records of the latest popular numbers. The first release will be distributed to dealers on May 1 and will consist of a double-faced record of the popular numbers "Maybe You Think You're Foolin' Baby," while the reverse side will be her version of "High Brown Blues."

The Blackledge Music Co. was recently opened in Coffeyville, Kan. Musical instruments and talking machines are handled.

Phonograph Prices

that will make you a REAL profit

\$18.50

to

\$60.00

Act today!

Standard, well-known makes of the highest grade and finest reputation — priced to sell! A bargain for you that you can pass on to your customers at a bargain price for them that will make you money. Fine cabinets, finest motors, thoroughly high-grade machines at prices that will startle you.

Write or Wire Today!

THE UDELL WORKS

28th STREET and BARNES AVENUE :: INDIANAPOLIS

BUYING AND SELLING EXEMPLIFIED

Under Auspices of Knickerbocker Co., Metropolitan Victor Dealers Show How Horizontal Victrolas Should be Sold

A large gathering of metropolitan Victor retailers was held in the Knickerbocker auditorium, at the headquarters of the company, at 138-140 West 124th street, on Thursday, May 4. The session was called to order at ten o'clock by Abram Davega, president of the company, and lasted throughout the entire day.

The morning was given over to the execution of a novel idea of Mr. Davega's relative to the selling of the new horizontal type of Victrolas. Various retailers took part, some acting as salesmen and selling the models to others who placed themselves in the attitude of the average buyer. The plan worked out exceptionally well, and such interest was manifested that it was necessary to call a recess in the proceedings in order that those present might partake of the luncheon provided at the Hotel Theresa by the Knickerbocker Talking Machine

Co. The selling and buying was resumed immediately upon arriving back at Knickerbocker headquarters. It was not only intensely interesting but decidedly educational as well. Many questions were propounded by the buyers which were in turn admirably answered by the sellers. Two persons occupied the platform at one time, one as the buyer and the other as the seller. Those participating in the role of seller were C. P. Perry, of the Ideal Music Co., Brooklyn; Miss Goodman, of G. Millard, Brooklyn; C. A. True, manager of the talking machine department of Bamberger's, Newark; Leo Aronson, of the Aronson Talking Machine Co., and Herman Behrmann, of the Savoy Music Shop, New York City. The buying parts were assumed by I. Zion, Fort Lee, N. J.; Sol Lazarus, of New York City; J. A. Lowekamp, of Bamberger's, Newark; Ben Lehrer, of M. Rappaport's Music Shop, New York City; Max Rothstein, New York City, and David Feiner, of the Woodhaven Music Shop. Each participant did so well that it was a serious task for those appointed judges to select first and second choice on each side. However, it was finally decided that the first award for selling be given to C. A. True, of Bamberger's, and the second to Miss Goodman. Standing first from the buying standpoint was David Feiner and second Sol Lazarus.

After hearing the various selling points expounded it is safe to say that every one present left far better fitted to sell more horizontal type Victrolas than before his arrival. The meeting closed with a recital of June Victor releases.

WILL EXHIBIT AT CONVENTION

Simplex Electric Motor Will Be Demonstrated at Hotel Commodore During Convention Week—Factory Production Being Expedited

MONTREAL, CAN., May 6.—The Simplex Electric Phonograph Motor Co., of this city, manufacturer of the Simplex electric motor, is making elaborate plans for a display at the forthcoming Jubilee Convention of the music industries, to be held in New York the week of June 5. The company has arranged for good-sized space at the Hotel Commodore, and, according to present plans, several models of the Simplex motor will be demonstrated.

As the Jubilee Convention will attract members of the music industries from all parts of the country, the Simplex executives are doing everything possible to expedite factory production, so that they can assure visitors to the convention immediate deliveries of their orders. This will be the first official demonstration of the Simplex motor, and the exhibit is, therefore, being given most careful consideration in every detail.

DEMONSTRATE THE LYRADION

Combination Radio and Phonograph Exhibited at Banquet—Important Dinner Features Radio

The Lyradion, a combination radio and phonograph, manufactured by the Lyradion Sales & Engineering Co. (Dodge Mfg. Co.), Mishawaka, Ind., was demonstrated April 30 at a dinner given by the Society of Arts and Sciences in connection with radio development. The dinner was attended by many prominent engineers and radio experts, and one of the guests was J. Newcomb Blackman, president of the Blackman Talking Machine Co., New York, Victor wholesaler. Among the speakers of the evening were Hudson Maxim, famous inventor, "Jack" Biins, well-known radio expert, and Dr. Miller Reese Hutchinson, formerly associated with Thos. A Edison, Inc. The possibilities of the radio from technical, commercial and musical angles were discussed in detail by various speakers, and the dinner was a noteworthy success.

LANDESMAN PHONO. CO. ASSIGNS

The Landesman Phonograph Co., Inc., talking machine and sporting goods dealer, of Cathedral Parkway, New York City, recently made an assignment to George Friedland.



Just Arrived:

The Latest Imported German Hits

Homokord Records

A wonderful selection of imported German Records.

Double faced—lateral cut Play on all machines.

—these are the very newest hits of the most popular German artists.

Make sure to get these numbers—you cannot afford to pass them by—they mean RECORD sales for you.

Important Notice to Live Dealers and Jobbers:

There are still available certain exclusive territories for the wonderful Homokord Imported Records. Be the one in your neighborhood to reap the splendid profits they bring.

Write—right now!

HEGEMAN-STEWARD CORPORATION

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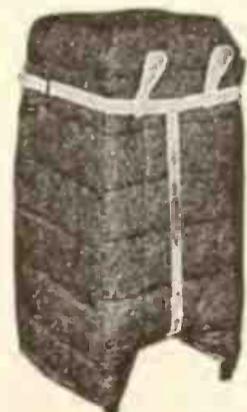
Manufacturers of the

Original Lansing Piano and Phonograph Moving and Wareroom

COVERS

Announcing the new

CONSOLE PADDED COVER



Factory Distributors for the

GREEN MT. VIOLIN CO. NEW YORK ALBUM & CARD CO.

PROF. FOREST CHENEY ENTERTAINED

Dealers of Pittsburgh and Locality Entertain Well-known Inventor at Informal Banquet at William Penn Hotel—Makes Pleasing Address

PITTSBURGH, Pa., May 10.—Cheney Phonograph dealers were guests at an informal dinner held on the night of May 4, at the William Penn Hotel, at which Prof. Forest Cheney, the well-known inventor of the Cheney phonograph, was present and made a very interesting and instructive address.

George R. Madson, president of the Cheney Phonograph Sales Co., of Cleveland; Marion Cheney, son of Prof. Cheney, and the Pittsburgh district representative of the Cheney interests, and Mrs. R. M. Smith, also of the Cheney Phonograph Sales Co., were on hand early to welcome the guests.

Prior to the dinner there was an informal reception at which the guests were presented to Prof. Cheney. The dinner was an elaborate one and the table decorations were unique and attractive. Following the dinner Mr. Madson made a brief address in which he explained the reason for the dinner, the primary purpose of which was to have the Cheney dealers in the Pittsburgh district meet Prof. Cheney and hear him speak. Mr. Madson then presented Prof. Cheney.

For more than an hour Prof. Cheney spoke very interestingly and entertainingly on the Cheney phonograph and explained the great care that is being taken in its construction. He said at one time during the evening: "Not how cheap but how good can we make the Cheney phonograph is the constant aim of the company." He pointed out that the question of cost is the least considered by the Board of Directors, who insist that only the best shall be used and the Cheney phonograph made the best of its kind.

Prof. Cheney told of his research and study in the realm of the talking machine and phonograph, and explained how he came to invent the Cheney phonograph. This proved to be most interesting to his hearers and it was keenly enjoyed.

Prof. Cheney then, before he ended his talk, delivered a brief homily in which he emphasized the need of always looking on the bright side of life and getting the best out of life. He said that contrasts were needed for one's development and pointed out that unless there were light and shade there could be no real pictures. He said: "I am growing younger because I keep in touch with what is going on around me. That is what all of us can do. Life is for development and we can all make the best of it and make it a success."

Referring to "chances" or "opportunities," Prof. Cheney said: "These do not come to us with a loud noise or like a circus parade down the street. Opportunities and chances for success come quietly, and it is the wise man and woman that recognize them and seize them at once. We can all be successful if we embrace the opportunity when it comes."

In closing Prof. Cheney said that this visit was one of a series he and Mr. Madson were making for the purpose of getting in personal contact with the Cheney dealers and to learn from the dealers at first hand what the Cheney organization can do to co-operate with them.

Before the guests of the evening left all assembled in the lobby and bade a kindly farewell to the distinguished speaker of the evening

OKEH MARRIED MEN VICTORS

Benedicts of General Phonograph Corp. Vanquish Single Men on Diamond—Close Score Features Interesting Game

By the close score of eleven to eight the married men in the executive offices of the General Phonograph Corp., 25 West Forty-fifth street, New York, took the measure of the bachelors in this organization at a ball game played Saturday, April 29, at Van Cortlandt Park. The game was interesting from start to finish, and the final outcome was in doubt to the very last inning when the single men rallied and almost tied the score.

The teams lined up as follows: Married Men: Williams, left field; Fritzsche, first base; Goldman, third base and captain; Walker, second base; Ackerman, right field; J. Hager, center field; Larson, shortstop; Neuberth, catcher; Sieber, pitcher. Single Men: Syreen, third base; Martin, second base; Schechter, first base and captain; Amore, pitcher; Kroeger, catcher; Brown, center field; Kleverstrom, left field; Pincus, right field; Schwartz, shortstop. Umpires: Messrs. Sampter and Shine.

At the very start of the game the married men scored two runs and the single men did likewise. Both batteries tightened up in the second and third innings, neither side scoring. In the fourth inning three benedicts crossed the plate, but the single men rallied and also scored three runs in their half of this inning. In the fifth inning neither side scored, but in the sixth inning the married men went on a batting rampage that resulted in four runs, and practically won the game. They also scored two runs in a later inning, and although the single men fought hard, they could only put three runs across the plate before the game finished.

The feature of the game was Goldman's hitting, and this "Babe Ruth" of the Okeh forces hit

and urged his return to Pittsburgh at an early date. Prof. Cheney, Mr. Madson and Mrs. Smith drove from Cleveland to Pittsburgh.

The Cheney dealers at the dinner were as follows: Henry Wood, Mrs. Henry Wood, Miss M. Wible and Miss H. Schultz, of Boggs & Buhl; A. R. Meyer, Mrs. A. R. Meyer, Miss H. M. Claire, Miss H. Oliffe and Andrew Lindsey, of the Joseph Horne Co.; Miss B. E. Perry and Lee Scroggins, of Gray & Martin; L. S. Klein, H. E. Fleischman and L. B. Nathan, of the National Phonograph Co.; C. W. Glass, of the Tarentum branch of the Lechner & Schoenberger Co.; Benjamin Goldman and S. S. Wolf, of Goldman & Wolf; Miss J. S. Ackerman, of the Cheney Phonograph Sales Co.; and C. C. Latus, of the Talking Machine World.

two home runs and a triple in addition to playing an errorless game at third base. Sieber pitched a steady game and Hager's work in center field helped considerably toward the success of his side. Walker at second base, and Neuberth behind the plate were also important factors in the married men's victory. For the single men the battery consisting of Amore and Kroeger were the stars, while Schwartz, the shortstop, was all over the field.

The players were cheered by a large group of lady fans from the executive offices, while Otto Heineman, president of the company; Adolph Heineman, vice-president, and W. G. Pilgrim, treasurer, were all on hand rooting for the married men.

The entire party was conveyed to Van Cortlandt Park by special buses and during the game refreshments were served on the side lines, Otto Heineman acting as host. It is understood that a return game will be played later in the Summer, and the single men are promising to spring a "dark horse" as their twirler.

RADIO FIRMS CHARTERED IN APRIL

ALBANY, N. Y., May 9.—Fifty-six companies supplying radio apparatus were incorporated in New York State during April. Their aggregate capitalization is \$1,759,600, according to tabulations made at the office of the Secretary of State.

The number of incorporations in April was 1,334, as compared with 1,717 in March.

The King Furniture Co., Columbia dealer, of San Antonio, Tex., had a very attractive float in the "Battle of Flowers" parade held in that city on April 21. It was designed by H. S. Schaub, manager of the Grafonola department, and the float was made even more attractive by the presence of Miss Allsworth, who has charge of the record department.

YOU CAN NOW BUY

HANDSOME CABINETS FOR RADIO SETS

We make four distinctive models especially designed and built for the wireless outfit. Our cabinets are arranged in such a way that they will practically accommodate any outfit on the market today.

If you are a VICTOR or COLUMBIA Dealer our CONSOLES for the VICTOR and COLUMBIA Table Machines offer a wonderful opportunity for a combination of Radio and Phonograph.

For Full Particulars Write or Wire

CELINA SPECIALTY COMPANY, CELINA OHIO

KANSAS CITY

Business Improves—Radio Interests—New Edisons Admired—Victor Activity—Tie-up With Columbia Artists—News of Month

KANSAS CITY, Mo., May 4.—The radio craze has been raging in Kansas City for some time, and talking machine men are interested in its development. Among those who have taken special interest in it is H. J. Schmelzer, of the Schmelzer Co., who is a Victor wholesaler. Aside from the radio itself, Mr. Schmelzer is interested in how the radio may be linked up with the Victrola and assist in the sales of this instrument. He is developing some very promising experiments, and hopes to be able soon to capitalize them.

On account of his poor health, S. M. Henley has sold his lease on 813 Walnut street, where he has kept a music shop for a number of years, and will take a long vacation. He has many friends in the trade who will be interested in

knowing that, while it is thought best for him to be entirely freed from the care and oversight of his store, his health is improving, and it is hoped that the rest will bring about a permanent recovery.

The Phonograph Co., Edison jobber, reports that the William and Mary console has arrived, and is receiving a great amount of favorable comment from dealers who have visited the headquarters. The case is very attractive, both in outline and finish.

Business during April was reported as about equal to the corresponding month in 1921, but a vigorous campaign in advertising was used to make these sales. This is somewhat surprising, since the March business of the branch was 100 per cent larger than in March, 1921.

The Victor wholesalers report that business is good, and that there is a great deal of interest in the new horizontal Victrola models. The Schmelzer Co. has just received its new model No. 330, which sells at \$350, and reports a fine sale on the \$115 model. In fact, there is a good demand for the whole line of the horizontal Victrolas. There has been a good sale of records, also.

M. C. Schonley, sales manager for the Schmelzer Co. in the Victor department, recently made a trip over the territory, and planned some campaigns for the dealers that are now being worked out. He found that even where the dealers were not doing a great amount of business at the present, they were practically all looking forward to a good business in the Summer and Fall, and were getting ready for it. New departments were being developed in stores where the business had been given scant attention, and merchants are settling down to a realization of the fact that the talking machine business is a permanent institution, and not just a fad. Then there is a disposition to put this department into the hands of a specialist, and a determination to import or to develop one. One of the features which Mr. Schonley helped his dealers develop was their mailing lists. He showed them how these might be compiled and kept up-to-date.

Fred Jenkins, of the J. W. Jenkins' Sons Music Co., has been busy not only getting for his wholesale department the full benefit of the Victor record exchange plan, but also taking care of his dealers as well. Mr. Jenkins says that the effect has been the increase in the sales of records, and a better feeling on the part of dealers.

Business with the Kansas City branch of the Brunswick is ahead of the corresponding months of last year, although it just about broke even in April.

H. P. Ripley, one of the aggressive music houses of Leavenworth, Kan., has recently been added to the list of Brunswick dealers, as has R. N. Bowden, of Brookfield, Mo.

H. A. Beach, of the Unit Construction Co., Philadelphia, stopped over in Kansas City on his way home from his trip to the Coast. He reported a good trip, and found some good prospects here for Unico equipment when things pick up a little more.

The recent appearance of Margaret Romaine at the High School in Kansas City, Kan., under the auspices of the Chamber of Commerce was very successful and sales of her records have been considerably stimulated as a result, judging from the reports of dealers. Miss Romaine, who is an exclusive Columbia artist, received some splendid press notices and her appearance was taken advantage of by all the local Columbia dealers through window displays, distribution of circulars, newspaper advertising, etc.

E. A. McMurtry, manager of the local branch of the Columbia Co., who has recently returned from a trip through western Kansas, advises that prospects for good business in that section this

Fall are very favorable as a fair small-grain crop is practically assured. Columbia dealers in that part of Kansas are optimistic and are now laying plans for aggressive late Summer and Fall campaigns on Grafonolas and records. Several of these dealers have agreed to use trucks, working their immediate territories by house-to-house campaigns, newspaper advertisements and the like.

Kansas City dealers have had some very attractive displays in their windows during the past week. One of the most timely was that of the J. W. Jenkins' Sons Co. It was linked up with the opening of the baseball season, and featured the new composition, "Stealing," in sheet music, records and music rolls. The central feature of the display was a game of ball, with an audience intensely interested in one of the players attempting to steal a base. All of the players, as well as the audience in the bleachers, were Victor dogs. The players were distinguished by differently colored coats. The music, records and rolls were displayed around the

(Continued on page 147)

Spring and Summer Time IS UKULELE TIME

\$60,000,000 worth of Musical Instruments sold in the United States the last twelve months.

DID YOU GET YOUR SHARE?

You Can by Displaying the **RIGHT** Instruments, at the **RIGHT** Prices, at the **RIGHT** Time

HERE IS A STARTER FOR YOU



Mele Ukuleles from - \$1.20 to \$3.50 each
S. S. Stewart Ukuleles from \$3.50 to \$8.50 each

ORDER NOW

Write for our special Summer Suggestions

WE WANT

Every Dealer Coming to the JUBILEE CONVENTION

(JUNE 5th and 10th)

to make our house your headquarters.

Let our Information Bureau make reservations for you.

Our stenographers are at your service. Have one of our representatives show you our complete line of merchandise from all markets of the world.

Make yourself at home.

Our samples also on display at Hotel Commodore, Room 603.



BUEGELEISEN & JACOBSON

5-7-9 Union Square
NEW YORK

RADIO HORN

FIT ALL MAKES OF RECEIVERS



No. 17—7" Bell, 19" High, Price \$7.50
No. 15—5" Bell, 14" High, Price \$5.00

Rubberoid finish only. Will take all makes of receivers. No air pocket. Designed to give proper amplification. Heavy material to avoid blast.

Amplifying horns of every description. Made by the oldest and largest horn manufacturer in the United States.

For over 20 years manufacturing horns for talking machines.

SPECIAL HORNS

For cabinet outfits on specification

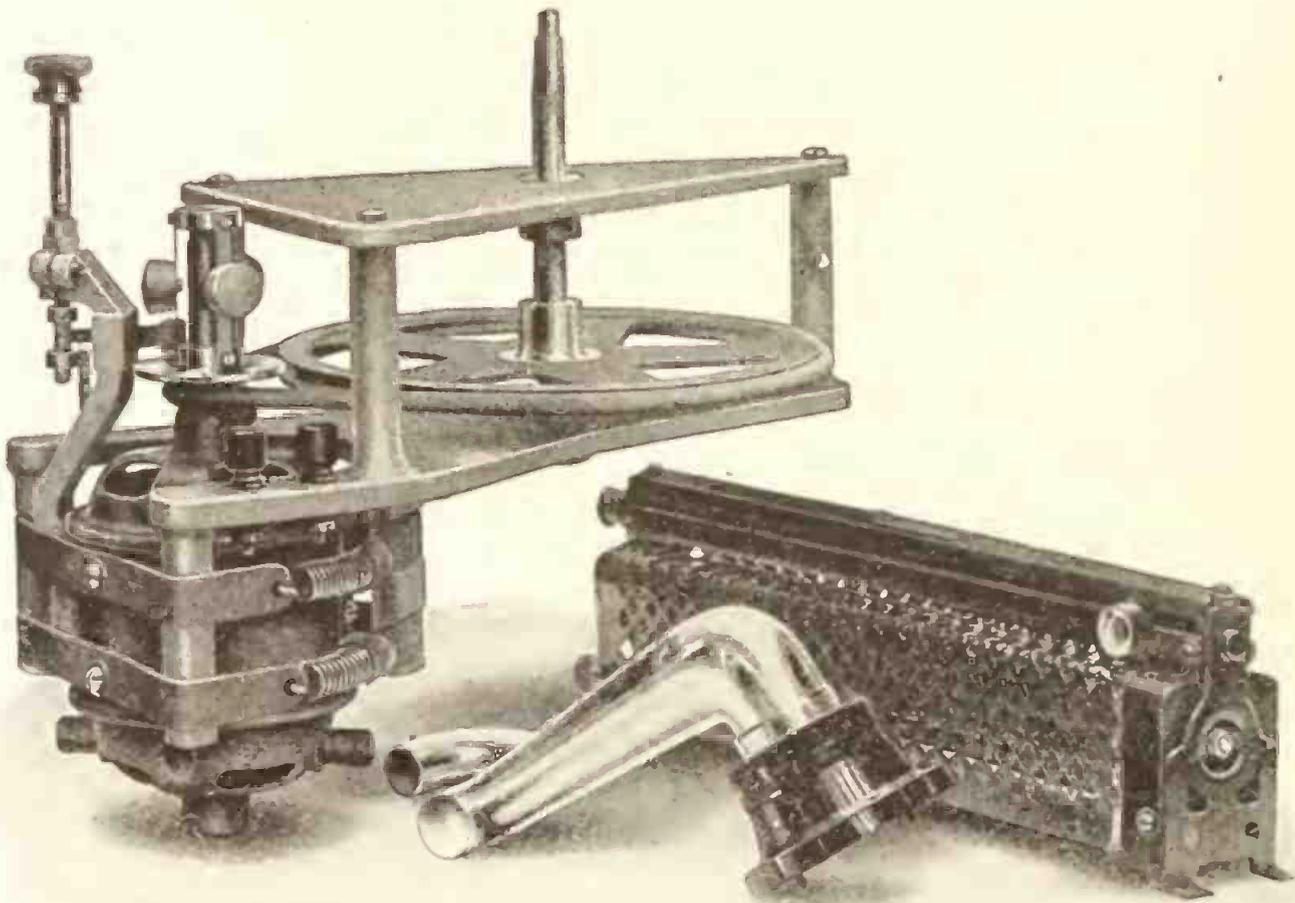
Send for Prices.



Standard Metal Mfg. Co.
NEWARK, N. J. U. S. A.

The Last Word in Electric Phonograph Motors

Make this *your*
leading line for
the coming
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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

TRADE NEWS FROM KANSAS CITY

(Continued from page 145)

players. The sales attending the display are reported as very satisfactory.

The new Brunswick Shop had a display calculated to indicate the universality of the service rendered by the Brunswick records. There was at the top of the display a large map of all the countries of the world. Ribbons from this map extended to placards in the window, which told not only the name of the country, but also the name of some new selection from that country that had just been released.

The Jones Store Co. had a complete window display made of Sonora phonographs. The features were the two new models, the Intermezzo and the Imperial. There were also in the window, samples of the Grand, the Etude, the Elite and the Baby Grand.

The feature of the Columbia window was the certificate of membership in the "Go-Getter Club," of the Columbia Co. This was earned last year by the retail store here. As an inducement for persons to come into the store, there were displayed some of the Columbia Co.'s beautiful calendars, which were offered free to visitors.

J. C. Clinkenbeard, former dealer service supervisor of the Columbia Graphophone Co. branch here, has resigned to take charge of the Grafonola department of the North Mehorney Furniture Co., local Columbia dealers. Mr. Clinkenbeard has the best wishes and good-will of the local Columbia organization, which predicts big success for him in the retail end of the game.

DISTRIBUTING SPECIAL CATALOG

Buegeleisen & Jacobson, Small Goods Importers and Jobbers, Sending Out Timely Catalog Covering Summer Specialties

Buegeleisen & Jacobson, of New York City, wholesalers and importers of musical merchandise, are distributing a special and particularly timely catalog known as No. 115, covering special Summer instruments, such as ukuleles, banjos, mandolins, tenor banjos, guitars, accordions, harmonicas, etc. It also includes odd lines of merchandise which are not listed in the regular catalog and are being closed out at cost and below. Charles E. Andrews, manager of the company, in discussing the new catalog, stated: "This is guaranteed musical merchandise and enables the music merchant to anticipate his Summer and Fall wants and cover them at a considerable saving. This is particularly important when we consider that musical instruments will be advanced considerably when the new tariff ruling goes into effect. During the convention of music merchants in New York in June this wide-awake firm means to install for the convenience of the visiting merchants special service, an information bureau, writing room, stenographic service; in fact, everything that will be of assistance in making their stay pleasant and profitable."

Dealers will find an array of a complete line of up-to-date musical merchandise at the house of "Durro," 5-7-9 Union Square, one of the finest wholesale display rooms in the country; also a special exhibit at the Hotel Commodore, Room 603, will be conducted during the convention.

ACTIVITY WITH BRISTOL & BARBER

Bristol & Barber, New York City, report good business in all departments. Production is now being made on the new console talking machine which this company is producing, and delivery is being made on the large number of orders which have been received. The Okeh records, together with Odeon and Fonotipia recordings, are much in demand among the many retailers served by Bristol & Barber.

The firm of Little & Deal, Tuolumne, Cal., has discontinued its Sonora, Cal., branch.

The Wiley B. Allen Co. has opened a talking machine establishment in Yuba City, Cal.

PAMPHLET ON SCHOOL MUSIC

Victor Talking Machine Co. Issues Interesting Folder on "Joy, Health and Education"

The Victor Talking Machine Co. has just issued a new and completely revised pamphlet on "Joy, Health and Education," which is especially designed for distribution among teacher students of Summer schools and county institutes. The new pamphlet contains carefully selected lists of records for the use of the little folk, as well as a page devoted to descriptions of various Victrolas suitable for school work. Some reference is also made to the various types of educational literature issued by the Victor Co.

In issuing the pamphlet the Victor Co. states: "We have long felt the need of some very small piece of literature that would give in a nutshell a few comprehensive record lists for little children in the home, the kindergarten and the school grades, together with a brief statement of the scope of our educational work, and carrying descriptive matter upon the types of Victrolas suitable for school use."

"We believe that the enclosed pamphlet will meet this very real need, if it is given to interested persons who desire a brief statement of the possibilities of educational work, and who, perhaps, would not make good use of the more complete and more expensive general educational booklets."

WURLITZER BRANCH IN COLUMBUS

COLUMBUS, O., May 8.—The Rudolph Wurlitzer Co. has formally opened a fine branch store at 50 East Gay street, this city. A complete line of Victrolas, Victor records and musical instruments is handled. Part of the main floor of the establishment is given over to the Victor department. B. L. McCarty, who has been with the company for a number of years, has been made manager of the store. Gilbert C. Brooks is in charge of the talking machine department, and Miss Maud Barlow is at the head of the record department.

Talking machines are featured in Klueter's Furniture Store, recently opened in Colton, Cal.

Are You Prepared to Meet the Summer Demand For Small Victrolas?

—Not only prepared to meet, but to warrant you in making a special effort to create a demand for Victrolas of this type?

NOW, and for the next few months, is the time especially adapted to their sale.

People want music in their Summer homes; want it when boating; on picnics; on their outings; for out-of-door entertainment at home—want an instrument that can be easily moved about and taken with them.

How splendidly the Victrola No. 50 meets their requirements—or the No. IV., or No. VI., or No. IX.

STOCK UP FROM THE
EVER-READY GRINNELL
STOCK

Don't miss a single sale—be prepared for the business the season itself creates. We ship same day order is received. Have the upright cabinet and new horizontal models you're short on come with the same shipment.

Grinnell Bros.

Wholesale Distributors
of Victrolas and Records

First and State Streets, Detroit

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.



Ty-tee, way down upon that South Sea Isle. Seems I hear you call - ing me.

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"*

ATLANTA

Exhaustive Survey of Trade Activities in This Thriving Southern Music Center

ATLANTA, GA., May 8.—With Easter and its demand for expenditures for Easter finery safely passed, the retail dealers here have found a marked increase in their cash sales. The past week or two have been the best in months. Every one is optimistic over the outlook for the coming Summer, as building activities are on a tremendous scale. Large sums are being spent throughout the State for road work, and industrials both here and in the Birmingham district are adding to their payrolls from month to month.

One of the encouraging signs of improvement has been the marked revival of trade and the increase in collections in south Georgia. Diversification of crops and cash money received from early strawberries, lettuce and garden truck have been the cause.

Forrest Traylor has been made general manager of all the retail departments of the Goodhart-Tompkins Co., the prominently located Peachtree street dealers in Victrolas, art goods, etc. Mr. Traylor has been active in the talking machine business for many years, coming to Atlanta recently from Nashville, Tenn.

The Wester Piano Co.'s stock of talking machines and pianos has been taken over by Ludden & Bates, who are now busily engaged in disposing of the entire lot at a special sale. Full pages are being used in the local papers. The Wester Piano Co. has gone out of business as part of the settlement of the estate of the late J. D. Wester.

L. M. Bame and Leroy Webb, two of the Victor dealers here, are making arrangements to leave on June 3 for San Francisco. They are both members of the Chanters of Yaarab Temple, which organization will take a prominent part in the Shriners' Convention at San Francisco in June.

Westervelt Terhune has just returned from a successful trip through South Carolina, calling on the principal Columbia dealers and holding conferences with his sales force for that district. He is optimistic regarding trade conditions in that part of his territory.

The local Columbia branch and dealers are eagerly awaiting first shipments of the new Console model listed at \$150. This is equipped with the new motor which has been in preparation

and test for some time past. Initial orders are coming in for quantities which will rapidly deplete the available supply.

The new Columbia portable machine is also about ready for distribution, the first shipments being now en route.

The Eight Famous Victor Artists were enthusiastically received in their concert at the Auditorium recently. All Victor dealers made special window displays and the tickets were on sale at the Cable Company.

The big event of the month has been the annual week of opera by the Metropolitan Opera Co. Records of the various operas scheduled have been in great demand for weeks by those realizing that a close familiarity with the arias makes for the greatest enjoyment of the actual performance.

Orville Harrold, following the plan he inaugurated in New York, gave a private concert in Cable Hall for the Victor dealers and sales people, who are now busy recommending and selling his records based on personal acquaintance with the artist.

M. E. Lyle, who is in charge of the Strand interests in the Southeast, has been busy opening up new dealer accounts throughout his territory. Early in the month he spent a week in Alabama, including some time in Birmingham, working as far north as Chattanooga. He has now just returned from a trip to the principal cities in South Carolina. He reports a universal appreciation of the Strand consoles and some nice repeat orders to prove that the line is selling.

The line of Strand Consoles is now complete and advantageously displayed in the showroom maintained by M. E. Lyle, in the Peachtree Arcade. The Italian Renaissance Model No. 2 and the Louis XVI No. 4 are attracting much favorable comment. The model No. 8, specially finished in Chinese lacquer, is one of the show pieces of the line. Out-of-town talking machine dealers find it easy to drop in because of Mr. Lyle's central location.

The Rawson & Upshaw Co. has become a jobber of Black Swan records. It has circularized the trade in behalf of this product, which has an especial appeal to the negro trade in the South.

Sonora has recently announced a flat-top Console model at \$125. This is taking well and was especially stressed by Mr. Upshaw during his recent trip through Florida and South Carolina.

One of Goodhart-Tompkins' successful sales "stunts" during Opera Week was the obtaining from the local hotels of the names of all out-of-town guests. Victrolagrams featuring Dudley

Glass's "Book of the Opera" were then sent to each guest. These called attention to the educational value of the book to all opera lovers. General Manager Traylor reports an instantaneous response which sold out the entire stock.

The Chamberlain-Johnson-Dubose Co. is conducting a special drive on "Crown" machines, both upright and Console models. This is going over big, backed by ample advertising. Manager A. C. Boatman has prepared by bringing the product here in carloads.

Mr. Hanff, vice-president of the Manufacturers' Phonograph Co., New York, was a recent visitor here, spending some time with M. E. Lyle and inspecting his Strand display room.

Paul Byrum, Mr. Riley's assistant at the Atlanta Phonograph Co., has just returned after spending two weeks in Anderson, S. C.

Okeh records of the "Muscle Shoals Blues" made such an appeal to a customer of the Atlanta Phonograph Co. that he went out and pawned his hat to raise the necessary 75 cents.

The demand for the new Victor Consoles has been beyond expectations. All models are now available and are being strongly featured.

The Polk Furniture Co., Okeh record distributor, is stocking a full line of mainsprings and is now building up a wholesale business in these and other accessories. A bulletin has been mailed giving full details as to size, prices, etc.

FORMAL OPENING ATTRACTS CROWDS

Opening of Victor Department of Griswold, Richmond & Glock Co. a Great Success

MERIDEN, CONN., May 6.—The formal opening of the new Victor department of the Griswold, Richmond & Glock Co. was held on Friday, May 5. From the large crowds that filled the department from the opening until the close of the day it would seem that almost the entire population of the city was present. The entertainment feature was Kolomoku's Hawaiian singers and players, who furnished a very attractive program in both the afternoon and evening. Each attendant was presented, as a souvenir of the occasion, with a miniature Victor dog. Representatives of many of the Victor distributing houses in the East were present. Congratulatory letters and telegrams were received in large numbers. The Victor department has been fitted out in a particularly attractive manner and Van Veen & Co., Inc., of New York City, to whom the entire contract was let, shared with the Griswold, Richmond & Glock Co. the many enthusiastic comments on its equipment.

EDITS SPECIAL MUSIC PAGE

Fay Luyster, manager of the Victrola departments of the Cline-Vick Drug Co., located in seven cities in Illinois, has made his bow as editor of a special music page of the Marion (Ill.) Evening Post under the nom de plume of "The Listener." Incidentally Mr. Luyster has managed to put into the page some really interesting material.

PRICES ARE REDUCED ON COTTON FLOCKS

THE SAME HIGH STANDARD OF QUALITY AND SERVICE MAINTAINED

May We Have Your Inquiry, Mr. Record Manufacturer?

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

MORE CHICAGO RECORDINGS

R. F. Bolton Returns From Supervising New Columbia Recordings Made by Prominent Midwest Orchestras—H. L. Pratt Returns

R. F. Bolton, director of the recording laboratories of the Columbia Graphophone Co., spent a few days recently in Chicago, where recordings were made by Frank Westphal and his Rainbo Orchestra and the Paul Biese Orchestra, both of which are exclusive Columbia artists. Mr. Bolton also renewed the Columbia contract with Paul Biese, whereby this well-known orchestra conductor will continue to record for Columbia exclusively. The Paul Biese Orchestra has been engaged to play for the Summer season at the Beaux Art, Atlantic City, N. J.

H. L. Pratt, branch service manager of the Columbia Graphophone Co., returned recently from a Western trip which included a visit to Columbia branches in St. Louis, Kansas City, Omaha and Chicago. He states that April business showed an increase over March, and, judging from all indications, there is a healthier tone to business generally.

INTERCHANGEABLE MILEAGE BOOKS

Legislation to That End to Come Up Before the House Committee Shortly

WASHINGTON, D. C., May 10.—Legislation providing for the use of interchangeable mileage books, which is now pending in Congress, is to be brought up before the House Committee on Interstate and Foreign Commerce within a short time. It is probable that the measure will be taken up at an early date, in executive session, and disposed of.

This committee now has before it, in addition to the mileage book legislation, bills contemplating the repeal of provisions of the transportation act guaranteeing a return of 5½ per cent to the railroads, and the reinvestment in State utilities commissions of authority over intrastate rates and regulations withdrawn from them by decisions of the Interstate Commerce Commission.

TO OPEN NEW COLUMBUS STORE

COLUMBUS, O., April 30.—S. W. Goldsmith, president of the newly organized Goldsmith Co., which will open its piano and phonograph store at 25 East State street the early part of May, is in New York visiting wholesale piano and phonograph dealers. A radio department will be a feature of the shop. Pianos, phonographs, records, player rolls, musical instruments and sheet music will be carried. A band instrument repair shop, with full equipment, will be in charge of F. C. Miller, formerly of New York.

NEW QUARTERS IN CANTON, O.

CANTON, O., May 1.—C. M. Alford, head of the Alford & Fryar Piano Co., announces the erection of a new sales and storage building, on Walnut avenue, Southeast, to be completed within the present month. The larger part of the building will be used for storage purposes and one section will be given over to the sales of pianos and talking machines. This will give the company considerably more floor space for both sales and display purposes, the space being urgently needed.

STEADMAN HOUSE TO HANDLE RADIO

YONKERS, N. Y., May 8.—The Steadman Music House, of this city, is making preparations to open a large radio department. A portion of the stock has already been received and a large room in the rear of the store will be prepared in which Friday evening radio concerts will be given.

A petition in bankruptcy has been filed against the United Phonograph Stores, Inc., of 342 Madison avenue, New York. Assets are placed at \$25,000 and liabilities slightly less.

"DA-LITE"

ELECTRIC DISPLAY SERVICE

EXCLUSIVELY FEATURING

Victor Records



THE SERVICE costs \$6.00 per month and consists of four artistic hand-colored panels, or fronts, featuring records selected through information obtained from over fifty wholesale distributors and delivered to you each month before the records are released.

These panels are used in our "DA-LITE" ELECTRIC DISPLAY, which we sell you at \$15.00, which is the wholesale price. All of the leading VICTOR DISTRIBUTORS have this display installed in their salesroom for your inspection and will advise you to order the service if you desire to increase your sale of records.



A NEW FEATURE—SELLING OLD RECORDS

We will release the following panels for June service:

- 18882—"SWANEE RIVER MOON." International Novelty Orch.
- 18890—"CALIFORNIA" (Fox-trot). Club Royal Orch.
- 18881—"MY HONEY'S LOVIN' ARMS." The VIRGINIANS.
- 18891—"ROSY POSY" (Fox-trot). Club Royal Orch.

Write for Our Descriptive Circular Which Gives the Logical Reason Why Our Display Sells Records

"DA-LITE" ELECTRIC DISPLAY COMPANY
116 NORTH ERIE STREET TOLEDO, OHIO

Free Inspection Offer



Select the books you want

READERS of THE MUSIC TRADE REVIEW may have the privilege of examining, free, any of the technical books published by Edward Lyman Bill, Inc. Each volume has been written by William Braid White, Technical Editor of The Review. To make these books authoritative, he has drawn not only from his own rich and practical experience of nineteen years, first as a tuner and later as an acoustical engineer, but also has drawn upon the extensive resources at his command by virtue of his affiliation with The Review.

The Edward Lyman Bill, Inc., technical library represents the only books written in English for the men who constitute the piano and player-piano industry of the United States. Each book covers its respective subject clearly and completely. Each volume is the standard work of its particular field. Every one of these books should be in the hands of every progressive man who wants to continue to make the American piano industry the world's leader, both from an artistic and commercial standpoint, as it is today.

These books also should be in every factory, as well as office and retail establishment, for they are first of all practical books, and are real working tools for the man whose success depends so much upon a sound fundamental knowledge of piano and player construction, acoustics, etc.

Modern Piano Tuning

A very comprehensive book covering principles and practices of tuning, regulation of piano action, elementary principles of pneumatics, general construction of player mechanisms, repair of old pianos or player mechanisms. 331 pages, \$2.00.

Theory and Practice of Pianoforte Building

An essential book for every manufacturer, scale draftsman, superintendent, dealer or piano salesman. The only work of its kind in the English language. 160 pages, fully illustrated, tables, diagrams, etc., \$2.00.

Player-piano Up to Date

The best available source in English for player-piano knowledge. Principles of construction, regulation and use of pneumatic mechanisms. Descriptions of leading mechanisms. For salesmen, tuners, repairmen, etc. 195 pages, illustrated, \$1.50.

Regulation and Repair of Pianos and Player Mechanisms

Indispensable for salesmen and executives in piano factories, two books in one, illustrated, tables, diagrams. 158 pages, \$1.50.

Sent you free for five days

Mail This Inspection Coupon

Edward Lyman Bill, Inc.
373 Fourth Ave., New York City.

You may send me on five days' free inspection the book or books I have marked. I will return them to you within five days or remit \$..... in full within ten days.

Name

Address..... City.....

Mark which books you want to see

<input type="checkbox"/>	Modern Piano Tuning
<input type="checkbox"/>	Theory and Practice of Pianoforte Building
<input type="checkbox"/>	Regulation and Repair Pianos and Players
<input type="checkbox"/>	Player-piano Up to Date

PERCY GRAINGER'S MOTHER DIES

Mother of Prominent Pianist Falls to Her Death While Visiting Mr. Grainger's Manager

Mrs. Rose Grainger, mother of Percy A. Grainger, well-known pianist and Columbia artist, was killed on Sunday, April 30, when she fell from the eighteenth floor of the Aeolian Hall Building, West Forty-second street, New York, where she had been visiting Mrs. Antonia Sawyer, manager for Mr. Grainger's concert tours. Mr. Grainger, who was in Los Angeles, Cal., on a tour, was notified. He immediately canceled his engagements and started East.

The death of Mrs. Grainger was a great shock to thousands of friends who loved and esteemed her for her many beautiful traits of character. She was more like a sister than a mother to her son—they were great chums—and she always accompanied Mr. Grainger on his concert tours—in fact, this was the first time that, owing to her illness, she was unable to accompany him on his visit to the Pacific Coast. The World joins with an army of friends in the musical world in extending the deepest sympathy to Mr. Grainger in the passing of his beloved mother.

NED NORWORTH PRAISES SONORA

Well-known Singer and Composer Pleased With Sonora—Purchased Period Model Recently

The sales department of the Sonora Phonograph Co. received recently an interesting letter from Ned Norworth, songwriter and vaudeville headliner, who is now playing on the Keith vaudeville circuit. Mr. Norworth purchased a Sonora phonograph some time ago and in a let-



Ned Norworth

ter to the Sonora Co. expresses his appreciation of its tone quality. Mr. Norworth is not only a singer of renown but is the composer of several song successes, among which are "Which Hazel?" and "Linda Jane."

RADIO EXPERT FOR CONVENTION

Major-Gen. Geo. O. Squier, Head of U. S. Signal Corps, to Address Music Merchants

It is announced that one of the speakers at the convention of the National Association of Music Merchants at the Hotel Commodore in June will be Major-General George O. Squier, head of the U. S. Signal Corps, and a noted expert on wireless telephony, who will talk on "The Future of the Radiophone" for the benefit of the music merchants. Another speaker, yet to be announced, will follow with an address. "The Merchandising Possibilities of the Radiophone."

The Music Shops, of Johnson City and Endicott, N. Y., which were recently incorporated, are having a great success with the Victor, Edison and Brunswick lines.

Featuring the **MUSICAL** POSSIBILITIES of the **TALKING MACHINE**

[Editor's Note—This is the nineteenth 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.]

I. THE SALESMAN AS LISTENER

In the following and later articles I purpose to talk about music from the point of view of the talking machine merchant and the talking machine salesman. Now, the talking machine merchant and the talking machine salesman are dealers in music, are sellers of music and have music alone for their stock-in-trade.

Not every one will at the first take this statement at its face value. Some will say that it may be theoretically true, but in practice must be modified. Others will say that it is not even theoretically true, or, if it is, has no practical bearing. Both these points of view are commonly held, but both are wholly inaccurate and wholly wrong.

T. M. Business Is Music Business

As has been said in these columns dozens of times, as has been said on almost every page of *The Talking Machine World* at one time or another, the talking machine business is the business of selling to the people the means to obtain music at home. Therefore it is a business of selling music and nothing else. Therefore the most important part of the salesman's equipment is a knowledge of music, a knowledge especially directed towards and acquired on account of the needs of selling.

To sell anything at all one must know what one is selling. To sell music one must know something about music. There is no getting away from this obligation. The successful music salesman cannot at the same time be the ignorant salesman. Young people who sell talking machines and records must have a certain, even if neither a large nor a profound, acquaintance with composers, styles and forms of music. Lacking this, they become mere order takers, quite incapable of that salesmanship which turns the casual into a steady customer and the trifle with jazz into a slow but sure climber to the heights of educated, informed musical taste.

Educated Salesmanship the Need

What the talking machine business needs more than anything else is educated salesmanship, gradually producing an educated clientele. Given the latter, the position of any talking machine merchant, as of the entire industry, is forever secure. Lacking this educated clientele, the talking machine business is without a firm foundation and must rest solely upon the frivolous and shifting bases of ignorant faddishness.

That this is true needs only the evidence of the greatest houses in the industry, as disclosed in their consistent practice. Every great house has spent vast sums of money in work which is purely educational, work calculated to educate the people to the point of acquiring a discriminating judgment, of telling good from bad, of coming to like the good better than the bad. If, and in so far as, this aim is accomplished, there will rapidly grow up a section of the people interested enough in music to acquire permanent libraries of the finest vocal and instrumental records. These will be played till they are entirely worn out and then will be replaced. On such a basis, on the basis of such an educated clientele, rests the prosperity of the talking machine business both now and for the future.

If then, as a preliminary to the investigation which is to follow in succeeding articles, we agree that talking machine selling needs some musical knowledge to back it up, can we say

how much knowledge is needed and how it may best be acquired?

The Intelligent Listener

The question might be resolved by saying, first, that the musical knowledge needed in the talking machine business is the musical knowledge possessed by the intelligent listener to music. The intelligent listener is the man or woman—aye, and the child, too—who goes to concerts and the opera and has a general familiarity with a larger or smaller quantity of the music which is performed at the former, as well as an equally general acquaintance with the names, stories, action and music of the best-known operas. Where such a listener is unusually intelligent he or she will be constantly striving to increase the width and depth of his or her acquaintance with musical art, and will gradually acquire the power of distinguishing between styles of music, between the music of various races, between the interpretations of different vocalists, instrumentalists and conductors.

Listening Not Technical

This acquaintance, the acquirement of which constitutes one of the most delightful of occupations, and which never grows stale, does in no sense call for a technical understanding of music. This important point should be made clear. The ability to play an instrument or to sing was in the past essential to the enjoyment of music, since opportunities for listening were comparatively so few in number. But to-day, with the multiplication of both direct and indirect means—especially with the coming of the talking machine and its records—it is much less important to be able to play some instrument, and much more important to be able to listen intelligently to the music which is presented.

Intelligent listening does not essentially require knowledge of musical notation. Such knowledge, that is to say, is not indispensable. Yet its convenience and utility cannot possibly be overrated. It is an awfully good thing to be able to read music, even in the most halting manner, for the task of making explanations of musical matters in print is rendered far easier when notation can be employed. But while this is so, the fact remains that one can be an intelligent listener without this knowledge, and certainly without any knowledge of instrumental or vocal manipulation.

There was never a time when the cultivated art lover could not enjoy paintings or sculpture, despite his ignorance of the technical processes. To-day the same is true of music. The talking machine has brought the possibility of musical enjoyment to all, and the qualities which the connoisseur of music who takes his pleasures by way of the record requires are those of expert listening. Therefore these qualities are the qualities most needed in the musical equipment of the ideal salesman.

The Qualities of Expert Listening

It only remains, therefore, within the present article to analyze these qualities so as to bring them into a form easily comprehended. We may say then that:

The intelligent listener is one who comprehends, upon hearing a piece, to what division of musical forms it belongs, who can, in fact, classify it, one might say morphologically and physiologically:

One who recognizes, as between pieces in the same general form, differences which enable him to place their period, their composer and their racial idiom;

One who understands how forms have originated, how they came to their perfection and what are the influences, if any, which to-day are bringing music away from their strictness to new and perhaps freer forms;

One, finally, who, from all these processes, partly intellectual, partly emotional, derives a constant and never-failing enjoyment, an enjoyment which feeds on itself and grows steadily in depth and intensity.

ADDS VICTOR LINE OF MACHINES

YONKERS, N. Y., May 8.—The Goldberg Furniture Co., Warburton avenue, this city, has recently added the Victor line of talking machines to its stock. A number of handsome demonstration booths are being fitted up on the main floor of the store for this line. A large portion of the main floor has also been turned over to the display of Victor machines.

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Portables of Quality at

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We are distributors for the Gold Seal \$1.00 repeater—the biggest selling accessory.

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New York

How to Increase the "Attracting" Power of the Dealer's Display Window :: By Frank K. Parsons

Many years of successful experience have proven that a show window in which there is some moving object has many times the appeal to the individual passer-by as the window that simply represents a still picture, regardless of its attractiveness. On Fifth avenue, New York, not long ago, a Rembrandt, valued at over \$100,000, was beautifully displayed in a large window and appropriately labeled. It attracted some attention and probably a dozen or more interested spectators were found in front of the window throughout the day.

A half block below was a window filled with packages of a toilet specialty, the feature being

a miniature electric locomotive rolling around a circular track and hauling three or four small cars loaded with the preparation. The crowd that jammed about the window watching the travels of the little train left just sufficient room on the sidewalk for busy travelers to pass, and in the crowd it was difficult to find a child under sixteen, the audience being made up mostly of dignified business men who had reached their majority many years before.

There have been many very elaborate talking machine windows, typical Summer, Autumn and Winter scenes, faithful in every detail and representing heavy cost in production. A number

of these windows have attracted attention and favorable comment, but it is safe to say that a neighboring display, much simpler, but with some form of dancing figure on the turntable, pulled four or five times the crowd.

It is always quite possible to put some sort of movement into the window display and still keep it dignified.

Particularly on the approach of the holidays should this matter be given consideration, for it is expected that during this season every attempt will be made to appeal directly to the child with displays that please the children. This offers a real excuse to place moving objects in the window to attract the grownups. If it is only a toy train hauling miniature packages of records and machines to the dealer's store for the vacation trade, it will attract a large enough crowd of grown people to make it real difficult for the children to get near enough to the window to see what it is all about. A shimmying doll or a dancing figure, of course, makes the quickest appeal, but a series of attractive signs rotated by a motor, a display of the motor itself brought into plain view and operated through the medium of an electric winder, or some arrangement of similar nature, is sure to get attention.

In view of the continuance of the dance craze and the prominence given talking machine records made by the various noted dance orchestras, there still lie great possibilities in the practice of having real, human dancers appear in the window at regular intervals for the purpose of demonstrating the latest steps to the accompaniment of the talking machine. The idea is not new by any means, but it never fails to get results in the matter of publicity, especially if the appearances of the dancers are properly timed and are well advertised.

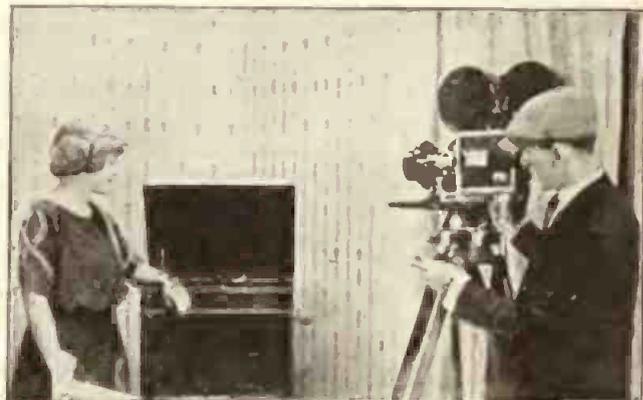
It is all very well to feature records as being especially designed for dancing purposes, and to the great majority of talking machine owners such an announcement is sufficient to arouse interest. There are still a number of people who like to be shown—who like to have demonstrated the various dance steps that fit in with the music of the noted orchestras.

In arranging for dancers to appear in the window it is best, if possible, to engage those who have local reputations as dancers, for this fact adds to the general value of the display and more than repays the extra cost.

If the dancing idea does not appeal, through lack of window space or available funds, there are still many ideas for injecting movement into displays that should prove effective in almost every locality.

GRAFONOLA IN MOVIES

A Columbia Grafonola appears in the Bradley photoplay production, "False Fronts," recently



Grafonola in Scene From "False Fronts" released and meeting with considerable success. The illustration features Madelaine Claire, standing beside a Columbia Grafonola.



CONNORIZED

PHONOGRAPH RECORDS

10-inch DOUBLE DISC

WITH A POPULAR HIT ON EACH SIDE

Durable — Clear Tone — Musical

The latest hits, both instrumental and vocal, are found in the Connorized June list. Read it over, then send us an order.

JUNE LIST

- 3072 { Mr. Gallagher and Mr. Shean. Song. Orch. Acc. Sung by Kaufman Bros. Vocal { You Can Have Every Light on Broadway. (Doris-Simons) Song. Orch. Acc. Sung by Sam Ash
- 3073 { Some Sunny Day. Song. Orch. Acc. Sung by Arthur Fields Vocal { Those Days Are Over. Song. Orch. Acc. Sung by Harrison Clark
- 3074 { Poor Little Me (Benny Davis). Inst. { Don't Leave Me. Mammy (Davis-De Sylva-Conrad-Santly).....Balley's Lucky Seven
- 3075 { CaliforniaBalley's Lucky Seven Inst. { Carolina Rolling Stone (Parish-Young-Squires).....Balley's Lucky Seven
- 3076 { Canary Isle.....Balley's Lucky Seven Inst. { Venetian Love Boat.....Glantz and His Orchestra
- 3077 { Satanic Blues.....Connorized Jazzers Inst. { Muscle Shoals (Hines)..... Connorized Jazzers

- 3078 { Mr. Gallagher and Mr. Shean. Glantz and His Orchestra Inst. { Some Sunny Day.....Balley's Lucky Seven
 - 3080 { Father O'Flynn. Song. Orch. Acc. Sung by Felix O'Day Vocal { Molly Branigan. Song. Orch. Acc. Sung by Felix O'Day
- NUOVI DISCHI ITALIANA
- 134 { "A "Santananotte" (Scala-Buongiorno). Vocal { D Viaggio E Nozze (Mario-Nicolo). Tenore, 10 in. { Orch. Acc. Sung by E. Cuneo
 - 135 { "America (Mario). Tenore. Orch. Acc. Vocal { Tanto Placere (Morelli-Mario). Tenore, 10 in. { Orch. Acc. Sung by S. Romano
 - 136 { Canzone Marinagesca (Scala Bossi). Tenore. Inst. { Herb. Acc. Sung by V. Della Montina Vocal { Mandullinata A Napoli (Murolo Tagliaferri). 10 in. { Orch. Acc. Sung by V. Della Montina

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UNITED MUSIC STORES

PHILADELPHIA

BALTIMORE

JOBBER FOR FIRTH PRODUCTS

Loyd Wireless Telephone Corp. Announces First List of Distributors—Several Victor Jobbers Included in List—Col. Firth's Activities Important Factor in Company's Success—New Model for Tourists Now Ready

The Loyd Wireless Telephone Corp., sole sales agent for John Firth & Co., manufacturers of Firco wireless telephone equipment, has announced the appointment of the following jobbers who will handle the complete Firth line in their respective territories: M. Steinert & Sons, Boston, Mass., Massachusetts and Rhode Island territory; Nassau Radio Co., Brooklyn, N. Y.,



Vocophone, Model A—Designed for Homes

Brooklyn and Long Island; General Radio Corp., Philadelphia, Pa., eastern and western Pennsylvania; Schmelzer Co., Kansas City, Mo., western Missouri and State of Kansas; Sanger Bros., Dallas, Tex., State of Texas; Northeastern Electric & Radio Supply Co., Wilkes-Barre, Pa., and Buffalo, N. Y., northeastern Pennsylvania and western New York; Radio Supply Co., Oklahoma City, Okla., State of Oklahoma.

Herbert A. Brennan, sales manager of the Loyd Wireless Telephone Corp., states that ar-



Vocophone, Model AA

rangements for the appointment of jobbers in other territories are now in process of consummation and will be ready for announcement to the trade in the near future. Mr. Brennan, who is well known throughout the talking machine industry, points with pardonable pride to the commercial and financial prestige of the jobbers already appointed for the Firth line. M. Steinert & Sons, Schmelzer Co. and Sanger Bros. are all Victor jobbers, while the General Radio Corp. is sponsored by Walter L. Eckhardt, one of the leading members of the talking machine industry. A. and O. Ruckgaber, two of the most successful retail talking machine men in Greater New York, are the heads of the Nassau Radio Co. Allen P. Kirby, president of the Northeastern Electric & Radio Supply Co., is associated with prominent financial interests, and A. G. McMahon, head of the Radio Supply Co., is one of the foremost citizens of Oklahoma.

John Firth & Co., makers of Firth wireless products, have been exceptionally fortunate in the fact that Col. Firth, chairman of the Board of Directors, and inventor of the products bearing his name, has been an important factor in the development of the wireless industry for over twenty years. In the early days of the wireless telephone when the transmitting and receiving apparatus were in their crudest form, Col. Firth exploited the first type of crystal detector, which was sold in large quantities to the United States Army and Navy. He obtained an important contract for building and erecting the

first high-power radio transmitting station in the world for the United States Navy, which is now known as the Arlington station. The first form of portable radio transmitting and receiving sets for military purposes was developed by Col. Firth and his associate engineers, and these instruments were used to a great extent by the Army.

The Firth line not only includes wireless telephone instruments for use in the home, but also special models such as the Vocophone Model AA, shown in the accompanying illustration, designed for use in clubs, hotels, theatres, etc. There is also a De Luxe model, designed to harmonize with the most artistically decorated home, and which is considered one of the handsomest wireless telephone instruments on the market. Col. Firth and his engineering staff have also designed a new portable wireless telephone, which may be used by tourists and which incorporates several improvements that make a particular appeal to discriminating purchasers.

PLANS FOR THE TEMPLE OF MUSIC

New York Manager Offers an Elaborate Suggestion for Thirty-seven-story Temple of Music in the Heart of Broadway District

Following the endorsement by State and city officials of New York of the project for erecting a peace memorial in New York City in the form of a Temple of Music and Art, the site to be provided by the city and the building to be erected from funds collected from the public, there have been a number of suggestions made for the carrying out of the project.

One of the most interesting of these is put forth by John Wesley Miller, an artist-manager of New York, who has suggested a thirty-seven-story building running from Thirty-seventh street to Thirty-ninth street, and from Broadway to Seventh avenue, with a ground area of approximately 130,000 square feet. The structure, tentative plans for which have been drafted by E. C. Horn Sons, architects, of New York, will include an opera house seating 8,000 people, elaborate stores on the street floor, studios for the use of music teachers and others, together with many offices, the rent of which it is declared will show a substantial profit on the cost of the building.

The plans call for providing an archway so that traffic on Thirty-eighth street between Broadway and Seventh avenue may be carried right under the building through arches, much as Chambers street is carried under the

Municipal Building. The whole idea is most elaborate, and though the city has not taken a step to condemn the necessary property for the temple, the idea has aroused much interest. The site is a part of the old Wendall estate, and is at present covered by "taxpayers." Under any



The Proposed Temple of Music
circumstances the property could only be acquired for other uses by condemnation proceedings. The site is immediately south of the Metropolitan Opera House.

MAY PETERSON INJURED BY TAXI

Well-known Soprano and Record Artist Badly Hurt While Crossing New York Street

May Peterson, Metropolitan Opera soprano and Vocalion record artist, was badly injured a short time ago when she was struck by a taxicab while crossing West End avenue, New York. A bone in Miss Peterson's shoulder was broken and she suffered a lacerated scalp. The physician stated that her injuries would prevent her from doing any recital or concert work for at least a month.

NYACK, N. Y., FIRM ADDS SONORA

NYACK, N. Y., May 8.—The Hudson Piano Sales Co., one of the most aggressive musical merchandising houses in this vicinity, has secured the local agency for the Sonora line of phonographs. An intensive selling campaign on this new acquisition is being planned.

New "No Warp" record fixture for window display.
Overcomes record displaying difficulties and increases sales.
Wonderfully attractive, highly polished brass, lacquered.
Aadjustable solidly to four heights (Not telescope).
Right now! write or wire your order mentioning your jobber.
Price \$2.50. Interesting proposition to Distributors.

Display Fixture Co.
Newark
N. J.





Paul Biese's records sell themselves. The new June record of the Saxophone King and his orchestra is "Teasin'" and "On the Alamo"—two dance-inviting fox-trots. Order it. A-3586.

**Columbia Graphophone Co.
NEW YORK**

ILLINOIS MUSIC MERCHANTS' ASSOCIATION FORMED

Charles C. Adams Heads New Association of Illinois Dealers—Two-day Session in Springfield, Ill., Devoted to Perfecting Organization Details—Closes With Banquet

SPRINGFIELD, ILL., May 6.—The Illinois Music Merchants' Association was formed at the Hotel Leland recently by a gathering of Illinois merchants. Officers were elected and a constitution and by-laws for a permanent organization were adopted. The officers of the new organization are: Charles C. Adams, of Peoria, president; J. Barth Johnson, of Jacksonville, vice-president; Fred Watson, of Mt. Vernon, second vice-president; J. F. McDermott, of Decatur, secretary, and Lloyd Parker, of Harrisburg, treasurer.

Mr. Adams presided at the Monday afternoon session as temporary chairman. With him, in the capacity of advisers, were Fred Goosman, president of the Music Merchants' Association of Ohio, and Rexford C. Hyre, secretary of the same Association, who were there to give the new Association the benefit of their experience. W. F. Wallace, of the Q R S Music Co., and Charles Burtzloff, of the Kohler Industries, who have been boosting the formation of the Association for some time, were also present.

While the committee selected to consider the by-laws was at work M. J. Kennedy, of Chicago, was called upon for an address. He stressed the value of Association work and strongly boosted the idea of the Illinois Association.

The report of the committee on by-laws resulted in the acceptance of the Ohio statutes, with a few minor changes, including the name of the Illinois Music Merchants' Association. This was followed by the election of officers. The Tuesday morning session of the new

Illinois Music Merchants' Association was devoted to a discussion of the question of building up Association membership and both dealers and travelers promised hearty support to a membership campaign between now and October, when the next meeting will be held in Peoria, Ill.

The Association has decided to prepare uniform sales contracts for the use of its members, thus enabling them to secure direct benefits and savings in litigation.

The formation of small local organizations in various sections of the State was also advocated as being of material assistance in insuring the success of the State Association.

The business session ended at noon and in the afternoon members of the Springfield Association of Commerce took the music trade visitors on a tour to Lincoln's monument and his home and then on a trip about the city.

In the evening a banquet was held at the Leland Hotel, with over eighty in attendance. Charles Adams, the president, opened the proceedings and introduced Mat Kennedy, of Chicago, as toastmaster. The principal speakers were Fred Goosman and Rexford C. Hyre, president and secretary of the Music Merchants' Association of Ohio; Alfred L. Smith, general manager of the Music Industries Chamber of Commerce, and Richard Bradley, the noted humorist. The entertainment of the evening was furnished by the Springfield Lions Quartet.

DA-LITE DISPLAY ATTRACTS

Cable Piano Co. Makes Interesting Test of Display's Drawing Power—Display Installed in Ten Cable Stores

TOLEDO, O., May 6.—One of the many new accounts opened recently by the Da-Lite Electric Display Co., this city, manufacturer of display signs for Victor dealers, is the Cable Piano Co., Chicago, located at Wabash, avenue and Jackson boulevard, in the heart of piano row, which installed the Da-Lite display service featuring Victor records and used a special constructed display showing the four panels simultaneously.

S. F. Patchen, manager of the Victor department of the Cable Piano Co., has advised the Da-Lite Electric Display Co. that after the display was installed an accurate account was kept of the persons passing the window in which the display was placed and that 650 out of the first 800 passers-by looked at the display, many of them stopping to examine it closely. The Cable Piano Co. has also installed the Da-Lite display service in its eight Illinois branch stores and at Atlanta, Ga.

The Diamond Disc Shop, of New York City, has merged with the Phonograph Corp. of Manhattan.

RECEIVER FOR MILWAUKEE CONCERN

Frank Macey, Factory Manager of the Milwaukee Talking Machine Mfg. Co., Made Receiver—Arrange to Manufacture Radio Supplies

MILWAUKEE, WIS., May 8.—Frank Macey, factory manager of the Milwaukee Talking Machine Mfg. Co., has been appointed receiver of the affairs of the corporation as the result of proceedings instituted in the Milwaukee County Circuit Court by John Hennes and other members of the Hennes Cartage Co., Milwaukee. The petition alleged that the corporation is on the verge of insolvency and the petition for a receivership is made to conserve the assets for the benefit of the creditors. It is stated in the petition that the company has entered into a contract with the Briggs & Stratton Co., of Milwaukee, to manufacture certain parts of radio apparatus and that this arrangement will yield large profits in case the business is carried on under a receivership. Mr. Macey has accepted the court's appointment as receiver and filed bonds, taking charge at once.

BRITISH HONDURAS MUSIC IMPORTS

Imports From the United States Lead—Substantial Increase in Valorem During Year

In 1921, imports of musical instruments into British Honduras were valued at \$10,334, of which \$8,821 came from the United States, \$760 from the United Kingdom, \$632 from Spain, \$74 from Japan, and \$47 from Germany, according to a report to the Department of Commerce by W. W. Early, American consul, stationed at Belize.

Musical instruments of foreign manufacture are subject to a duty of fifteen per cent ad valorem and of British manufacture to ten per cent ad valorem. In the last year the duty on goods of foreign manufacture was advanced to twenty per cent ad valorem.

KLEEKAMP CO. SELLS BUSINESS

ST. LOUIS, Mo., May 6.—The Kleekamp Piano Co., of this city, has sold its entire stock of musical instruments, including the lines of Brunswick and Columbia machines and records handled by the firm, to E. E. Baker, formerly in the music business in Harrisburg, Ill. The Kleekamp business has been established here since 1897.

J. Kleekamp, head of the firm, announces that he has made no plans for the future as yet.

OWENS & BEERS TO HANDLE RADIO

Owens & Beers, for many years in the talking machine business in downtown New York and who recently opened a branch store in Brooklyn, N. Y., have secured the jobbing representation for the radio receiving sets of the De Forest Radio Telephone & Telegraph Co., of Jersey City, for the metropolitan territory. It will be pushed vigorously.

We Have It!

A HIGH-CLASS TABLE MACHINE AT A PRICE THAT SELLS



Mahogany, 16x16x10, Double Spring, Universal T. A. Back Casting and Metal Horn
Sample Price to Dealers Now—\$12.50
Send for Sample To-day
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

OUR EXPORTS OF TALKING MACHINES

Imports of Talking Machines and Records Show a Decreasing Tendency, With Exports Making a Better Showing—Some of Our Buyers

WASHINGTON, D. C., May 10.—In the summary of exports and imports of the commerce of the United States for the month of March, 1922 (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 March, 1922, amounted in value to \$67,600, as compared with \$51,566 worth which were imported during the same month of 1921. The nine months' total ending March, 1922, showed importations valued at \$427,919, as compared with \$583,633 worth of talking machines and parts during the same period of 1921.

Talking machines to the number of 3,092, valued at \$110,444, were exported in March, 1922, as compared with 2,289 talking machines, valued at \$125,508, sent abroad in the same period of 1921. The nine months' total showed that we exported 26,241 talking machines, valued at \$1,095,682, as against 59,607 talking machines, valued at \$2,689,874 in 1921.

The total exports of records and supplies for March, 1922, were valued at \$87,971, as compared with \$204,053 in March, 1921. The nine months ending March, 1922, records and accessories were exported valued at \$1,172,821; in 1921, \$2,378,600.

The countries to which exports were made in March and the values thereof are as follows: United Kingdom, \$4,389; Canada, \$23,872; Central America, \$5,883; Mexico, \$14,995; Cuba, \$3,043; Argentina, \$4,231; Chile, \$829; other South American countries, \$9,738; China, \$806; Japan, \$8,504; Philippine Islands, \$1,867; Australia, \$9,843; other countries, \$22,444.

NEW LIST OF ASSOCIATIONS

Chamber of Commerce of State of New York Issues New Edition of Classified List of Trade Associations and Publications

The Chamber of Commerce of the State of New York, with headquarters at 65 Liberty street, New York City, has just issued the latest edition of its classified list of trade and allied associations and publications in the City of New York. The volume has been carefully compiled and includes in its listing the various associations and publications connected with the different branches of the music industry.

COLUMBIA ARTISTS FEATURED

Nashville Dealers Make Special Displays Featuring Presence of Two Columbia Artists

NASHVILLE, TENN., May 6.—Gypsy Smith and Will McEwan, Columbia record artists, conducted an evangelistic campaign in this city recently which was exceptionally successful. The two evangelists were welcomed enthusiastically and all of the local Columbia dealers tied up with the campaign in every possible way in order to cooperate with these artists and stimulate the demand for their records.

During their stay here, Lebeck Bros., Columbia dealers, furnished the evangelists with a Grafonola and a representative library of records. Incidentally, these enterprising dealers devoted an entire window to the artists and their records, and in addition had a large banner on their truck announcing that Gypsy Smith and Will McEwan made Columbia records. Another Columbia dealer, Bond's Graphophone Shop, also devoted a part of its establishment to featuring these artists with very satisfactory results.

BROADEN SPHERE OF OPERATIONS

The Montana Phonograph Co., at Helena, Mont., Edison jobber for the Montana territory, will also supply the Spokane, Wash., dealers.

P. G. SPITZ BECOMES MANAGER

Takes Charge of the Victrola Department of the J. L. Brandeis Store

OMAHA, NEB., May 10.—P. G. Spitz, the well-known talking machine man, has assumed charge of the Victrola department of the J. L. Brandeis Store, this city. Mr. Spitz is popular



Peter G. Spitz

with the talking machine trade throughout Nebraska and Iowa, and was the first president of the Iowa Victor Dealers' Association. He is generally known as a "live wire" and his identification with the Brandeis Victrola department promises greatly increased activity there.

ACQUIRE RETAIL VICTOR BUSINESS

BOSTON, MASS., May 11.—The business of the Tremont Talking Machine Co., at 177 Tremont street, which has been handled by the Eastern Talking Machine Co. for nearly a year past, has been acquired by the Iver Johnson Sporting Goods Co., whose home is farther down Washington street at the corner of Cornhill. As heretofore, this new acquisition will continue to be a headquarters for Victor products.

EMERSON CREDITORS MEET

Meeting on Tuesday Before Judge Knox First Step Towards Final Settlement—Cash Offer of \$90,000 to Be Submitted Formally

A meeting of the creditors of the Emerson Phonograph Co. was held before Judge Knox of the U. S. District Court, Southern District of New York, on Tuesday, May 9, for the consideration of any offers that might be made for the assets of the company. After listening to several propositions, Judge Knox adjourned the meeting until Friday afternoon, May 12, when all offers will be submitted formally. Thomas H. Matters, Inc., one of the receivers of the Emerson Phonograph Co., announced at Tuesday's meeting that he was authorized by certain interests to bid \$90,000 for the assets of the company, exclusive of accounts receivable and cash on hand. Mr. Matters stated that on Friday he would give further details regarding this offer, which was a cash proposition.

CLOSED EXCELLENT APRIL

Greater City Phonograph Co. Established Important Sonora Agencies—Maurice Landay Praised for Effective Work in Territory

The Greater City Phonograph Co., New York, Sonora jobber in the metropolitan territory, reports the closing of an excellent April. Several important Sonora agencies were established during the course of the month and Maurice Landay, president of the company, was personally responsible for closing a number of these deals.

Mr. Landay points with pride to the fact that James McCreery & Co., New York, one of the leading retail establishments in the city, have arranged to handle the Sonora line in their talking machine department. This important move was advertised by James McCreery & Co. in the New York newspapers, and Mr. Landay has received the congratulations of the Sonora Phonograph Co. upon the consummation of this valuable connection for the Sonora line.

G. H. JACKSON CO. CHARTERED

A charter of incorporation has been granted to the G. H. Jackson Co., of Dallas, Tex., to deal in pianos, talking machines, etc. The concern is capitalized at \$40,000. Incorporators are G. H. Jackson, J. B. Stiteler and Miss Lida Eidt, all of Dallas.

GOING STRONG

Walter L. Eckhardt

Exclusive Strand Representative

501-502 Empire Bldg.

Philadelphia, Pa.



Strand Model No. 1

STRAND MODEL No. 1

List Price, \$150

Louis XV Period Console is furnished in finest walnut and brown magohany. Equipment: Heavy, double-spring guaranteed Strand motor, 21-minute run; all-wood tone chamber, solid brass tone arm, Strand universal sound box, which permits the playing of all records; Strand tone modifier; all exposed parts nickel plated; six well-finished record shelves built in.

Dimensions: 36 inches long, 21 inches deep; height, 34 inches.

The Strand line is going strong throughout Pennsylvania, Maryland, Delaware, District of Columbia and Southern New Jersey.

There is still room for a few more active accounts.

Write or 'phone today.

My own Mach-ree's Lul-la - by, — Each time I hear it I sigh, — For it car-ries me back to the tum-ble downshack.

MY MACHREE'S LULLABY

You can't go wrong With any FEIST song

HEAR IT NOW



STEWART T. M. CO. TO RETIRE

Indianapolis Victor Wholesaler Plans Withdrawal From Trade—A. M. Stewart's Plans

INDIANAPOLIS, IND., May 8.—The Stewart Talking Machine Co., Victor wholesaler, of this city, is preparing to retire from the business, according to a report here. This is the result of the desire of A. M. Stewart, senior member of the company, to retire from active business. His son, George E. Stewart, who for the past few years has had the personal supervision of the concern under his care, is planning to enter another line of business, it is understood.

TWO NEW STRAND REPRESENTATIVES

Canadian and Texas Territory Now Covered—Otis Dorian and H. J. Ivey Appointed Representatives—Both Widely Experienced

Geo. W. Lyle, president of the Manufacturers Phonograph Co., New York, manufacturer of the Strand talking machine, has announced the appointment of two new district representatives, both of whom are well known in the talking machine industry. Otis C. Dorian, for many years associated with the Columbia Graphophone Co., and for the last five years in direct charge of the Pathé Frères Phonograph Co. of Canada, has completed arrangements whereby he will open salesrooms and offices in Toronto, and will handle the complete Strand line in western Canada.

RADIO A BIG DRAWING CARD

Not a Competitor of the Talking Machine, Says Myer Rosenthal, President of the Air-O-Phone Co., in Interesting Talk

Myer Rosenthal, president of the Air-O-Phone Corp., an inventor of the home receiving apparatus bearing the above name, conceived the idea of installing the receiving apparatus in a cabinet early in 1921.

The announcement of deliveries of the Air-O-Phone to the trade marks the completion of his idea. The Air-O-Phone is of most simple



Myer Rosenthal

design and requires no knowledge of radio to operate. By pushing a button and pointing the loop aërio in the direction of the broadcasting station, immediate contact is made. The Air-O-Phone Co. is already making deliveries in quantities and in a short time expects to be represented from coast to coast.

In speaking of his product Mr. Rosenthal stated that "a study of the relation of radio to talking machines reveals that instead of radio being a competitor of the phonograph the judicious use of radio is a drawing card to bring the public to the dealer's store, and that as a promoter of sales it is unexcelled."

"The phonograph dealer must not forget that the owner of a radio machine must accept the music broadcasted and cannot choose a particular selection to suit his mood that is possible to the owner of a talking machine. Also the dealer must bear in mind that thousands of records are being sold to radio fans after they hear the selections broadcasted."

Giuseppe Danise, the brilliant baritone of the Metropolitan Opera Co., and Brunswick artist, following his appearance in opera in Atlanta, is now on a concert tour, singing at the Evanston, Ill. Festival on May 26. He will also be part of the musical forces to be heard at Ravina Park this Summer.

HOW McCREERY ADVERTISED THE ADDITION OF THE SONORA IN THE NEW YORK PAPERS

James McCreery & Co.
Announce
The addition of the

THE INSTRUMENT OF QUALITY
Sonora
CLEAR AS A BELL

"The highest class talking machine in the world"

Now the Sonora and Victrola
—joining fame to fame

THIS is an age of specialization. We have learned through the centuries that concentration upon one goal brings success.

That is why James McCreery & Co. have focused their entire business policy upon one factor—Quality.

Heretofore, the Victrola has been supreme in its field, and we have been successful with the Victrola exclusively. Now a runner has matched it in the race. We are not giving up the Victrola, but are including its mate—the Sonora—among our products of Quality, thereby joining fame to fame.

The Victrola has given our patrons dividends of satisfaction. We believe we are increasing that dividend by offering the Sonora as well. Sonora prices range from \$50 to \$3000.

Convenient terms may be arranged

FIFTH FLOOR
James McCreery & Co. 107th STREET



The Eury 2215
The Queen Arch 2220
The De Luxe 2230

OUTING APPOINTS NEW JOBBERS

Two New Jobbers Added to Outing T. M. Co.'s Representation—Preparing for Active Summer Business—Portables to Be in Demand

The Outing Talking Machine Co., Mt. Kisco, N. Y., has announced the appointment of the General Phonograph Corp., New York, distributing division, and the A. J. Heath Co., Philadelphia, Pa., as jobbers. Both of these prominent concerns have placed good-sized orders for immediate delivery, and are making plans for an energetic sales drive featuring the Outing talking machine.

A. J. Cote, president and general manager of the company, states that factory facilities have been increased materially in order to give Outing jobbers and dealers efficient service during the coming Summer season. Judging from the reports received by the company from its jobbers throughout the country, there is going to be a greater demand for portables this year than ever before, and the Outing Talking Machine Co. will be prepared to co-operate with its trade in getting their full share of this prosperity.

INTERESTING SERIES OF ADS

Edison Retail Dealers Pleased With Ads Specially Conceived for May Publicity

ORANGE, N. J., May 10.—Thos. A. Edison Co., Inc., in conjunction with its advertising agents, Frank Seaman, Inc., prepared a very interesting series of newspaper advertisements for the retail Edison dealers to use during the month of May. The copy of these advertisements was devoted to such subjects as Amberol records; the Edison turntable tests; the new prices and new models; the budget system of payment and the new Edison re-creations. The illustrations involved were all of a character well adapted to newspaper use, and on the first page of the broadside appeared a facsimile of a classified newspaper ad which read as follows:

SITUATIONS WANTED—SALESMEN

NINE salesmen, highly successful and with long experience in selling at retail, want situations as salesmen for EDISON phonograph dealers. Have worked for almost everybody who is making any sales this time o' year, and know the consumers' minds and how to start them BUYING quickly. Prefer to work together, as they believe that just as two of them can make more sales than one, so NINE of them can make more sales than just a few of them. Have no objection to working in newspapers in any city in the country, and guarantee to work steadily as soon as employed, and to approach ALL the possible purchasers of EDISON Phonographs in any dealer's locality in such a pleasing manner as to make them want to buy at the Edison dealer's store. Salary no object; indeed, will pay own transportation to your store. Pictures of these salesmen are shown in the following pages, and on receipt of the enclosed postcard, the salesmen will at once report for work. Address Advertising Dept.

THOMAS A. EDISON, Orange, N. J.

JOBBERS OF DEFOREST RADIOPHONES

Lyon & Healy, Chicago; Triangle Co., and Davega, of New York, Feature This Line

Dr. Lee deForest, who recently arrived from Europe, as reported in another part of this paper, spent three days of last month at the American plant of his company, the deForest Radio Telephone & Telegraph Co., Jersey City, N. J. While there he had a series of conferences with President Charles Gilbert and Secretary Randall M. Keator, and plans for the coming activities of the company were discussed.

Many prominent houses in the music industry have been appointed jobbers of deForest radiophones, such as Lyon & Healy, of Chicago; the Triangle Radio Supply Co., Inc., New York City, of which Lambert Friedl is the head, and Davega, New York City.

CHURCH CONCERTS STIMULATE SALES

MARSHALL, ILL., May 8.—A successful sales idea recently put into effect by Bubeck & Gallagher, Victor dealers here, consisted of a series of concerts in all of the local churches. As a result of this publicity the firm's record has grown.

FOUR NEW VICTOR ARTISTS

First Records by Tito Schipa, Hugo Kreisler, Guy Maier and Lee Pattison in May List

The Victor Record Supplement for May is particularly interesting in that it announces to the public the addition of four new artists to the notable Victor Co. list, they being Tito Schipa, Hugo Kreisler and the duo of Guy Maier and Lee Pattison.

Tito Schipa, an Italian by birth, is one of the youngest of the new generation of tenors now before the public, who stands high in his field. He made his debut in opera in Rome and first came to the United States in 1919, where he became a member of the Chicago Opera Association. He has a large repertory of standard and modern works and possesses a rich, clear voice that records well.

In Hugo Kreisler the Victor Co. has secured another artist of genuine ability, who is well known in Europe, although not so famous as his brother Fritz in the United States. As a 'cellist he stands among the leaders of his profession.

Guy Maier and Lee Pattison, two young Americans, have been specializing in compositions for two pianos, several of which they have recorded for the Victor Blue Label list. Both studied at the New England Conservatory and later at Berlin, and even while in the service found opportunities for displaying their artistry in France and in England. First records by all four of these artists are to be found in the Victor May list.

SECURES VOCALION AGENCY

YONKERS, N. Y., May 9.—Extensive alterations are under way at the establishment of A. M. Krug, on Warburton avenue here. Mr. Krug has just secured the Vocalion line of machines, which he is planning to push in an aggressive manner as soon as the work of remodeling has been completed. The Pathé is also handled here.

The Cline-Bick Drug Co., which controls a chain of stores throughout Illinois, recently opened an attractive Victor department in its Zeigler, Ill., establishment.

Now You Can Sell the Victor IX in a Genuine Italian Renaissance Console

We have opened up a new source of business for you Victor dealers by bringing out

The New CONSOLETTA Model 102



Can be retailed complete with the Victor IX for \$250.

Built especially to contain the Victor IX, this Consolette gives the Victor IX owner a perfect flat-top cabinet—the cabinet of today and tomorrow—in which to house his machine. The result is a beautiful true period Console—a handsome and impressive piece of furniture as well as a delightful musical instrument.

Model 102 Consolette is being distributed only through selected dealers in restricted territory. Write for prices, discounts and full description.

MANUFACTURERS PHONOGRAPH COMPANY, Inc.
95 Madison Avenue
New York
GEO. W. LYLE, President

Introducing the
Alpha Reproducer

The only *Pivot Stylus* construction—with Spring Tensions.

Absolutely New

Gives Mica Diaphragm utmost resiliency and Free Action.

A positive, clear, sweet tone of great volume.

Sample on Request.

OSLAND, Inc.
122 Fifth Ave., New York City

INCORPORATED FOR \$35,000

Among recent incorporations under the laws of New York State is that of the Wall Kane Needle Mfg. Co., for \$35,000. The incorporators are given as N. and S. Cohen, S. Kaminshine, together with attorney. At the headquarters of the Greater New York Novelty Co., Brooklyn, N. Y., it was stated that the change of name was used for the purpose of incorporation, as the present name of the company closely resembled that of another corporation.

PIANO HOUSE ADDS VOCALION LINE

MILWAUKEE, Wis., May 8.—The Milwaukee Piano Mfg. Co., of this city, has added the Aeolian Vocalion to the regular line of merchandise handled in its talking machine department.

Mme. Maria Jeritza, famous soprano of the Metropolitan opera this season, is represented in the June Victor list, elsewhere in this issue, with two records—her initial offering.

FINE NEW DREHER STORE IS OPENED

Occupies Spacious Building in Heart of Cleveland—Luncheon Precedes Official Opening Attended by Mayor and Trade Members

CLEVELAND, O., May 8.—Mayor Fred Kohler was guest of honor at the luncheon and opening of the B. Dreher's Sons Co. here, May 6, and was one of many celebrities in and out of the industry who came from all parts of the country to congratulate Henry Dreher, president of the company, and his associates, on an achievement toward which Mr. Dreher has been working for close on half a century.

The event marked the entry of the Dreher firm into its own building at Huron road and Euclid avenue, now recognized as the center of musical merchandising activity in this city.

Prior to the official opening, which was attended by more than 1,000 persons, luncheon, at which Mr. Dreher was host, was served to friends in and close to the industry, as a mark of appreciation on the part of Mr. Dreher for help they have given him in past years.

Attending the luncheon were Frank B. Meade, architect who designed the building; C. W. Lundoff, the Lundoff-Bicknell Co., who built it; Ernest Urchs, Steinway & Sons; W. H. Alfring, and F. E. Edgar, Aeolian Co.; Ben H. Janssen, B. H. Janssen Piano Co.; A. L. Bretzfelder, Krakauer Bros.; William McLaughlin, Pickands-Matther Co.; E. S. Rodgers, H. D. Messick and M. E. Smith, secretary, the B. Dreher's Sons Co.; Harry R. Valentine, vice-president, the B. Dreher's Sons Co.; Hon. Fred Kohler, Mayor of Cleveland; Daniel Moeder, Jr., Cleveland News; Arthur Darmstader, Cleveland Plain Dealer; D. W. Lerch, Canton, O.; E. C. McMahon, Youngstown, O.; Kenyon W. Mix, the Dodge Manufacturing Co.; Charles H. Yahrting, Youngstown, O.; A. H. Seibig, Union Banking & Trust Co.; Robert Jones, advertising manager, the B. Dreher's Sons Co.; John F. Renner, Sandusky, O.; P. B. Sheehan, Sterling & Welch Co.; T. H. Towell, Eclipse Musical Co.; C. J. Brookins, the Brookins Co.; Jerome Murphy and J. T. Sayward, M. Steinert & Sons Co.; T. L. Floyd-Jones, W. P. Haines Co.; W. H. Zelt, The Talking Machine World; Judge C. W. Collister, company attorney; Fred C. Harlow, Vose & Sons; Earl Thomas, Dodge Manufacturing Co.; William G. Bowie, talking machine department manager, the B. Dreher's Sons Co.; Frederick Sunderman, Melodee Music Co.; W. W. Ballie and F. W. Church, J. W. Greene Co., and W. H. Daniels, Denton-Cottier-Daniels Co., Buffalo.

There were some interesting addresses by Mayor Kohler, Ernest Urchs, Frank E. Edgar, C. W. Lundoff, Frank B. Meade and many others,

reviewing their experiences with the House of Dreher and predicting still greater success in the new home.

During the afternoon a musical entertainment was held in the recital hall, one of the features of the new establishment, at which 1,000 persons were present. The artists who entertained included Lila Robeson, Metropolitan Opera Company; Herman Rosen, violinist; Daisy Nellis, pianist, while the new Aeolian pipe organ, the Duo-Art piano and the Lyradion, combined phonograph and radio receiver, were used effectively.

The new home of the B. Dreher's Sons Co. may be considered the last word in musical establishment development. As pointed out by authorities who were present, the store is not a piano wareroom, but a monument to what music stands for. The building is three stories high.

A mezzanine floor provides space for a sales force as well as accommodating additional rooms for the display of Victor and Vocalion talking machines. Underneath the mezzanine are located the music rolls and phonograph record departments, with special facilities for "trying out" selections. The rear of the first floor, the greater part of the second floor and part of the third floor are devoted to the display of pianos, including the Steinway and other makes in Duo-Art (reproducing) models.

FRED. GRETSCH CO. IMPORTATIONS

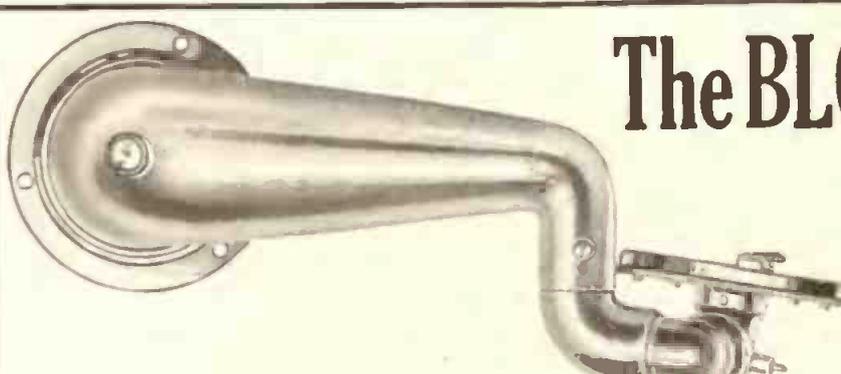
The Fred. Gretsch Mfg. Co., wholesaler and importer of musical merchandise, reports that it has just received a large shipment of Oskar Herrman Seidel violins. It was stated by an official of the company that these violins are of an exceptional quality and of pre-war standard. The Fred. Gretsch Co. is enthusiastic over receiving this merchandise.

RECEIVES MANY EXPORT ORDERS

The export department of the Outing Talking Machine Co., Mt. Kisco, N. Y., manufacturer of the Outing portable talking machine, received orders this week from South Africa and Spain, indicating that this instrument is attracting the favorable attention of buyers in far-distant points. The company is closing a healthy, substantial Canadian business and dealers have been established in leading Canadian cities.

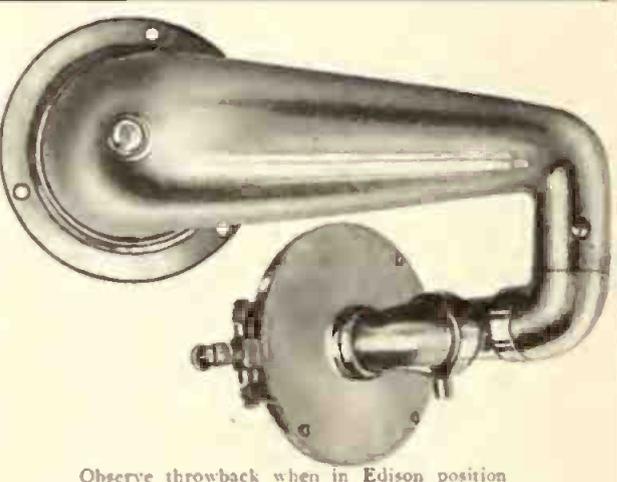
BETTER DEMAND IN EVIDENCE

The Mutual Talking Machine Co., New York City, has experienced a decided demand for its tone arms and sound boxes for export trade. An improvement is also noticeable in the call from the local trade.



The BLOOD Arm

made exclusively by
BloodToneArmCo.
326 River Street
CHICAGO



Notice perfect alignment of Arm and Reproducer

Observe throwback when in Edison position

This arm is the consummation of all that is sought after in such a device. Beauty, durability and efficiency are its merits. The high mark of distinction attained by "Blood" products is admirably upheld by this equipment.

We want every manufacturer to prove our statement. The price is very low compared to its high quality. We are also ready to supply a radio arm, which is interchangeable, on the base of our regular arm, designed to meet the demand of the manufacturer who builds combination radio and record machines. Don't forget that the name "Blood" is a positive guarantee.

DEFENDS MUSIC FOR THE MASSES

Director of Community Interests of St. Louis Challenges Noted Russian Critic Who Condemns "Canned" Music for the Mob

St. Louis, Mo., May 11.—Miss Sarah Wolf, director of community interests of the city of St. Louis and secretary of the Municipal Theatre Association, the secretary of the committee which arranged the observance of Music Week in St. Louis, takes issue with Prof. Gregory Zilboorg, noted Russian critic, who said in a lecture last week at the Artists' Guild that he deprecated the spread of so-called "canned music" and that he would banish every instrument which provides it.

"A Russian in our midst several days ago, who intimates that he is an 'intellectual aristocrat,' declared in a lecture that art is not for the 'mob,'" said Miss Wolf. "He deplors the fact that because of 'canned music' so-called, or properly recorded music for the talking machine, everybody now has Caruso songs which, in this intellectual aristocrat's words, 'cheapens them until they are no longer art.' Were we not aware that the Russian intelligentsia has as one of its aims the spreading of culture among the masses we would, perhaps, if guided by this Russian's statement, understand why Russia is sometimes referred to as 'Darkest Russia.' A little 'canned music' in Russia might bring a little light into this darkness. 'Canned music' has done much to bring the masters to the people. Why should not the songs of Caruso bring joy into the humdrum life of a farmer or a miner? Are the so-called intellectual aristocrats made of different clay, or were we all created in the image of God? If so, what brings joy and light into the soul of one human should be given to all.

"Music enters into the life of every human, from the cradle to the grave. The new-born babe is lulled to sleep by its mother crooning songs, and when it has reached the turn of the road it is laid to rest with a funeral dirge. Take music out of the history of civilization and you

will have removed one of the most important factors of cultural development. Music influences the morals of the masses more powerfully than any of the other arts. The revolutionary ideas were carried to the four corners of the earth by the 'Marseillaise' in a manner that the work of the French encyclopedist would never have been able to achieve.

"During the world war we observed the influence of songs that sprang up at the psychological moment to put into the soul of the soldier who dislikes war the courage and enthusiasm necessary to see it through. Community singing was a new factor in the life of our nation. Unaccustomed to mass singing, the average American at first hesitatingly followed the call of the sing leaders, but gradually he became accustomed to consider himself part and parcel of a vast community chorus. The cultural effect of community songs created by war needs remained manifest at the termination of the war. Annual 'music weeks' have thus become a permanent institution in a number of American municipalities. The time will come when music will be included in the curriculum of our public schools on a par with the three 'Rs.' The importance of music to the life of man is infinitely higher than the knowledge of algebra or geometry."

BROADCASTING OF EDISON RECORDS

ATLANTA, Ga., May 8.—During the recent appearance of the Metropolitan Grand Opera Co. in this city a great stunt was pulled off by the broadcasting of the records of over half a dozen of the leading opera and concert singers on the Edison roster of artists. The use of radio in this connection was given considerable space in the local papers, for the Edison re-creations were heard miles away, and considerable interest was thus stimulated.

E. E. Crew, former manager of the talking machine department of Phillips & Crew, of Savannah, Ga., is now in charge of the Victrola department of C. W. Yates & Co., Wilmington, N. C.

CONVENTION OF TEXAS MUSIC MEN

W. L. Bush, of Bush & Gerts, Stresses the Value of The Talking Machine World as an Instructive Medium for Dealers

FT. WORTH, TEX., May 6.—Music merchants of the State and members of the Federated Music Clubs of Texas convened here on May 4 and 5. An interesting and instructive program of entertainment and business was participated in by those present.

One of the principal speakers was W. L. Bush, president of the Bush & Gerts Piano Co., of Dallas, Tex., who stressed the necessity of hard work, clean business practices and the use of the trade papers as a panacea for trade ills. He mentioned particularly The Talking Machine World, calling attention to a number of constructive articles appearing in the April issue. He said in part: "Read your trade journals. In one issue of The Talking Machine World I have read articles of which I will give you the captions. These are suggestive of what every salesperson should know."

NEW YORK FIRM INCORPORATES

The International Musifer Syndicate, of New York City, has incorporated under the laws of New York State, with a capital of \$70,000. The concern will deal in talking machines. Incorporators are P. R. Bretey, C. M. Reiner and T. Neilsen.

JOINS COLUMBIA TRAVELERS

Llewellyn Miller, formerly connected with the Cudahy Packing Co., Macon, Ga., is now connected with the Columbia Graphophone Co.'s traveling forces in the South. He will travel in Tennessee and his headquarters will be in Nashville.

Claire Dux, the popular soprano of the Chicago Opera Co. and Brunswick artist, sailed for Europe on May 6.

KODISK

"SNAPSHOTS OF YOUR VOICE"
(TRADE MARK)

The greatest invention in the
phonograph industry in years.

KODISK is a Metal Recording Disc upon which a record may be recorded and reproduced with any ordinary phonograph by using a regular steel needle.

KODISKS may be recorded by talking into the horn of your phonograph and using the sound box as a recorder and reproducer, or better results can be obtained by using the KODISK recording and reproducing horn.

WARNING—The Metal Recording Disc Co., Inc., have patents pending covering both the process for recording on metal and for metal discs made by said process. Letters patent thereon are expected to issue at an early date. All persons making, using or vending said discs will be subject to court action upon the issuance thereof.

KODISK Recorder

List Price \$7.50

Manufactured by

8 in. KODISKS—Double Face

List 60c. Each

Other sizes also available.

METAL RECORDING DISC CO., Inc.

Fisk Bldg., Broadway and 57th Street

New York

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.

POSITION WANTED—Consulting engineer on recording, matrix making and pressing; 18 years' experience with the best and largest phonograph company in the country. Address "Box 1148," care The Talking Machine World, 373 Fourth Ave., New York, N. Y.

WANTED—Several salesmen in Middle West and South, to sell Puritan and Famous records. Retail at 50 cents each. Liberal commission. Must know territory. Address M. A. Supper, The New York Recording Laboratories, Inc., Port Washington, Wis.

POSITION WANTED—By man thoroughly familiar with all branches of record manufacture from matrix to finished product. Able to install all equipment and build up organization to produce a high-grade record at minimum cost. Address "Box 1147," care The Talking Machine World, 373 Fourth Ave., New York, N. Y.

SALESMAN—We have certain territories open for live salesman wishing a good, profitable side line—Selling musical instruments and phonograph supplies. Illinois Musical Supply Co., 630 South Wabash Ave., Chicago, Ill.

SALESMAN—If you are calling on the phonograph trade write for side-line proposition. Our line of accessories is so extensive that you can sell something to every store you call on. Write immediately, as we have limited territory available. Address "Box 1146," care The Talking Machine World, 373 Fourth Ave., New York, N. Y.

POSITION WANTED—Master plater and matrix maker. Am familiar with modern methods and capable of installing plant and handling work from wax to finished stamper. Wish position with reliable company. Address "Box 1090," care The Talking Machine World, 373 Fourth Ave., New York City.

RECORDING ENGINEER—Thoroughly capable man of high standing will consider offer from right people. Have own equipment. Address "Box 1091," care The Talking Machine World, 373 Fourth Ave., New York City.

WANTED—Salesman wanted to carry a side line of musical merchandise. Takes up little room and will net good profits to right man. Address particulars about yourself to "Box 1151," care The Talking Machine World, 373 Fourth Ave., New York, N. Y.

POSITION WANTED—Saleslady with five and one-half years' experience, handling Victor merchandise in high class music houses, desires position with reliable firm. Can furnish best of references, and willing to work evenings. Straight salary or salary and commission. Address "Box 1137," care The Talking Machine World, 373 Fourth Ave., New York, N. Y.

POSITION WANTED—Phonograph repairman, young man with three years' experience on all standard makes, desires position. Factory training as a motor tester. Position holding chance for advancement desired. Will consider any reasonable offer. Address "Box 1126," care The Talking Machine World, 373 Fourth Ave., New York, N. Y.

POSITION WANTED—Competent recorder with portable outfit is available to take master records. Headquarters, New York. Address "Box 1133," care The Talking Machine World, 373 Fourth Ave., New York, N. Y.

SITUATION WANTED—Sales manager, at present connected wholesale, desires change; age 29; married; 10 years' selling, managing and advertising in Victor, Columbia, Brunswick and Edison lines; two years' wholesale selling experience. Best of references as to character and ability. Address "Box 1144," care The Talking Machine World, 373 Fourth avenue, New York, N. Y.

POSITION WANTED—By AI salesman, either traveling or local. Can make repairs on all motors, etc. Address E. E. Hardle, Schoettner Studio, Butte, Mont.

POSITION WANTED—A young man desires a position as salesman or repairman on talking machines; has four years' experience in both. State salary. Address "Box 1145," care The Talking Machine World, 373 Fourth avenue, New York, N. Y.

POSITION WANTED—Young man, expert repairman and salesman on all makes, with years of experience in every branch of the phonograph business. Willing to go anywhere. Address "Box 1149," care The Talking Machine World, 373 Fourth avenue, New York, N. Y.

SPRINGS

VICTOR

1 1/2" x .022 x 18' 6" marine ends.....	No. 3014	\$58
1 1/2" x .022 x 17' marine ends.....	No. 3014	55
1 1/2" x .022 x 17' bent arbor.....	No. 5362	57
1 1/2" x .022 x 13' bent arbor.....	No. 5423	50
1 1/2" x .022 x 9' bent arbor.....	No. 5427	42
1 1/2" x .022 x 9' bent each end.....	No. 6346	42
1" x .020 x 13' 6" marine ends.....	No. 2141	32
1" x .020 x 15' marine ends.....	No. 3335	35
1" x .020 x 15' bent arbor.....	No. 5394	38
1" x .020 x 15' bent each end.....	No. 6546	43
3/4" x .020 x 10' marine ends.....	No. 988	29

COLUMBIA

1" x .028 x 10' Universal.....	No. 2951	32
1" x .028 x 11' Universal.....	No. 2951	34
1" x .030 x 11' hook ends.....		43

HEINEMAN

1" x .025 x 12' motors.....	No. 33 & 77	32
1 3/16" x .026 x 19', also Pathé.....		75
1 3/16" x .026 x 17'.....	No. 4	50

SAAL-SILVERTONE

1" x .027 x 10', rectangular hole.....	No. 144	42
1" x .027 x 13', rectangular hole.....	No. 145	48
1" x .027 x 16', rectangular hole.....	No. 146	58

BRUNSWICK

1" x .025 x 12', rect'glar hole, regular.....	No. 201	45
1" x .025 x 18', rect'glar hole, regular.....	No. 401	65
1" x .025 x 10', rect'glar hole.....		68

EDISON DISC

1 1/2" x .028 x 25', regular size.....		147
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SMALL MOTORS

3/4" x .023 x 10', marine ends, Hein. Col., etc.....		20
3/4" x .025 x 10', marine ends, Hein. Col., etc.....		27
3/4" x .020 x 9', marine ends.....		21
3/4" x .020 x 9', marine ends.....		18
Victor Gov. springs, No. 1729.....	per 100	85
Victor Gov. spring screws, No. 3304.....	per 100	92
Victor Gov. balls, n/style, No. 3302.....	each	67
Victor Gov. spring screw washer, No. 3006.....		72

Columbia Gov. springs, Univ. No. 3510.....	per 100	93
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Columbia Gov. spring screws, No. 439.....	per 100	92
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Columbia Gov. spring screw washers.....	per 100	72
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Columbia Gov. lead, flat, assembled to spring.....	each	10
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Turntable felts, all wool, green, 10", round.....		15
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Turntable felts, all wool, green, 12", round.....		18
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To work right, the spring must be right—Right thickness, right length, right temper. Our springs are guaranteed to be right and the prices also are right.

Terms 2% cash with order. Free delivery in New York City on all orders of \$25.

TALKING MACHINE SUPPLY CO., PARK RIDGE, N.J.

FOR SALE

100 Very High Grade Mahogany Finished Talking Machines. Fully equipped with best motors and Universal tone arms. Will sacrifice these instruments at an exceptionally low price if taken at once.

CHICAGO PHONOGRAPH REALIZATION

315 Union Park Court
Chicago Ill.

BEAUTIFUL CABINETS

Oak and Mahogany. Special Bargains, \$15 and up. Send for new list. EVERETT HUNTER BOAT CO., McHenry, Ill.

CARVED LEGS

Eight designs in gum, oak and mahogany. Prices reduced. Send for circular. Klise Mfg. Co., Grand Rapids, Mich.

SPOT CASH We BUY
Job Lots, Close-Outs, Discontinued Stocks, etc. in all lines. No quantity too large. Quick Cash for Bargains. SEND SAMPLES AND FULL PARTICULARS. FANTUS BROS. 1915 S. Oakley Av. Chicago WE BUY ANYTHING

Cabinets for Sale

About 2,500 Mahogany Phonograph Cabinets, part varnished, part raw, size 19 1/2" x 21" x 44" and 19 1/2" x 21" x 46". Will close out at less than cost. Can be seen in New York or will ship samples. Also 600 phonograph shooks. Address "Box 1141," care The Talking Machine World, 373 Fourth Ave., New York, N. Y.

FOR SALE

Magnavox for cash. Address "Box 1142," care The Talking Machine World, 373 Fourth Ave., New York, N. Y.

ELECTRIC SIGN FOR SALE

Perpendicular sign, 18 feet long, 3 feet wide; shadow box letters; the word "Victor" running down sign. Victor trade-mark at top of metal. Luckey, Platt & Co., Poughkeepsie, N. Y.

FOR SALE

250 Genuine Quarter-Sawed 5-ply Oak talking machines. These instruments are complete in every detail and are equipped with high grade motors and universal tone arms. Prices are exceptionally attractive. Chicago Phonograph Realization, 315 Union Park Court, Chicago, Ill.

FOR SALE

1,000 sets of high-grade genuine Mahogany panels and legs. This material is of exceptional value and is priced very reasonably. Chicago Phonograph Realization, 315 Union Park Court, Chicago, Ill.

FOR SALE

Record concessions in three leading department stores in Greater New York. Selling only a 49c record. Small investment. Good proposition for right party. Address "Box 1143," care The Talking Machine World, 373 Fourth Ave., New York, N. Y.

FOR SALE

A well established music store in busy German neighborhood. Brunswick, Sonora, Columbia, Q R S and Okeh agency. Exclusive Homokord German record agency in territory. Full particulars on request. Address "Box 1150," care The Talking Machine World, 373 Fourth Ave., New York, N. Y.

RECORDING OUTFIT

Up-to-date recording outfit for sale. Recording machine and speakers, also shaving machine. Address "Box 1138," care The Talking Machine World, 373 Fourth Ave., New York, N. Y.

MUSIC CONVENTION PLANS ARE ROUNDING INTO SHAPE.

Extensive Program of Business and Pleasure Being Prepared for Coming Jubilee Convention of the Music Industries Chamber of Commerce, to Be Held the First Week in June

It is reported that plans are being rounded into shape rapidly for the forthcoming Jubilee Convention of the Music Industries Chamber of Commerce and the various associations affiliated with that body. The details of the arrangements call for a full week of business and pleasure for those fortunate enough to attend the convention, which opens at the Hotel Commodore, New York, on June 5. Judging from the early reservations coming in, and the reports of travelers, the attendance will come close to breaking records.

Special Railroad Rates

The railroads have agreed to grant special rates for the convention under the certificate plan, the rate providing for one and one-half fare for the round trip, and applying for the week of June 5 and extending to June 15, to accommodate those associations who have meetings the following week, as well as those delegates who stay over to enter the golf tournament.

Entertainment for Ladies

More entertainment for the ladies will be provided for this convention than at any in recent years, including a Monday night concert by famous Victor artists at Carnegie Hall, the boat trip around New York Harbor and up the Hudson River and the dress parade at West Point, in addition to the annual banquet of the National Association of Music Merchants and the Travelers' "Music Box Revue," similar to the "Midnight Frolic" at Chicago last year. The ladies will also be included in the series of noonday "cabaret" luncheons Monday, Tuesday and Wednesday of convention week, when high-class entertainment will be provided and distinguished guests introduced from the musical and theatrical worlds.

A Week of Activity

The tentative schedule for the week's business and social sessions is as follows:

Monday—Registration and noonday "cabaret" luncheon; opening business session in the afternoon of the Music Industries Chamber of Commerce with the entire membership of all associations in attendance; evening concert at Carnegie Hall.

CASH

for any amount of talking machine records. Address

Chicago Phonograph Realization
315 Union Park Court
CHICAGO, ILL.

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.

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 to-day. Fogarty Manufacturing Co., Dayton, O.

FOR SALE

Several thousand standard make records, late numbers, also sacred, instrumental standard numbers, etc., at thirty-five cents each. Send for catalog. Central Phonograph Co., 127 N. 11th St., Philadelphia, Pa.

Tuesday—Business sessions of Music Merchants, Piano Manufacturers, Supply Men and Organ Builders; "cabaret" luncheon at noon and annual dinner of National Piano Manufacturers' Association in the evening.

Wednesday—Business sessions continued, including credit meeting of Piano Manufacturers and annual meetings of Musical Merchandise, Band Instrument and Music Roll Manufacturers; "cabaret" luncheon at noon, and in evening entire industry guests at annual banquet and ball of National Association of Music Merchants.

Thursday—"Visiting" day, including conferences, breakfasts, luncheons and dinners of various manufacturers and their dealers; business session and annual dinner of Piano Travelers; "Music Box Revue" in the evening.

Friday—Boat excursion, with annual meeting of Chamber delegates and election of officers aboard boat; dress parade at West Point.

The boat excursion will include a trip around New York harbor, giving views of the city's famous skyline, the Statue of Liberty, Brooklyn Bridge, the great shipping docks and main ship channel, Ellis Island immigration station and Governor's Island, the military headquarters of the East; then up the Hudson, with views of the famous Palisades, Storm King and Bear Mountains and lower Catskills and, last, but not least, the military academy at West Point, where by special arrangements the cadets will go on dress parade for the visiting members of the music trade.

The Jubilee Convention Committee has arranged so that there will be no charge for the Monday night concert or the boat excursion; the series of three cabaret luncheons will be \$5.00, or \$2 for single tickets; the music merchants' banquet and ball will be \$8 and the "Music Box Revue" \$1 per person.

The Hotel Rates

The following reservations for the members of the trade during the Jubilee Convention have been guaranteed by the management of the Hotel Commodore: Single rooms with bath, shower or tub, \$4 to \$6; same rooms for two persons, \$2 extra. Double rooms with twin beds and shower bath, \$7 to \$8; with shower and tub, \$9 and \$10. Corner suites, two large connecting rooms, \$15. Rooms used for exhibit purposes 50 per cent above rates quoted.

CALLERS AT COLUMBIA CO.

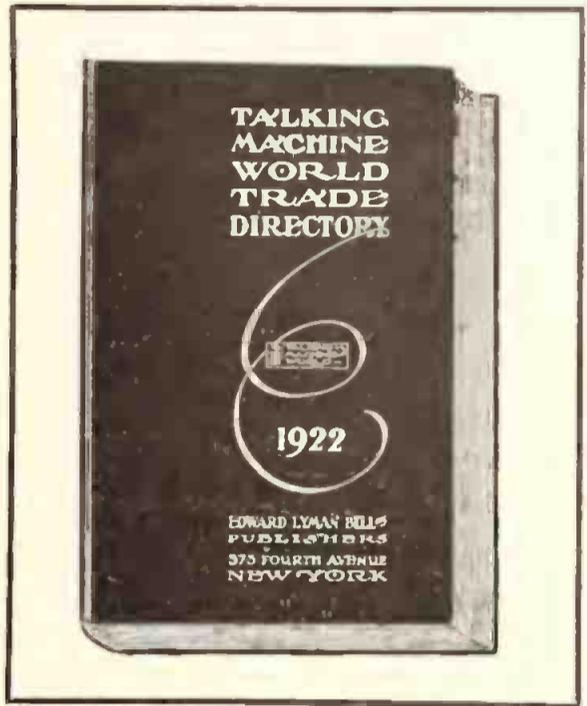
W. S. Parks, manager of the Baltimore branch of the Columbia Graphophone Co., was a visitor to the company's executive offices in New York recently, accompanied by W. J. Boggs, president of the Guttman Furniture Co., of Briscoe, Va., Columbia dealer. Mr. Briscoe was keenly optimistic in his predictions regarding general business, stating that his sales for the first three months of the year had been very satisfactory in every respect.

Other callers at the Columbia executive offices recently included C. F. Schaffarzick, manager of the Spokane branch of the Columbia Co., and A. E. Landon, general manager of the Columbia offices at Toronto. Both of these callers brought with them pleasing reports as to the business outlook in their respective territories.

TO CONTAIN A GUARANTEE

A further development in the business of the Radio Buyers' Syndicate, New York City, is the issuance of a guarantee which will be included as a part of all future advertising of the company. The Radio Buyers' Syndicate acts as New York resident buyer for radio dealers throughout the country, buying at quantity rates for its clients, for which a small semi-annual charge is made. The refund of this charge is guaranteed if a certain specified saving is not accomplished through buying through the Radio Buyers' Syndicate.

INVALUABLE



Here is the handbook of the talking machine industry for which you have long been waiting. It is a directory you can keep on your desk to give you, in an instant, detailed knowledge about this and that company, which would otherwise consume much of your time to secure.

ONLY 50 CENTS

For instance, it will give you a complete up-to-date list of the manufacturers and jobbers who comprise the talking machine industry, including invaluable data about each concern, such as location of factories, names of officers, location of branch offices, trade names controlled, policy of marketing product, etc., etc.

ONLY 50 CENTS

Also it will give you a full, up-to-date list of the manufacturers who make any given class of product, such as talking machines, records, parts, accessories, store equipment, etc.

ONLY 50 CENTS

This book contains the kind of data about each concern which cannot be put into the company's current advertising for lack of space and which is nevertheless a kind of data that is valuable from your standpoint.

ONLY 50 CENTS

This volume also contains a number of pertinent articles on highly important topics and much other material too extensive to enumerate here in detail.

ONLY 50 CENTS

It is the only book of its kind ever published and is a volume which no enterprising member of the industry can fairly afford to do without. It has been produced by the publishers of The Talking Machine World.

USE THIS COUPON NOW

Send Cash, Stamps or Check

EDWARD LYMAN BILL, Inc.,
373 Fourth Ave., New York City.

Gentlemen:
Please send me postage prepaid a copy of the 1922 edition of The Talking Machine World Trade Directory, in payment for which I enclose 50 cents.

Name
Firm
Street
City and State.....



EUROPEAN HEADQUARTERS

2 GRESHAM BLDG., BASINGHALL ST., E.C. LONDON

W. LIONEL STURDY, MANAGER

Trade Outlook Brightens as Unemployment Decreases—Record Manufacturers and Music Publishers Meet to Consider German Request for Copyright License at Special Rate—Court Stops Sale of Columbia Records at Reduced Prices—Louis Sterling Visiting United States—W. H. Reynolds, Ltd., in Voluntary Liquidation—Important Copyright Decision—The News of the Month Worthy of Record

LONDON, E. C., May 5.—During the past few weeks gramophone and record sales have not inspired any cause for satisfaction, though it is generally admitted that trade might have been worse in view of the most recent disturbance of industry by the engineers' lock-out. The Board of Trade returns for the month of March show that our overseas trade made some improvement as against the figures for February. The difference, however, is greatly discounted by the extra three days' trading in March, as compared with February's twenty-eight days. Nevertheless, the improved result indicates that the tide has turned. This is also confirmed by the decrease of many thousands in the returns of unemployment. All good signs to which the gramophone industry must eventually respond.

The Question of Record Exchanges

As mentioned in a previous report from this office the question of record exchanges is at the moment very much to the fore. The practice mainly adopted by manufacturers is to grant full credit on each record a dealer returns, providing three new ones are ordered at the same time. This, obviously, has the effect of overloading dealer's stocks and places him in a very unfavourable position by tying up capital. A good plan would be to grant an out-and-out free exchange twice yearly up to five per cent of purchases over a given period. By this means the retailer would be able to keep his stock fairly up to date, conduct a rapid turnover on a cash basis, and probably do a larger trade altogether. The whole matter will doubtless be threshed out by the Gramophone Dealers' Association at the Blackpool Convention and some practical suggestions be forthcoming.

German Record Manufacturers on the War Path?
Considerable feeling has been aroused in British gramophone record trade circles by an application made to our copyright associations from German record makers for copyright license stamps at a preferential rate. This application was known to some members of the trade as reflecting the probability of cheap German-made records being exported for sale in Great Britain and America. Under those circumstances it was thought desirable to hold a combined meeting of record manufacturers and music publishers to consider the application in all its bearings. It was a thoroughly representative gathering of the leading firms of each branch.

The Germans possess many matrices of British music and they have facilities of obtaining quite easily anything first published in England. This being so, it would be possible for them to make records and, under the present rate of exchange, export them to this country for sale at 1 s. to 1 s. 6 d. retail. The seriousness of the position may be gauged from the fact that our lowest priced record is 2 s. 6 d., and at this figure there is little profit for manufacturer, factor or dealer.

Under the Copyright Act, 1911, it was believed that copyright owners possessed the right to refuse supply of license stamps for use on records manufactured outside this country. Being a case for legal opinion, the publishers decided to seek advice before coming to a decision in the matter. Accordingly, a full meeting called by the Music Publishers' Association, Ltd., was held at the offices of Novello & Co., Ltd., on April 11. Evidence submitted clearly exposed the German plan to market the records of high international artists in the chief countries of the world.

The whole scheme has with the usual Teutonic thoroughness been worked out to the last detail. According to figures made public records of about ten, eleven and twelve-inch size will, it is proposed, be marketed in Great Britain at 1 s., 1 s. 2 d. and 1 s. 4 d. each, respectively; in America and Canada at 22, 26, 33 cents; India at 1 s. 4 d., 1 s. 6 d. and 2 s.; Australia, 1 s., 1 s. 2 d. and 1 s. 4 d. In fact, prices have been fixed for each country. What it means to British and American record houses is too obvious for words. And at these figures the music publisher-copyright-owners would reap considerably less revenue in license stamps and royalties than they now do.

These facts were duly placed before the meeting. Drummond Robertson, of the Gramophone Co., Ltd., explained the circumstances of the case. After a full discussion, on the proposition of Mr. Andrews (Swan & Co., Ltd.), seconded by Mr. Abbott (Francis Day & Hunter), the following resolution was passed:

"That in view of the present state of British industry, it be resolved by this meeting of copy-



"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 Gramophon-Aktieselskab, Frihavnen, 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 Gramophon-Aktiebolaget, Drottning Gatan No. 47, Stockholm.

RUSSIA: The Gramophone Co., Ltd., 45, Nevsky Prospect, Petrograd (Petersburg); No. 1 Solyanka, Solyanoi Dvor, Moscow; 9, Golovinskiy Prospect, Tiflis; Nowy-Swiat 30, Warsaw; 11 Michailovskaya Ulitsa, Baku.

INDIA: The Gramophone Co., Ltd., 139, Balaighatta 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, 103, 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; Iran H. Haarburger, Post Box 105, Bloemfontein; Franz Moeller, Post Box 108, East London; B. J. Ewins & Co., Post Box 86, Queenstown; Handel House, Kimberley; Laurence & Co., Post Box 132, Buluwayo; The Argus Co., Salisbury.

EAST AFRICA: Bayley & Co., Lourenço Marques.

HOLLAND: American Import Co., 22a, Amsterdamsche 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 162)

right owners not to issue stamps for the sale of German-made records until it be otherwise agreed."

If, in view of this resolution, any attempt is made to market such records, the sellers would no doubt be proceeded against for infringement of copyright.

Exchange of Unsalable Stock Suggested

A tentative proposal put forward at a recent meeting of the Music Trades Association that an exchange of stock might with advantage take place between retailers is of interest. One speaker voiced a common difficulty when he reminded us that a dealer in a particular district with stocks of sheet music, records or other goods unsuitable for sale in that locality cannot unload at reduced prices by reason of agreements or a price-maintenance undertaking not to sell below a certain figure. In such cases what better plan than to exchange these goods for something else from a retailer in another district? The launching of such a scheme would entail careful organization of a central clearing house, or would be possible to a limited extent by direct negotiation between dealers in different towns. According to dealers present at the meeting, the latter arrangement is already in force to some little extent, and has worked quite satisfactorily. In this way: If Mr. A. is asked for a piece of music or a record not in stock, before ordering it, he rings up Mr. B., who often is in a position to supply, especially if it happens that the particular title is not overpopular. The value of the proposal was generally recognized by the members of the M. T. A., and although it was shelved at the meeting, the seed has undoubtedly taken root. I am of opinion that we shall hear more of this scheme within the near future.

Action to Protect Columbia Patent Succeeds

The question of selling second-hand records below the price fixed for new records, where such are made under a patented process, was decided in the High Court last month. The Columbia Co. sought to restrain Henry Murray, of West

Croydon, from selling its records at less than 2 s. 6 d. each. Counsel for plaintiff referred to the notice on each record: "This record (made by patented process) must not be sold below the price fixed by the patentee." It came to plaintiff's knowledge that defendant was selling their discs at 2 s. instead of the fixed price of 2 s. 6 d. Through their solicitors the plaintiff company requested defendant to cease his infringement and offered to stay proceedings upon receipt of a written undertaking to that effect. Murray wrote that he had purchased a batch of records at two pence each and must sell his remaining stock of 140 below the authorized price, as it was his living.

After much legal discussion as to the circumstances of the case, and the rights of a patentee, Mr. Justice Russell said it was with the greatest reluctance that he granted the injunction asked for. These records were patented articles and the law being on the side of the plaintiff company, it was too strong for him to get over.

Louis Sterling Visits U. S. A.

At the moment of writing, Louis Sterling (Columbia Co.) is in America on urgent business, and, according to the Federation Journal, expects to be back in time for the music convention at Blackpool. As chairman of the Federation of British Music Industries, Mr. Sterling's presence at Blackpool is, obviously, very necessary.

In Voluntary Liquidation

It is a matter for general regret that one of our reputable gramophone houses, Messrs. W. H. Reynolds (1915), Ltd., has been forced to call its creditors into consultation. The firm and its predecessor have had a varied career. Particularly, since the armistice its business appears to have been quite prosperous up to 1920, but with the general slump in trade during 1921 the business showed serious signs of decline. According to the statement of the liquidator, Stephen Child, at a recent meeting of the creditors, Messrs. Reynolds have been trading at a loss the

**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 "Lyrecodire, London"

last six months or so. A statement of affairs shows the deficiency to be about £4,000. An attempt is being made to save the company and it is believed this can be done if creditors will accept a cash composition of 4 shillings on the pound. The offer will be examined by a committee of three of the largest creditors in conjunction with the liquidator, and after an investigation of the whole case, a decision will be taken as to whether or not the offer is good enough to ask the court to sanction. Another meeting of the creditors is to be held in May.

A Striking Contrast

As some indication of the trade situation in France compared with England, it may be stated that whereas our unemployed reached a total of over 2,000,000 as at December last, the figure for the same period shows that only about 11,000 unemployed in France were in receipt of Governmental assistance. These are really significant figures which at least prove that French industries are more prosperous than our own.

Edison's Fertile Brain

Under the above caption, Thos. Edens Osborne has published the subjoined interesting announcement in the Belfast (Ireland) newspapers:

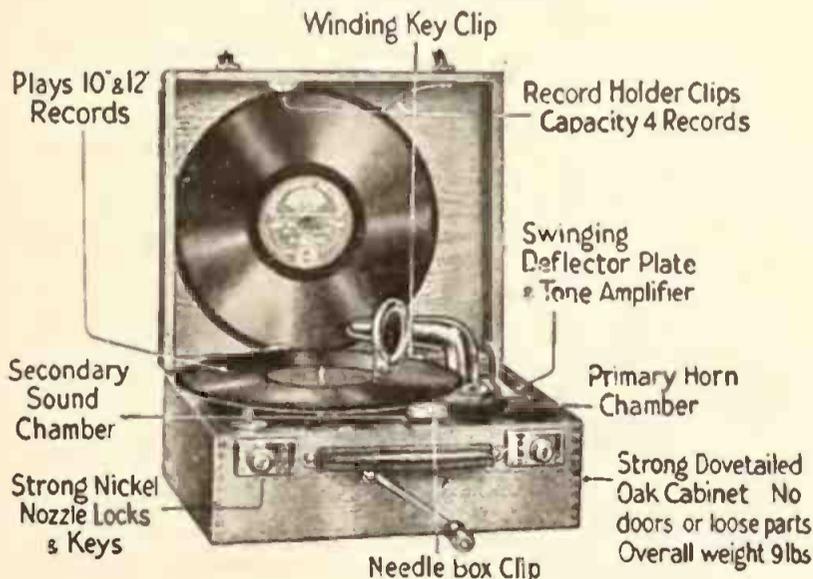
"The genius of Edison as an inventor is only equaled by the fame of Shakespeare as a poet. The ambition of the great 'American Wizard' has at last been accomplished at his famed laboratories in Orange, New Jersey, U. S. A., and his ideals realized by a new and astounding 'musical miracle.' After years of inflexible determination

(Continued on page 164)

Grippa Portable Gramophone

(Patents pending all countries)

Marketed in Great Britain less than three months ago, it has leapt into popularity with amazing rapidity. The most perfect manufacturing and selling proposition in the Gramophone World.



1. Perfect tone reproduction equal to a cabinet model.
2. Travel proof and fool proof.
3. Extraordinary low factory costs.

Model 3, as sketch, produced, sold and delivered to the retailer—Thence to the public at eighteen dollars. Showing full manufacturers' and jobbers' profits.

For exclusive manufacturing rights for U. S. and Canada under royalty apply to patentee, H. J. CULLUM, Managing Director, care of

PEROPHONE, Limited, 76-78 City Road, London, England

EDISON BELL



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 163)

tion and struggle for musical perfection, involving an expenditure in research work of more than three million dollars on his favorite invention, 'the phonograph with a soul' (as the New York Globe designates it) has been perfected by Mr. Edison, and has created quite a furor in America, England, and elsewhere. The records are double-sided discs, and are known by the patented name of 'Re-creation'."

By the way, membership of the Royal Society of Antiquaries of Ireland has been conferred upon Mr. Osborne, an honor which I am assured is appreciated as much as it is deserved

Decision of International Importance

In another part of this issue of The World (page 61) will be found a summary of the interlocutory decision handed down recently by the Anglo-German Mixed Arbitral Tribunal in favor of the Gramophone Co., Ltd., which sought an injunction to restrain the Deutsche Gramophon Aktiengesellschaft and the Polyphonwerke companies from selling records made from "His Master's Voice" matrices. The findings of the court are of international importance in view of the fact that the records made by the German company have been sent broadcast throughout the world.

Institutional or Group Advertising

This form of publicity is making a wide appeal throughout the English commercial community. Although in competition with each other, groups of the leading firms of a particular industry combine to advertise their product in a general way. Thus, the Gas Association will urge through advertisement the advantages of gas for heating, power or for cooking purposes. The same idea has been taken up for advocating the use of "Irish Linen," electric service, the nutrient value of bananas, currants, etc., "Eat-More-Fish," and similar co-operative campaigns.

Captain O. A. Minns develops the idea in the Federation Journal that the music instrument industry should be the next to adopt the idea. For example, apply the plan to British-made pianos or gramophones and educate the public to the fact that our instruments to-day are superior in quality and value to those of foreign manufacture. It is a timely suggestion and I think will fully justify serious consideration by British manufacturers. Operations might be started at an appropriate time, say next September, on the contributory basis of one per cent of each firm's capital or by a small levy on each instrument produced.

As Captain Minns so ably points out, in regard to the examples of group publicity mentioned, the advantages thus gained have benefited retailers, wholesalers and manufacturers. Some such scheme for the British music industry would undoubtedly prove of incalculable value to every section.

An Important Copyright Decision

Great interest is evinced here as in Australia concerning an action brought in the Supreme

Court of New South Wales by the owner of Australian copyright in a song, the claim being that he was entitled to royalty on gramophone records imported from England for sale in Australia. It appears that the record manufacturers had already paid royalty to the owners of the copyright in England, and on this ground the claim was resisted. After lengthy legal argument, the court was of opinion that additional royalty on the sales of records in Australia could be claimed. This decision will be the subject of appeal in London.

New "V. F." Records

Another pleasing list of Edison Bell "Velvet Face" records has been issued by J. E. Hough, Ltd., this city. These comprise music and song of a high standard specially recorded by reputable

CONNORIZED RECORDS FOR JUNE

The Connorized Music Co. has issued the following advance list of records for June. The list covers a lot of popular numbers as well as some recordings in Italian, which should make a wide appeal to American citizens of Italian birth or descent. The list follows:

- 3072 Mr. Gallagher and Mr. Shean—Song, Orch. Acc., Kaufman Brothers
- You Can Have Every Light on Broadway (Davis-Simons)—Song, Orch. Acc. Sam Ash
- 3073 Some Sunny Day—Song, Orch. Acc. Arthur Fields
- Those Days Are Over—Song, Orch. Acc. Harrison Clark
- 3074 Poor Little Me (Benny Davis) ... Bailey's Lucky Seven
- Don't Leave Me, Mammy (Davis-De Sylva-Conrad, Santly) ... Bailey's Lucky Seven
- 3075 California ... Bailey's Lucky Seven
- Carolina Rolling Stone (Parish-Young-Squires) ... Bailey's Lucky Seven
- 3076 Canary Isle ... Glantz and His Orchestra
- Venetian Love Boat ... Glantz and His Orchestra
- 3077 Satanic Blues ... Connorized Jazzers
- Muscle Shoals—Blues ... Connorized Jazzers
- 3078 Mr. Gallagher and Mr. Shean, Glantz and His Orchestra
- Some Sunny Day ... Bailey's Lucky Seven
- 3080 Father O'Flynn—Song, Orch. Acc. Felix O'Day
- Molly Branigan—Song, Orch. Acc. Felix O'Day
- NUOVI DISCHI ITALIANI**
- 134 'A "Santananotte" (Scala-Buongiovanni)—Tenore, Orch. Acc. E. Cuoco 10
- O Viaggio E Nozze (Mario-Nicolo)—Tenore, Orch. Acc. E. Cuoco 10
- 135 'America (Mario)—Tenore, Orch. Acc. S. Romano 10
- Tanto Piacere (Morelli-Mario)—Tenore, Orch. Acc. S. Romano 10
- 136 Caffone Marinaresca (Scala-Bossi)—Tenore, Orch. Acc. V. Della Monica 10
- Mandulinata A Napule (Murolo-Tagliareri)—Tenore, Orch. Acc. V. Della Monica 10

OREGON ASSOCIATION HOLDS DANCE

Music Trade Members Enjoy a Pleasant and Lively Evening in Portland

PORTLAND, ORE., May 4.—The Oregon Music Trades Association held an informal dance in the spacious recital hall of the McDougall-Conn Music Co., Friday night, April 28, and the large delegations from all firms of the organizations present had a royal good time. C. A. Alphonse, of the Hyatt Talking Machine Co.; J. J. Collins, of the Reed, French Piano Co., and Louis Mack, sheet music dealer, of Bush & Lane Piano Co., were the committee of arrangements and did all in their power to make the affair a success. Peppy music, light refreshments and a feeling of good fellowship made the evening one long to be

artists. With the list is issued a brochure of trade and press opinions eulogistic of the quality and velvet surface of these records, which, by the way, have attained to quite a distinctive vogue throughout the country. In connection with the sale of these discs Messrs. Hough are constantly developing their retail publicity service. The latest offer to dealers is a couple of attractively designed electrically animated signs for window display. This class of publicity will eagerly be sought after by those dealers having electric light facilities, and as most dealers are so equipped it will cost little to install these signs.

A Musical Mouse Trap

The latest from the Continent is a mouse trap with a musical box attachment. Music, it is said, attracts mice and they wander quite happily into the trap. An attractive tune would undoubtedly be "Three Blind Mice"!

remembered. J. H. Dundore, manager of Sherman, Clay & Co., and president of the association, had as his guest his son, Jack Dundore, manager of the Victrola department of the Tacoma, Wash., branch of Sherman, Clay & Co.

STATEMENT OF THE OWNERSHIP, MANAGEMENT, CIRCULATION, ETC., REQUIRED BY THE ACT OF CONGRESS OF AUGUST 24, 1912.

Of The Talking Machine World, published monthly at New York, N. Y., for April 1, 1922:

STATE OF NEW YORK,
COUNTY OF NEW YORK, ss.:
Before me, a Notary Public, in and for the State and county aforesaid, personally appeared J. B. Spillane, who, having been duly sworn according to law, deposes and says that he is the Editor of The Talking Machine World, and that the following is, to the best of his knowledge and belief, a true statement of the ownership, management (and if a daily paper, the circulation), etc., of the aforesaid publication for the date shown in the above caption, required by the Act of August 24, 1912, embodied in section 443, Postal Laws and Regulations, printed on the reverse of this form, to wit:

1. That the names and addresses of the publisher, editor, managing editor, and business managers are:
Publisher—Edward Lyman Bill, Inc., 373 Fourth avenue, New York City.

Editor—J. B. Spillane, 373 Fourth avenue, New York City.
Managing Editor—J. B. Spillane, 373 Fourth Avenue, New York City.

Business Manager—None.

2. That the owners are: (Give names and addresses of individual owners, or, if a corporation, give its name and the names and addresses of stockholders owning or holding 1 per cent or more of the total amount of stock): Edward Lyman Bill, Inc., 373 Fourth avenue, New York City; Caroline L. Bill, New Rochelle, N. Y.; J. B. Spillane, 373 Fourth avenue, New York City; J. Raymond Bill, 373 Fourth avenue, New York City; B. B. Wilson, 373 Fourth avenue, New York City; Carleton Chace, 373 Fourth avenue, New York City; E. P. Van Harlingen, 209 South State street, Chicago, Ill.

3. That the known bondholders, mortgagees, and other security holders owning or holding 1 per cent or more of total amount of bonds, mortgages, or other securities are: (If there are none, so state.) None.

4. That the two paragraphs next above, giving the names of the owners, stockholders, and security holders, if any, contain not only the list of stockholders and security holders as they appear upon the books of the company but also, in cases where the stockholder or security holder appears upon the books of the company as trustee or in any other fiduciary relation, the name of the person or corporation for whom such trustee is acting, is given; also that the said two paragraphs contain statements embracing affiant's full knowledge and belief as to the circumstances and conditions under which stockholders and security holders who do not appear upon the books of the company as trustees, hold stock and securities in a capacity other than that of a bona fide owner; and this affiant has no reason to believe that any other person, association, or corporation has any interest direct or indirect in the said stock, bonds, or other securities than as so stated by him.

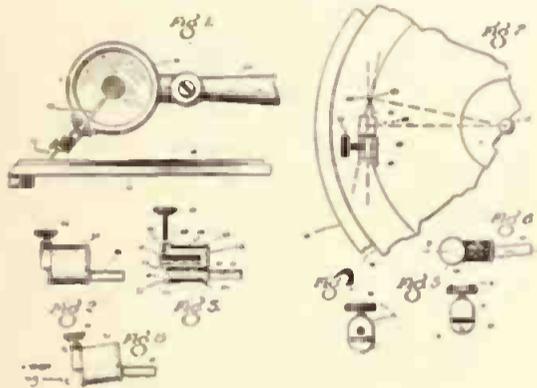
5. That the average number of copies of each issue of this publication sold or distributed, through the mails or otherwise, to paid subscribers during the six months preceding the date shown above is..... (This information is required from daily publications only.)

J. B. SPILLANE, Editor.
Sworn to and subscribed before me this 28th day of March, 1922. (Seal) EUGENE R. FLACK, Notary Public No. 6. (My commission expires March 30, 1924.)

LATEST PATENTS RELATING TO TALKING MACHINES AND RECORDS

WASHINGTON, D. C., May 8.—Sound-modifying Device for Phonographs. James R. Parrish, Nashville, Tenn. Patent No. 1,406,069.

This invention relates to a sound-modifying device for phonographs and the object of the invention is to provide a device of the above character which may be easily and expeditiously attached to the needle holder of a phonograph without changing the construction thereof, and when attached adapted to soften and lower the



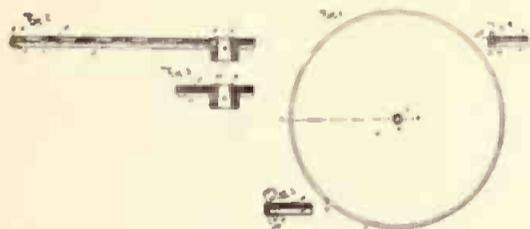
volume of sound waves produced by the phonograph.

Figure 1 is a detail elevation of a phonograph diaphragm casing and associated parts and illustrating the invention when applied to the needle holder; Fig. 2 is a side elevation of the device; Fig. 3 is a longitudinal transverse section of the same; Fig. 4 is a lower end view of the same; Fig. 5 is an upper end view of the same; Fig. 6 is an upper face view of the same, and particularly illustrating the angular disposal of the stem for connecting the attachment to the needle holder of a phonograph; Fig. 7 is a plan view illustrating the disposal of the device when held by the needle holder of a phonograph, and Fig. 8 is a view similar to Fig. 6, but showing a different angular disposal of the stem.

Turntable for Talking Machine. Anthony Vasselli, Newark, N. J., assignor to the Harriman National Bank of New York. Patent No. 1,409,432.

The objects of the invention are to prevent the unraveling of the edges of a disc of textile fabric, such as velvet, plush or the like, to provide means for securing a pad to a turntable to prevent relative movement of the pad and turntable, to provide means for protecting the covering or pad of a turntable, to provide a pad which will not become disarranged and improve the appearance of a turntable provided with fabric covering.

The invention contemplates the provision of means for supporting and retaining the pad in its proper position on the turntable to protect



the fabric from injury and to effectively prevent unraveling of the fabric.

A further object is the provision of means of the character described, which are extremely simple in construction, neat and attractive in appearance, thoroughly reliable and efficient in its purpose and inexpensive to manufacture.

Figure 1 is a top plan view of a talking machine turntable provided with the invention; Fig. 2 is a sectional view on an enlarged scale, said section being taken on the line 2-2 of Fig. 1; Fig. 3 is a detail view of a modification, and Figs. 4 and 5 are detail sectional views of additional modifications.

Talking Machine Needle or Stylus. Eugene A. Widemann, Brooklyn, N. Y., assignor to Pathé Frères Phonograph Co., same place. Patent No. 1,409,630.

This invention relates to a talking machine stylus and has for its object to provide a stylus which will avoid the defects inherent in the results obtained by the customary metal needles, particularly the scratchy, metallic sounds and the unpleasant mingling of blaring noises produced by the ordinary needles. To accomplish the im-



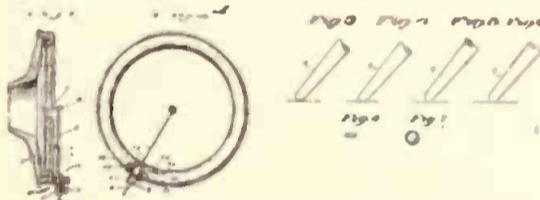
proved results of the invention the talking machine stylus of a non-metallic elastic material is made, such as lignum-vitre or boxwood or various equivalent substances.

Figure 1 is a side elevation of a talking machine reproducer fitted with the improved needle; Fig. 2 is a side view of such needle, and Fig. 3 is a longitudinal section of the needle.

Sound Reproducer. Fred Petmecky, Austin, Tex. Patent No. 1,410,115.

This invention relates to improvements in sound reproducers, an object of the invention being to provide an improved construction of stylus bar and mounting therefor which permits a turning or rotary adjustment of the stylus bar so that the sound or tone can be varied and also permits the sharpening of the stylus or needle.

In the accompanying drawings Figure 1 is a view in longitudinal section illustrating the improved sound reproducer; Fig. 2 is a view in

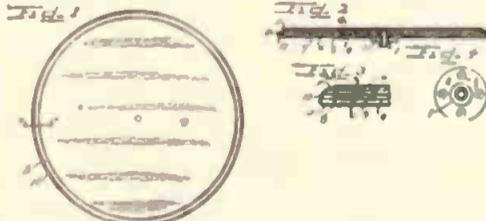


elevation of Fig. 1; Figs. 3, 4, 5 and 6 are enlarged views illustrating the manner of sharpening the stylus or needle when employed in connection with the improved reproducer; Fig. 7 is a view in transverse section on the line 7-7 of Fig. 3; Fig. 8 is an enlarged view in transverse section on the line 8-8 of Fig. 1.

Phonograph Turntable. Frank W. Williams, Chicago, Ill. Patent No. 1,410,234.

This invention relates more particularly to an improved type of phonograph turntable wherein a one-piece metal retaining ring is spun into place around a laminated disk, for holding a layer of felt in place to provide a frictional surface upon which a disk record may be placed.

In the drawings Figure 1 is a top plan view of a turntable embodying the principles of this invention; Fig. 2 is a transverse section thereof; Fig. 3 is an enlarged fragmentary detail section

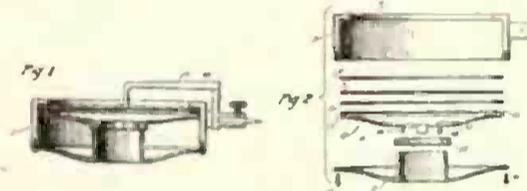


taken on line 3-3, of Fig. 1; Fig. 4 is an enlarged bottom plan view of the turntable supporting bushing. As shown in the drawings.

Sound Box. Harold Y. Prendergast, Brooklyn, N. Y. Patent No. 1,410,505.

The invention is directed to providing a means for holding the diaphragm in place with such means comprehending a resilient element which bears upon the diaphragm or upon a gasket overlying the diaphragm and is placed under tension in the assemblage of the box parts to exert a resilient holding effect upon the diaphragm edge. The holding member operates as a sounding board and through its peculiar construction is spaced throughout its full sounding area from the diaphragm.

The object of the present invention is to provide a sound box which entirely eliminates the necessity of resilient gaskets, as means whereby pressure may be exerted upon the diaphragm to hold it in place, this being accomplished in accordance with the present invention, through the agency of a resilient sounding board or partition. A shoulder is preferably formed on the interior of the sound box and against this shoulder operates a gasket which need not necessarily be resilient. The diaphragm rests against this gasket and the second gasket operates against the opposite side of the diaphragm. Against the second-mentioned gasket the outer periphery of the sounding board or partition engages. A cover closes one side of the sound box and is adapted to press against the central portion of the sounding board and places the same under tension, whereby said sounding board is maintained at all times under more or less tension and serves to tightly hold the diaphragm in position, so that the resiliency of the gaskets



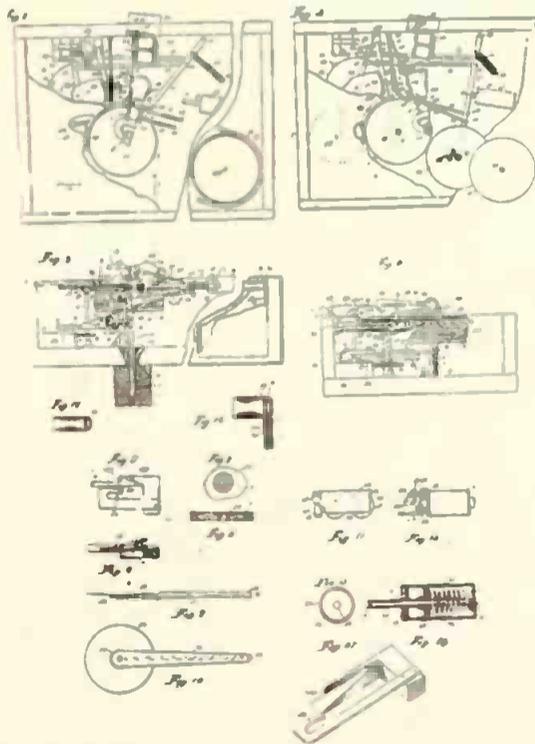
is not depended upon for this purpose. By this arrangement a simple, economical and highly efficient sound box results which is automatically maintained in operation, high efficiency, and does not require the tension hereinbefore referred to as necessitated by the prior constructions.

Figure 1 is a central section of a sound box embodying the present invention; and Fig. 2 is a central section of the parts shown in Fig. 1, dismantled or separated from one another.

Disk-Placing Mechanism for Talking Machines. Charles B. Coe, Merchantville, N. J. Patent No. 1,410,734.

This invention has for its object to provide means for automatically bringing a series of record disks one after the other in position to be played and removing the same one by one after they have been played. A further object is to provide for the depositing of said disks in a receptacle as they are removed from the playing position.

A still further object is to provide means for bringing the needle of the sound box into proper



position upon the record to be played, and elevate said needle therefrom after it has been played and prior to this record being displaced for the succeeding one.

(Continued on page 166)

PATENTS RELATING TO TALKING MACHINES AND RECORDS—(Continued from page 165)

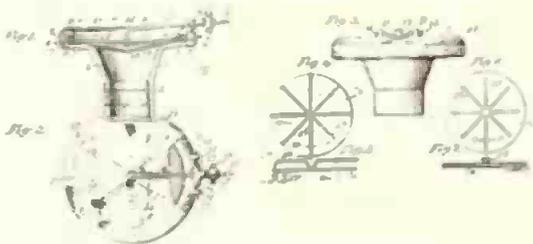
Figure 1 is a plan view of talking machine having the improvements applied thereto, portions of the device being broken away to more clearly illustrate the operating parts thereof, the mechanism being in the position assumed at or near the end of the playing of the top record; Fig. 2 is a view similar to Fig. 1 showing the position of the parts when the record is being discharged; Fig. 3 is a side elevation partly in section and partly broken away looking in the direction of the arrow in Fig. 1, the side casing being removed; Fig. 4 is an end elevation looking in the direction of the arrow 2, Fig. 1 partly in section and partly broken away, the end of the casing being removed; Fig. 5 is an enlarged, detail plan view of the locking and retrieving mechanism; Fig. 6 is an elevation of Fig. 5; Fig. 7 is an enlarged bottom plan of the center portion of one of the record disks showing the corrugations for transmitting rotation to the disks; Fig. 8 is a section of Fig. 7; Fig. 9 is a side elevation of the disk supporting arm and the turntable carried thereon; Fig. 10 is a bottom plan view of Fig. 9; Fig. 11 is an enlarged end view of the magnet and its armature for actuating the needle lifting and releasing the disk removing mechanism; Fig. 12 is a side elevation of Fig. 11; Fig. 13 is an enlarged end view of the cushioning mechanism; Fig. 14, is a central section of Fig. 13; Fig. 15 is an enlarged section of the pneumatic cushion for centering the record disks; Fig. 16 is a section of the pneumatic cushion for resting the movement of the disks when discharged; Fig. 17 is a perspective view of the double face cam and the associated spring rest.

Reproducer for Phonographs. William Edwards Hunt, Silver City, New Mexico. Patent No. 1,410,679.

An object of this invention is to provide a reproducer by means of which a perfectly clear, distinct, loud and natural tone is secured, and in which the so-called mechanical noises and the nasal twang are eliminated.

Other objects are to provide a device in which the lapping of sounds caused by echoes is obviated, and in which the loudness of sound is increased; to provide a novel form of diaphragm which is divided into sections in such a manner as to insure clear, loud, and natural tones. Also to provide a novel means for holding the needle in the stylus bar.

In the accompanying drawings Figure 1 is a section through the reproducer; Fig. 2 is a face view thereof, a portion being broken away; Fig. 3 is a section along the line 3—3 of Fig. 1, looking in the direction of the arrows; Fig. 4 is a face



view of a modified form of the diaphragm; Fig. 5 is an enlarged section along the line 5—5 of Fig. 4; Fig. 6 is a face view of another modified form of the diaphragm, and Fig. 7 is an enlarged sectional view along the line 7—7 of Fig. 6.

Cover Support. Charles H. Hutton, Bay Shore, N. Y. Patent No. 1,410,571.

This invention relates to cover supports and has for its object the production of a simple and efficient support especially adapted to be used upon graphophones, talking machines and other devices of similar character; another object is the production of a simple and efficient cover support which will automatically co-operate with the cover so as to support the same in a raised position and which may be also easily released, for permitting the cover to drop to a closed position.

In the drawings Figure 1 is a side elevation of a portion of a talking machine showing the cover raised to an open position, in full lines, the closed position being shown in dotted lines;

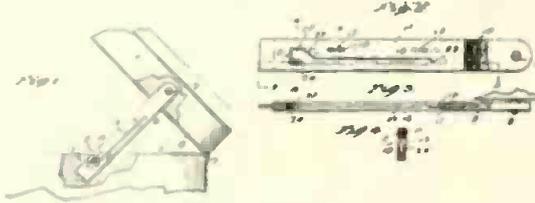
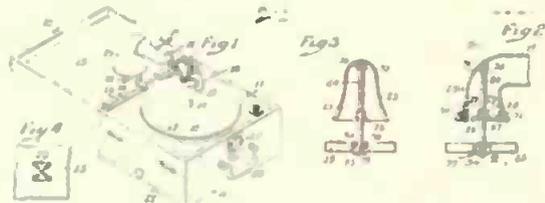


Fig. 2 is a side elevation partly in section of the cover support; Fig. 3 is a section taken on line 3—3 of Fig. 2, and Fig. 4 is a section taken on line 4—4 of Fig. 2.

Sound Transmitting Apparatus. Generoso Di Giacomo and Louis Melchiorri, Philadelphia, Pa. Patent No. 1,410,897.

The principal object of this invention is to provide a portable type of talking machine provided with a boxed lid hinged to the body of the machine so that when in an open position said lid is on a horizontal plane with the top thereof, of an improved sound transmitting apparatus, adjustably positioned on said lid, whereby the tone reproduction is taken directly from the needle, amplified through the single medium of the tone or sound arm as the sound passes through the tapering turns and out a bell-shaped terminus thereof, striking against the surface of said lid which lid thereby acts as a resounding chamber transmitting the sound vibrations to the open air; reproducing the original sound with accuracy and preserving the clearness of the modulated solo tones and the virile harmony of the chorus or the orchestra.

Figure 1 is a perspective view of the talking machine in playing position; Fig. 2 is a vertical sectional view of the tone arm employed; Fig. 3 is a transverse sectional view on the line 3—3

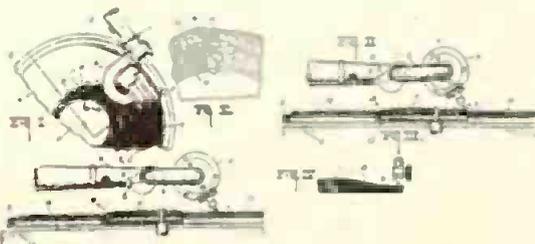


of Fig. 2, and Fig. 4 is a top plan view of the pyramidal cover for the cup on the lid of said machine in which the spindle of the tone arm rests.

Phonograph Record. John H. Adams, Kalamazoo, Mich. Patent No. 1,411,551.

This invention relates to improvements in phonograph records. Various attempts have been made to provide means for automatically disengaging the stylus from the record and, among other means, records have been provided with projections adapted to raise the sound box and a catch is provided for holding the sound box in elevated or raised position.

The main object of this invention is to pro-



vide a disk record having means for elevating the sound box at the end of the record which does not detract from the appearance of the record, does not prevent the records being stacked one upon another and, further, records

having these advantages which are economical to produce and durable in that there are no projecting parts to be broken off in handling.

Figure 1 is a detail plan view of the tone arm, sound box and turntable of a phonograph, with one of the improved records upon the turntable; Fig. 2 is a detail broken section on a line corresponding to the broken line 2—2 of Fig. 1; Fig. 3 is a detail broken section corresponding to Fig. 2, showing the sound box in its elevated position; Fig. 4 is an enlarged fragmentary section on a line corresponding to line 4—4 of Fig. 1; Fig. 5 is an enlarged fragmentary view of the record.

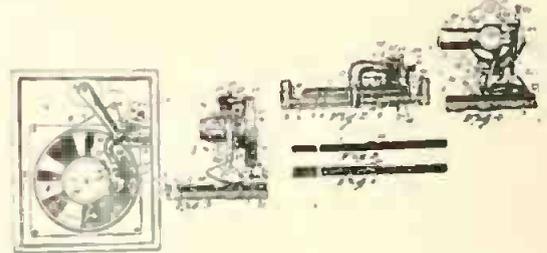
Phonograph Record-playing Repeater. Harold E. Thompson, Indianapolis, Ind. Patent No. 1,412,148.

The object of this invention is to provide a device readily applicable to all commercial types of phonograph apparatus and automatically operated from the sound-record disk for lifting the stylus out of contact with the disk after it has played a record, and transferring it to the place of beginning into contact with the disk in order to repeat the reproduction of the sounds recorded upon said sound-record disk.

The object further is to provide this device of such construction and operation that if expedient to specially prepare the record disk the device will function accurately with successive records without any adjustments of the device itself; or, if standard unprepared record disks are used, a simple temporary preparation of the record disks will suffice to effect an accurate adjustment to offset the variation that exists between respective record disks in the distance from the center at which the recorded musical or other selection terminates.

Other objects are to provide such construction of this device that no part will drag on or rub the surface of the record disk and thus tend to mar its perfection of impressed selection, or even the perfection of its polish or glossy finish which might suggest damage to the record disk; also to provide a device that will so operate as not to noticeably retard the rotative speed of the record disk or cause it to slip upon the revolving turntable from which its motion of revolution is derived, or in any way tend to cause stoppage of a weakly-powered phonograph, or the cessation of useful operation due to record slippage.

Figure 1 is a top plan view of a phonograph and cabinet with the invention operatively applied; Fig. 2 is a vertical section on the line 2—2 of Fig. 1; Fig. 3 is a side elevation of the sound



box and its supporting sleeve with the invention applied, the record-disk and turntable being in section with the stylus in the groove of the disk bringing the cone-wheel of the repeater into contact with the disk; Fig. 4 is a view in rear elevation of the sound-box and associated parts shown in Fig. 3; Fig. 5 is a section on a larger scale of part of a sound-record disk embodying the invention in so far as the disk is concerned, and Fig. 6 is a like view of a modified form of disk.

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- The Little Shawl of Blue Allen McQuhae 10
- 50970 Mister Gallagher and Mister Shean, Edward Meeker—Steve Porter 10
- Who Tied the Can on the Old Dog's Tail, Edward Meeker 10
- 50972 By the Sapphire Sea—Fox-trot, Club de Vingt Orch. 10
- Every Day (Intro.: "Oh, Geel Oh, Gosh!") from "For Goodness' Sake"—Medley Fox-trot, Club de Vingt Orch. 10
- 50894 There Are Tears in Your Dear, Dear Eyes, Helen Clark 10
- Show Me the Way to Your Heart Lewis James 10
- 50895 Old Comrades March United States Marine Band 10
- Ride of the Cavalry United States Marine Band 10
- 50896 The County Fair at Pun'kin Center—A Rural Story Cal Stewart 10
- The Life Insurance Policy Golden-Hughes 10
- 80704 Canzonetta—Violin Solo Elias Breeskin 10
- Chant du Menestrel—Violoncello Solo, Vladimir Dubinsky 10
- 80705 La Capiner (The Wren) Virginia Rea 10
- Dormi pure (Sleep On) Thomas Chalmers 10
- 80706 The Slumber Boat Delphine March 10
- Put Me in My Little Bed Gladys Rice and Chorus 10
- 80707 Heartsease Peerless Orch. 10
- Impassioned Dream Waltz Peerless Orch. 10
- 80703 O. Day of Rest and Gladness, Metropolitan Quartet 10
- Not Half Has Ever Been Told, Metropolitan Quartet 10
- 82256 Le Beau Reve Anna Case 10
- Nuit d'Etoiles (Starry Summer Night) Anna Case 10
- 82257 The Chase—Hunting Song Arthur Middleton 10
- How Fair Art Thou! Arthur Middleton 10
- 82258 Ave Maria Marie Rappold-Albert Spalding 10
- Pilgrim's Song Henri Scott 10
- 82255 Gypsy Serenade—Violin Solo Vasa Prihoda 10
- Spanish Dance—Violin Solo Vasa Prihoda 10

EDISON BLUE AMBEROL

JUNE, 1922, BLUE AMBEROLA SUPPLEMENT

- 4517 Angel Child—Fox-trot Broadway Dance Orch. 10
- 4518 Where My Caravan Has Rested Lewis James 10
- 4519 Velma-Capriccio—Saxophone Solo Rudy Wiedoeft 10
- 4520 The "Knocker"—Character, Recitation, Edward Clark 10

- 4521 Der Rosenkavalier—Tanzwalzer, Armand Vescey and His Hungarian Orch. 10
- 4522 The Mill by the Sea Walter Scanlan 10
- 4523 Ragtime Echoes—One-step—Mandolin and Ukulele Samuel Siegel-Marie Caveny 10
- 4524 Dreaming of You George Wilton Ballard 10
- 4525 Firelight Faces Helen Clark and Chorus 10
- 4526 My Sweet Egyptian Rose Vernon Dalhart 10
- 4527 "Ma" (Intro.: "Glow, Little Lantern of Love")—Medley Fox-trot—Piano Solo E. L. Stevens 10
- 4528 I Need Thee Every Hour Metropolitan Quartet 10
- 4529 Who Stole the Chickens? Golden-Hughes 10
- 4530 When You Sang "Hush-a-bye Baby" to Me, Helen Clark 10
- 4531 Lo-la-Lo—Hawaiian Fox-trot Lanin's Orch. 10
- JUNE BLUE AMBEROL HITS
- 4552 Blue Bird (Where Are You?)—Fox-trot, Broadway Dance Orch. 10
- 4553 In the Little Red School House, Billy Jones—Ernest Hare 10
- 4554 Nola—Fox-trot Vincent Lopez Orch. 10
- 4555 Memories of the South—Medley Fox-trot—Piano Solo Ernest L. Stevens 10
- 4556 Happy Days—Fox-trot Vincent Lopez Orch. 10

AEOLIAN CO.

OPERATIC SELECTIONS

- 52033 La Traviata—Di provenza il mar (Thy home in fair Provence) (In Italian) (Verdi)—Baritone, Vocalion Orch. Accomp. Giacomo Rimini 12
- 14321 Lohengrin—Wedding March (Wagner)—Vocalion Orch. Accomp. Cathedral Quartet 10
- Faust—Soldiers' Chorus (Gounod)—Vocalion Orch. Accomp. Criterion Quartet 10

STANDARD SELECTIONS

- Norwegian Echo Song (In Norwegian) (Bjerggard-Thrane)—Soprano, Vocalion Orch. Accomp. May Peterson 12
- 48002 Snowy-Breasted Pearl (de Vere-Robinson)—Tenor, Vocalion Orch. Accomp. Colin O'More 12
- She Is Far From the Land (Moore-Lambert)—Tenor, Vocalion Orch. Accomp. Colin O'More 12
- 30153 O sole mio (Neapolitan Folk Song, in Italian) (di Capua)—Tenor, Vocalion Orch. Accomp. Giulio Crimi 10

SACRED SELECTIONS

- 14309 O'er Waiting Harp Strings of the Mind (Eddy-Root)—Orch. Accomp. Nevada Van Der Veer 10
- Day by Day the Manna Fell (Gottschalk)—Orch. Accomp. Lloyd Simonson 10

POPULAR SELECTIONS

- 14325 Ship o' Dreams (Francis)—Orch. Accomp. Arthur Burns 10
- There's Silver in Your Hair (But There's Gold Within Your Heart) (David Wright)—Orch. Accomp. Arthur Burns 10
- 14326 Oogie Oogie Wa-Wa (Gottler)—Orch. Accomp. Billy Jones 10
- Down on Avenue "A" (Violinsky)—Orch. Accomp. Irving Kaufman 10

DANCE SELECTIONS

- 14320 Rosy Posy (From "The Blushing Bride") (Wood-Romberg)—Fox-trot, Rudy Wiedoeft's Californians 10
- Mr. and Mrs. (Intro.: "Just a Regular Girl") from "The Blushing Bride" (Wood-Romberg)—Fox-trot, Rudy Wiedoeft's Californians 10
- 14327 Some Sunny Day (Irving Berlin)—Fox-trot, Yerkes' S. S. Flotilla Orch. 10
- Lovely Dove (From "The Rose of Stamboul") (Romberg)—Fox-trot, Yerkes' S. S. Flotilla Orch. 10
- 14328 Tennessee Moon (Brown-Hill)—Fox-trot, Yerkes' S. S. Flotilla Orch. 10
- You Won't Be Sorry (Burnett-Marcasie)—Fox-trot, Yerkes' S. S. Flotilla Orch. 10

INSTRUMENTAL SELECTIONS

- 24026 Serenade (Tosell)—Cello, Piano Accomp. by Marcel Hansotte Maurice Dambos 10
- Serenade (Popper)—Cello, Piano Accomp. by Marcel Hansotte Maurice Dambos 10
- 14322 The Boys at the Lough—Reel Medley (Traditional)—Violin, Piano Accomp. by J. Muller, Michael Coleman 10
- Humorous of Enn'tymon—Jig Medley (Traditional)—Violin, Piano Accomp. by J. Muller, Michael Coleman 10

BAND SELECTIONS

- 14323 Wacht am Rhine (Traditional), Aeolian Concert Band 10
- Still wie die nacht (Bohm), Aeolian Concert Band 10

HEBREW SELECTIONS

- 14332 Oy wcl mir zel geben dos yohi (In Hebrew) (Traditional)—Orch. Accomp. Gus Goldstein 10
- Watch Your Step (Kammen Lewenworth-Rumshinsky) Gus Goldstein 10
- 14329 Who (Believed in You?) (Fredland)—Fox-trot, The California Ramblers 10
- My Honey's Lovin' Arms (Meyer)—Fox-trot, The California Ramblers 10
- 14330 Georgia (Donaldson)—Fox-trot, The Bar Harbor Society Orch. 10
- High Brown Blues (Ager)—Fox-trot, with Vocal Accomp. The Bar Harbor Society Orch. 10
- 14331 Every Day (Intro.: "Oh Geel Oh Gosh!") from "For Goodness' Sake" (Daly)—Fox-trot, The Bar Harbor Society Orch. 10
- Idola (Wickie-Bradley)—Fox-trot, Leo F. Reisman Orch. 10

The following number, which was shipped as an April 15th special and listed in the May Bulletin, should be a May 15th special.

- 14318 Sing Song Man (Friend-Conrad)—Fox-trot, Yerkes' S. S. Flotilla Orch. 10
- California (Friend-Conrad)—Fox-trot, The Bar Harbor Society Orch. 10
- 14333 Mr. Gallagher and Mr. Shean (Gallagher-Shean)—Orch. Accomp. Dooley-Shea 10
- Lovesick Blues (Cliff Friend)—Orch. Accomp. Jack Shea 10

BRUNSWICK RECORDS

TWENTY-SIXTH RELEASE

- 50012 Pagliacci—Che volo d'augelli (Ye Birds Without Number) (Act I) (Leoncavallo)—Soprano, in Italian, with Orchestra Florence Easton 10
- Carmen—Je dis que rien ne m'échouera (Micaela's Air) (Act III) (Bizet)—Soprano, in French, with Orchestra Florence Easton 10
- 15023 My Dreams (Weatherly-Tosti)—Tenor, with Orchestra Mario Chamlee 10

(Continued on page 168)

ADVANCE RECORD BULLETINS FOR JUNE—(Continued from page 167)

- Parted (Weatherly-Tosti)—Tenor, with Orchestra
- 15024 Soirees de Vienne (Schubert-Liszt)—Pianoforte Solo
- 5126 From the Canebrake (Gardner)—Violin Solo, Pianoforte by Josef Bonime
- 5127 Roses in June (Bingham-German)—Tenor, with Orchestra
- 5128 When the Roses Bloom (In the Time of Roses) (Reichardt)—Soprano, with Orchestra
- Nightingale Song (Rockar-Zeller)—Soprano, with Bird Voices and Orchestra
- 5129 Irish Love Song (Lang)—Contralto, with Orchestra
- 20003 In a Clock Store (Descriptive Fantasia) (Orth)—Concert Orchestra
- 2257 Song to Hawaii—Hawaiian Waltz, Ferera-Franchini
- 2244 Samson and Delilah (Saint-Saens)—Fox-trot, for Dancing
- 2260 Do It Again (De Sylva-Gershwin)—Fox-trot, for Dancing
- 2261 Kitten on the Keys (Zez Confrey)—Fox-trot, for Dancing
- 2262 Rosy Posy (From "The Blushing Bride") (Wood-Romberg)—Fox-trot, for Dancing
- 2255 Stealing (Sullivan)—Soprano, with Orchestra
- 2264 I've Got the Wonder Where He Went and When He's Coming Back Blues (Little-Lyman)
- 2265 Oogie Oogie Wa-Wa (Clarke-Leslie-Gottler)—Comedienne, with Orchestra
- 2243 By the Sapphire Sea (Ted Snyder)—Fox-trot, for Dancing
- 2258 Pick Me Up and Lay Me Down in Dear Old Dixie and (Kalmar-Ruby)—Fox-trot, for Dancing
- 2259 Georgia (Johnson-Donaldson)—Fox-trot, for Dancing

OKEH RECORDS

FONOTIPIA RECORDS

These records were recorded in Europe and are pressed in the United States, under a special license from the Societa Italiana Di Fonotipia of Milan, Italy, by the General Phonograph Corp.

- 73001 Barber of Seville—Vol dovreste travestirti (You Must Disguise Yourself) (Rossini)—Tenor-Baritone Duet, with Orch. (in Italian)
- 73002 Barber of Seville—Numero quindici Corradetti (Rossini)—Tenor-Baritone Duet, with Orch. (in Italian)

ODEON RECORDS

- 50102 Parta—Waltz (Arditi)—Soprano, with Orch. (in Italian)
- 72901 Carmen—Hier an dem Herzen treu geboren (Flower Song) (Bizet)—Tenor, with Orch. (in German)
- 52002 Trovatore—Dass nur fuer mich dein Herz erhebt (The Vows We Plighted) (Verdi)—Tenor, with Orch. (in German)
- 3011 Hungarian Rhapsody No. 1 (Fr. Liszt)—Band
- 3012 Rosamunde Overture, Part 1 (Schubert)—Band
- Rosamunde Overture, Part 2 (Schubert)—Band

DANCE RECORDS

- 4566 On the 'Gin, 'Gin, 'Ginny Shore (Walter Donaldson)—Fox-trot
- 4567 Wana (When I Wana, You No Wana) (Cliff Friend)—Fox-trot
- 4568 Lonesome Hours (Cliff Friend)—Fox-trot
- Broken Toy (Frank Magine-Leon Flatow)—Fox-trot
- 4569 By the Sapphire Sea (Ted Snyder)—Fox-trot
- 4571 Madagascar (Chris. Smith-Robert W. Ricketts)—Fox-trot
- 4572 I've Got the Wonder Where He Went and When He's Coming Back Blues (Geo. A. Little-Tommy Lyman)—Fox-trot
- In Bluebird Land (W. R. Williams-Albert E. Short)—Fox-trot
- 4573 I'm So Unlucky 13 (Larry Briers-Joe Samuels)

- Fox-trot Joseph Samuel's Jazz Band
- Eying With the Blues (F. H. Henderson, Jr.—W. Astor Morgan)—Fox-trot
- 4574 Don't Forget (Lou Herscher-Joe Burke)—Fox-trot
- 4579 Rosy Posy (From "The Blushing Bride") (Sigmund Romberg)—Fox-trot
- 4580 Georgia (Walter Donaldson)—Fox-trot
- 4581 Hawaiian Sighs (Rita Stone Day)—Waltz
- 4582 Valse Bohemienne (Humoresque) (Dvorak)—Waltz
- 4575 Rio Nights (Fisher Thompson)—Hawaiian Guitar Duet
- 4585 Herd Girl's Dream (Labitsky)—Instrumental

INSTRUMENTAL RECORDS

- 4575 Rio Nights (Fisher Thompson)—Hawaiian Guitar Duet
- 4585 Herd Girl's Dream (Labitsky)—Instrumental

FOR THE COLORED CATALOG

- 8028 "L" Need Some Loving (Perry Bradford)—Colored Vocal Quartet
- 8029 Nervous Blues (Perry Bradford)—Contralto, with Orch.
- 8030 The Decatur Street Blues (Clarence Williams-T. A. Hammed)—Fox-trot
- 8031 Muscle Shoals Blues (Geo. W. Thomas)—Contralto, with Orch.

HUMOROUS

- 4584 Mutt and Jeff on Socialism (Frank Kennedy)—Dialogue
- 4583 Marche Tartare (Louis Ganne)—Standard Selection

BAND

- Mecca Temple Shrine Band of New York (Arthur H. Hoffman, Conductor)
- Cyrus the Great (K. L. King)—Persian March
- Mecca Temple Shrine Band of New York (Arthur H. Hoffman, Conductor)

VOCAL RECORDS

- 4565 High Brown Blues (Jack Yellen-Milton Ager)—Contralto, with Orch.
- 4570 Say It With Music (From "The Music Box Revue") (Irving Berlin)—Contralto-Baritone Duet, with Orch.
- 4576 She's Mine, All Mine! (Bert Kalmar-Harry Ruby)—Tenor, with Orch.
- 4577 I'm a Dog-gone Struttin' Fool (Benny Ryan-Maceo Pinkard)—Contralto, with Orch.
- 4578 Wabash Blues (Dave Ringie-Fred Meinken)—Popular Blues—Vocal
- Doo Dah Blues (Fred Rose-Eddie White)—Popular Blues—Vocal

GENNETT LATERAL RECORDS

- 4846 Say, Persianna, Say (White)—Oriental Fox-trot
- 4847 Dear Little Shamrock (Cherry)—Tenor with Orch.
- 4848 Die Greene Kosine (Svartz)—Orch. Acc.
- 4849 Hot a Yid a Weibali (Goldstein)—Orch. Acc.
- 4850 Boo Hoo Hoo (Link-Aaronson-Lentz-Nelson)—"Husk" O'Hare's Super-Orchestra of Chicago
- 4851 Tee Pee Blues (Bargy-Lewis-Erdman)—Lloyd Barber's Green Mill Orch.
- 4852 Canadian Capers (Chandler-White-Cohen), Love Days (Williams-Jones)
- 4853 Honeymoon Blues (Gillespie-McPhail)
- 4854 Skater's Waltz—Zither Solo, Unacc.
- The High Riders' March (Rahdfahrer Marsch) (Hauser)—Zither Solo, Unacc.
- 4855 I Wonder Blues (Little-Lyman)—Fox-trot
- Pick Me Up and Lay Me Down in Dear Old Dixieland (Kalmar-Ruby)—Fox-trot

- Smith sings the Chorus... Bailey's Lucky Seven
- 4856 My Honey's Lovin' Arms (Meyer-Ruby)—Fox-trot
- 4857 Poor Little Me (Davis)—Fox-trot
- 4858 A New Melody to America (Matt)—Acc. Lieut. Lawrence M. Matt and His Orch.
- 4859 Canary Isle (Schwartz)—Fox-trot
- 10059 The Swan (Le Cygne) (Saint-Saens)—Piano, Acc. Thos. Griselle
- 10060 Carmen (Prelude) (Bizet)—P. Florida, Conductor
- 2600 When My Ships Come Sailing Home (Stewart-Dorel)—Tenor with Orch.

PATHE FRERES PHONOGRAPH CO.

STANDARD VOCALS

- 20723 The Quilting Party and Sailing, Shannon Four
- 20724 Wonderland of Dreams... Charles Harrison
- 20725 Erin, You're Wearin' a Wonderful Smile... Charles Hart
- 20726 Moonrise... William Simmons
- 20727 Softly Now the Light of Day—How Gentle God's Commands... Cathedral Male Quartet

SACRED

HAWAIIAN

NOVELTY

- 20730 The Bird and the Saxophone—Whistling
- 20741 Mister Gallagher and Mister Shean, Irving and Jack Kaufman
- 20742 Mister Gallagher and Mister Shean—Fox-trot
- 20743 Don't Feel Sorry for Me... Arthur Fields
- 20744 Kindness... Crescent Trio

POPULAR VOCAL

DANCE RECORDS

- 20745 Every Day (Intro: "Oh Gee, Oh Gosh")... Don Parker Trio
- 20746 Some Sunny Day... N. Glantz and His Orch.
- 20747 Love Dreams... Lucas Novelty Quartet
- 20748 Teasin'... Terrace Dance Orch.
- All of these records may be obtained in both Pathe (sapphire) and Actuelle (needle-cut). The numbers shown are numbers. The Actuelle number is the same as the Pathe but prefixed with a cipher, as 020723.

LATEST PURITAN RECORDS

- 11113 Lo-La-Lo (Smith-Klapholz-Lange)—Fox-trot
- 11114 Old-fashioned Girl (Al Jolson)—Fox-trot
- 11115 Georgia (Walter Donaldson)—Fox-trot
- 11116 California (Cliff Friend-Con Conrad)—Fox-trot
- 11117 Little Grey Sweetheart of Mine (Fred Fischer)—Fox-trot
- 9104 Waltz (From "The Merry Widow") (Franz Lehar)—Waltz
- 9105 Song Bird (McKee-Applefeld)—Whistling Solo
- 9106 When You and I Were Young, Maggie (Johnson-Butterfield)—Tenor Solo, Orch. Accomp.
- 15055 Listen to the Mocking Bird (Winner)—Whistling Solo
- 11118 Carolina Rolling Stone (Parish-Young-Squires)—Duet, Orch. Accomp.

REGAL RECORD CO.

DANCE

- 9222 Rosy Posy—Fox-trot
- 9223 Some Sunny Day—Fox-trot
- 9224 Stumbling—Fox-trot
- 9225 Ava Maria—Cello Solo
- 9226 Star-Spangled Banner—Male Quartet
- 9227 America—Male Quartet
- 9228 Salut D'Amour—Instrumental Trio

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 Indianapolis—Kipp Phonograph Co.

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