

The **TALKING**
MACHINE
WORLD

*For the
 makers &
 sellers of
 talking
 machines*

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

Victrola

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"HIS MASTER'S VOICE"

Victor Talking Machine Company, Camden, N.J.



Queen Anne
\$250



Baby Grand
\$200

The Nation's Family Christmas Gift

THE INSTRUMENT OF QUALITY
Sonora
CLEAR AS A BELL



Every Sonora sold by a dealer during the coming holidays is going to mean many new friends for years to come.

Sonora is the happiness-bringing Christmas gift, because of its splendid, tried and true *quality*. Of all purchases the Christmas gift should be the most carefully selected—it must bring *satisfaction*.

That is why hundreds of thousands who have heard of Sonora's beautiful, matchless tone—who are reading the advertisements of Sonora popular models—who recognize the wonderful price advantages of this great instrument—are making Sonora the Christmas gift supreme.

A Sonora agency is the Christmas Gift you should make to *yourself*—NOW. Deliveries can be had if you order promptly. Write or wire today.

Sonora Phonograph Company, Inc.

GEO. E. BRIGHTSON, President

279 BROADWAY, NEW YORK

Canadian Distributors: Sonora Phonograph, Ltd., Toronto

"The Highest Class Talking Machine in the World."

The Talking Machine World

Vol. 18. No. 11

New York, November 15, 1922

Price Twenty-five Cents

OPENS MANY NEW SONORA ACCOUNTS

Griffith Piano Co., Sonora Distributor, of Newark, N. J., Places Sonora With Live Dealers—Intensive Drive Now Under Way

NEWARK, N. J., November 8.—The Griffith Piano Co., Sonora wholesaler for the State of New Jersey, is extremely busy at this time taking care of Sonora dealers throughout the State. Plans formulated a short time ago which called for an intensive campaign are now bearing fruit and very gratifying results in sales of all models of Sonora phonographs are being enjoyed. Herbert Young, who has been doing special work for this progressive wholesaler, and who recently joined the organization, is spending considerable time with dealers everywhere, helping them make plans for the holiday rush and putting their stores in first-class shape. This service is keenly appreciated by Sonora dealers, who have been materially helped in many ways.

Mr. Young in his trips around the State has found dealers very optimistic concerning business this Winter and prophesies one of the most prosperous seasons on record. Sales of all Sonora models have been very gratifying and especially so has this been true in the sales of the Marquette, Lafayette and Queen Anne models, which were recently added to the Sonora catalog.

Several new Sonora dealers have been established, including H. Pinsky & Son Co., which conducts a live talking machine store on Broadway, Camden, N. J. This new account is one of the largest yet secured by the company and in a short time will be housed in a large new store which Mr. Pinsky is erecting a few blocks from his present location. A complete line of Sonora models has been installed by Mr. Pinsky, who is engaged in a vigorous sales drive. The Sonora was featured by him in a very attractive window display, which created considerable interest. Other new dealers are Fred Michaelis, who has conducted a talking machine business for some time past on Jackson street, Jersey City, and the Hyde Music Shop, 366 Central avenue, Jersey City; Weeguahic Music Shop, at 1001½ Bergen avenue, Newark, which has taken on the complete Sonora line. This concern was introduced to the Newark public by an informal opening, which was attended by a large number of people. F. Allen, of the Griffith Piano Co., accompanied by Herbert Young, were in charge of the opening. Another dealer opened recently is the store conducted by A. Renenschneider, of this city. This store carried a very attractive window display, resulting in the sale of a Queen Anne \$250 Sonora model and an Imperial \$150. Attractive literature was distributed to a large number of persons and numbers of the Sonora walking dolls were given away.

GERALDINE FARRAR'S RECITAL TOUR

Geraldine Farrar, famous Victor artist, started on a concert tour last month, appearing in a number of cities, among them Portland, Ore., where Victor dealers took advantage of her appearance to feature her recordings for the Victor Co. Victor dealers in other cities where the artist is scheduled to sing should take advantage of this opportunity of tying up with Miss Farrar in advertising and window displays, thus profiting from her appearance.

CROSBY BROS. REMODELING STORE

TOPEKA, KAN., November 2.—Crosby Bros. department store is improving its music department by thorough reorganization and remodeling. The phonograph department, in which Edison machines and records are featured, is being moved to the front of the mezzanine floor. Miss Sally Knight has been placed in charge.

GREAT RADIO BROADCASTING STATION AT AEOLIAN HALL

Radio Corp. of America to Erect Station on Roof as Central Broadcasting Headquarters—Will Broadcast Two Programs at Different Wave Lengths Simultaneously

Formal announcement has just been made of the consummation of arrangements by the Radio Corp. of America for the erection of a most powerful and complete broadcasting station on top of the Aeolian Building, 29 West Forty-second street, New York. The announcement has aroused great interest not only among radio fans, but among those interested in the promotion of music.

Negotiations for the erection of the station have been pending nearly a year and were closed last month. The erection of the station has already begun and it is expected to be in operation within a very short time.

The selection of Aeolian Hall as the metropolitan headquarters of the combined broadcasting of the larger companies promoting this industry in this city was made after a survey of all possible locations in New York City. There were a number of severe requirements in locating this station, in that it will probably be not only the largest and most powerful of its kind, but also serve as a model for radio activities throughout the world. The Radio Corp., which will operate this station in conjunction with the companies of which it controls the sale of their products, will here create an entirely new standard of broadcasting music. Hence it was absolutely necessary to find a building with a clear aerial path and one so centrally located that it be accessible to all artists participating in broadcasting. It was also of great importance that

the building itself be a representative one in the minds of the public.

On the roof of the Aeolian Building will be erected two 100-foot skeleton towers and between them will be stretched the aerial for transmitting this radio service. On the sixth floor of the building large quarters have been leased for the studios of the Radio Corp., where all of the programs will be carried out, and these, in turn, will be relayed to the roof from where the power transmission will take place. The Radio Corp. engineers have prescribed equipment of the most modern character for this station, and when in operation it will for the first time send out two concerts simultaneously, using different wave-lengths. Thus an owner of a radio receiving set will be able to choose between two different programs.

The choice of Aeolian Hall as site for a central broadcasting station is a happy one, for not only is the equipment of the Hall with its magnificent pipe organ and other resources ideal for the purpose, but it will make a special appeal to the artists who participate in the broadcasting programs.

The Aeolian Co. has for some time past taken a very active interest in the preparation of broadcasting programs and has been instrumental in having a number of its exclusive Duo-Art and Vocalion record artists demonstrate their talents via radio, either in person or through the medium of their recordings.

DEVELOPING SALES OF ACCESSORIES DURING HOLIDAYS

Energetic Drive on Accessories Should Be Made an Integral Part of Holiday Campaign—Proper Presentation Will Find the Public in a Receptive Mood, Especially at This Season

With the holiday season almost at hand and dealers everywhere preparing elaborate advertising and sales campaigns to bring their wares forcibly before the public, the question of pushing accessories, no doubt, will be overlooked by many. Most of these drives will take the form of urging the public to consider talking machines and records as gifts. It is safe to say, however, that many merchants have given little or no thought to pushing equally hard the many talking machine accessories now on the market which add so greatly to the effectiveness and enjoyment of the instrument.

Now, accessories, especially at this time, can be made an important part of the business and, moreover, since quick stock turnover measures profit the dealer will be given an opportunity of disposing of stock which has graced his shelves for some time, thus realizing a profit on his investment and at the same time providing greater enjoyment to his customers from their talking machines and opening up possibilities for increased record sales.

How to do this is the question, but the answer is simple enough—merely advertising and window displays along the same lines used in the holiday campaigns on talking machines and records. It is not necessary to devote exclusive advertising space to accessories alone, but a

portion of all advertising should, in the most attractive and forcible manner possible, call the attention of the public to the necessity of certain accessories, such as sound boxes, record albums, record repeaters, record brushes, etc., for the enjoyment of their instruments.

Nor is it necessary to devote an entire window display to accessories. The power of suggestion is a great force and a window in which a talking machine, a few records and accessories are displayed in such a manner that the necessity of each for the other is brought out will produce results. Placards, neatly printed, could be used to advantage in showing a display to explain the functioning of each accessory and be used to suggest certain accessories as gifts.

Every organization is made up of a certain number of units and no business can be an outstanding success if certain units of the business are pushed to the exclusion of others. It is a game of co-operation and true co-operation in the talking machine business means quick turnover on each unit, i. e., talking machines, records, accessories. A fair-sized stock of accessories takes a considerable investment, and while not nearly as large as that required for a complete machine stock or record library no merchant can afford to neglect this branch of his business.

MANILA DEALER VISITS NEW YORK

O. S. Cole, Vice-president of France & Goulette, Inc., Manila, P. I., Calls at World Sanctum

A visitor to New York this month was O. S. Cole, vice-president of France & Goulette, Inc., of Manila, Philippine Islands. This firm has been in business for a number of years, handling Sonora phonographs and musical instruments of all kinds, and Mr. Cole's visit to the metrop-

olis was a combined business and pleasure trip. While here he visited several recording companies with the object in view of becoming the local agent for a line of talking machine records.

Business in Manila has shown a decided increase recently, according to Mr. Cole, who visited The World offices while in town. He declared that although the first months of the present year were exceptionally dull in the musical field the steady increase in trade during the last few months indicates a bright future.

Meeting the Problem of Maintaining the Owner's Interest in the Talking Machine

One of the chief problems of the dealer in musical instruments of the automatic and semi-automatic types, such as talking machines or player-pianos, is that of maintaining the interest of the purchaser in the instrument so that he may prove a good customer for records and rolls. It is found, in many cases, that six months represent the average period during which the family takes a really active interest in their talking machine or the player-piano, and after that time the instrument is played only at intervals and the interest in the buying of new records and rolls begins to wane.

It is for the purpose of keeping the owner interested in his instrument that retailers are so strongly advised to feature records of the better sort—records that will be as interesting and timely ten years from now as they are today, for when a substantial library of such records can be placed in a home it means that the instrument will be kept more or less in steady operation and the demand for the popular numbers of the current monthly lists will keep up in proportion.

To build up a record library that will have the proper appeal to the individual owner requires a considerable amount of intelligent study on the part of the dealer or his salesmen. It is not sufficient for him to go through the record catalog and pick out a score or a hundred good records at random, but he must endeavor to select records of a character that will appeal directly to the individual he seeks to interest. It is not essential that the owners have a broad musical education to be interested in records of good music. On the contrary, the individual with only a limited musical knowledge is frequently found to be partial to records of certain classes—such as violin and 'cello solos, trio or quartet numbers, or vocal records of a particular sort, or by a certain favorite artist or artists.

Also it happens frequently that the average talking machine dealer is too well content in confining himself to the handling of the monthly record releases and in featuring better records only in his own store to develop and carry on any definite campaign that has for its object the building up of record demand six months or a year hence. He finds for himself that by selling a sufficient number of machines each

year he creates new record customers and gets from them a fairly satisfactory volume of business. The fact that machine buyers of last year are often missing from his list of regular customers does not worry him as it should.

Although it is estimated that there are over six million talking machines in use, or rather in homes, in the United States, or one machine for every three or four families, and instruments continue to be produced and sold at the rate of several hundred thousand annually, the point of satiation, so far as the talking machine is concerned, seems to be far in the future. However, the thinking minds of the industry have been and are considering ways and means for

Waning Interest of Patrons in Their Instruments Can Best Be Checked by Purchase of Better Music

keeping the business on a healthy permanent basis, at some time in the future when the instruments themselves are not so greatly in demand as at the present time. All such plans for insuring the permanence of the trade naturally rest on record distribution. Even under present conditions the average talking machine owner cannot be kept interested in his instrument continually and the problem, therefore, must be threshed out from the present-day angle, so that future emergencies may be met intelligently.

It can be said with truth that every piece of music, among the classics and semi-classics, that has real merit has already been recorded in one form or another. The talking machine record catalogs offer a wealth of music greater than the world has ever known before. Simply to have

it in a catalog, however, is not sufficient. It is by the establishment of comprehensive and valuable talking machine record libraries in the home that the permanence of the industry can be assured.

There are those who see in the campaign being carried on for the advancement of music a solution of the problem through the development of a greater appreciation for music among the masses, but we must not lose sight of the fact that the talking machine itself has been more of a contributor to this cause of musical advancement and increased musical appreciation than it has benefited therefrom.

The problem for the future, summed up, is that of making the talking machine an object of interest in the home, not only for three or six months, while it is new and novel, but for a period of years. The profits of the industry lie primarily in record sales, and the record sales of the future will depend upon this maintenance of continued healthy interest.

GRAINGER COMPOSING IN DENMARK

Percy Grainger, the celebrated pianist and Columbia artist, is now in Denmark visiting Evald Tang Kristensen, Denmark's greatest collector of folk songs and folk lore. Grainger and Kristensen have motored through the country accompanied by a phonograph of the old cylinder type and in the course of seven days collected no less than eight melodies, many of them of great antiquity and rarity. It is not at all improbable that Mr. Grainger will embody these folk songs in compositions which will be heard later the world over.

BUSH & GERTS ADD BRUNSWICK LINE

DALLAS, TEX., November 6.—The Brunswick line of phonographs and records has been added to the lines handled by the Bush & Gerts Piano Co., this city. The Bush Temple of Music, 1311 Elm street, which was constructed following a fire last June, is considered one of the finest music houses in the Southwest. On the opening day an unusually attractive window display featuring the Brunswick line created considerable comment.

THE TALKING MACHINE'S HELPMATE



SAVE MONEY

The cost of manufacture of albums is steadily rising. Cloth, paper, etc., are all costing more.

Buy Now

The prices of NYACCO albums will not be raised while our stock of raw materials, bought at the former prices, lasts. Order enough now to take care of your holiday business.



The Only Loose-Leaf Record Album on the Market

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.

Western Coast Factory Representative, E. R. DARVILL—Munson Raynor Corp., 315 S. Broadway, Los Angeles, Cal.

Victor supremacy is the supremacy of performance

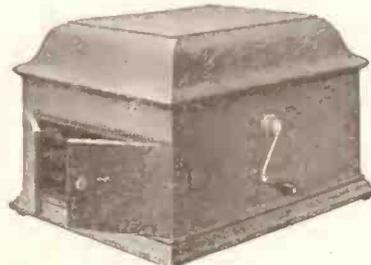
Its evidence is all around you. The unequalled group of famous artists, the perfection of the Victrola, the great variety of instruments and entertainment—and the success of dealers in Victor products everywhere.

Victor Wholesalers

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



Victrola IV, \$25
Oak



Victrola VIII, \$50
Oak



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



Victrola No. 130
\$350
Victrola No. 130, electric, \$390
Mahogany or oak



"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

Unpreparedness Is the Foe of Opportunities in Modern Business :: :: By H. A. Beach

Vice-President Unit Construction Co.

The spectacular recovery of talking machine business during the past two months should once and for all put at rest those "doubting Thomases" who, because the buying public found it necessary to declare a holiday on things not absolutely essential in order to get its wind after the strenuous war-time period, entertained and expressed fear that the talking machine would no longer hold sway in the realm of music and that it was time for them to hunt other fields of profit and endeavor. Unfortunately there were quite a number of dealers who held such views and it was probably they who prevented a quicker return to prosperity than has actually been experienced.

Now that we are back again—and surely no one can doubt it—why not look the future squarely in the face determining that we are through with the silly idea that this business has its limitations and buckle into the harness for the strongest pull ever made for the returns that we all know the talking machine is capable of giving.

Yes, and why not give to the limit, as your respective positions allow, for the furtherance of the high public regard for the talking machine and help it to forever maintain its standing in the American home as The Musical Instrument Supreme.

Remember, Mr. Dealer, full satisfaction in business does not come from participation in profits alone, for the real satisfaction comes from the thought of being a contributor to the general scheme of things. Therefore, if you intend to rest your business on a good solid foundation and expect to derive happiness from this delightful and profitable business take an interest in its uplift and give full quota to help-

ful advertising, develop and put behind your line all the promotional strength and prestige your position will permit and see that the trade name of your line is a by-word in your community, well linked with your own honestly earned reputation. By such means only are you going to become a "stockholder" in this big enterprise.

Happily many added refinements are to be noted this year among the standard lines and

Every Department of the Business Should Be Thoroughly Overhauled to Adequately Meet Growing Trade

the dealer is in much better position as a result to meet the demands of his discriminating customers. The fact is that the up-to-date talking machine store is a veritable art shop, not to be surpassed by those shops handling any other high-class art objects. The transformation from those stores of ten years ago is truly remarkable. We cannot help but wonder what the next ten years hold forth.

Getting back to trade conditions the writer knows of no better barometer for this industry

than the business in which he is involved, for the simple reason that the average dealer does not make expenditure in added store equipment unless satisfied that the "times" justify.

To say business has been active for the past two months and more is putting it mildly. The Unico plant is a veritable beehive and hurry-up orders are coming in to us every day, usually with an advance query by wire of "When can you ship?" Invariably the answer is "Immediately." This typifies the state of mind of the average dealer. He had waited for the break and now that it has arrived he is determined not to get caught napping if he can help it.

If your house is not in order—

If your sales force is not recruited to proper strength to meet busy times—

If your store is not properly arranged to take care of a volume of business—

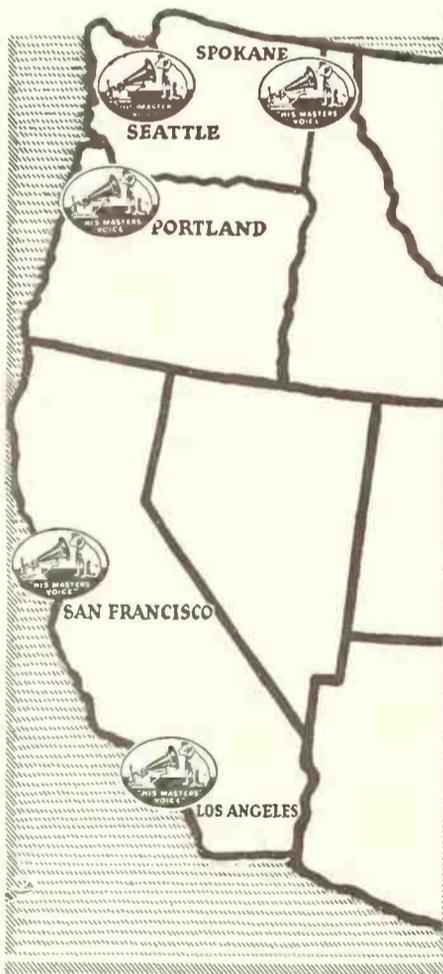
If your sales facilities are in any way inadequate—

If your own and your sales people's minds are not adjusted to the new era we have just entered, get busy now, for there is no time to lose.

Opportunity waits for no unprepared man; it comes, and if preparations for its coming have been made it will tarry, if not, there are other places to go.

NORDSKOG CO. CHARTERED ON COAST

The Nordskog Co., of Santa Monica, Cal., has been granted a charter of incorporation under the laws of that State, with a capital stock of \$100,000. It is announced that this concern will engage in the talking machine and record business in an extensive way.



Sherman, Clay & Co.
*Victrolas Victor Records
 Victor Accessories*

Main Wholesale Depot:
 741 Mission Street, San Francisco, Cal.

Branch Wholesale Depots:
 10th and Santee Streets, Los Angeles, Cal.
 N. W. Corner 13th and Glison Streets,
 Portland, Oregon
 Oceanic Bldg., Cor. University and Post Streets,
 Seattle, Washington
 330 West Sprague Ave., Spokane, Washington

5 DISTRIBUTING DEPOTS for YOUR CONVENIENCE

Victor supremacy is the supremacy of performance



Victrola VI
\$35
Mahogany or oak



Victrola IX, \$75
Mahogany or oak

The success of the Victrola is the greatest ever achieved by any musical instrument. It extends over a period of a quarter-century and is shared in by every dealer in Victor products.



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



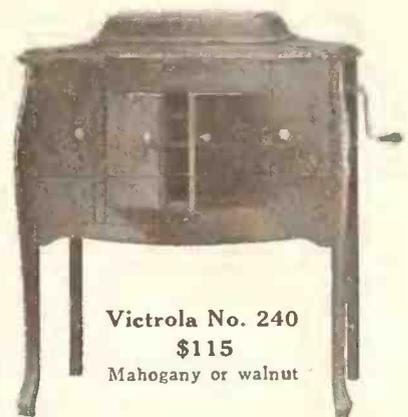
Victrola No. 120
\$275
Victrola No. 120, electric, \$315.00
Mahogany or oak



Victrola No. 210
\$100
Mahogany or walnut



Victrola No. 230
\$375
Victrola No. 230, electric, \$415
Mahogany



Victrola No. 240
\$115
Mahogany or walnut



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PUBLISHED BY EDWARD LYMAN BILL, Inc.

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NEW YORK, NOVEMBER 15, 1922

EQUIPPED FOR APPEAL TO BUYING PUBLIC

THE predictions made early in the year regarding an unusually active Fall and holiday season in the talking machine trade are proving to have been well founded and the retailers throughout the country handling the leading lines of instruments and records have begun to realize the soundness of the advice offered by manufacturers and wholesalers some months ago to order early and liberally in order to avoid the troubles that come with a shortage of stock. This shortage has already made itself apparent in the machine field and promises to become more serious as the peak of the holiday demand approaches.

Meanwhile the dealers have, through the efforts of manufacturers, been placed in an ideal position for making an unusually strong appeal to the buying public and doing a great volume of business. In the matter of machines there have been put on the market, during the past year by the leading manufacturers, a number of new and very desirable styles, particularly in horizontal or console models, at prices that enable the leaders to appeal to all tastes and pocketbooks.

Then, too, just as the Fall business gets really under way, the Victor Co. announces the largest and most comprehensive record exchange plan in the history of the trade, cutting out over a thousand recorded selections, practically 20 per cent of the entire catalog, at a cost to the company estimated at \$2,000,000. The Brunswick Co. has also announced a record exchange which is calculated to clear the dealers' shelves of slow-selling numbers and give them a chance to invest in and exploit records of a more popular character. The Columbia Co's cut-out took place in the Summer.

The record exchanges coming at this particular time not only serve to clear out slow-selling records, but release for the dealer tied-up capital running into hundreds and, in many cases, thousands of dollars. This comes about through the fact that the record exchange makes it possible for the dealer to replenish his record stock without the expenditure of cash, and the money that would ordinarily go for the purpose of such new record stock can be used for the purchase of more machines or for the development of business along other lines.

In announcing record exchange plans the various companies show in a most tangible manner their interest in the dealer's welfare and their desire to place him in a position to keep his stock in shape

to produce quick and profitable turnovers. It is to be admitted that this interest is in a sense selfish for the prosperity of the manufacturer naturally rests upon the prosperity of the dealer, but the trade is to be congratulated upon the fact that the manufacturers, whose ability and foresight have made the industry what it is, realize those things that are necessary to keep it active and healthy. For a company to recall and destroy \$2,000,000 worth of records requires courage and foresight.

With record stocks in first-class shape at holiday time talking machine dealers will be in a position to take full advantage of opportunities for business building and to get all the sales that are in sight. This improved record situation will, in some way at least, offset losses of sales that are in prospect because of the scarcity that will develop in certain types of machines. Altogether it looks as though the talking machine business during the next few months will be of a volume that will make history.

KEEPING IN TOUCH WITH MUSICAL EVENTS

THE formal opening of the musical season occurs this month, and from now until next Spring we will hear the greatest artists in the world in opera, and artists equally as great in both instrumental and vocal recitals. A large number of these artists are widely known in the talking machine trade and in the musical world generally through their records, and it behooves the dealers to keep in close touch with their activities and so shape their publicity plans and window displays as to tie up with the work of these celebrities and capitalize their reputation and fame.

There have been some complaints that only a very small percentage of the dealers in our industry pay heed to this advice. Whether because of indifference or lack of comprehension of the value of tying up with these musical events, the fact remains that a great many dealers have not done as much as they might in utilizing these effective sales means.

Keeping in touch with the artists and utilizing their activities in a popular way emphasizes not only the importance of the talking machine but its artistic position in the musical world. It impresses those skeptically inclined with the wonderful position which the talking machine occupies as a real interpreter of the music of the great masters as well as the favorites in the popular field. It also conveys the fact that the talking machine is to-day a tremendous factor in the development of musical knowledge and appreciation.

As a matter of fact talking machines and records have accomplished more in this direction than all the other mediums in the music trade and profession combined. Hence every dealer should deem it a duty to develop his business along lines that will tie up with musical affairs. He should be a leader in the community. He should keep in touch with music advancement in the broad sense of the word and should be interested in every band or orchestral concert, every community sing and every music memory contest which occurs in his community. Every affair of this kind creates a direct interest in the instruments that produce music, and among such instruments the talking machine stands well to the front. For the next six months great operatic and orchestral organizations and singers and instrumentalists of international fame will be strongly in evidence, and the dealer is not doing his duty to himself or to the industry if he ignores them.

SHORTER TERMS AND MORE CASH DESIRABLE

IN many lines of business where fixed prices do not obtain, either through definite agreement or general understanding, prices are regulated chiefly by the law of supply and demand. When goods are scarce there is a tendency to take advantage of the situation and jack up the price, while on the other hand when goods are plentiful competition forces the shaving of prices. In the talking machine trade a shortage of stock does not bring with it an opportunity for increasing prices from the fact that prices of various models are well advertised, nationally and locally, and the advertised price is invariably the maximum price.

Talking machine dealers, however, can and should take advantage of the machine shortage that already exists in some localities, and promises to develop in others, to shorten terms and hold out for cash wherever possible. When there is a surplus of machines it takes courage to chance the loss of a sale rather than let the instrument go out on terms that run over a year, but when the

dealer has only a limited number of machines to offer he owes it to himself to demand and hold out for cash or terms that are well within reason.

He must bear in mind that the instruments sold between now and Christmas cannot in many cases be replaced until after the first of the year, and if he has let them go out of his store on a basis of \$3 or \$5 a month he is going to feel pretty badly if he is later compelled to turn down cash-paying prospects for machines of that particular type. The manner in which the average dealer handles the question of terms during the next couple of months will have a direct bearing on whether or not he realizes the profit that should be his as a result of an unusual business opportunity. If, on the other hand, he is content to have a safe full of installment paper in lieu of cash that is his lookout.

TIMELY RECORD MERCHANDISING SUGGESTIONS

EVERY once in so often the daily papers carry news stories telling of renewed activities of those who, for one reason or another, feel that they are called upon to save the nation from the "curse of jazz," and who announce through appropriate propaganda that they plan to elevate the character of the popular songs of the day. At more or less regular intervals also, the various associations in the music industry, local and national, put forth a demand for better music and discuss seriously the question of featuring sheet music, rolls and records of better grade, to the exclusion of jazz and popular music. Fortunately for the trade, however, business is conducted primarily for profit, and even those who are loud in their condemnation of the low musical taste of the public realize that over 80 per cent of the roll and record business, particularly, is in popular music.

While making up the bulk of their monthly lists from the popular music, the record and roll manufacturers are not paradoxical when they urge that the retailers devote their attention largely to the exploitation of classics and semi-classics of the more permanent type. The logic of their position lies in the fact that popular numbers sell themselves, while music of the other sort must be sold to the public or at least exploited to a point where the buying public gains an appreciation of its real value.

One prominent dealer in the West makes it a rule in his establishment for the salesman to recommend some standard or semi-classic record whenever he is asked by a customer for something that is good. This particular dealer realizes that the bulk of his business is in popular numbers but also realizes that they sell themselves. His argument is that by pushing records of the higher grade numbers he is really creating an extra sale because the customer is going to buy the popular record anyhow without solicitation.

Popular records, of course, are what keep the average talking machine store running profitably, and the fact that every sale of high-class records makes profit over and above operating expenses should prove a distinct inducement to the dealer and his salesmen

THE Talking Machine World offers a prize of ten dollars monthly for the next three months for the best article of from four hundred to five hundred words from a dealer, salesman or traveler setting forth an original and practical idea, or a proven plan, for selling or exploiting talking machines or records, or improving collections. The contests will close on the first day of December, January and February. One dollar each will be paid for all articles which do not win prizes, but which are deemed worthy of publication because of the ideas they contain. The plans or ideas must be practical and tested. Address articles to "Contest Editor, Talking Machine World, 373 Fourth Avenue, New York."

to concentrate on that department of the business. If selling effort must be put forth it can just as well be used where it is needed rather than where it is really unnecessary.

FORCING THE ISSUE IN HOLIDAY TRADE

THE Christmas buying season will be well under way when the next issue of The World comes out, and it is timely to suggest that dealers throughout the country should give most careful attention to the perfecting of ways and means of interesting the public in talking machines, records and accessories to a greater extent this year than ever before. While talking machines and records have grown in favor as Christmas gifts, their sales in this connection can be increased a thousand per cent provided dealers display more intelligence and enthusiasm in bringing their merits to the attention of the purchasers in their locality.

With ample stock on hand dealers should start their advertising and window campaigns early. They should let the public know exactly how it can be served around the holiday season, and why talking machines and records are most acceptable gifts—how they act as a constant reminder of the thoughtfulness and generosity of the donor and afford unending pleasure.

There are plenty of arguments to be adduced in favor of talking machines and records as Christmas presents, and it is the duty of the small dealer as well as the large dealer to go after this holiday trade and capture his share of it. It will be well for dealers to analyze the sales field from every viewpoint, and by their methods and policies convince the public that their store is the store to visit and to do business with. The buying mood must be cultivated and this should not be difficult because there are so many good reasons why people should express their sentiments of affection and greetings through music.



'PHONE FITZROY 3271-2-3



At Your Service

We predicted big business and a shortage of Victor merchandise for this Fall. Both predictions are proving true, but Ormes' service is demonstrating its value to Victor dealers at this important time. The big Holiday season is ahead. Again we will have the opportunity to forcefully demonstrate what Ormes' "exceptional" service really means.

Who's your Victor jobber?

ORMES, Inc.

15 West 37th Street

New York

Four Merchandising Suggestions Worthy the Consideration of Dealers :: By Frank H. Williams

There ought to be a talking machine in every restaurant and in every candy store in your city with a good supply of records which could be played by customers free of charge whenever they felt like doing so.

Most candy stores realize that a little music in the store is a big asset. It attracts people as almost nothing else will. And there's no doubt in the world that music supplied by the talking machine is particularly adapted for such establishments. So there should be no very great difficulty in making sales to these stores.

With the restaurants there might be a little more difficulty, due to the fact that the owner would be compelled to pay a royalty to the publishers of all copyrighted selections. Prospects should be apprised of this fact during the course of the sales talk. A good sales argument follows:

"You say you never heard of the average popular restaurant using a talking machine in this way. Well, is that any reason why it shouldn't be started? You know, of course, how valuable music is to the bigger restaurants of the larger cities in getting more patronage. You know that these bigger restaurants employ special orchestras and make a big thing of their musical programs. And, surely, if music is a fine thing for the bigger restaurants it will also be a good thing for the smaller restaurants. People like music with their meals. By putting in a phonograph and letting the customers themselves play the machine, if desired, you will be giving your patrons music in as wide a variety as possible and also attracting trade."

Of course, whenever you do put a talking

machine in a local candy store or restaurant you should play up the fact in your newspaper advertising and use each sale as an argument why other institutions of the same class should buy machines from you for the same purpose.

Selling the Returned Vacationist

A wide-awake dealer in a Western city worked a stunt the other day which is worth noting. He got in touch with the people in his com-

Practical Pointers on Varied Opportunities for Increasing Trade in Talking Machines, Records and Supplies

munity who had been away on vacations for the Summer and who had now returned to their homes. The idea behind such a plan was that the majority of these people had heard and appreciated talking machine music during their vacations and might now be in a mood favorable to the purchase of machines and records for their own homes.

The salesman who made the personal call used this line of argument: "No doubt a phonograph added greatly to your Summer enjoyment. It helped you dance and made the evenings pass more pleasantly. Isn't this the case?"

In most instances the answer was in the affirmative, which encouraged the salesman to descant as follows: "Of course talking machines are important in adding to the delight of the Summer vacationist, but they perform their greatest service in making homes happy in the Winter time. There is nothing like music around the house to cheer one up. Let us prove this contention by putting a talking machine in your home for a demonstration."

If it developed that the person to whom this talk was being addressed already owned a machine then the salesman swung the conversation around to the selling of records and emphasized the wonderful array of new records which had been placed on the market in the past three or four months, placing special emphasis on certain records which, he felt from his conversation, the party was interested in.

This salesman found that the people who had come back from vacations and were fixing up their homes for the Winter were in a very receptive frame of mind for the purchase of machines or, where they had them, of records. The experience of this dealer is worth passing along to others. It is not yet too late, because the majority of home people do not commence to arrange their apartments for Winter occupancy until late in November.

Tying Up With Orchestras and Recitals

Now that the Fall is here the alert dealer handling talking machines and records should keep in close touch with the local song recitals and particularly with the programs of the popular orchestras which are playing in the hotels and halls where dancing is greatly in vogue. For instance, study the program played at some local hotel or dance hall and note the pieces that are most in favor by the dancers. Select the records of these pieces and place them in your show window with a placard reading like this: "The patrons of the So-and-So hotel or dance hall are crazy about these selections," and follow it up with another window card talk to the effect that "The most popular dance music now being played by the ——— orchestra at the ——— hotel or dance hall is to be found here on these records. Why not get these selections and dance to them in your own home? You will then understand their popularity."

This sort of window display would be timely and unusual, and for this reason would be sure to attract a greater amount of attention and would be certain to insure larger sales.

Again, when some high-class song recital or instrumental recital by famous artists of international reputation is given there should be a complete "tie-up" with these concerts, and this could be easily done because the leading artists are now represented in the catalogs of the leading record manufacturers. This "tie-up" calls for a unique and artistic window display and arrangement of records of the artists, featuring especially the songs or numbers they are singing or playing. It also calls for window-card publicity setting forth the importance and value of the records. This kind of publicity not only interests, but it also advertises to the public the fact that the dealer is decidedly up to date.

Using the Window as a Salesman

"I find that the oftener I change my window displays the more business I do," said a suc-

(Continued on page 12)

VICTOR YEAR 1922

The Best in our History

Based Upon

IDEAS—MERCHANDISE—SERVICE

VICTROLAS VICTOR RECORDS IN ALL LANGUAGES
VICTOR NEEDLES VICTOR PARTS

KNICKERBOCKER
TALKING MACHINE CO., Inc.

Metropolitan Victor Wholesalers

138 West 124th Street

New York

Telephone: 0275-0276-6890 Morningside

FOR A PEERLESS CHRISTMAS

OUR ENTIRE PLANT IS AT YOUR SERVICE

GIFTS

Thousands of dollars are spent each holiday season in gifts.

How much of this money will find its way into your cash register this year?

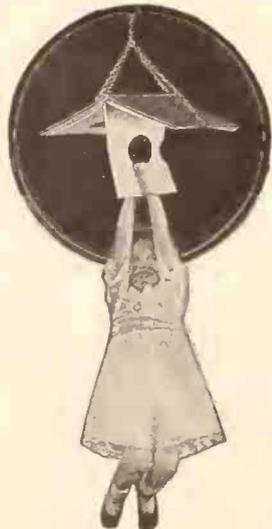
That depends solely on your ability to place alluring gift offers before each visitor during the Christmas Period.

Peerless, the album, containing an appropriate selection of records, labeled with our classification system, is the one irresistible gift.

Put the records up in groups and price them complete, "\$5.00 for this assortment, including the Peerless." And have other assortments for \$6 and \$7 and one at \$10.50, shown in the window and on the sales floor.

It's one way to cinch the "last minute" purchaser who ordinarily spends his money for candy or cigars.

Phil Ravis



Every machine, workman and department of the Peerless organization is now keyed-up to give immediate attention to all "last minute" orders.

No dealer who desires a stock of

PEERLESS —the Album

with which to capitalize this Season's opportunity can possibly have any regret.



A Postal will bring this sign to you in the next mail—WRITE

Our personnel has been enlarged to not only adequately fulfill our regular customer's requirements, but additions in manufacturing capacity guarantee a most satisfactory service to all new friends.

Wire your album requirements at our expense, and let us demonstrate what is meant by "Peerless Service."

PEERLESS RECORD CARRYING CASE



will add to your Christmas sales. Every record owner is a possible purchaser of this fine case.

Accommodating 25 ten or twelve-inch records, this case, substantially built, with brass trimmings, suit-case handle and double strap fasteners, will find favor with a large majority of your customers.

Manufacturers of:—

- Peerless De Luxe Albums
- Peerless All Grades of Record Albums
- Peerless "Big Ten" Albums
- Peerless Record-Carrying Cases
- Peerless Interiors for Victrolas and Phonographs

- Peerless "Classification Systems"
- Peerless Record Album Sets for All Make Machines
- Peerless Record Stock Envelopes
- Peerless Delivery Bags
- Peerless Supplement Envelopes
- Peerless Photo Albums

It Does Make A Difference What Album You Sell

PEERLESS ALBUM COMPANY

PHIL. RAVIS, President

WALTER S. GRAY
San Francisco
942 Market St.

636-638 BROADWAY
NEW YORK

L. W. HOUGH
Boston
20 Sudbury St.

FOUR MERCHANDISING SUGGESTIONS

(Continued from page 10)

successful Middle Western dealer in talking machines. "My store," continued this dealer, "is located on a side street where the people passing the store are 'regulars'—that is, the folks who pass my store on one day are pretty sure to be the same folks who will pass my store on the following day and on the next and so on. This means that when I arrange a window display the majority of the folks passing my store during the course of a week or two weeks will see the display on the first day and after that will pay no further attention to my show windows until I have something else on display. So when I change my displays frequently I am doing just that much more to attract the attention of the 'regulars' and sell them goods.

"I find, too, that it is much the best plan to make the window displays just as different from one another as possible. For instance, if I have a display in which red is the predominating color I see to it that the next display is blue or green or some other color as its foundation. Also, if I have been showing phonographs in one display I see to it that in my next display the main thing exhibited is records. And so on with all of my displays.

"It doesn't take such a tremendous amount of time and attention to change displays with the required frequency. In fact it is possible to so regulate the window trimming that it will be done at odd moments during the day when there is nothing else doing around the store. It is a splendid way of putting in time which would otherwise be used in loafing or in waiting for something to turn up.

"For my own part I am thoroughly sold on this proposition of frequent changes of window displays and I believe that it would be as successful for other stores in getting more business as it has been for me."

NOW IT IS MUSIC IN THE MORNING

Walter Camp's "Daily Dozen" set to music on Health Builders' records, has been credited for having greatly increased the talking machine playing day. In an article in a local New York newspaper it is stated "where the disc used to swing into action at 5, 6 and 7 o'clock in the evening it now starts at 5, 6 and 7 o'clock in the morning." Although the article is written in a somewhat facetious vein, it decidedly gives credit to the great popularity of the health building course and its rapid growth to almost universal use.

EDISON VIEWS PALLO PHOTO PHONE AT G. E. PLANT

Thomas A. Edison Examines New Talking Moving Picture Machine at Plant of the General Electric Co., in Schenectady, N. Y., in First Visit in Twenty-five Years

Thomas A. Edison, who has dealt in marvels all his life, was amazed at some of the things he saw in the General Electric Co. laboratories in Schenectady, N. Y., on his visit recently, in company with his son, Charles Edison, and Mrs. Edison—his first in twenty-five years.

He saw a mercury boiler so much more efficient than steam that when it is perfected it will mean a saving of one-third in coal used to produce power. He saw a machine for registering the voice by light on a moving picture film that has unlimited possibilities of development—including talking-movies. And he saw vacuum tubes that have in them the germ of greater things than the world has yet known in electrical science.

Dr. Irving Langmuir, inventor of the vacuum tubes, which very recently took the place of enormous alternators in wireless stations, showed him some of the big lamps he and his assistants have been working on. Edison bent his hands around them, gestured and talked of the difficulties of making them, for he had tried to and failed for lack of time.

The radio room held a lot of the vacuum tubes which Mr. Edison had heard of and wanted to see almost more than anything else in the place. The evolution by which they were changed from air-cooled to water-cooled tubes, so that they could be built larger and larger to carry more and more power, was explained. In the room were two lines of pieces of wood strung on wires, which waved up and down to make a visualization of energy waves as they are built up on the receiving antennae of a wireless plant.

The Pallo Photo Phone, the machine which registers sound on a moving picture film so that voices and music may be reproduced in ordinary wireless loud-speaking phones and may be developed into talking movies in which the picture and sound would be perfectly synchronized, was demonstrated to Mr. Edison by the inventor, C. A. Hoxie.

This machine, while still in the experimental stage, has had great things predicted for it. The record is made by causing the sound waves to produce vibrations on a minute mirror. A beam of light reflected by the mirror strikes a photographic film kept in motion and which, when developed, shows a band of white with delicate markings on the edges which correspond to the

sound reproduced. On account of the small mirror, its low inertia, and other factors, it is possible to produce a sound record which includes the very delicate overtones which give quality to music and speech and which, it was said, had not been so successfully accomplished by any other method of recording sound waves.

The reproduction of the sound from the film is accomplished by moving the film in front of a delicate electrical device which produces an electromotive force that varies with the amount of light falling upon it. By a combination of vacuum or electron tubes an apparatus has been produced which responds to variation in the light falling on it with a speed so high that it can only be compared with that of light itself, or with the speed of the propagation of wireless waves in space. Therefore when this film is moved continuously in front of such a device, the device produces an electric current corresponding very accurately to the original sound wave.

This electric current may be used to operate a telephone or loud speaker, and has been used to operate the radio transmitting station WGY of the General Electric Co.

Mr. Edison was asked to talk into the machine, so that a record of his voice on the film might be made, but he declined.

"You can't get me to talk, even on a phonograph," said the inventor of the phonograph.

The visit of Mr. Edison to the General Electric Co. laboratories was made the subject of wide comment in the newspapers, for these giant buildings cover the site of Mr. Edison's first plant and much of his earlier work was carried on there. Indeed, quite a number of men who worked with Mr. Edison in his early inventions are still on the staff of the General Electric Co. and his visit was like a family reunion. He received an enthusiastic greeting from the 17,000 or more employes of the great electric plant.

FEDERAL RECORD CORP. FUNCTIONS

Despite Serious Damage by Flames, Albany, N. Y., Manufacturer of Records Continues Operations—Master Records Saved

ALBANY, N. Y., November 7.—Although serious damage was suffered by the Federal Record Corp., manufacturer of talking machine records, to its offices and factory in this city last month, there has been practically no cessation of business. In a chat with *The World*, J. P. O'Brien, general manager of the concern, said:

"Fortunately, our entire catalog of master records has been saved and we have contracted for and are now receiving a big supply of working molds from them. Pressing and shipping arrangements have already been concluded and we are taking care of our customers on our complete catalog without the slightest delay. Our laboratory in New York City is recording its usual schedule and our November 1 list will be right up to the minute, as usual.

"Temporary executive offices were established here on the very day of the fire and while we were badly handicapped for a few days we managed to keep functioning and to take care of our going business. We have made no definite plans for a change of quarters and business will continue in the usual way until further notice."

SONORA DEALER VISITS NEW YORK

George Geake, who sells the Sonora in Albuquerque, N. M., in large numbers, and who is famed in that part of the country not only as an energetic dealer, but as a musician of unusual accomplishment, was in New York for a few days last week and visited the Sonora offices. Mr. Geake says the great Southwest is going to do more than its share of phonograph-buying during the present season and that the business outlook is excellent.

Sonora DISTRIBUTORS EXCLUSIVELY
for New York, Staten Island and the lower Hudson Valley

Greater City Phonograph Co., INC
311 SIXTH AVE. TEL. CHELSEA 9237 NEW YORK

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



REG. U. S. PAT. OFFICE

The name RADIOLA is a trademark which is the property of the Radio Corporation of America and which is registered in the U. S. Patent Office. It designates only the radio receiving sets of the Radio Corporation of America.

The name RADIOLA is not only an identifying symbol and, therefore, a protection to the public, but also a guarantee that the radio set to which it is applied embodies the latest approved results of scientific research conducted on behalf of the Radio Corporation of America.

Among R C A distributors are the following famous music houses:

ALBANY RADIO CORPORATION, Albany, N. Y.
 LANDAY BROS., Inc., New York City
 LYON & HEALY, Chicago, Ill.
 W. F. FREDERICK PIANO CO., Uniontown, Pa.

Radio  **Corporation**
of America

Sales Department, Suite 2076
 233 Broadway, New York, N. Y.

District Office
 10 South La Salle St., Chicago, Ill.

Big Possibilities for Xmas Trade in Juvenile Machines and Records :: By Wm. Bliss Stoddard

It is none too early to begin to feature Christmas gifts, for on all sides one hears the slogan, "Do your Christmas shopping early." Especially is this true of the substantial gifts that run to two figures at least. (I am not speaking at this time of the regulation phonograph, which is having a wonderful sale this season.) When it comes to buying what parents consider a "toy" that costs more than ten dollars the majority want a little time to consider. Once they are educated to the idea that quality toys are the cheapest in the long run they buy willingly, but the majority are from Missouri and want to be "shown." For that reason the dealer handling juvenile talking machines and records should begin his publicity campaign early in the season.

The modern idea, fostered by all interested in the training of children, is that toys should be constructive, and every gift should be one that a child could use to some purpose. Such being the case children's phonographs can be given wide publicity. They fit in well with the exploitation of all nursery supplies and furniture and have already been the subject of several attractive displays, which, with modifications, could be used to advantage by many other dealers throughout the country.

The J. L. Hudson Co., of Detroit, showed a nursery with light-hued rugs and flowered panels on the walls. At one end was a little table set for tea, with several dolls in chairs and a little mother hovering near. At the other end was a juvenile phonograph, tinted blue, upon

which an older girl was placing a record, while a small lad was listening to the music. From the rear was coming another girl, bringing a record. On the floor were a number of juvenile records, including several of those from the Bubble Books. A large card in the midst of the display called attention to the price of the juvenile cabinet—\$25. This firm also sent out picture-card postals to a long list of children,

Toy Talking Machines Offer Dealers a Wide Avenue for Adding to Profits During Holiday Shopping Season

on which this window scene was reproduced, inviting the little ones to come down to see the actual display, and added:

"When you give a doll's party to some of your little friends you, of course, want music. Here is a phonograph, just like mamma's big one, that will enable you and your companions to sing and dance and have a big time gen-

erally. Results greatly exceeded expectations."

The Bon Marche of New Orleans was another firm that gave wide publicity to juvenile phonographs and records through its essay contest. In the department was erected a little house, with actual doors and windows, but so low that only youngsters up to ten could enter. This was fitted up with children's furniture, and in the drawing room was one of the juvenile phonographs. On Saturdays there was a little girl who acted as hostess, who met the kiddies at the door and conducted them through the house, ending with the living-room, where she played several selections for them on the phonograph. But to go back to the contest: This playhouse was given a good send-off in the Bon Marche ads, and three prizes were offered of \$15, \$10 and \$5 each for the best essay, not to exceed 500 words, telling of the interesting things in the playhouse and elsewhere in the department. It was not necessary for children to make any purchases in order to enter the contest, but, of course, they had to come to the store and look over the merchandise, and it is safe to say that few of them went home without telling their parents of some particular item that met their fancy—and while the results were not immediate many a parent remembered this wish when it came time to do the Christmas shopping.

Buescher's, of Cleveland, was a third firm that carried out the idea of pushing juvenile phonographs, though they went a step further and brought in the Bubble Books, which have been



Showing Reproducer of Jewell Needle Equipment Turned Up to Change Needle; Also Position When Not in Use



Showing Reproducer of Jewell Needle Equipment in Position for Playing Lateral Cut Records on Edison Phonograph



Showing Reproducer of Jewell 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 Jewell Point Needles.



Showing Back View of Jewell 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 NOM-Y-KA diaphragms do not blast, crack, split or warp, and are the greatest development in phonographic sound reproduction in years.

JEWELL PHONOPARTS COMPANY

154 W. Whiting St., Chicago

so popular for several seasons past. Their ad, which was admirably arranged typographically, was addressed to all children, and read:

THE BOOK THAT SINGS

—It sounds rather impossible, but see the Bubble Book for kiddies, with its nursery rhymes, prettily illustrated, and just at the right section, where the jolly miller begins his song, a small record is enclosed, and one may read the words in the Bubble Book while the record is being played.

These Bubble Books, as well as other juvenile records, were demonstrated every Saturday in November by a boy and a girl, one of the children's phonographs being used for this purpose. In order to call these records and cabinets to the attention of those who might not have seen the ad they arranged a big window which they fitted up as a nursery. The floor was covered with a rag rug, while the walls were of gray with felt figures applied upon them. There was a complete set of children's furniture, with a small phonograph cabinet occupying the center of the stage, so to speak. On the table were piled a number of the Bubble Books and records, while a little girl in white was placing a record on the phonograph. A big card down front read, "Children's Console Model," and one on the wall called attention to two new Bubble Books just issued. Juvenile records were scattered over the chairs and floor and a Victor dog looked out from among the ferns banked at either end. On two Saturday afternoons, one in October and one in November, the firm pulled off a stunt that almost blocked traffic. Most of the furniture was taken out of the window, the little phonograph moved to one end and the services secured of four little dancers, who danced to the music of the machine, operated by a fifth child. The evident pleasure the youngsters took in the music—at intervals they sang as well as danced—was one of the best selling ideas ever put out, for every mother and father who watched them had it brought home to them how much pleasure their own children could get out of such an instrument.

JOHNSTOWN FIRM ADDS EDISON LINE

Steele & Harris, Inc., Remodel Store to Handle Edison Line of Phonographs and Re-creations as Result of the Greatly Increased Demand

JOHNSTOWN, P.A., November 2.—The complete line of Edison re-creations and phonographs has been added to the stock of Steele & Harris, Inc., one of the leading music houses of this section. The concern has secured a special store for the display of pianos and the main show-rooms have been remodeled and modernly equipped for the advantageous display of phonographs and records. Mr. Steele, one of the members of the firm, has been engaged in the music business for a number of years, having been associated at one time with the W. F. Frederick Piano Co., of Pittsburgh. While his attention has been directed mainly to the merchandising of pianos in the past, he states that the increasing demand for both pianos and talking machines resulted in his decision to add a complete line of the latter and make this an important branch of his business.

FURFURAL FROM CORNCOBS

Bureau of Chemistry Announces By-products Obtained From Corncocks—Furfural Can Be Used in the Manufacture of Records

WASHINGTON, D. C., November 6.—Six years of persistent research at the Bureau of Chemistry of the Department of Agriculture has resulted in establishing the fact that a number of interesting and useful by-products can be derived from the humble corncob. Chief among these is a colorless oily liquid called furfural. One use of furfural would be as a cheap and satisfactory substitute for formaldehyde, as used in combination with carbolic acid in making a synthetic compound which is used for the manufacture of talking machine records, varnishes, etc.

GOOD REASONS FOR PROSPERITY

Evidence of Prosperity Throughout the United States Abounds in Late Bank Figures Presented by Officials of Federal Government

WASHINGTON, D. C., November 3.—Further evidence of the increasing prosperity and public thrift of the people of the United States and their ability to buy more talking machines this Winter than ever before in history is to be found in the fact that savings bank accounts throughout the country have climbed to a new high mark, according to reports received by Comptroller of the Currency Crissinger.

There are now 5,782 national banks in the continental United States carrying savings accounts or operating savings departments in which \$3,046,054,000 in savings deposits are credited to 8,873,327 depositors to whom the banks are paying interest at an average rate of 3.75 per cent, the reports show.

These figures, compared with June 30 last year, show an increase of 162 banks which are featuring this kind of business, an increase of 764,085 depositors and \$88,499,000 in deposits, and represent the greatest amount of savings deposits ever reported by national banks.

New York leads all cities in the total deposits, Chicago coming second with little more than half as much deposited in its banks, although they outnumber the New York banks, twenty-four to sixteen. Eastern States rank first in the number of depositors and total deposits, with the middle Western States second.

MISCHA ELMAN PLANS TO WED

Mischa Elman, world-famous violinist, and exclusive Victor artist, has become engaged to Mildred Stone, a sister-in-law of Rudolph Polk, also a violinist, according to a recent announcement. The artist met Miss Stone at Lake Placid, N. Y., following his return from an extended concert tour in the late Spring.



Who Writes Your Policy?

Will you be thankful on November 30th, this year?

Pearsall Service is "Thanksgiving Insurance."

Ask any Pearsall dealer—he'll tell you.

"Desire to Serve—Plus Ability"

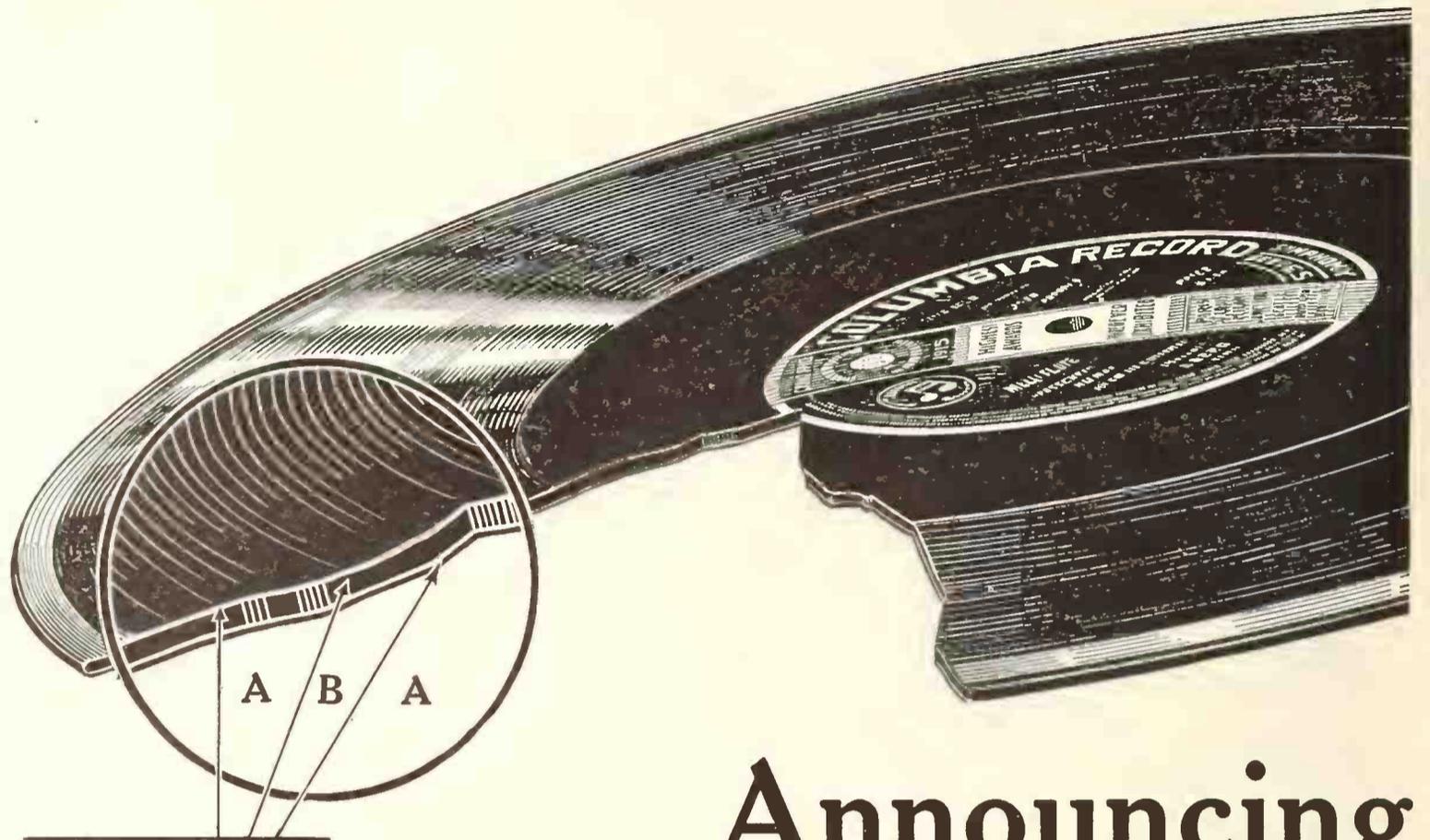
10 EAST 39th ST.



NEW YORK CITY

SILAS E. PEARSALL COMPANY

DISTRIBUTORS



This illustrates the laminated construction of the new process Columbia Records.

- A**—illustrates the much smoother playing surfaces which are made of a new substance over which the needle travels almost inaudibly.
- B**—illustrates the much harder centre core which resists warping.

Announcing Columbia

ON October 31st we announced to the public, in full-page newspaper space, the achievement of a great advance in phonograph record manufacture—The New Process Columbia Record—which after years of experiment we present to the world—*perfected*.

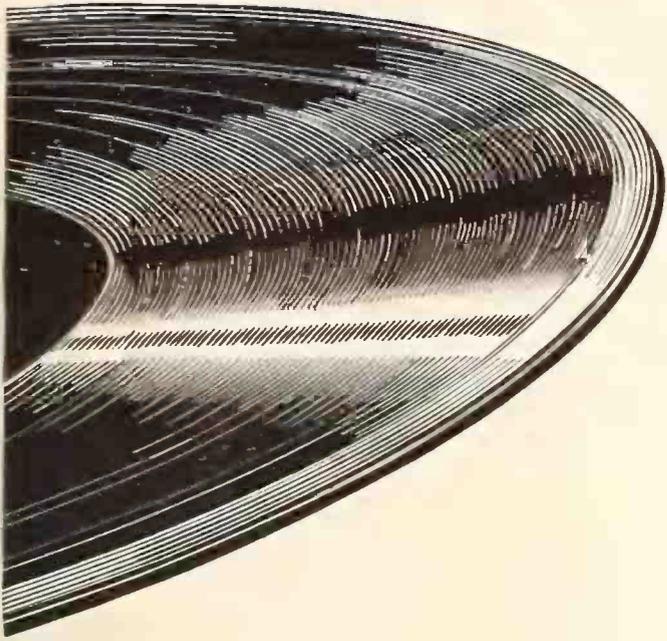
New Process Columbia Records are practically free from surface noise, of greater durability, of crystal-clear tone.

These things are made possible by the use of a new surface material, ultra fine in texture and marvelously smooth; our patented three-ply laminated construction and our superior recording proficiency.



Columbia

NEW PROCESS



ROSA PONSELLE is perhaps the most dazzling meteor in the history of grand opera. Hers has been called the "voice of voices." Ponselle makes records exclusively for Columbia.



TO HEAR Pablo Casals is to have born in one an utterly new conception of the magnificence and beauty of the violoncello in the hands of a master. Casals makes records exclusively for Columbia.

New Process Records

New Process Columbia Records challenge comparison with any phonograph record made, in any department of music. You may prove this to your complete satisfaction by playing New Process Columbia Records in direct competition with records of the same selections as produced by other record manufacturers.

The public has noticed the improvement in Columbia Records during the last several months. It will be quick to appreciate their present superiority.

As examples of this new quality we list the following selections.

COLUMBIA GRAPHOPHONE CO., *New York*

Put These New Process Columbia Records to the Hardest Comparison Tests!

Song of India. From "Sadko."	Rosa Ponselle.	49920	12-inch	\$1.50
Mattinata. ('Tis the day). (Leoncavallo)	Riccardo Stracciari.	79720	10-inch	\$1.00
Uncle Ned.	Oscar Seagle and Male Quartette.	A-3582	10-inch	\$1.00
Little Old Log Cabin in Lane.	Oscar Seagle.	A-3582	10-inch	\$1.00
Canzonetta. (Op. 6, D'Ambrosio).	Toscha Seidel.	49689	12-inch	\$1.50
Two Little Stars.	Barbara Maurel.	A-3643	10-inch	\$1.00
Calm as Night.	Barbara Maurel.	A-3643	10-inch	\$1.00
Mignon-Connais tu le pays (Thomas)	Jeanne Gordon.	80186	10-inch	\$1.00
Irish Love Song.	Cyrena Van Gordon.	A-3617	10-inch	\$1.00
My Laddie.	Cyrena Van Gordon.	A-3617	10-inch	\$1.00
Would God I Were the Tender Apple Blossom.	Pablo Casals.	80159	10-inch	\$1.00

RECORDS

The ALBUM method EXCELS all other RECORD FILING systems EVER TRIED



SELECTING THEIR FAVORITES

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

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

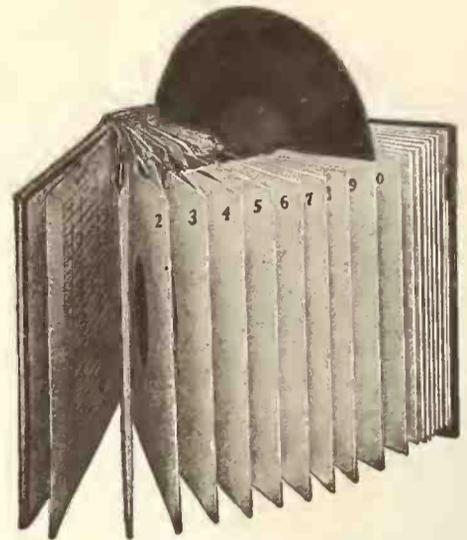
To the Trade:

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

EXHIBITS AT FOOD AND HOME SHOW

Talking Machine Department of Hahne & Co. Attracts Interest Toward Its Line of Talking Machines—Cashes in on the Appearance of Paul Whiteman's Orchestra on Halloween

NEWARK, N. J., November 3.—The talking machine department of Hahne & Co., one of the leading department stores in this city, under the able management of J. Blake, recently staged an exhibition at a Food and Home Show, in the First Regiment Armory here, which proved a decided success, not only from the standpoint of publicity, but because of the number of live prospects secured and the number of sales which could be traced directly to the exhibit. Victor, Sonora and Widdicomb machines were attractively displayed.

Mr. Blake also cashed in on the appearance here of Paul Whiteman and his orchestra at the First Regiment Armory. Mr. Whiteman played for the benefit of the United War Veterans on Halloween and this event was played up by the Hahne & Co. talking machine department in its advertising. Mr. Blake also succeeded in placing a Victrola at the entrance to the armory over which was a placard announcing that Paul Whiteman was a Victor artist and his records could be obtained at the Hahne & Co. talking machine department.

Business in the Hahne & Co. music department has shown a decided improvement during the past month and in order to give better service to customers in the talking machine department H. Hopping, an experienced salesman, has been added. Mr. Hopping was formerly connected with Chalmers & Co. and the L. Bamberger talking machine department.

The business man who continually goes around with a chip on his shoulder is hurting no one but himself. He is courting failure.

SPECIALIZES IN FOREIGN RECORDS

New Store of the Canton Music Co., Canton, O., Giving Particular Attention to That Line—Has Very Attractive Quarters

CANTON, O., November 6.—With the opening of the new store of the Canton Music Co. in the East Tuscarawas street arcade, Canton's music industry now boasts of a store offering the trade a department where foreign talking machine records are available. This is said to be the only local establishment specializing in this particular service.

This music shop, located in the heart of the new East Tuscarawas street retail shopping district, features three talking machine lines, Columbia, Vocalion and Brunswick. Records of the same make are also carried by the store. Steinway pianos, Pianolas and other makes of pianos are also among the featured lines. Two attractive record booths have been installed for the convenience of the trade.

Sam Mirkin, late of the international record department of the Columbia Graphophone Co., Cleveland branch, and a man of varied experience in the talking machine field, is manager of the new shop.

C. A. RICHARDS HONORED

C. A. Richards, manager of the Sonora Phonograph Co.'s export department, who has just returned from a four months' trip to Europe, was decorated on October 16 by F. Quattrone, formerly the Italian High Commissioner in the United States, and was made a Chevalier of the Order of the Crown of Italy. This honor was conferred on Mr. Richards by the Italian Government in recognition of his services to the Allies from 1917 to 1919 as director of the Bureau of Exports, and later as a member of the War Trade Board.

CAMERON McLEAN WITH COLUMBIA

Scottish Baritone Signs to Record Exclusively for Columbia Graphophone Co.

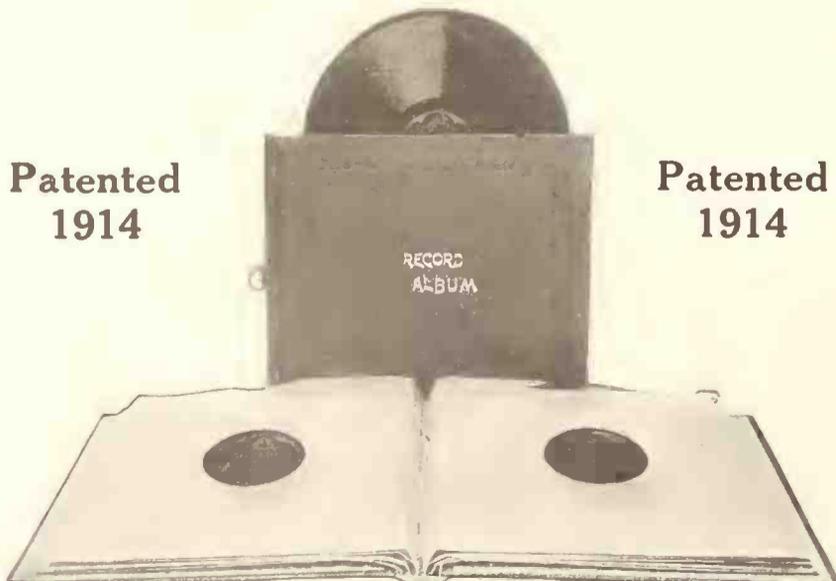
The Columbia Graphophone Co., New York, announced recently that Cameron McLean, eminent Scottish baritone, had been added to the fast growing list of Columbia artists. Mr. Mc-



Cameron McLean

Lean has already appeared at several concerts in leading trade centers and at Detroit achieved one of the outstanding successes of the season. At the present time Mr. McLean is contemplating a Canadian concert tour and in all probability will appear in this city at the Hippodrome or in Carnegie Hall under the auspices of the combined Scottish clans.

Never judge a customer by his clothing. Many a shabby eccentric has a well-filled purse.



Patented
1914

Patented
1914

Are You Prepared?

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

BOSTON BOOK COMPANY
501-509 PLYMOUTH COURT CHICAGO, ILL.

Your Holiday Business Will Be Greater

and Your Turnover Twice as Fast

if—

You Profit by these Facts

Okeh releases the greatest number of dance records. Okeh discovered Mamie Smith, made the negro record business possible and is supreme today in the negro field.

The Okeh repertoire of foreign language records is the finest in the United States. These records were recorded by *native* artists in their own homeland. They are genuine!

Okeh has available recordings by world-famous artists and organizations. These recordings were made in Europe, *the home of opera*.

Okeh factories are working day and night, the best proof of the tremendous demand for Okeh Records.

Okeh Records are fast, easy sellers. The average Okeh dealer turns his stock over *six times* a year.

And finally, our sales figures prove that the demand for Okeh Records is increasing every week. You will have calls for them, so order amply *now*, because for the holidays you'll need—

Okeh Records

The Records of Quality

General Phonograph Corporation

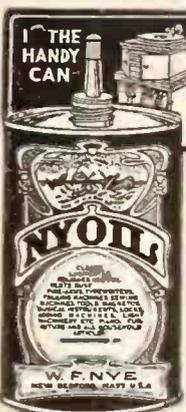
OTTO HEINEMAN, President

25 West 45th Street

NEW YORK







THE HANDY CAN
NYOIL
FOR YOUR PHONOGRAPH

Made in Our Watch Oil DEPARTMENT

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

The Best Oil For Any Talking Machine
In refining, Nyoil is given the same care as our famous watch oil receives. All gums and impurities are removed, leaving it

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

NYOIL is put up in 1-oz., 3-oz. and 8-oz. Bottles and in Quart and Gallon Cans.
For Sale by all Talking Machine Supplies Dealers
WILLIAM F. NYE, New Bedford, Mass., U.S.A.

NEW VICTOR RECORD BOOKLETS

First of Series of Booklets Designed to Help Machine Owner Build Up Well-balanced Library Just Issued by Victor Co.

The Victor Talking Machine Co. has just issued the first of a new and interesting series of booklets designed to promote the understanding and sale of records of the higher class, including those of operas and the classics.

The first booklet is entitled "Music Everybody Wants to Know" and is devoted to the listing with proper descriptive matter of numbers from various operas, including "La Boheme," "Aida," "Carmen," "Faust," "Madama Butterfly," "Rigoletto," "Tosca" and several others. A short paragraph gives a brief description of the opera, following which are listed the records with their numbers and some pertinent comment. The new booklet is of a size that makes it ideal for slipping into regular-sized envelopes and is intended for general distribution among talking machine owners by retail dealers.

The new series of booklets is designed to assist those talking machine owners who desire to build up well-balanced libraries, but are unable to make decisions from among the thousands of records listed in the regular Victor catalog. When records of certain types are separated and exploited by themselves it is found that the record purchaser can make a selection with little trouble. The booklets should be of decided value in promoting Red Seal business.

Put service above profits if you want profits.

Four-Minute Conference on Business Topics

No. 7—Your Profits and How to Be Sure of Them

[This is the seventh 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.]

Profits are a very important consideration with every business concern. Without profits, which are steady and sufficient in amount, business integrity cannot be maintained and expansion and progress are impossible.

In fact, if profits are too small, the business is likely soon to be embarrassed for ready cash for the reason that the overhead will eat up this small margin rapidly, actually leaving the business at a standstill. When a business stands still decay has set in and the end is in sight.

A great many firms make the mistake of thinking that extreme business and a large volume denote prosperity. This may or may not be the case. It cannot be emphasized too strongly that prosperity is gauged not by the volume done, but rather by the profits made.

However, this need not necessarily be a high percentage of profit, for it is often better business judgment to be satisfied with a modest percentage and to encourage volume, thus making sure that the aggregate amount of profits reaches a satisfactory sum. In other cases where supplies or service move more slowly it becomes necessary to plan for a larger profit in order to keep the balance level.

It is almost a truism that profits are insured through three avenues. The first is careful buying, the second is the elimination of waste and the third is economical selling and distribution.

It often happens that a busy executive or business man will buy supplies where he bought them last, or, having waited until their use is immediately necessary, is compelled to purchase at the most available source of supply or where the goods can be obtained quickly.

This lack of looking ahead and of anticipating one's needs is an expensive habit, for oftentimes a higher price must be paid than can be obtained elsewhere, or goods must be purchased and delivered by expensive means. Even the smallest concern should take careful consideration of the importance of the official purchasing agent and hold this individual responsible for the condition of stock supplies. Even when it is not advisable to purchase in advance the purchasing agent of the firm should at all times be posted just where goods can be secured at short notice and the cost. This will prevent false moves and the innumerable annoyances consequent thereto.

The elimination of waste includes wise business management and all it stands for. It is wasteful to put a man in one job or at one task who can do another one better. It is wasteful to fail to articulate the routine of the day's work so as to produce the best results. It is wasteful to keep on the payroll individuals

who are not earning their own wages and a profit for the firm.

It is sure to be mighty expensive not to have some one person in the organization who fills the position of a local efficiency expert to keep a weather eye to windward in order to see that everything is made the best use of, short cuts employed, by-products used up, methods speeded up and details involving expense worked out on an accurate and scientific basis. All too many firms lose heavily because they guess that this or that is about right in place of actually knowing.

The profits which arise from careful selling are satisfactory. To oversell a customer is to prejudice him against the firm and its goods. To neglect a patron is to invite competition. To be passive in selling is to give the other fellow who is more aggressive a "head start." An accurate knowledge of the field, timely approach through advertising and personal touch and prompt follow-up work are all necessary in the present condition of business.

The expense of distribution can be such as to lower the profits substantially. Orders improperly filled, which necessitate many returns, are expensive. Loose collection methods increase the cost of doing business. And credits extended too long are a menace.

Actual delivery work should be an exact affair so that the cost of delivery is known and can be taken into account in fixing the original price. Careless deliveries which have not been figured out as to what they represent eat up profits very fast.

On the whole it is safe to lay down the principle that easy business makes difficult profits, and that careful, efficient and far-sighted business methods insure ample and permanent profits.

VOCALION DISTRIBUTOR IN QUEBEC

Charles Culrose, of 610 St. Catherine street, West, Montreal, Quebec, has been appointed distributor of Vocalion phonographs and records for the Province of Quebec by the Scythes-Vocalion Co., Ltd., of Toronto. This move insures the Vocalion dealers of the Province of Quebec of getting direct and efficient service when and as desired.

NEW YORK SOME CITY

New York is the leading manufacturing city of the country, producing one-twelfth of the total value of manufactured products of the country, and leading Chicago by 45 per cent and Philadelphia by 150 per cent, according to an analysis by the Merchants' Association of the 1919 census of manufactures by the Department of Commerce.

Beautiful in Design
No Loose Parts

Perfect in Tone
Flexible Stylus



THE
"VICSONIA"
REPRODUCER

A recognized medium for the PERFECT playing of EDISON DIAMOND DISC records on VICTROLAS or GRAFONOLAS. Made in Nickel and Gold Plate

Sample Reproducer in Nickel Finish Sent on Receipt of \$4.50

VICSONIA MFG. CO., Inc., - 313 E. 134th Street, New York, N. Y.

The Immense Sales Opportunities for Dealers in the Foreign Record Field :: By A. G. Griffen

When one considers the millions of people of foreign birth in America, many of whose affiliations, to a large extent, remain foreign, and then considers what a paucity of effort has been made toward reaching this vast army of people by talking machine dealers with the object of making sales of talking machines, and particularly foreign records, it must be conceded that there has been a large amount of neglect or lack of appreciation of the great market that exists as well as of the opportunities of increasing profits from this source.

The trouble probably lies in the fact that few dealers take the time and the mental exercise necessary to analyze the great opportunities

that prevail. In the first place there exists in every city, town and hamlet a number of people who have so recently come to America from the lands of their birth that they have been unable to grasp the intricacies of our language. Then there are the others, composed principally of foreigners who had reached maturity before they immigrated to this country, who have no desire and, in many instances, lack the ability to learn a new language. This condition is further augmented by the fact that persons of any nationality, like the Italians, Greeks, Spaniards and Germans, for example, usually manage to colonize a certain portion of the city which they have chosen for their homes.

Now the chances are fifty to one that these people often long for the music of their homeland. They want to hear the folk songs and operas sung in a language which they can fully understand and appreciate. The majority of them do not know that they can satisfy their desires and secure this music through the medium of the talking machine. No one has approached them and the probabilities are that they are just a little bit timid about entering an attractive store. Probably they have tried it, and the fact that they were unable to clearly understand the English language eliminated the possibility of their buying at that time. Also there are many clerks who do not accord these customers the proper amount of attention and courtesy because they are poorly dressed. At any rate the fact remains that few talking machine establishments can boast that they do any decent amount of business with foreigners. Nevertheless the field is rich and awaits development.

One dealer has built up his foreign record department to large proportions through making a sincere effort to reach the Italian people in his territory. Not only that, but he has sold a vast number of machines to these people and the sales are growing. True, they are not the most expensive machines, but many of them are medium in price and the total per year is surprising. This dealer has secured the services of a young Italian salesman. This man speaks perfectly good English also and when he is not engaged in attending to the wants of his Italian clients he attends to other customers. At periodical intervals he goes over to the Italian quarter of the city where he has made himself very well known and liked and spends the day mingling with these people and calling upon them. He invariably returns to the store with a substantial amount of business secured. He understands the people with whom he is dealing, thereby appreciably reducing the risk of making unsatisfactory sales.

After having read this article, think the matter over, analyze your opportunities in this branch of the business and go to it.

INCREASES FACTORY FACILITIES

National Metals & Depositing Corp. Making Rapid Progress—Capacity Increased 300 Per Cent This Year—Outlook Is Excellent

In a chat with *The World* recently M. G. Lumsden, secretary and treasurer of the National Metals & Depositing Corp., Mt. Vernon, N. Y., manufacturer of masters, mothers and stampers for talking machine records, stated that the company had again increased the capacity of its plant; the new increase being approximately 100 per cent. Since January 1 the company has increased its factory facilities practically 300 per cent.

Mr. Lumsden stated that they have added many new customers during the past few months and that judging from all indications this activity will continue well into Spring. The fact that the company has concentrated on an important phase of the industry has enabled it to give exceptional service and co-operation to its clientele and practically all of its new business has resulted from the recommendation of satisfied customers.

FILANTE SUCCEEDS MORGAN

A. R. Filante has succeeded C. W. Morgan as manager of the talking machine department of L. Bamberger Co., one of the leading department stores in Newark, N. J.



MAGNAVOX



After the
**THANKSGIVING
DINNER** *hear the voice
of the Outer World*

THE above illustration, appearing in Magnavox National Advertising in November (a total of more than seven millions of circulation) carries a strong selling thought which you can profitably use with your trade.

Magnavox Radio, the Reproducer Supreme, is not manufactured to help sell any *one* make of receiving set, but to complete the service rendered by *every* set of good quality.

The tone quality and sound volume make Magnavox Radio the logical product for the music store Radio Department.

R-2 Magnavox Radio with 18-inch horn: this instrument is intended for those who wish the utmost in amplifying power; for large audiences, dance halls, etc. . . \$85.00

R-3 Magnavox Radio with 14-inch horn: the ideal instru-

ment for use in homes, offices, amateur stations, etc. \$45.00

Model C Magnavox Power Amplifier insures getting the largest possible power input for your Magnavox Radio.

2 stage AC-2-C . . \$80.00
3 stage AC-3-C . . 110.00

Our New Publication *The MAGNAVOX* explains our profitable selling plan in detail. Write for it.

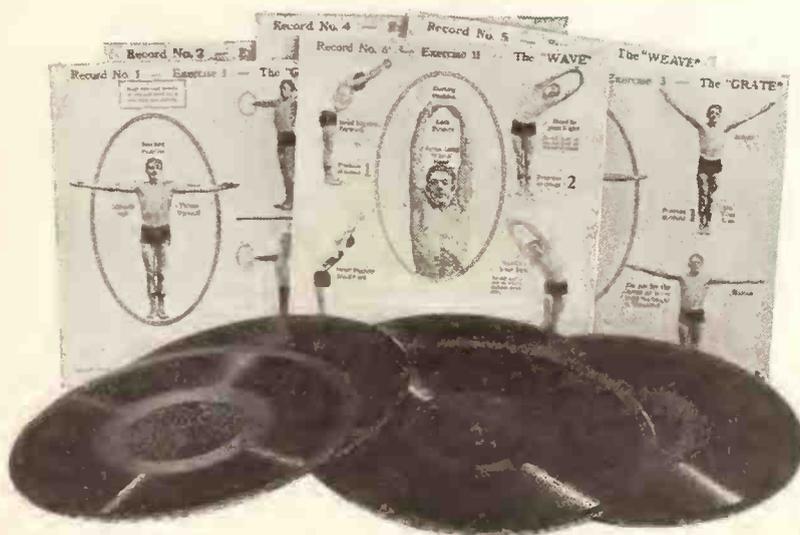
The Magnavox Co., Oakland, California
New York: 370 Seventh Avenue

MAGNAVOX RADIO
The Reproducer Supreme

Big Christmas Sales

Made on

Walter Camp's "Daily Dozen"



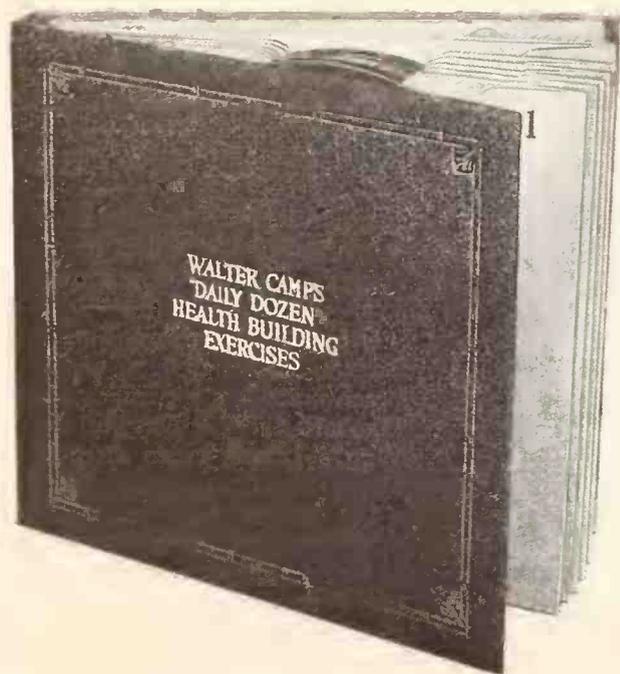
Last year one dealer sold 10 sets of Walter Camp's "Daily Dozen" to a single purchaser—he bought them as Christmas presents for friends.

Many dealers made sales of from 2 to 5 sets to individual purchasers for Christmas Gifts.

The price was then \$15.00. Now it is only \$10.00.

At this price the "Daily Dozen" constitutes a popular and highly valued Christmas Gift. Your customers will demand the genuine and original "Daily Dozen."

CASH IN ON THIS DEMAND



All dealers should feature the "Daily Dozen" with strong window and store display this Christmas season.

Place your order for your holiday stock NOW!

Health Builders

INCORPORATED

Department W 11

334 Fifth Avenue - New York

VERY DECIDED IMPROVEMENT IN THE SALES OF RADIO

More Favorable Atmospheric Conditions Resulting in Satisfactory Broadcasting Prove a Decided Factor in Increasing the Sales of Radio Sets—Some Interesting Radio Facts

There has been a decided revival in radio sales within the past few weeks. This in a large measure is due to the ideal static conditions which now prevail. Only recently a radio musical program broadcasted in Newark, N. J., was picked up in London, England, and ships en route across the Atlantic Ocean were reported as enjoying this concert played in the United States. Long-distance concerts are being heard with great distinctness these days and in one instance a Davenport, Ia., broadcasting station gave a concert in which a local orchestra was utilized and it was heard in many Eastern points as clearly as if the band was playing in the homes of the listeners.

With such splendid reception already taking place, one can well look forward to many delightful hours of entertainment from stations hundreds of miles away as the crisp, cold Winter weather approaches, making radio king of the air as the static of Summer vanishes into the regions of the equator.

Why is the cold atmosphere of Winter so superior for radio to the heat of Summer? This question is answered by the radio editor of the New York Times in this wise: It has been estimated that the sun's rays absorb about 70 per cent of the strength from the radio waves. During the Summer months the sun's strength is at a maximum in the Northern section, the duration of daylight is longer, and, therefore, absorption of radio's strength reaches its highest point. The heat of Summer greatly influences the amount of electricity or static in the air, producing atmospheric disturbances which cause interference to radio. Then comes Winter, with the strength of Old Sol at a minimum in the north, long cold Winter nights and practically no static.

The Ideal Atmospheric Conditions

The long hours of darkness and the cold atmosphere represent the ideal condition for ex-

cellent radio transmission and reception. Radio fans who installed sets during the Summer are now feeling the greatest thrill and fascination the ether creates when they tune for some near-by broadcasting station which they have been accustomed to hear throughout the Summer and instead of the familiar call they hear the clear sound of a strange voice announcing the strains of music about to be broadcast from a station hundreds of miles away, on the Pacific Coast or from a city along the Gulf of Mexico.

The difference between daylight and darkness in the effect upon radio communication, especially in relation to spark signals, is well known to commercial operators on ship or shore. Many times a vessel only a few miles off the Irish coast will be able to establish communication at night with a station along the American shore. Transmission may be perfect throughout the hours of darkness and then suddenly fade as if something were wrong with the transmitting or receiving apparatus. The experienced operator knows that the sudden silence is merely an indication of dawn far off in the east where the ship is, although the eastern sky may be as black as the west along the Atlantic seaboard. Then when darkness falls again the ship's messages return probably with greater intensity than the night before because it has been moving nearer to the United States.

The Amazing Speed of Radio

The sound of a singer's voice or the music of an orchestra travels through the air at a little more than 1,000 feet a second. If the same sound is sent through the microphone of a radiophone broadcasting station it travels through the ether at the same speed as light, 186,000 miles a second. The circumference of the earth is 25,000 miles, so the radio wave carries the sound around the world approx-

imately seven and one-half times in the twinkling of an eye.

A radio message spoken in New York can be heard in Portland, Ore., in one-sixty-second of a second. If sound unaided by radio were capable of carrying the message it would take four and two-fifths hours to reach Portland. In that time the radio message would be nearly three billions of miles out in space, far beyond Neptune. It takes eight minutes for light to reach the earth from the sun. It would take the same length of time for a radio signal to bridge that distance. While the radio message was speeding on toward Old Sol a sound message would reach only about 100 miles, if it could travel that far. A radio message flashed to the North Star to-night would not reach its destination for fifty years, so far is the polar star from the earth.

Another example of the tremendous velocity of radio waves is illustrated in the following. Suppose in broadcasting the world's series at the Polo Grounds Grantland Rice spoke through a powerful megaphone at the same time his words struck the transmitter to be broadcast from WJZ. Through the megaphone the address of the speaker could probably be heard distinctly 1,000 feet from him. Again comparing the two rates of speed, or sound and radio, it will be found that a radio listener 500 miles away will hear the voice from the Polo Grounds many fractions of a second before any one at the edge of the crowd only 1,000 feet away from the speaker. Almost before the crack of the bat knocking out a home run echoed through the grandstand and the ball dropped into the bleachers the radio audience hundreds of miles distant would have the news before the player crossed the plate to record the circuit drive.

Radio operators on ships in the Pacific have often demonstrated the terrific speed of radio waves by receiving the midnight time signal from Honolulu, and then, by a quick adjustment, and at the same tick of the watch, caught the noontime signal from Nauen, Germany.

EDISON ARTISTS SCORE IN TEXAS

W. W. Dyer, Manager of Edison Shop, Dallas, Tex., Secures Services of Artists

DALLAS, TEX., November 2.—W. W. Dyer, wide-awake manager of the Edison Shop, one of the most active phonograph stores in this city, recently was instrumental in bringing to the Coliseum two Edison artists, namely, Miss Helen Davis and Victor Young. A feature number was staged at the Coliseum, consisting of some songs by the artists and comparison tests with the same selections reproduced on an Edison phonograph. This number not only proved to be one of the hits of the week, but it was instrumental in creating much valuable publicity for the Edison machines and also the Edison Shop. This establishment has enjoyed a steadily growing business as a result of its aggressive sales policies.

SINGING SOOTHES INSANE PATIENTS

Experiment Financed by Empire State at Manhattan State Hospital for the Insane Is Successful—Chicago Soprano Sings

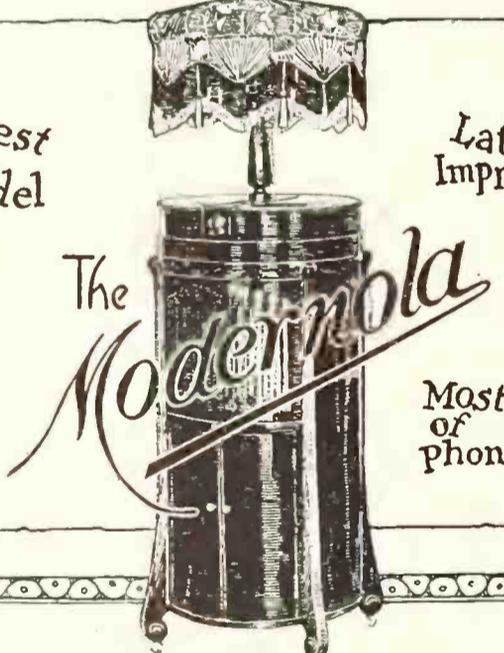
The State of New York recently engaged Miss Ethel Pamminga, of Chicago, whose soprano voice has a peculiar pitch, to sing at the Manhattan State Hospital for the Insane, on Ward's Island, in an attempt to relieve some of the inmates of their obsessions.

Dr. Marcus Heyman, superintendent of the hospital, called the young woman on the advice of famous alienists, who say that a certain pitch of a certain voice has the ability to ease defective brains. The experiment proved a decided success.

The King Edward School, Edmonton, Alta., has just installed a fine model of a Starr phonograph for the purpose of teaching musical appreciation and physical exercise.

Newest
Model

Latest
Improvements



The
Modernola

Most Modern
of
Phonographs

Something Different.
A Special Feature Machine.
Solid Woods—No Veneers.
As Good as the Best.
Better Than Many.

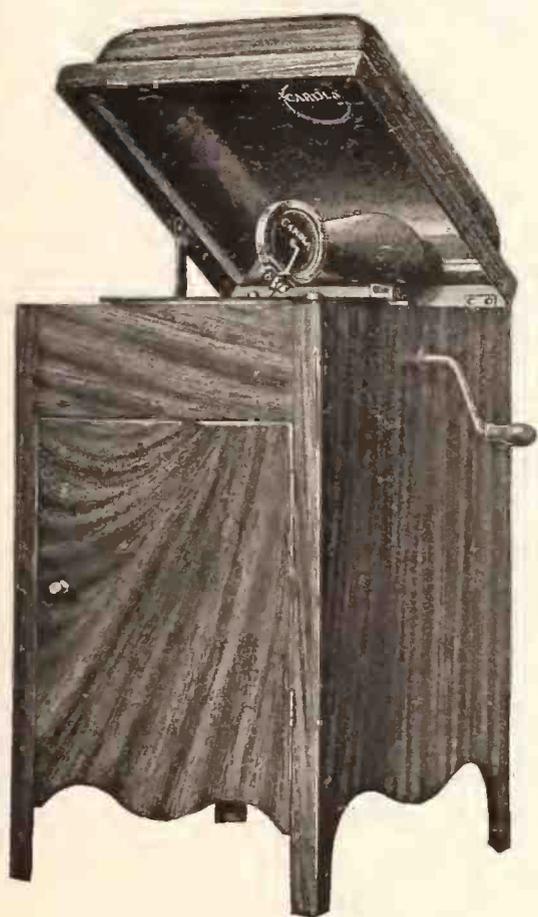
WANTED. A few more live dealers.
 Exclusive territory given.

Write Department H.
MODERNOLA CO., JOHNSTOWN, PA.
 The Modernola Sales Co., Inc.
 929 Broadway, New York, N. Y.

The Biggest Little Phonograph in the World

The New Cabinet **CAROLA** Phonograph

"The Nightingale of Phonographs"



An embodiment of many remarkable new and exclusive features in the art of phonographic rendition.

While the new CAROLA weighs only seventeen pounds and occupies less than a square foot of floor space, it is *not a toy* but a full-fledged talking machine which delivers full rich tones the equal of machines costing many times the price.

CAROLA is built for service, both musically and mechanically.

CAROLA reproducer is full sized, carefully made on the most modern principles and is easily the equal of those found in many high-priced machines.

CAROLA amplifier embraces new and logical principles. The tone is carried from the reproducer through a special violin fibre horn to the convex lid of the phonograph, which acts as the amplifier and throws the sound outward and upward—the logical way for sound to travel.

CAROLA motor is sturdy, noiseless, self-lubricating and is the result of long experiment. It is absolutely guaranteed to withstand the most vigorous tests and we invite detailed examination by your mechanic.

Sells especially well with physical culture and children's records.

The new CAROLA plays all lateral cut disc records of all sizes *perfectly*.

Retail Price \$20

Liberal trade discounts.

Send for a
Sample of the
new
CAROLA
Liberal Discount



THE CAROLA COMPANY

310 Lakeside Avenue, N. W.

Cleveland, Ohio

Pertinent Suggestions Designed to Speed the Flow of Xmas Gift Dollars :: By Lester G. Herbert

Be ready for the Christmas shoppers in good season. In fact, in selling musical goods, an early start is absolutely necessary, for where an outlay of any considerable amount is to be depended upon, the customer must be allowed time for selection and decision. So begin your advertising and Christmas window displays in good season in order to let people know that you are on the map and ready to serve. Suggest, even urge, the making of early selections. Expect more business this year than ever before—and then plan to get it. Take your goods, your service and the selling opportunities of the season seriously. Be convincing in your publicity and in your selling efforts when you come face to face with the prospect for musical supplies.

Make your establishment an easy one in which to buy during Christmastime. It is true that the majority of people are in a buying humor, but most of them have to stretch their dollars as far as possible. Remember this. Emphasize the many advantages of music in the home and the good values you have to offer at the present time.

Provide places for the people who drop in to sit down. Many of these people have been going from store to store and are tired. See to it that there are seats enough for those who wish to use them. Make it easy for the person who has a number of parcels to put them safely to one side while an instrument is being tried or good music listened to.

Incidentally, find out, if you can do so tactfully, just what members there are in the family of the one whom you are trying to please and to sell. If, for example, there are young people it is easy to suggest that a talking machine and good records always help to content the young people at home and are an admirable means of entertaining their friends; that an acquaintance with the works of the good musical composers is an education and a wonderful means of refinement; that music and its beneficent influence sweeten character and actually build health.

If there are only husband and wife in the family the arguments may be advanced that many a quiet evening of real pleasure together will be

possible; that guests will enjoy the music also, and that appreciation of professional music will be all the greater and keener because of the familiarity in the home with the finer musical themes.

Be ready to cash in on the opportunity to sell music and all that music means to those who show an interest by coming into your place of business.

The Value of a Special Advisory Helper

Remember that for the average individual the Christmas season is a very busy one. There are endless details for the housewife, the mother and the business woman and the business man to attend to. This is the reason that a Special Advisory

The Bell on the Cash Register Will Ring a Merry Accompaniment to Xmas Chimes Where Early Plans Are Made

Helper, advertised as such, or by his or her own name, should prove a distinct business-builder.

The public is informed that anyone who cannot come in person may call for the service of the Special Advisory Helper and obtain such help free of charge. For example, Mrs. Jones is tied up because of a recent illness, but she would like to buy a dozen new records as one of her Christmas gifts for her son and daughter. If she can talk with the Advisory Helper as to the new selections and tell the kind of music she prefers she can order these without coming to the store.

Or old Mr. Blakeley, who is laid up with the rheumatic gout, may have the idea that he would like a large and much finer phonograph than the

one the family now owns. If he can make an appointment and have the Advisory Helper call upon him and talk the matter over and find out just what he has in mind he will be willing to have a machine sent up for demonstration and purchase if it pleases.

Or someone who has a silent piano which has scarcely spoken since the family of young people grew up and went away may be interested to talk over the expense and benefit of a player-piano as a special Christmas celebration. Once a musical instrument is actually in a home the strong tendency is to keep it there and the Advisory Helper can nearly always arrange for such a demonstration if the prospects warrant.

Why Not Use a Slogan on Music?

Why not use a slogan this year which will be absorbed by the buying consciousness of the public? Such a slogan becomes an educator and leads to actual buying. For example, "Say It With Flowers," "Gifts That Last" and "Try the Drug Store First" have been repeated until they really are worth a very large amount of money in themselves. Why not a music store slogan such as "Make Home Happy With Music," or "Music and Joy Are Twins," or "Good Music Is a Taste of Heaven," or "The Best Gift of All Is the Gift of Harmony—MUSIC."

Talking Machine as a Gift

More and more is the public coming to appreciate the common-sense idea of offering Christmas gifts which are capable of giving lasting pleasure. Happily, the fashion is out of date which favors a lot of dust-catching "ornaments," foolish bric-a-brac and strange things which few want after they get them. Changing conditions of life call for simplicity rather than for the multiplication of things to handle and care for. To-day the Christmas gift is most favored which will give pleasure and continue to give pleasure indefinitely. Can anything fill this bill better than the wherewith to produce sweet melodies, rollicking tunes or soul-stirring music?

Attractive Displays Make Sales

Make goods talk for themselves by the manner in which they are displayed. A window made up entirely of one kind of products badly set in rows will not speak nearly as eloquently as the window in which a few of the items are placed in their natural settings. Suggest the use of the goods by the surroundings and, where possible, indicate prices or the range of prices. There are many people so practical-minded that they need to connect the article they are interested in closely with the number of dollars which will buy it.

Distinctive Christmas Advertising

Make Christmas advertising individual. Study to achieve that art which will enable people to recognize your publicity as yours—even if the name and business address were cut from it, just as your friends would recognize you although you may not carry a sign card or sandwich board announcing your name. Individualized publicity is the sort which arrests attention, focuses interest on the lines you are offering and brings customers to your doors ready to be interested in what you have to say.

Make it a rule that salespeople shall thank their Christmas patrons with a smile. It is an easy habit to acquire and a valuable one. Then when the holiday buying period has ended the smiling habit may become so natural that it will persist.

At this time use the usual newspaper space yourself for an announcement of appreciation for the generous response of the buying public—if you can honestly do so—and promise continued effort of service of an acceptable character. Suggest that your firm will go on striving for the business embodiment of the highest ideals in all its branches. Make the announcement reasonably brief, but in every instance let it ring true.

(Continued on page 26)



**BRUNS
MADERITE**

QUALITY PLUS

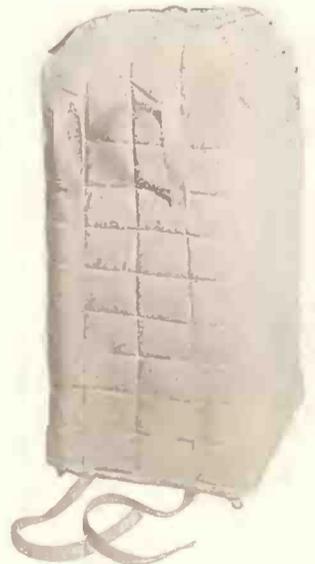
At Moderate Prices

Prices on BRUNS MADERITE Phonograph Moving Covers have been lowered but the quality is of the same high standard.

BRUNS MADERITE Moving Covers are made of excellent materials throughout—strongly constructed to give maximum service and satisfaction.

Quality considered, BRUNS Moving Covers are now more reasonably priced than others. We maintain, though, that nothing really good can be had cheap. Cheapness is the antithesis of quality. We aim to give the best possible value consistent with highest grade material and workmanship—less we can't do—more you can't ask.

*Literature and prices furnished on request.
Order direct or through your jobber.*



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

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

Feature these Beautiful Models of
The CHENEY
for Fall and Holiday Trade



Model No. 41
The Oxford

A period design of Old England, in rich brown oak, with over lay of walnut, 43 3/4 inches high, with top 21 by 22 3/4 inches. Equipped with gold-plated metal parts, automatic stop, steel and jewel needles, two reproducers, counterbalance cover supports, and eight albums.

Retail price, \$200
East of the Rockies



Model No. 117

The Abbottsford

A beautiful mahogany art model in Queen Anne period design, 34 1/2 inches high, with top 21 1/4 by 42 1/2 inches. Equipped with double-spring motor, counterbalance cover, automatic stop, steel and jewel needles, two reproducers, gold-plated metal parts, and six albums.

Retail price \$300
East of the Rockies



Model No. 31

The Westminster

An Early English period design in deep, rich oak, with walnut applique, 42 3/4 inches high, with top 20 3/4 by 21 inches. Equipped with nickel-plated metal parts, automatic stop, counterbalance cover supports, steel and jewel needles, two reproducers, shelves for records, and compartment for album.

Retail price, \$150
East of the Rockies

Two-Tone Cabinets
Are Universally Popular

The models shown on this page—to the minutest detail—exemplify the beauty of cabinets, unusual mechanical precision and perfection of tone which *is* The Cheney. In interest of design, beauty of finish, and range of price, they satisfy all the varied demands of your trade.

Note particularly the two-tone finish of The Oxford and The Westminster. Two-tone furniture is so popular this season that these models have proved exceptionally good sellers.

At the prices now established for The Cheney the values you can offer are hardly short of sensational. With these models you can advertise, and you can deliver, a rarely artistic musical instrument famous for its superiority of tone—*which cannot be duplicated*—at the price of an ordinary phonograph.

Ask us for detailed description of these models and prices

THE CHENEY TALKING MACHINE COMPANY • CHICAGO

TO SPEED FLOW OF XMAS DOLLARS

(Continued from page 24)

Well in advance of the Christmas rush plan to suggest in newspaper, by direct-by-mail letters to a selected mailing list or in such other ways as you may deem advisable, to MAKE THIS A MUSICAL CHRISTMAS. Point out how much the season could be made to count for if every home would increase its possibility of harmony and musical pleasure. Again suggest that, instead of a lot of small gifts often purchased with hesitation for fear they will not please—that funds be pooled, if necessary, and a truly worth-while purchase in the way of musical equipment be made. This will be something which all can enjoy and will cater to the æsthetic sense of the family, help to furnish in a refined manner and will actually increase the cash assets of the home.

Encourage Volume Purchases

Encourage volume purchases on the part of each customer. Frequently the conversation of the prospect will offer definite buying "leads" as to

what will be of further and immediate interest.

For example, the customer who has purchased records may be interested in a record-cleaning brush, some automatic attachment or possibly in another instrument entirely. For some reason or other, boys and young men are especially fond of stringed and wind instruments and even the showing of some of these in a sympathetic manner may bring that same customer back to buy a harp for the daughter, a saxophone for the son, a long-anticipated violin or possibly a fine new piano. Encourage volume purchases and be ready to show goods, but do not over-urge.

Handling Complaints Because of Delays

Delays are likely to occur at Christmastime. This is partly due to the immense amount of shopping, mail, expressage, etc. However, the business management which addresses itself specifically to the working out of details will prevent needless delays. At this time of year particularly people are anxious and displeased if promises are not kept and deliveries not made promptly. Make it evident that you will do all in your power to keep any promise made and if unavoidable delays arise in spite of you telephone and make frank explanations.

A Few Good Rules to Follow

Make it a rule that those who do not buy, even though they may take a good deal of time and attention, will be just as pleasantly treated as if they reached buying decisions. They are likely to come back, you know, and in any event we cannot expect to sell to everyone every time.

Those who make belated small purchases may often be encouraged to take home such parcels as they can carry without inconvenience. The inquiry during this period of, "Do you wish to take this with you?" will often meet with the ready "Yes, I think I will," or, "I might as well." When delivery expenses are saved, money is saved. Of course, with some purchases this is impossible.

Stress values and ultimate satisfaction, pointing out, if need be, that purchase price actually disappears in time, although the goods themselves and the pleasure and satisfaction they represent remain long after that price is forgotten.

Avoid carefully the impression in advertising or actual salesmanship method of "I am after your money." That always causes a withdrawal of confidence. Serve rather to throw out the cordial suggestion, "We are here to help you buy just what you want and it is our pleasure to do it." Remember that helping the customer buy is quite as important an angle as helping the store sell. When we sell with only that thought in mind we seldom win customers who come back. When we help customers buy in the right way we have made friends and the store is the gainer.

Love and kindness are the Christmas impulses. They are the instincts which actuate the gift-making at this season of the year and the desire to do for others. When your own business expresses this same spirit of kindness and friendliness, people feel at home, have confidence in what you say and offer and so sales resistance is removed.

Christmas Gifts to Patrons

Plan some little Christmas surprise for your patrons. It may be a card of greeting used as a package enclosure. It may be a souvenir which will be kept and valued. One firm gave aluminum thimbles in a little Christmas box. Each thimble bore the words, "Say It With Music. Merry Christmas," and the firm name. Another firm gave celluloid rulers of good quality with this message:

"Make It a Rule to Have Music Every Day in Your Home—Then Christmas Will Last the Whole Year Through." These rulers were only given to those purchasing over a certain amount.

Location and class of trade determine whether such a plan is a good one or not, but, after all, people are very much alike and enjoy the thrill of the unexpected.

What would you think if your boss preached constantly about the harm done by salesmen losing their tempers and then the very first time an irate customer entered the store lost his?

DAVENPORT CABINET WORKS RUSHED

Steadily Increasing Demand for Davenola Phonograph Noted—Changes Made in Plant

DAVENPORT, IA., November 6.—The Davenport Cabinet Works, of this city, manufacturer of the Davenola phonograph, has increased its production to capacity to meet the steadily growing demand for these instruments experienced during the past few weeks. To fill the influx of orders the forces of this concern are working overtime.

Some changes were recently made in the factory, which has 23,100 feet of floor space, including the installation of the heavier machinery in the basement. Cabinet work is done on the first floor and the finishing and installation of motors on the second floor. The phonographs manufactured by the company, in mahogany, quartered oak and walnut, have made rapid strides in public favor and all indications point to the steady continuance of the demand for these products.

THE PORTABLOOP



Size 24 x 27 inches over all

You Will Carry It
This Fall

Why Not Stock It
Now?

We Can Make Prompt
Deliveries

List Price \$10.00



210 Central Avenue

Mr. Edison Man:—

Don't Say

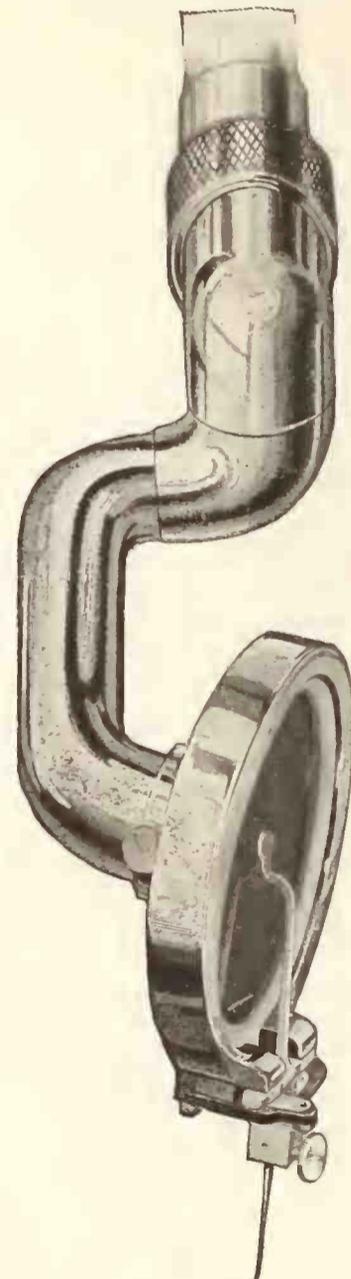
"KAN'T," say "KENT"

Write for catalog of complete line

The KENT No. 1

With "S" Sound Box

Has given complete satisfaction
for years



Reg. U. S. Pat. Off.

F. C. KENT CO.

Irvington, N. J.



The Diamond Juvenile Console

with the

Heineman Motor

a real musical instrument
for children

Cabinet is substantially made of selected hardwoods and veneers—24 inches high, 14 inches wide and 28 inches long.

Finish is beautifully enameled in gray, blue, ivory and mahogany. Grille is in blue or old rose silk.

Motor is by Heineman—cut gears, cast frame, absolutely guaranteed. Removable motor board.

Tonearm is die cast and nickel plated. Artois reproducer.

Turntable is 9 inches, felt faced.

Plays all records of 10 inches or smaller. Particularly adapted to children's records such as Bubble Books.

List Price, \$25 each
Pacific Coast—\$30 each

Last Call for Holiday Delivery!

The Diamond Record Service Rack Sells More Records



Made with 2 sections, one for selected records and one for rejected records. Speeds up customers' decisions. Sells more records in less time. Overcomes breakage. Hangs on wall. Keeps booth neat.

No. 1 size (illustrated) 27½ inches high, 9½ inches deep, 16 inches wide. Gray or ivory—\$5. Mahogany—\$6.

No. 2 size 27½ inches high, 9½ inches deep, 28 inches wide. Gray or ivory—\$7.50. Mahogany—\$9.

To Guarantee Shipment Orders Must Be in Our Hands Not Later Than November 27th!

WE are still able to supply a few more dealers with the fast-selling Diamond Juvenile Consoles for Holiday delivery, but orders must be in hand not later than Monday, November 27th to guarantee shipments in December.

And don't forget that the Diamond Juvenile Console is equipped with a *real Heineman talking machine motor!*

Don't overlook the Christmas profit possibilities in this wonderful little machine. Not only does it sell itself, but it exerts a new influence on the sales of both juvenile and regular records.

Tear out this page as a reminder and write or wire your order today.

The Diamond Products Corporation

Executive Offices and Showrooms:

25 West 43rd St., New York **Factories: Oswego, N. Y.**

DIAMOND DISTRIBUTORS

A. C. Erisman & Co.
174 Tremont Street, Boston, Mass.

Cabinet & Accessories Co.
145 East 34th St., New York

Consolidated Talking Machine Co.
227-229 N. Washington St., Chicago, Ill.

Munson, Rayner Corporation
315 So. Broadway, Los Angeles, Cal.

C. R. JOHNSTONE
VICE-PRES., GEN. MGR.

THE BELL RECORDING CORP.,

Associated With National Metals Depositing Corporation

9 East 47th Street, New York City

BEST RECORDING

EXPERIENCED SPECIALISTS

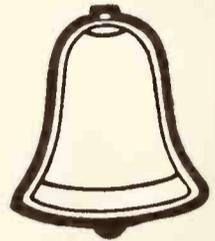
LOUD AND CLEAR

LAST WORD IN QUALITY

We Specialize in Private Recording

and

General Recording for the Phonograph Trade



SUPREME COURT DENIES PETITION

Refuses Petition of Victor Co. to Review Case Against Starr Piano Co.

WASHINGTON, D. C., October 30.—The United States Supreme Court has denied the petition of the Victor Talking Machine Co. for a review of the case of the Victor Talking Machine Co. against the Starr Piano Co., in which the former brought suits for infringement of Claims 6 and 8 of the Johnson patent relating to records.

The District Court dismissed the Victor Co.'s bill of complaint for alleged lack of invention and abandonment and the Circuit Court of Appeals later upheld the decree of the District Court. The Victor Co. then filed its petition with the Supreme Court with the result already stated.

SOWDERS-BOLLING CO. FORMED

EVANSVILLE, IND., November 4.—A new musical instrument house in this city is Sowders-Bolling Piano Co. at 13 and 15 Main street. The members of the firm are L. S. Bolling, who operates a large musical house at Fort Worth, Tex., and Theodore Sowders, who has been a resident of Evansville for many years.

The new company will carry a large line of pianos and musical instruments, including the Bush & Lane, Waltham, Smith & Barnes and Jesse French. The company will also handle Brunswick talking machines and a complete line of records and accessories.

MILLS CABINET CO. BANKRUPT

The Mills Cabinet Co., an Illinois corporation, with headquarters at Racine, Wis., has filed a voluntary petition in bankruptcy. Liabilities are listed at \$110,304 and assets are estimated at \$111,268.

BRUNSWICK RECORD EXCHANGE PLAN WINS MUCH FAVOR

Dealers Permitted to Return Brunswick Records Not Exceeding 10 Per Cent of Record Purchases for Preceding Three Months—A Radical Move of Great Importance to the Dealer

CHICAGO, ILL., October 28.—The Brunswick-Balke-Collender Co. has recently announced a Brunswick record exchange plan which is one of the most important sales ideas that have been introduced to the trade for some time past. By means of this plan Brunswick dealers will be permitted to return Brunswick records not exceeding 10 per cent of the dealers' total record purchases for the preceding three months. Any records listed in the current Brunswick catalog are eligible for return.

A dealer will be credited against his return on the basis of 90 per cent of the purchase price

or wholesale value of these records and will be required to order a quantity of records equal to the credit allowance on those returned, series for series. His exchange order may call for any records listed in the catalog except those on the previous two release lists immediately preceding the month in which the exchange is effective.

Returns of records will be allowed quarterly and must be made within ten days of date of notice and the first exchange will be effective January, 1923, based on October, November and December purchases.

FILM COMPANY URGES TIE-UP

Goldwyn Pictures Corp. Enlisting Victor Dealers to Tie Up With Film Release of Rupert Hughes' Interesting Story, "Remembrance"

The Goldwyn Pictures Corp. are enlisting the aid of Victor talking machine dealers in tying up their advertising with the latest release of the film corporation based on the Rupert Hughes story entitled "Remembrance." The Goldwyn Corp. urges dealers to feature in their advertising and in special window displays standard and past popular records appropriate to the time and locale of the story. The film, of course, is appearing in moving picture houses all over the country and the Goldwyn forces are enlisting the co-operation of the dealers through the film exchanges and theatres for the benefit of both the moving picture houses and the dealers. It is pointed out that this will afford an opportunity to exploit very popular records of twenty years ago, as well as some of the late releases.

ANCILLARY RECEIVERS APPOINTED

Federal Court in Trenton, N. J., Appoints W. C. Matlock and Louis Jersawit Ancillary Receivers for Remington Phonograph Corp.

TRENTON, N. J., November 1.—Judge Lynch in the U. S. District Court has appointed William C. Matlock, of this city, and Louis Jersawit, of 2 Rector street, New York, as ancillary receivers for the Remington Phonograph Corp., New York, a Delaware corporation. The receivership followed a bill of complaint filed in the Federal Court here recently by James S. Holmes, vice-president and a director of the Remington Corp., who stated that he was a creditor to the extent of nearly \$3,000. The complaint was also made on behalf of other creditors. Mr. Jersawit was some time ago appointed by Federal Judge Knox, of the New York District, as receiver in equity for the assets of the Remington Corp. Creditors are asked to file their various claims on or before January 23.

NATIONAL METALS DEPOSITING CORPORATION

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

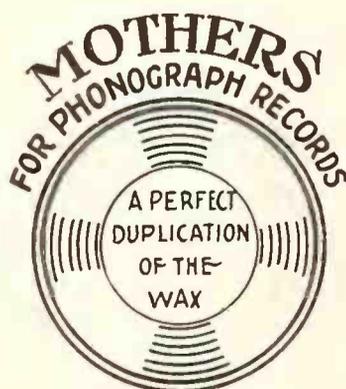
MOUNT VERNON — NEW YORK
MANUFACTURERS OF

LABORATORY
9 East 47th St., New York City
Tel. Vanderbilt 4153

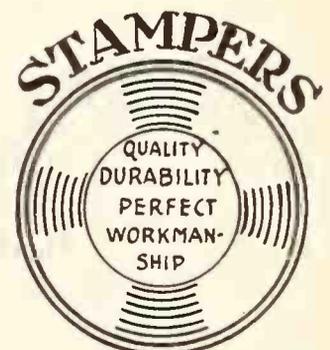


WE DEPOSIT THE
FINEST COPPER
IN THE WORLD

FOR YOUR CONVENIENCE
DELIVER RECORDED WAX
TO OUR LABORATORY



OUR
IMPROVEMENT
ALL STAMPERS
HAVE
HIGHLY POLISHED
MACHINED BACKS



The Direct Personal Letter Is a Strong Medium for Increasing Sales :: By Arthur H. Foster

The point has been emphasized repeatedly in connection with selling by mail that the direct personal letter is many times more effective than the best possible circular letter in interesting the prospect and actually closing the sale. Naturally, the direct personal letter is more expensive, particularly in the matter of time and labor, than the form letter, but the experience of those who have tried both types generally indicates that the cost per sale under the special letter plan is the lowest.

There are many ways in which the talking machine dealer can use the direct letter to advantage for each new shipment of records and each new record supplement presents many opportunities for the dealer who is alive. The retailer who is acquainted with the musical tastes of his customers can put that knowledge to good advantage while going over the new advance record lists, and when he comes across records that he knows will appeal to certain of his customers it is a more or less simple process to dictate a letter to them something as follows: "Just ran across several new records by (artist's name) entitled (name of selection) that I think will interest you. Will you not drop in and hear them or may we send a messenger with the records to your home for a demonstration?"

A talking machine dealer near New York, who also handles music rolls, has adopted a very excellent and profitable system for interesting his customers in new records and rolls by his special letter appeal. This dealer sends a well-worded letter to the customer in which he refers to past sales and to the fact that he has received some new records or rolls that fit in well with the customer's previous selections. The last paragraph of the letter reads: "We would like to have you hear these rolls (or records) and if you will fill out the enclosed card we will send someone to demonstrate them for you at your home at the appointed hour."

Accompanying the letter is a post card, self-addressed and ready to mail, bearing the paragraph: "Kindly send your representative on _____ date at _____ o'clock to play the records (or rolls) or (title of pieces) for my approval." All the customer need do is sign and mail the card and the salesman plays the rolls or records in his own home for his benefit at the time he himself has selected.

The dealer reports that the sales results are close to 100 per cent, for the customer, as a rule, feels more or less under obligation to buy the rolls or records after the dealer has gone to so much trouble to have him hear them. Where only one record or roll is sold each time the sales expense would be prohibitive, but the profits lie in the fact that when making the call the salesman carries with him from a half dozen to a dozen other new and carefully selected records likely to appeal to the customer and generally gets rid of several, if not all, of them before leaving the house.

Another factor that offsets the selling expense

Greater Expense and Labor Worth While in View of Resultant Profits and Reputation for Good Service

is the fact that those who have received this special service are naturally favorably inclined to that particular dealer and not only visit his store whenever they themselves feel the urge to buy some new rolls and records, but urge their friends to do so.

When special letters are referred to it does not mean necessarily that each customer should receive a personal letter written only for him. As a matter of fact, the dealer who goes into the matter thoroughly can so classify his customers that a half dozen letters can be drafted and sent to the entire list, each letter appealing to a certain type of client and giving him the impression that it was written for his own particular benefit.

The important thing, however, is that the letter must be typed separately and written to the individual. The ordinary type of mimeographed letter simply filled in with a ribbon of

the same color will not do, for even the non-business person will quickly recognize the deception.

A Western dealer who does a very substantial business through the medium of the mails has found that the customer who, when he comes into the store, is likely to favor violin solos or particular classes of vocal selections or orchestral records almost exclusively, does not necessarily respond with enthusiasm if the dealer calls his attention only to records of those particular types which have just been issued or have become available. In fact, the customer who favors the classics will, with surprising frequency, buy a record of a popular number of merit if it is called to his attention, for he does not always favor a one-sided library. Such songs as "Smilin' Through," and instrumental selections, such as "Three o'Clock in the Morning," can frequently be sold to the lover of McDowell or Grieg, if he is made acquainted with their tunefulness.

One of the main things to be considered is that there is no fixed formula for solicitation of business by mail. There are certain factors that experience has shown will prove effective in many instances and there are certain things to avoid, as experience has shown. The average dealer must, however, depend upon his common sense, his selling ability and his understanding of the people with whom he does business to make a campaign by mail either through form or personal letters really effective.

MAKING EXTENDED BUSINESS TRIP

N. Cohen, president of the Wall-Kane Needle Mfg. Co., left recently for an extended trip embracing many of the principal cities of the country, in the interest of Wall-Kane needles. This ten-record needle is enjoying good demand and good distribution through the medium of jobbers located at strategic points throughout the country.

A POISONOUS FORMULA

Mix a few ounces of laziness with equal parts of pessimism, disregard for the feelings of customers, the public-be-damned attitude and uncontrollable temper and you have failure.



JUST OUT POPULAR ITALIAN RECORDS LATEST RELEASES

10 Inch Records at 75c. Each

- | | | | |
|--|--------------------------|--|--------------------------|
| 1063—E' Piccerella
Palomma | Ciaramella
Ciaramella | 1057—Acqua Mmocca
Son bella agli occhi vostri | Ciaramella
Ciaramella |
| 1085—Tarantella d' 'e Vase—(Duetto)
La Penitente ed il Confessore | | 12 INCH RECORD AT \$1.25 | |
| 1077—Cuscienza
Sunate Manduline | Godono
Godono | 10009—Canzona Marinaresca
Leggenda del Mare | Godono
Godono |



New Hits Released the 15th of Each Month

WORD ROLLS AT \$1.25

INSTRUMENTAL ROLLS AT \$.90

- | | | | | | |
|---------------------------|---------------|-----------------------------|-------------|---------------------|--------------|
| 242—Notte | E. A. Mario | 238—Chi giuoca con le donne | Genise-Lama | 241—Amore mio—Waltz | V. Ricciardi |
| 237—Napule: Punto e basta | Bovio-Valente | 042—Perduta | F. Pennino | 060—Messina—Mazurka | F. Pennino |

DISCOUNT TO DEALERS — ASK FOR CATALOGUES

DISTRIBUTED BY

ITALIAN BOOK CO., Music Dept., 145 Mulberry St., NEW YORK, N. Y.

Phonographs VOCA

Special Announcement

THE Vocalion line at all times offers dealers the special advantages exclusive to Aeolian-made products. Added opportunity of *increased* sales-value is announced in the two new console models just released, representing the highest value in period phonographs at the lowest possible price. All Vocalion standards are here maintained—the full rich tone—the wonderful Grad-uola tone-control and the unsurpassed beauty of Vocalion case designs.

Let us give you further particulars regarding the Vocalion line. Write for price-list of the new period styles.

Two New Period Vocalions Phenomenally Low-Priced



Style 1638



Style 1640

The AEOL

NEW YORK

LION Red Records



A VOCALION RED RECORD HEADLINER JOHN CHARLES THOMAS

The great American baritone, John Charles Thomas, returned this month from a sensational European success. After his three London recitals, the critics unanimously pronounced his voice the most beautiful one heard there this season.

The Vocalion Records of John Charles Thomas are gold mines of sales-values for Vocalion representatives. This popular baritone represents the *quality* of all artists exclusively Vocalion.

Red Records By John Charles Thomas

Abide With Me.....	No. 30118 10" \$1.25	On the Road to Mandalay	30135 10" \$1.25
Canzonetta — From "The Love Letter" ..	30145 10" 1.25	Out Where the West Begins	30116 10" 1.25
Danny Deever	32110 12" 1.75	Pagliacci—Prologue ..	52024 10" 1.25
Elijah—It Is Enough ..	52028 12" 1.75	Sweetest Story Ever Told	30122 10" 1.25
The Holy City	52037 12" 1.75	Tommy Lad	30133 10" 1.25
In the Gloaming	30110 10" 1.25	Vale (Farewell)	30156 10" 1.25
Little Girls, Goodbye ..	20001 10" 1.00	Will You Remember? —From Maytime...	30136 10" 1.25
Little Mother o' Mine ..	30131 10" 1.25		
The Lost Chord.....	52025 12" 1.75		
Mother o' Mine.....	30127 10" 1.25		

Distributors

Vocalion Records

- MUSICAL PRODUCTS DIS. CO.,
37 E. 18th St., New York City.
- A. C. ERISMAN CO.,
174 Tremont St., Boston, Mass.
- GIBSON-SNOW CO.,
306 W. Willow St., Syracuse, N. Y.
- SONORA DIST. CO.,
505 Liberty Ave., Pittsburgh, Pa.
- HESSIG-ELLIS DRUG CO.,
Memphis, Tenn.
- STREVELL-PATERSON HARDWARE
CO., Salt Lake City, Utah.
- MOORE-BIRD CO.,
Denver, Colo.
- MUNSON-RAYNER CORP.,
643 S. Olive St., Los Angeles, Cal.
- THE MAGNAVOX CO.,
616 Mission St., San Francisco, Cal.

Vocalion

- WOODSIDE VOCALION CO.,
154 High St., Portland, Me.
- LINCOLN BUSINESS BUREAU,
1011 Race St., Philadelphia, Pa.
- PENN VOCALION CO.,
16 W. King St., Lancaster, Pa.
- CLARK MUSICAL SALES CO.,
324 N. Howard St., Baltimore, Md.
- O. J. DEMOLL & CO.,
12th and G Sts., N. W., Washington,
D. C.
- LIND & MARKS CO.,
530 Bates St., Detroit, Mich.
- THE AEOLIAN CO.,
529 S. Wabash Ave., Chicago, Ill.
- LOUISVILLE MUSIC CO.,
529 S. 4th St., Louisville, Ky.
- 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.

I A N Company

CHICAGO

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 a 'Feist' song"



The WORLD FAMOUS CHIMES WALTZ THAT IS MOVING A MILLION FEET

ON THE USE OF SLANG

By EDWARD FRASER CARSON

Many young men to-day seem to have an idea that to speak correctly is effeminate. They seem to think that it is a mark of manhood to use slang. They think it smart to adopt for everyday use the language of the sporting pages of the alleged comic sheets.



Edward Fraser Carson

If these chaps could only hear themselves as others hear them, or better, if they were to hear their sisters and mothers use such language, they would quickly see how far from smart it sounds, and it might be that they would be minded to mend their ways.

There may be—I don't say "are," but "may be"—times and places where the use of slang

is justified, but surely it has no place in business, and the young salesman who sprinkles his talk with the jargon sacred to Mutt and Jeff, Crazy Kat and Ignatz Mouse stamps himself at once as being handicapped by a single-track intelligence, and is lacking in that degree of good breeding which one must possess if he hopes to climb far up the ladder of a successful business career.

This was brought home to me a few days ago in one of the big specialty shops on Fifth avenue. A young woman was waiting for change for a purchase she had made, and she pleasantly remarked to the sportive young cashier that it was a fine day. He replied:

"You sure said a whole mouthful, kid, I'll tell the world."

I wondered then whether that same young cashier would have made that same remark to his employer. I wondered what the young man would have thought had he heard his mother say that. And I wondered if he would say

that to his mother under the same circumstances.

American slang, I grant, is expressive. It gets "right down to brass tacks," but it frequently, if not usually, does "jar" the sensibilities.

A slang word or phrase may convey a world of meaning like the portmanteau words of Lewis Carroll, but as a rule the more highly meaning is thus crystallized the more objectionable the word is in the ears of refined people.

It is true, too, that many slang words become assimilated into the English language until they finally come into perfectly proper use. But this is no reason for anyone's setting himself—yes, or herself—the task of hastening this process. The life of slang words is a case of the survival of the fittest. If the word is needed in the language the better to express an idea, it will, in time, come into its own.

The language you use when in your own home, or away from your place of employment, is, of course, your own business, but if you have real ambition to succeed you will set a watch on your tongue at all times, even at home, that you may have assurance that it will not slip during business hours.

The English language contains half a million words, more or less. Surely you can find among them words to express your ideas without assaulting the ears and insulting the intelligence of all who are unfortunate enough to be compelled to listen.

MUSIC DEALER DECLARED BANKRUPT

Receiver Appointed for Business of J. H. Rupert, of Ridgway, Pa.

PITTSBURGH, PA., October 31.—Judge W. H. S. Thomson, of the United States District Court, adjudged J. H. Rupert, music dealer of Ridgway, Pa., a bankrupt. James H. Thompson was named as referee in bankruptcy and a hearing of the creditors was held at the referee's office in St. Marys, Pa., during the week. Mr. Rupert has been engaged in the music business for many years. The bankruptcy proceedings were instituted by Mr. Rupert. Liabilities are given as \$8,826.54 and assets \$2,107.25.

There are two kinds of discontent in this world—the discontent that works and the discontent that wrings its hands. The first gets what it wants and the second loses what it has. There's no cure for the first but success; and there's no cure at all for the second.

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

COTTON FLOCKS

.. FOR ..

Record Manufacturing

THE PECKHAM MFG. CO., 238 South Street
NEWARK, N. J.

WINS PRIZE WITH FAIR EXHIBIT

M. Johnson, of Ironwood, Mich., Captures the First Award for Display at County Fair

As a result of giving careful attention to the decoration and arrangement of his booth at the Gogebic County Fair, M. Johnson, successful music dealer of Ironwood, Mich., captured first prize for the best display. The features of



Johnson Exhibit Which Won Prize

Mr. Johnson's exhibit were several popular models of Vocalion phonographs, which were kept going steadily, playing the latest Vocalion record successes, and the result was a number of sales and many excellent prospects. A Gulbransen player-piano was part of the exhibit.

CHENEYS FOR CONTEST WINNERS

Music Memory Contest Which Closed Recently in Detroit a Big Success—Those Who Won

DETROIT, MICH., October 31.—The prizes contributed to the Music Memory Contest held in this city by the Cheney Talking Machine Co., through the Michigan distributors, The Van Korn Shower Co., have been awarded to the



Winners in Music Memory Contest

winners, who appear in the photograph from left to right, as follows.

Miss Esther Beach, winner of a No. 31 Cheney (\$150), awarded as the fourth prize in the Professional Class. She is a piano teacher and reader.

Miss Mary Sinclair, winner of a No. 41 Cheney (\$200), awarded as first prize in the General Public Class.

Miss Thelma Hull, winner of a No. 6 Cheney (\$325), awarded as first prize in the Sunday School Class. Miss Hull is a capable pianist.

Mr. Ralph L'Amoreaux, winner of a No. 41 Cheney (\$200), awarded as first prize in the General Public Class. He has played a violin for seven years.

Miss Margaret MacArthur, winner of the second prize in the Women's Clubs Class. She is an accomplished pianist and has a very pleasing contralto voice.

BRISTOL AUDIOPHONE REPRODUCER

Waterbury Manufacturer Introduces Device Which Amplifies and Improves the Tone Quality of the Talking Machine—Active Campaign to Introduce Device Now Under Way

WATERBURY, CONN., November 6.—The Bristol Co., of this city, has placed a comprehensive campaign behind the Bristol Audiophone phonograph record reproducer outfit. This reproducer and loud speaker form a combination that is giving excellent results. The Audiophone, or loud speaker, is built on the same high-class principles as the Bristol Audiophone used for radio purposes. Together with the Audiophone is the Audiophone phonograph reproducer, a special reproducer which can be used independent of the regular talking machine reproducer. The Audiophone reproducer is claimed to amplify and improve the tone quality and gives a large volume of sound. It is so built that it may be attached instantly to any make of phonograph without mutilating it in any way. A loud and soft sound control is also available and where a large hall is used a number of loud speakers can be attached to the one reproducer, thus thoroughly disseminating music throughout the space. If so desired, a hand speech announcer may be included in the outfit for announcement purposes and speeches.

The Audiophone reproducer has been developed for a number of years. William H. Bristol, president of the company, has given much of his personal attention toward the perfecting of this instrument. The Bristol Co., manufacturer of the Audiophone, occupies a large group of factory buildings situated on the outskirts of Waterbury and has built up an excellent reputation covering a period of many years in interior recording thermometers and other instruments. Its experience in the building of delicate and finely sensitized instruments has stood this company in good stead in the development of the Audiophone.

H. L. Griggs, sales manager, and J. B. Kelsey, assistant general sales manager, are devoting their entire energies to the promotion end of the business with excellent results. Branch offices of the company are to be found in all of the principal cities of the country.

F. O. SEXTON OPENS VICTOR SHOP

WASHINGTON, D. C., November 2.—The F. O. Sexton Co., which recently opened a Victrola shop at 647 H street, N. E., with a large stock of machines and records, is the first Victor retail establishment to open in this section of the city. The business is located in one of the busiest sections of the city and, according to reports, a considerable trade has already been built up. F. O. Sexton, head of the enterprise, is well known here, having been prominently connected for years in an important capacity with the War Department.

LONG DISTANCE RECORD SHIPMENT

PITTSFIELD, MASS., November 6.—The champion long distance shipment of talking machine records ever made from this city was recently made by Wood Bros., who shipped a number of records a distance of 16,000 miles to a mission in Africa. Wood Bros. have made many foreign shipments.



**REGAL
50c
RECORDS**
boost business
for the big and
little store alike.



In New York, the Bronx Record Store, an establishment one year young, on a floor space measuring 30 ft. long by 30 ft. wide, sold over 100,000 Regal Records since Christmas of last year.



A store in Detroit writes: "We have sold thousands of them and are well satisfied with the results."



From Baltimore we hear: "Since placing Regal Records on sale the business of our record department has increased materially."



Three instances typical of national results. Regal increases your sales—it insures your profits.
Are you interested in exclusive territory?

REGAL RECORD CO.
20 W. 20th ST. NEW YORK



**PHONOGRAPH CASES
RADIO CASES**
Reinforced 3-ply Veneer
The Standard Case for Talking
Machines and Radio Sets
Let us figure on your requirements
MADE BY
PLYWOOD CORPORATION, Goldsboro, N. C.
Mills in Va., N. C. and S. C.

BRAINS, NOT BEAUTY, AN ASSET

Many Dealers Favor Women With Good Looks When Selecting Saleswomen — Brains in Every Instance Should Be First Consideration

A fact worthy of note is the increasing number of young women entering the sales end of the talking machine business. The personnel of almost every talking machine establishment includes one or more women and the dealer is now faced with the problem of selecting the correct types of saleswomen and training them in the art of salesmanship. This is one phase of the business which has been neglected in many instances. The woman clerk should be trained to become a real saleswoman. Of course much depends upon the character of the women selected. It is a fact that men are often influenced in their selection of women by beauty and pay entirely too little attention to quality of mind.

Good looks may be an asset, but salesman-

ship is a greater asset. A beautiful women with little else in her head excepting vanity is a poor investment. What is desirable is the woman, regardless of her looks, who is ambitious enough to put some real intelligence to work in the merchandising of talking machines and records. Of course where the rare combination of beauty and brains is secured so much the better for the dealer. What the merchant desires above all else is sales, and applicants for positions on the sales force should be selected only for their sales ability or their potentialities in this direction.

A MOST ARTISTIC FOLDER

From the Mead Co., Birmingham, Eng., we are in receipt of a very handsomely printed folder in colors of the latest designs of table grands and Model De Luxe gramophones— attractively designed instruments which should make a strong appeal, thanks to this unusually artistically printed literature.

JOHN CHARLES THOMAS RETURNS

Noted Baritone and Vocalion Artist Achieves Triumph in London—Enthusiastically Received at Recital at Aeolian Hall Here

John Charles Thomas, noted baritone and light opera star and exclusive Vocalion Red Record artist, arrived in New York on October 11 after several months spent abroad for the



© Bain News Service

John Charles Thomas

purpose of studying under DeReszke and other noted teachers. While in Europe Mr. Thomas found the opportunity of giving several recitals, three of them in London, where he achieved remarkable success. One of his feats was to fill the famous Albert Hall, London, to capacity with an enthusiastic audience.

Mr. Thomas' first recital upon his return to New York was given at Aeolian Hall on Sunday, October 15, and the newspapers were loud in their praise of his performance and particularly upon the improvement shown in his voice and in the handling thereof. In commenting upon the recital the New York Times said: "Should be a successor to Bispham if yesterday's big matinee house at Aeolian Hall voted truly."

Mr. Thomas plans to give a number of recitals during the season and is scheduled to make a number of new Vocalion records that should prove unusually interesting to an increasing army of admirers.

MUSIC LEADS IN ACCOMPLISHMENTS

Girls of a Middle Western State almost unanimously place music as their favorite accomplishment. In the course of a careful study of girl life in the open country of the State the question was asked: "What is your favorite accomplishment?" Out of 269 replies 238 named music. Embroidery, the second choice, had only nine votes in its favor.

Shady business methods only originate in a crooked, unwholesome mind.



**No. 2500
2000 Ohms
\$6.00**

**No. 2501
3000 Ohms
\$7.00**

Concealed Cord Tips

THIS is an important feature of the Manhattan Headset. Concealed Cord Tips have two real advantages:

The first is the elimination of all possibility of unbalancing the receiving set and decreasing the strength of the headset signals by having the hand come in contact with exposed cord tips or terminals. The loss of strength due to this contact is often as great as 50%.

Manhattan Headsets have concealed cord tips.

By enclosing the cord tips, all obstructions on the outside of the receiver are removed and the smooth molded case will not scratch the handsomest furniture.

The Manhattan Headset case is free from obstructions.

In addition, the cords of the Manhattan Headset are designed with two other important features.

1. Strain on the terminals is relieved by a tie-cord attached to a small eyelet in the case.
2. The polarity of the cords is indicated and the terminals within the receiver case marked. This permits the headset to be correctly connected in the circuit to give the best results.

Manhattan Radio Headsets are a quality product that build consumer good will. With the Red Seal Battery Contest now running and Radio sets and Manhattan Headsets as the prizes—you are losing a wonderful opportunity if you are not displaying them on your shelves and in your window to use the Contest to sell Manhattan Headsets and Red Seal Batteries. Wire your jobber TODAY for an additional supply.



Makers of the famous Red Seal Dry Batteries

NEW YORK
17 Park Place

CHICAGO, ILL.
114 So. Wells St.

ST. LOUIS, MO.
1106 Pine St.

SAN FRANCISCO
604 Mission St.

STYLUS BARS

(Any Style)

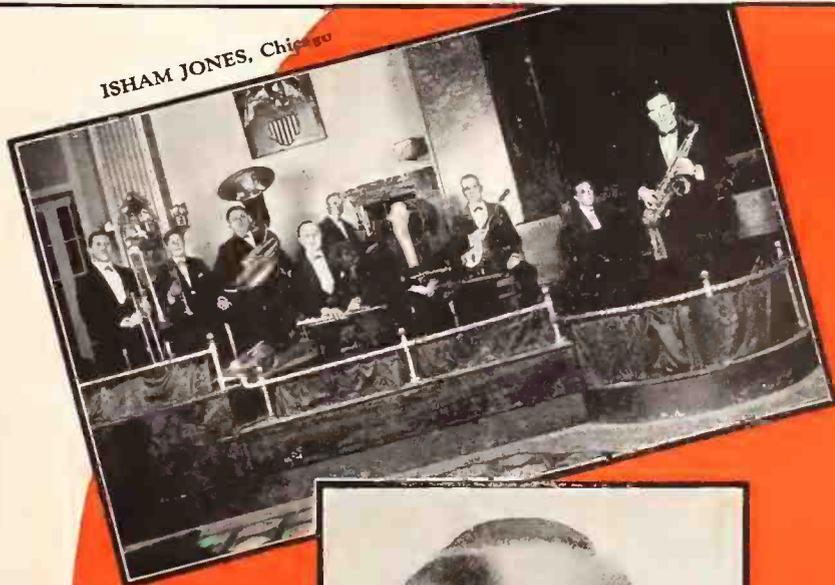
Stylus Bar and Mfg. Co.

Clague Rd.

Bay Village

OHIO

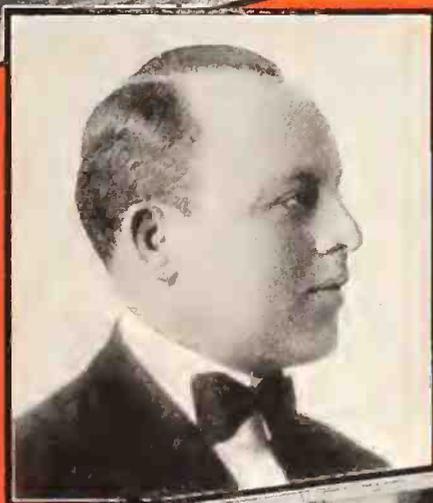
Brunswick Exclusive Dance Orchestras



ISHAM JONES, Chicago



ORIOLE TERRACE, Detroit



JOSEPH C. SMITH
New York



ARNOLD JOHNSON
New York



CARL FENTON
New York



BENNIE KRUEGER
New York



GENE RODEMICH, St. Louis

*Brunswick Records
can be played on
any phonograph*

THESE are some of the famous musical organizations that have made Brunswick Dance Records the standard of the world. The ever-increasing demand for their recordings show how perfectly they interpret the catchy dance music of the hour. These orchestras are made up of some of the most sought after dance musicians in the country, and each group has its own personal following of admirers.

THE BRUNSWICK-BALKE-COLLENDER CO.

Manufacturers—Established 1845

CHICAGO NEW YORK CINCINNATI TORONTO

BRUNSWICK PHONOGRAPHS AND RECORDS

Gentlemen—let us present Cameron McLean, the latest Exclusive Columbia Artist. Mr. McLean hails from bonnie Scotland with a hankle o' Scotty songs that smell o' the heather on the braes.

"Lass o' Mine" and "Leezie Lindsay" are his first two numbers. Both on record A-3703.

**Columbia Graphophone Co.
NEW YORK**



INTERMOUNTAIN VICTOR DEALERS HEAR NOTED SPEAKERS

Thomas Holland, of Glenn Bros.-Roberts Piano Co., Made President at Conclave of Intermountain Victor Dealers' Association in Salt Lake City—J. J. Davin, Principal Speaker

SALT LAKE CITY, UTAH, November 3.—The convention of the Intermountain Victor Dealers' Association, held here early in October under the auspices of the John Elliott Clark Co., was unquestionably the most successful and most resultful meeting in the history of the organization. The attendance totaled about seventy-five dealers and salesmen, many of them coming over six hundred miles to participate.

John Elliott Clark, assisted by Fred A. Bain and Miss Bess B. Jackson, who has charge of the Butte branch store, extended a hearty welcome to the visitors and did everything in their power to make their stay enjoyable.

Important Topics Discussed by Speakers

The meeting came to order with an address by President Thomas Holland in which he discussed conditions past, present and prospective and impressed on the dealers the necessity for continuous forceful efforts for the purpose of scoring during the coming holiday season and Winter the greatest business in the history of the trade in Intermountain territory.

Henry M. Adkinson, of the Chamber of Commerce, in discussing the business outlook, told the dealers of the increase in the production and prices of wool, cattle and minerals, stating that silver was at its highest price in the history of the State to-day. He stated there was a constant betterment which should be reflected in the ability of the people of the State to buy such necessities for the home as talking machines, records and musical instruments of all kinds. His remarks were couched along most optimistic lines and were favorably received.

W. C. Winder, speaking on "The Victor Dealer's Opportunity," referred to the wonderful service the Victor dealer and his sales force are rendering humanity in bringing music into the lives of the people and stated that in accomplishing this there was a greater satisfaction than merely a monetary one—that they were elevating the tastes of the community and inculcating a desire for the best in music.

Fred A. Bain, secretary of the Association, spoke in his usually able and interesting way on "Cultivating Prospects." He gave a number of examples to illustrate his viewpoint and the

dealers present were evidently greatly interested in the ways and means set forth for developing their business.

Martin L. Pierce, president of the Hoover Suction Sweeper Co., presented the paper, "If I Were a Victor Dealer," and it was well received inasmuch as it gave the view of an outsider on the opportunities that should present themselves to the live talking machine dealer. Mr. Pierce's views were most timely and occasioned much favorable comment.

The next speaker was John Elliott Clark, of the John Elliott Clark Co., who dwelt at some length on the importance of "Knowing Your Goods." He emphasized the importance of dealers getting below the surface of their business and securing the fullest information regarding Victor products, both machines and records. The dealer or salesman who can enlighten the customer as to the composer of a certain vocal number, or the opera from which a number is taken, and whose general information on the latest Victor designs and products is such as to interest the buyers, has certainly a great advantage over those who have given little or no attention to the business.

New Officers Elected

The first business of the afternoon was the election of officers, which resulted as follows: Thomas Holland, of the Glenn Bros.-Roberts Piano Co., Ogden, Utah, president; Lester Taylor, of Taylor Bros. Co., Provo, Utah, vice-president; Fred A. Bain, of the John Elliott Clark Co., Salt Lake City, secretary-treasurer; George Tiss, of the Sampson Music Co., Weiser, Idaho, and Gerald Beesley, of the Beesley Music Co., Salt Lake City, were elected members of the executive committee.

The principal speaker of the afternoon was James J. Davin, secretary of the Reincke-Ellis Co., Chicago, who gave one of his usually interesting and stimulating talks. His wide practical experience in the talking machine business and his range of traveling from coast to coast, which has brought him into the closest intercourse with leading men in the talking machine business and their methods of merchandising,

have made him, in truth, an expert whose views are based on practical knowledge and not theory, hence his talk to the dealers was a real man-to-man analysis of ways and means of developing business along the most progressive lines. Questions were invited from the dealers present and Mr. Davin enlightened all who desired information on varied phases of modern merchandising. A most interesting and helpful discussion followed from which everyone derived a great deal of profit. This phase of the meeting was unique in that it was informal and "loosened up" the ideas of a great many dealers who ordinarily would not be inclined to participate in a formal way.

Other speakers were Albert Shenkney, who discussed "Advertising and Its Possibilities"; Charles Pike, who spoke on "Ordering Records"; Lester Taylor, who discussed "Sales Demonstration"; Bess B. Jackson, of Butte, who spoke most interestingly on the subject of "Selling Records." Her remarks were couched along admirable lines. They were informative and stimulative and were well received by those in attendance. The question-box discussion closed the program.

Banquet and Entertainment Closes Convention

In the evening the visiting dealers and their ladies were the guests of the John Elliott Clark Co., Victor distributor, at the banquet and entertainment which was given at the Newhouse Hotel. Mine host of the Newhouse provided an appetizing feast which was accompanied by cabaret dancing and Mr. and Mrs. L. P. Christensen, devotees of Terpsichore, gave a number of new ballroom dances which were greatly enjoyed by the guests.

The convention covered practically two days and the visitors and their friends were taken on a tour through the city and vicinity. The Utah copper mines, the greatest in the world, were visited and the experience greatly enjoyed. In fact, nothing was overlooked to make the visit to the Intermountain Victor Dealers' Association Convention one of pleasure and profit. Everyone present expressed his appreciation of the attention, time and efforts devoted by John Elliott Clark and his associates to make this reunion one of the red-letter conventions of the talking machine industry in the Intermountain territory.

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

Okéh Records

OUTING PORTABLES
GRANBY PHONOGRAPHS
MASTER TONE TALKING MACHINES
NEEDLES

Okéh — Truetone — Wall-Kane
Tonofone — Gilt Edge

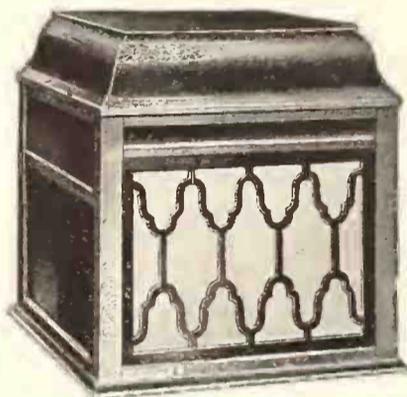
Delivery Bags, Accessories, etc.
Complete Stocks—Prompt Service

IROQUOIS

IROQUOIS SALES CORPORATION
Wholesale Distributors
210 Franklin St. BUFFALO, N. Y.

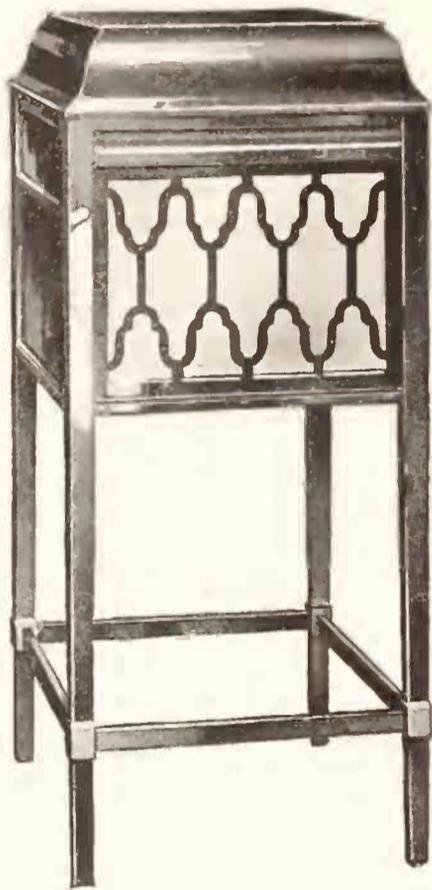
The Matchless NEW EDISON

In Lower-Priced Models



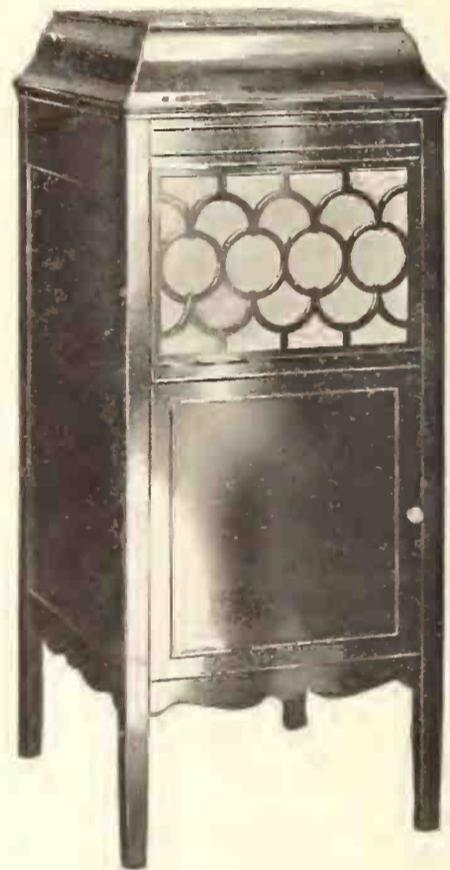
London No. 1
List Price \$60.00

Width	17½ inches
Depth	18½ "
Height	19½ "



London No. 2
List Price \$75.00

Width	17½ inches
Depth	18½ "
Height	40 "



London Upright
List Price \$100.00

Width	17½ inches
Depth	18½ "
Height	42½ "

London Console
List Price \$135.00

Length	35 inches
Depth	20½ "
Height	35 "



The NEW EDISON London Group Removes the Price Barrier

THE addition of the London Group to the Edison line widens its range of prices, and brings the remarkable New Edison within the financial reach of every home.

Each of these four models carries the musical improvements made possible by Mr. Edison's \$3,000,000 research, maintaining at low prices the unequalled Edison standard.

Your possible New Edison market is now practically unlimited.



THOMAS A. EDISON, INC.
ORANGE, NEW JERSEY



Robert Gordon's Page -



A DEPARTMENT DEVOTED TO PROMOTING RETAIL SALES

Thanksgiving as a Sales Stimulator

DON'T forget Thanksgiving, November 30, when planning your window and store displays. Your sign may read, "After the Thanksgiving Dinner . . . a (name of machine). Come in now and choose yours!" With some orange crepe paper, ears of yellow corn, chestnut burrs and some of those painted roast turkeys sold by the novelty shops you can arrange an effective display as a reminder of the approaching holiday. A few concrete suggestions on how to stimulate business by building your sales campaign around Thanksgiving follow:

The opportunity to get something for nothing is one few people can resist. And if the object to be given away is alive and moves haughtily—and is a turkey of giant size—and the month is November—and since everybody in every family insists that turkey is a necessity for November 30—why, it is a sure thing that everybody who hears about this matter will be interested at once. Get a big, live turkey (about twenty pounds), and put it in the window with appropriate cards, etc. Then circularize your customers, telling them that the turkey will be given free to some one who purchases at your store between November 20 and November 29. Each purchaser during these days will get a numbered coupon. The numbers to be given purchasers should have duplicate stubs on which the customer's name, address and phone number can be inserted, so you can notify the winner promptly. It will be a good plan to get the winner to the store and you can arrange with the staff photographer of your local paper to take a picture of the winner with smiling countenance standing alongside the turkey. And if you are very diplomatic you might get a flashlight of the family of the winner eating the big bird on Thanksgiving Day. The papers will doubtless be glad to run these photos with a news item giving you excellent publicity. Save all the stubs, for they will make a good permanent list of record prospects, etc. Give several prizes of different weight turkeys if your volume of business warrants. Here is a unique plan which will attract scores of interested buyers to your store and will build up your November sales nicely.



The Arrangement of the Window

ARRANGE the window as a turkey roost. There will be the house for the turkey, grass on the floor; little trees or twigs in the background, and, as part of the landscape, erect two miniature bill boards. Have this wording:

New November Record Hits Are Here Hear	The Biggest Stock—The Best Service Your whole family will be delighted if you win this bird. Every buyer here has a chance. Come in!
---	--

On a long, white strip of paper extending the whole width of the window and placed about eight feet from the ground have this message:

Every customer from November — to November — will receive a number coupon. You get a coupon for each purchase—whether you buy a paper of needles or a talking machine. On November — we shall draw the lucky number. It will win this noble bird. Buy your talking machine, records, needles, etc., here now. Get a coupon. You may be the winner!

On the outside of the window, at the lower right corner, paste a sheet listing latest records, and also paste up several (empty) needle envelopes. At the lower left corner paste a sheet carrying these words: "Here is music for every family and a wonderful meal for one family—possibly YOURS!"



A Letter to Your Mailing List

SEND the following letter to your mailing list: "Dear Sir or Madam—November is the month of Thanksgiving. Everyone who has been away tries to get home to make the family

circle complete and to see loved ones again—also to partake of real home cooking.

"In our window is a handsome turkey weighing about twenty pounds—and it will be given FREE to one of our customers.

"Every purchaser here from November 20 to November 29 will be given a number ticket with each purchase, whether the article bought be a paper of phonograph needles or a talking machine. On November 29 we shall draw a lucky number and the person holding this number will receive this turkey with our compliments.

"Call here now for whatever you need in music and save the numbered coupons which you receive. You may be the winner!

"Very truly yours,



A Letter to Heads of Families

MAIL this letter to women with homes and families—owners of talking machines:

"Dear Madam—Although a record may be played scores of times without losing much of its beauty, it is unwise to play records to death. It is very easy to become tired of both the record and the talking machine if one selection is played over and over again.

"It is wisdom to purchase new records from time to time. They freshen up your record library and give you the pleasure you should get from your instrument.

"Thanksgiving Day is the time when you'll want new selections because everyone in the family will be home. You may have guests and after the big meal they'll need music for entertainment.

"We have here the just-issued numbers, as well as many of the older ones (with some of which you, perhaps, are not familiar). Call now and select your new records to give enjoyment to your family and friends. Our stocks are exceptionally complete and you'll like our courteous, intelligent service. We hope to see you soon.

"Respectfully yours,



Another Thanksgiving Suggestion

HERE is another display worthy of any store: In the center of your window place a cabinet model machine. On top of it set a card with a heading: "Thanksgiving Day Offer—This Model with \$10 in Records (Your Choice)—\$10 Down." On either side of this machine set large signs of upright shape. These may be of rich brown color with lettering in white and borders of orange and gold. The two signs read as follows:

In 1620

The Pilgrims, founders of our nation, planted their standard on New England shores and forever dedicated their lives and their country to liberty, political and religious. On the day after their first harvest in the new land was gathered they assembled in their little meeting house and devoutly gave thanks to God for the blessings He had bestowed. This was the first Thanksgiving Day.

In 1922

Our nation, grown mighty in material and spiritual resources, blessed with abundant harvests, comforts and conveniences beyond anything the Pilgrims knew, gives thanks for the greatest of all blessings—MUSIC—the comforter in sorrow, the consoler in loss, the bringer of joy, the destroyer of care. You may truly give thanks on November 30 if there is MUSIC in your home.

At the foot of the "1620" sign place an ear of field corn, a small pumpkin, a sheaf of wheat, a few bright red apples and other fruits of harvest time. At the foot of the "1922" sign place an open record album with loose records scattered about in a heap to balance the heap at the foot of the "1620" sign. If your window is a large one, add several talking machines of various models, with a card on each one featuring a special Thanksgiving term offer. These small cards should all be the same in color scheme and design as the two big signs. The effect is much enriched if the background is draped in the same brown color, with gold and orange ribbons on narrow strips of crepe paper loosely hanging down.

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.

FREE ADVERTISING FOR WIDE AWAKE DEALERS

Impresad

ON EVERY RECORD
REG. U.S. PAT. OFFICE

Mr. Dealer:- Do You Use The "Impresad?"

"Impresad" means Free Advertising for Live Phonograph Record Dealers.

Print your name in the blank space around the label on every record sold. Let that record go out and tell the world you are in the business of selling phonograph records, pianos, musical instruments or whatever you sell.

Do you realize what it means and how many records would carry your message in one, five or ten years? How firmly and rapidly your name is associated with your business.

There is no publicity or no advertising which you can buy that will place your name in the home as does the "Impresad."

The casual buyer, the transient customer, the fellow who forgets and all the rest, are continually reminded of your name and business. Newspapers, circular letters, delivery envelopes and all others find a resting place in the waste basket once read, but the "Impresad" goes on working for you day and night.

The price you pay for imprinting a few thousand delivery envelopes will pay for an "Impresad" outfit.

Order an outfit now, make up for lost time, begin at once to accumulate advertising. If you only sell one record a day it means three hundred advertisements working for you at the end of a year.

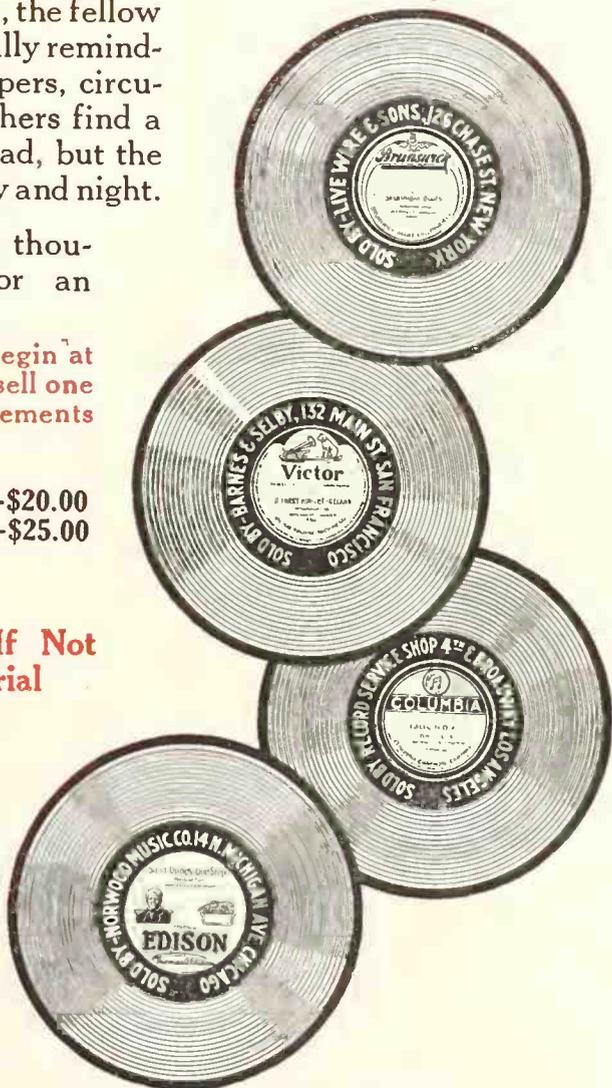
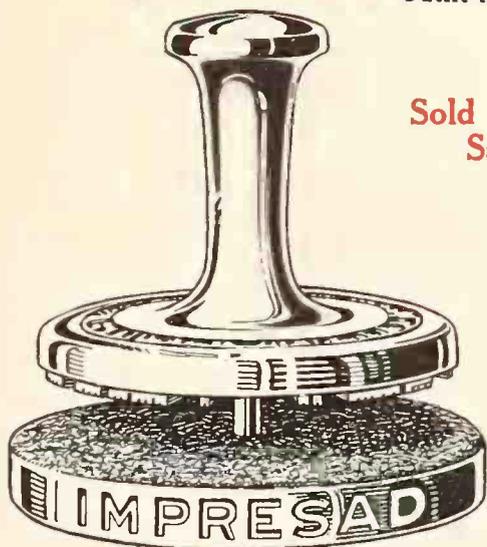
Outfit for printing all but Victor Records-----\$20.00
Outfit for printing Victor Records and all others-----\$25.00

Full Directions on Each Outfit
Patented In U. S. and Foreign Countries

Sold On Our Free Trial Plan. If Not Satisfactory After Thirty Days' Trial Return It At Our Expense

W. H. WADE
Patentee and Manufacturer
311 S. Wabash Ave.
CHICAGO, ILL.

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



Print Lettering You Want For Stamp In Here—Make It Plain

FIRMS WITH WHOM WE HAVE NO ACCOUNT PLEASE GIVE REFERENCE

Date-----

W. H. Wade,
Patentee and Manufacturer,
311 So. Wabash Ave., Chicago, Ill.

Please forward by Parcel Post one IMPRESAD Outfit for printing
-----Records for which () agree to pay

(Give Make of Record)
{ \$20.00 for all but Victor Records }
{ \$25.00 for Victor and all other Records } with the understanding and agree-
ment that if same does not prove entirely satisfactory and just as represented
at the end of thirty days same can be returned and all money and charges
will be refunded.

Name-----

Street-----

City-----

A CLEVER PUBLICITY STUNT

Brandeis Store in Omaha Brings Victrola and Records to the Attention of Diners in Store Restaurants in an Unusual Manner

OMAHA, NEB., November 8.—One of the cleverest stunts to bring the talking machine and records forcibly to the attention of the public was recently put into effect by the J. L. Brandeis & Sons department store of this city. The company occupies a ten-story building in the heart of the business section of the city and conducts a restaurant and grill room for the convenience of patrons.

These restaurants are usually crowded and Peter G. Spitz, manager of the talking machine department, decided to cash in on this through the medium of carefully arranged concerts. Accordingly, programs were mapped out and incorporated in an artistically arranged booklet which announced that "This program is presented in the interest of the Fine Arts, particularly music," etc. Succeeding pages were devoted to brief character sketches of various artists secured for the occasion. These artists were all very young and all reside in Omaha.

Subtlety was used in the arrangement of the program. Instead of featuring the talking machine and records so prominently that the character of the performance would bear the earmarks of an ad, the program for one day was opened with a piano selection. This was followed by a violin selection with piano accompaniment and then came a brief talk on the style and scope of the program by E. B. Goodman, representing the Brandeis talking machine department. This was followed by the playing of four Red Seal Victor records on a Victrola. Of course the records were announced on the program and attracted the attention of the diners. Music appreciation talks, a dance number and vocal singing by hired artists followed, making up a well-balanced program of entertainment. The other programs were of an equally high order.

IMPORTANT RADIO COMBINE

World-wide Radio Merger Sponsored by Radio Corp. of America—Will Give America Control of Air—Main Office Is in New York

A \$170,000,000 combine of American, British, German, French and Argentine radio stations, giving America control of international air communication, was announced recently by the Pan-American Wireless Co. and officials of other large corporations involved. This tremendous merger was negotiated by the Radio Corp. of America. Plans are now on foot to include the Orient and Australasia in the project, the central station of which will be the Radio Corp.'s plant in New York.

Representatives of all the corporations and nations involved will participate in the management here, the main office to be in the Woolworth Building, New York, where the Radio Corp. of America maintains its executive offices. Regular commercial wireless service, it was announced by the directors, will start May 1.

ANOTHER KNICKERBOCKER TRUCK

Victor Distributor in Upper New York Increases Delivery Service for Holidays

A new rapid delivery truck has been added to the delivery system of the Knickerbocker Talking Machine Co., Victor wholesaler, New York City. Abram Davega, president of the company, has ever adopted the policy of leaving no stone unturned whereby additional service may be rendered to the dealer. The large Knickerbocker truck is well known throughout the length and breadth of the city and is to be seen at all hours of the day and night and only lacks the quality of being in two places at one time. With the addition of this smaller truck this last obstacle has been obliterated and maximum delivery service is assured during the coming holiday season.

THE SALES VALUE OF THE WINDOW

Strand Temple of Music Is a Believer in Sales-creating Power of the Window and Arranges Artistic Displays That Greatly Interest

ALBANY, N. Y., October 31.—The windows of the Strand Temple of Music, in this city, have always been given particular attention by the management. Accordingly, these windows are not only among the most attractive in the city, but the original displays have caused considerable favorable comment among the citizens.

A short time ago the camping scene suggested



Gallagher & Shean Display in Strand Temple of Music Window

by C. Bruno & Son, Inc., Victor wholesalers, New York City, was used with excellent results. Another window which attracted much attention was the Gallagher & Shean window, which is illustrated herewith. As a direct result of this window over 300 Gallagher & Shean records were sold, whereas the entire cost of getting the window display material together amounted to only about \$60. The Strand Temple of Music is now renting out the display to dealers in outlying towns and it is expected by this means the window will eventually pay for itself.

The Thearle Music Co., of San Diego, Cal., has added the Cheney line of phonographs. A vigorous sales campaign in the interest of this line has been planned.

PUSH THE SALE OF HALL FIBRE NEEDLES

and enjoy larger and steadier profits.

Take our word for it now and your customers' pleased admission later that the tonal qualities of the only FIBRE NEEDLE licensed for sale in the UNITED STATES and their absolute freedom from the scratching sound, which so often mars reproduction, causes such pleasure and satisfaction as to create the desire for new selections.

HALL MANUFACTURING CO.

Successors to B & H FIBRE MFG. CO.
33-35 W. Kinzie St. Chicago, Ill.



Date.....

Jobber's Name

Address

Gentlemen:—Please forward via.....

.....CARTONS COMBINATION HALL FIBRE NEEDLES
25 pkg. No. 1—50 pkg. No. 5.

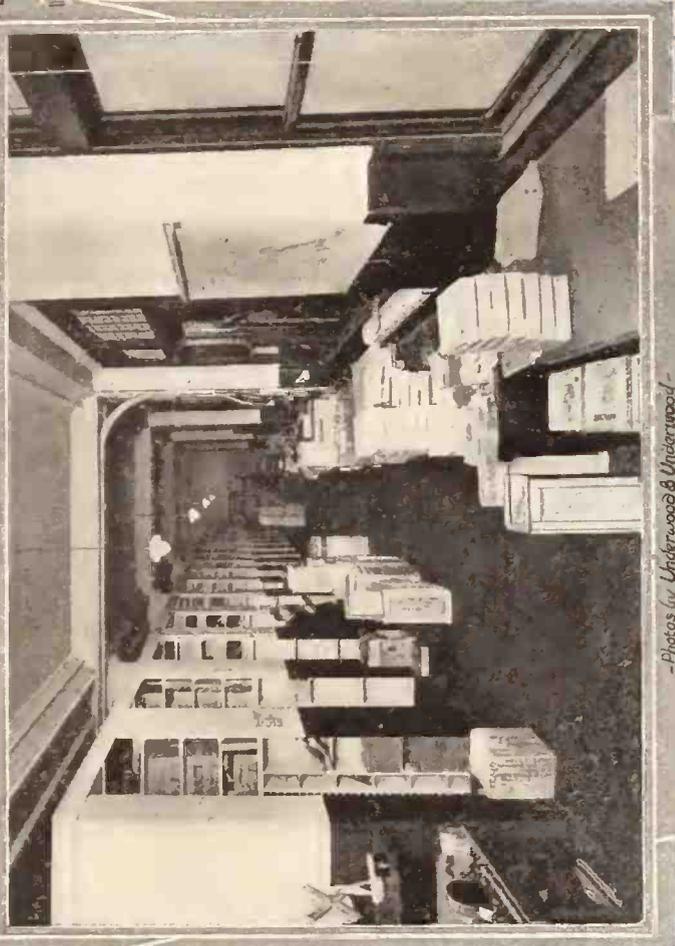
.....CARTONS NO. 5 PACKAGES HALL FIBRE NEEDLES
100 pkg. in carton.

.....CARTONS NO. 1 PACKAGES HALL FIBRE NEEDLES
50 pkg. in carton.

DEALER'S NAME

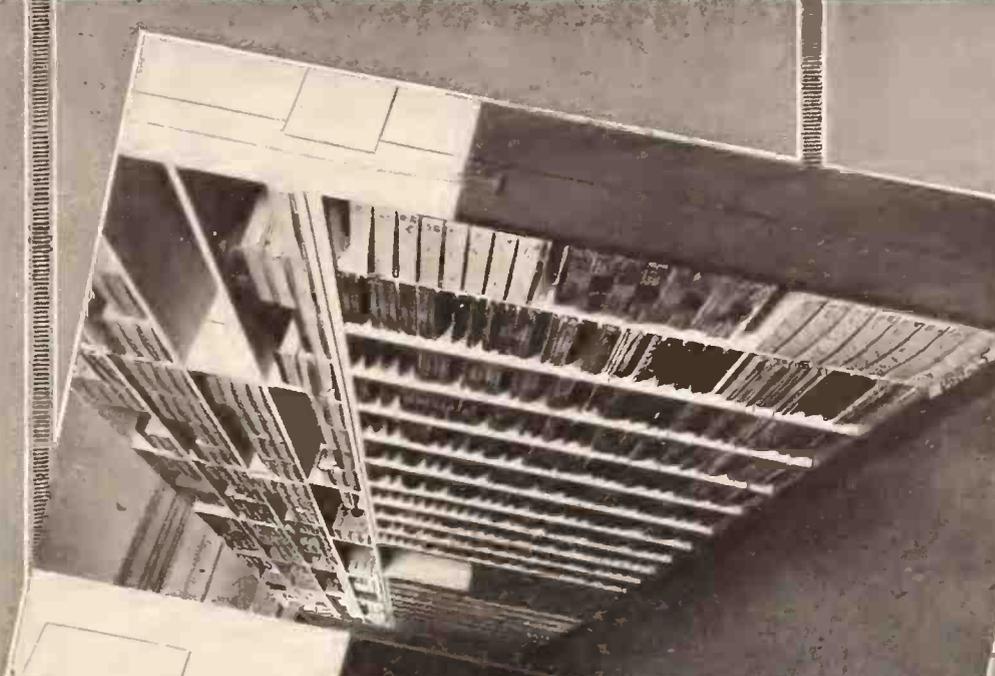
ADDRESS

Completeness in both Equipment and Stock Enables Us to give Unusual Service to Blackman Victor Dealers!

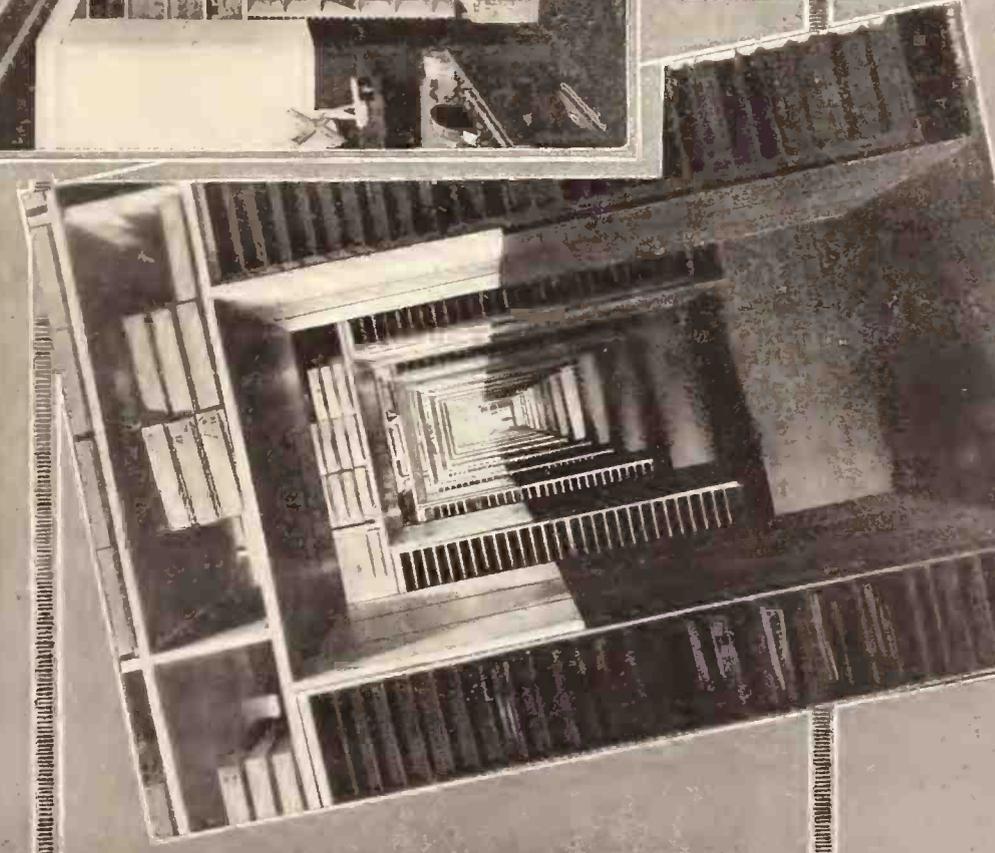


-Photos by Underwood & Underwood-

SECTION OF DAYLIGHT RECORD DEPARTMENT
Where all orders are double checked before being packed and rechecked. Pleasant, healthful working conditions are important factors in maintaining an efficient working staff.



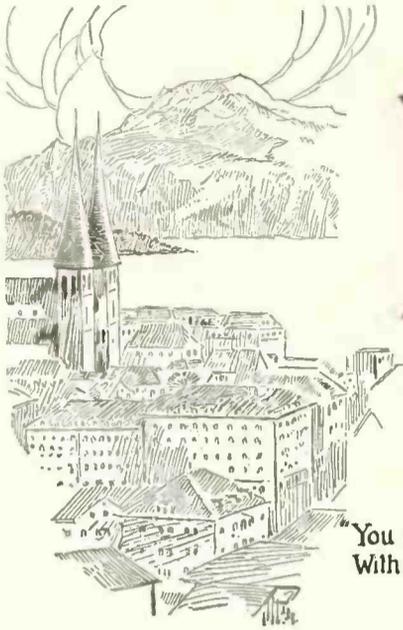
COMPLETE RECORD RACK UNIT. Side and center aisles are four feet wide. Racks are eleven feet high. Stock not exceeding 200 of a number is within easy reach. Additional stock is carried in original cases.



RECORD RACKS- looking down center aisle. The racks cover a floor area of over 2000 sq. ft. and have a capacity of about 750,000 records irrespective of stock carried in original factory cases, each of which contains 200 records.

Blackman

TALKING MACHINE CO.
28-30 WEST 23RD STREET NEW YORK
VICTOR DISTRIBUTORS-WHOLESALE ONLY



LONDON'S NEWEST WALTZ HIT! LOVELY LUCERNE

As Beautiful as "Valse Septembre" and by the same Writer



When falls the calm of e-ven-tide, There comes a vis-ion glow-ing,—

COLUMBIA CO. IS INTRODUCING NEW PROCESS RECORDS

Announces New Method of Producing Records Which Eliminates All Surface Noises—Inaugurates Full Page Advertising Campaign in 600 Newspapers Throughout the Country

The Columbia Graphophone Co. is now running a full-page advertisement in 600 newspapers located in practically every leading trade center throughout the country announcing that the company has discovered a new process that it states will virtually eliminate all surface noises. In this advertisement the company refers to this important discovery, in part, as follows: "After years of experiment the Columbia Graphophone

almost inaudibly and with imperceptible wear.

"The playing-result from the use of this new material is actually astounding—no other word can describe it. Melody unmarred by penetrating, obtrusive surface sounds, harmony without disconcerting scratch or scrape—think what this means to you and to every phonograph owner in the world.

"This is made practical by Columbia's patented laminated, or three-ply, construction. The core or center leaf in Columbia New Process records, because it is absolutely distinct from the playing surfaces, is made of a harder, more durable substance. Over this rigid backbone are laid the two playing faces made of the new,

ultra fine, ultra smooth surface fabric. This laminated construction gives greatly increased strength and longevity plus the most noiseless surface ever perfected.

"In no other record can you get the same wonderful degree of surface quietness and pure, uninterrupted music, for the simple reason that Columbia alone possesses the secret of making a material which, employed as a surface for phonograph records, obliterates obnoxious and intrusive surface sounds.

"This new substance does not hush loud surface noises. They are never created. Surface noise is merely friction, the point of the needle grinding on microscopic roughness and multiplied by the sensitive reproducer. In New Process Columbia records this microscopic roughness is refined away till friction is almost a fiction."

The ad is most attractively designed.



Diagram Showing Laminated Construction

"A" indicates much smoother playing surfaces made of a new substance. "B" shows hard center core which resists warping

Co. to-day presents to the world a record that is virtually noiseless. This record has been made possible by the discovery, in Columbia laboratories, of a process by which we are able to produce a surface material so fine in texture, so marvelously smooth, so free from friction that the phonograph needle travels over it

PEERLESS ALBUM CHRISTMAS DRIVE

Planning Co-operative Campaign With Dealers to Push Peerless Albums With Records

The Peerless Album Co., manufacturer of delivery bags, record stock envelopes, record-carrying cases and record albums, has arranged a campaign in conjunction with its dealers for the holiday period. The plan is to make a combination offer to the consumer of groups of records in albums. These will be in several lots at various prices, so as to meet the needs of the pocketbooks of every class.

Phil Ravis, president of the above company, is quite enthusiastic over this plan and states that the co-operation of hundreds of dealers is already assured. In fact, he has received a series of letters commenting upon the idea and offering to give the plan window displays and otherwise carry out the idea.

More than the usual attention should be given this method of disposing of records. First of all, it assures group sale of records in

more than the average volume. The placing of records in an album makes the presentation of the records as a Christmas gift most inviting.

Any idea that will have a tendency to bring into the talking machine retail establishment the purchaser of gifts, both large and small, should be encouraged. Too often the man on the street feels that the gifts from the talking machine store involve the purchase of a machine or has the impression that a gift of one or two record selections does not do the situation justice. With the group sale of records in albums at various prices this class of trade finds the gift from the talking machine store is most appropriate. It is the additional sales that formerly went to the novelty store, the haberdashery and what-not establishments which the talking machine dealer may secure through this plan which makes it so inviting.

If you have a man working for you who is not fired with enthusiasm and you cannot fire him with enthusiasm, then promptly fire him with enthusiasm.

ATTRACTIVE JOBBING PROPOSITION

Wall-Kane Phonograph Needles

THE TEN RECORD NEEDLES

Some Jobbing Territories Still Open

WALL-KANE NEEDLE MFG. CO., Inc., 3922 14th Ave., Brooklyn, N. Y.

Standards of Modern Salesmanship Show an Upward and a Broader Trend :: By W. Braid White

Standards of all kinds are slowly changing their meaning for us. The world is steadily, though very gradually, revising its beliefs and the measurements, as they may be called, which it applies to its ideas. We all live by sets of rules, which are partly of our own individual making, but many more are made by the common consent of the world. The norms or measurements which we apply to our rules of conduct and behavior change constantly, however, though very slowly, and as they change, the manner of life changes slowly with them.

"Smart Aleck" Idea Is Obsolete

These abstract statements find concrete confirmation in the present-day position of salesmen and of the art which they practice, known usually by the name "Salesmanship." I am quite old enough to remember a time when it was considered not quite to a man's moral credit that he should be a "successful salesman." It was felt that such a man must certainly be a "smart man," but that this very "smartness" in itself implied a certain tinge of moral instability. It was felt that the very "smart salesman"—who was then the only successful salesman in public estimation—could not be quite square and was perhaps just a shade too "smart" to be a comfortable vis-a-vis in a business transaction. Every man of middle age can remember when advertising was the merest crude puffery of not perfectly reputable goods and salesmanship its mere translation into common speech and action between man and man.

Business Rests on Salesmanship

To-day one cannot indeed say that the old ideas are entirely dead, or that, in the music industries at least, the smart-aleck conception of salesmanship has been totally smothered in favor of a more civilized belief. But it is at least certain that the world has been thinking about selling and salesmanship generally, in a manner much more searching and intense than once would have been thought possible. Out of the thinking is gradually emerging a new conception, the conception of salesmanship as a profession, the profession of commercial distribution.

The fact is that during the last twenty-five years there has been a very great deal of heart-searching among all classes of the community concerning the relation of business to politics, to Government and, in fact, to Life itself. The individual business man does not fail to see the disquieting facts concerning the financial control over the entire population not too obscurely exerted by the vested interests of big business; while on the other hand the more impatient, because less materially responsible, thinkers have concluded in large numbers that the whole business structure on which modern civilization rests is totally false and must needs be pulled down.

No Blinking the Facts

There is no blinking the facts thus disclosed, for they are to be seen exemplified all round us. On the one hand there is too much concentration of power, on the other too much loose thinking and desire for loose action to match. Between the two extremes the vast mass of the business structure looms solid, supported by a myriad individuals, no one of whom is vastly important perhaps or vastly encumbered with riches, but each of whom is vitally necessary to the efficient operation of the entire organism. This vast mass of small and middle-sized business men and interests depends entirely upon salesmen and salesmanship.

And it is this middle class, this class to which the readers of this page naturally and commonly belong, which represents the only possible healthy conception of a working method for keeping civilization going, for getting things

done. If the destinies of the world were wholly left to the representatives of the extreme Right we should end in financial and industrial oligarchy, exerted by a few monarchs upon the whole State. If they were allowed to drift into the hands of the representatives of the extreme Left we should face the equally uncomfortable alternative of slavery to another oligarchy, this time based upon "class-consciousness" and "proletarian dictatorship." Between the two it is not very easy to choose. One guesses that the typical business man and his associates prefer neither.

Business a Natural Growth

Modern business has its faults, which are many and grave; but modern business is the

slow-built product of human minds and human thought. It has the virtue at least that it gets things done. If it is neither evolved into one sort of tyranny, as it need not be if we show a little wisdom, nor disintegrated into another, as we shall not permit if we retain our sanity, the chances are that, with the clearer thinking that is being carried on in these latter days, it will clear itself of its cruder dog-fight aspects and begin gradually to realize its true vocation; which is to keep civilization going by providing machinery, practical and workable even if not theoretically perfect, for the exchange of commodities and the distribution of produced wealth. Modern business is not perfect, but
(Continued on page 45)

HARPONOLA

THE PHONOGRAPH WITH THE GOLDEN VOICE



Making Good on
Holiday Trade
Deliveries

We have always been optimists. If trade wasn't good today, we were certain it would be tomorrow. The system works out.

During the past Summer, when all phonograph makers had a "breathing spell," we felt sure of a fine trade for the Fall and Holidays.

We manufactured for it, and the demand came,—as expected. Business has been very fine,—thank you.

When the Fall demand hit us, we redoubled our production efforts with the result that we can today give you a satisfactory delivery schedule.

**HARPONOLA POLICIES MAKE GOOD WITH THE TRADE
HARPONOLA MACHINES MAKE GOOD WITH THE USER**

THE HARPONOLA COMPANY

Makers of the Phonograph with the Golden Voice

CELINA, OHIO

Edmund Brandts, President

Okeh Records

The Records of Quality

INSURE

100% Satisfaction

TO

Consolidated Dealers

Okeh Records insure 100% satisfaction. This is a fact that "holds water." Consider this: We carry a complete stock at all times of every record in the Okeh catalogue, not only the hits and a few specials, but all of them. This enables our dealers to secure prompt delivery on every record.

Our Service extends still further. Dealers not only receive every "advertising help," but also the closest cooperation, in order to keep their turnover rapid.

The proof of the service is profits. Our average dealer turns over his stock ten times a year—larger profits on smaller investment.

Join the ranks of satisfied dealers. Write us regarding an Okeh Agency.

Consolidated Talking Machine Co.

227 W. Washington Street, Chicago, Ill.

Detroit Branch: 2957 Gratiot Avenue

Al Jolson and Frank Crumit—there is a pair of aces to fill your hand and make a killing with. Al sings "Toot, Toot, Tootsie! (Goo' Bye)," and Crumit contributes "True Blue Sam (The Traveling Man)." This one record A-3705 should pay your electric light bill for December.

**Columbia Graphophone Co.
NEW YORK**



MODERN SALESMANSHIP STANDARDS

(Continued from page 43)

then again modern business has not yet half realized how much more perfect it can be without becoming either communistic or autocratic.

Salesmanship and the Modern Order

Now, the function of modern business is to get things done, to make possible the distribution of the wealth which industrial processes create. It, therefore, rests upon salesmanship. In other words, if there were no salesmanship there would be very little distribution possible. One of the mistakes commonly made by apostles of what is rather assuredly called the New Order is to suppose that in a State purged of all the evils of modern business methods the arts of advertising and salesmanship (exchangeable terms) could somehow be dispensed with. Well, perhaps they could; but all experience shows that people do not naturally act with decision, that they constantly procrastinate, that they leave things undone, and that the sort of industrial civilization they have found growing up around them is very largely, if not mainly, the work of advertising and salesmanship. In fact, we have built up a world-order, which most of us would have very much difficulty in exchanging for anything else so good, upon the basis of a gradually developed art of salesmanship. We produce goods in enormous quantities. If financial control were a little less selfish we should produce much more. But to get these goods distributed we have to rely on salesmanship. How they are going to be distributed, if and when the world-rebuilders shall have destroyed salesmanship on the quite correct theoretical ground that it is a permanent overhead charge on industry, is something concerning which one may speculate for a long time without coming to any satisfactory conclusion.

Fallacy of Extremist Doctrine

Salesmanship, therefore, in the estimate of those who think about things instead of merely looking at them, has to be evolved into a scientific process of securing due distribution of product. Already this fact is being recognized, at least to a certain slight but definite extent, by the more thoughtful among those business men who constitute the great middle class of the American community. Of the music industries, among which the talking machine business is included as of right, not the most radical or intransigent thinker from the economic Left will deny the right to exist as cultural and civilizing media, and as bringers of the greatest possible happiness to the greatest possible number at the lowest material cost. Yet if any one could propound a method for inducing the people of the country to invest in what is, to tell the truth, permanent pleasure and happiness, without the use of the persuasion called salesmanship, certainly the makers of talking machines and other musical instruments would not be sorry to learn of it. But one suspects that it cannot be done and that the silence of the economic extremists upon this point is merely the corollary to an uneasy consciousness that

the answer has not yet, by them at least, been discovered.

Meaning of "Profession"

All of which simply emphasizes the significance of the title given to this article. Salesmanship has to be built into a profession and the salesman must obtain professional status. Now a profession is distinguished by the fact that its votaries are interested in performing a function even more than in claiming a reward for it. The reward indeed they must have, and the more they can earn the better pleased everyone should be, but the function in due performance is the first consideration.

Again, a profession is invariably built on something like a science. It rests upon rules which are accepted by all, because they are founded on some science which is at its base and because of which it exists. Selling is an art of this kind. It is based upon ascertained laws of human behavior, although these are neither completely nor correctly understood as yet. It can be learned. Its rules, some empirical, some theoretical, all more or less wise and useful, can be applied successfully, with results which vastly surpass the results of unsystematic effort. In the talking machine business there is really a vast opportunity for the application of scientific salesmanship, for there is no other thing in all the world which does so much human good at so small a cost. Therefore, the selling end of the talking machine business ought to be regarded as worthy of careful study, ought, in fact, to be taught, ought to be

practiced as an honorable and indeed necessary calling; in short, as, what it is, a profession.

This conception is as yet somewhat new. But it is founded on truth and must be steadily more clearly recognized and adopted. It is my intention to press home these conclusions in future articles, to show something of the rules and laws of human behavior on which rightful salesmanship methods rest, and how their application to the talking machine business must make for the greater happiness of the community and for the individual benefit of those who profess and apply them.

VICTOR JOBBERS VISIT NEW YORK

Several out-of-town Victor jobbers were callers on the New York trade recently, among the visitors being Arthur A. Trostler, Schmelzer Co., Kansas City, Mo.; W. F. Davison, Perry B. Whitsit Co., Columbus, O.; Joseph C. Roush, Standard Talking Machine Co., Pittsburgh, Pa., and E. C. Rauth, Koerber-Brenner Co., St. Louis, Mo. All of these jobbers had called at the Victor factories in Camden before visiting New York, and while here were the guests of Thos. F. Green, of the Silas E. Pearsall Co., and several other local Victor jobbers who gave the visitors a royal welcome. They all spoke enthusiastically of business conditions in their respective territories, stating that the shortage of Victrolas was becoming acute, with the dealers reporting an extraordinary demand for all Victor products.

THE PHONOMOTOR CO.

W. F. HITCHCOCK, Proprietor

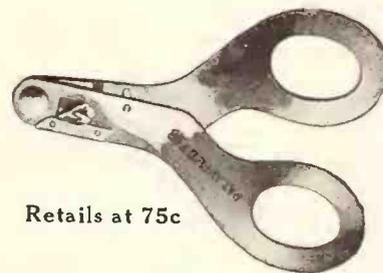
121 WEST AVENUE
ROCHESTER, N. Y.

5 years of success everywhere



THE PHONOSTOP

100%
Efficient



Retails at 75c

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.



Are You Cashing In On The Great Sonora Campaign?

The great Sonora advertising campaign is reaching its peak, and a vast new following has been created for these superb instruments.

In your community the demand is at as high a pitch as elsewhere. The magic connection remains to be made.

Hang up the Sonora sign in your window, and put a representative selection of popular Sonora models on your floor. *Why lose business that is passing your doorway every hour?*

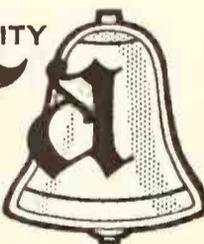
Sonora is the instrument to make money with, NOW. Sonora discounts are liberal. Wire our distributor today and his representative will call. Prompt delivery can be obtained for EARLY orders.

Sonora Phonograph Company, Inc.

GEO. E. BRIGHTSON, President

NEW YORK: 279 BROADWAY

Canadian Distributors: Sonora Phonograph, Ltd., Toronto

THE INSTRUMENT OF QUALITY
Sonora
CLEAR AS A BELL 

The Highest Class Talking Machine in the World.





Get in touch with the distributor
in charge of your territory
named below

DO IT NOW

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.

Sonora Sales Co. of New Jersey,
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-Andresen Hardware Co.,
Omaha, Nebr.
State of Nebraska and Western Iowa

M. S. & E. Co.,
221 Columbus Ave., Boston, Mass.
The New England States

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, northern Idaho, Hawaiian Islands.

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.

The Fox-Vliet Drug Company,
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 and Northern Iowa.

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.

Sonora Phono. Co. of Illinois
720 S. Michigan Ave., Chicago, Ill.
Illinois and Eastern Iowa.

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

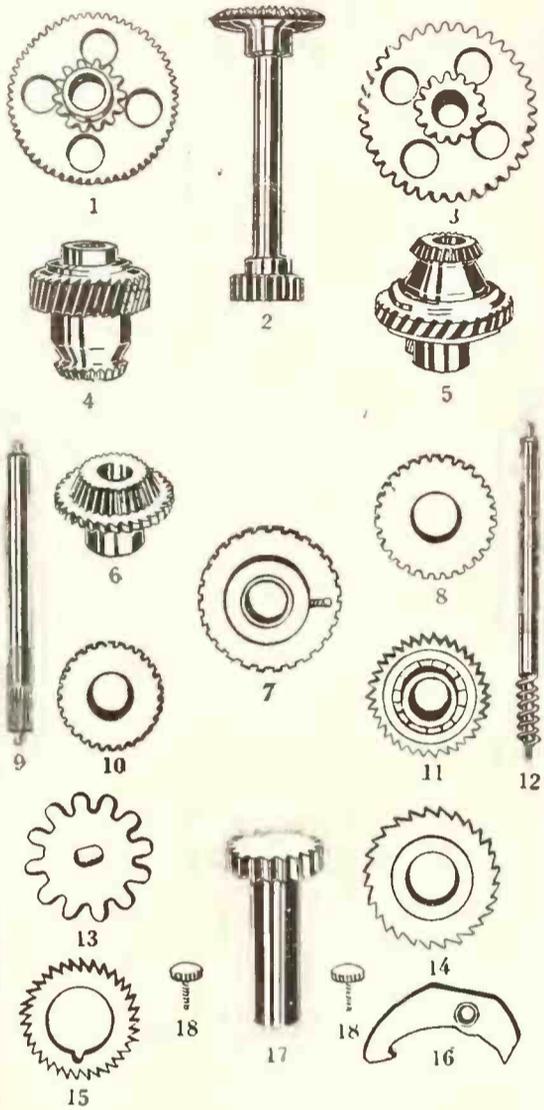
Sonora Co. of Phila., Inc.,
1214 Arch St., Philadelphia, Pa.
Eastern Pennsylvania, Maryland, Delaware, District of Columbia and Virginia.

Sonora Dist. Co. of Pittsburgh,
505 Liberty Ave., Pittsburgh, Pa.
Western Pennsylvania and West Virginia.

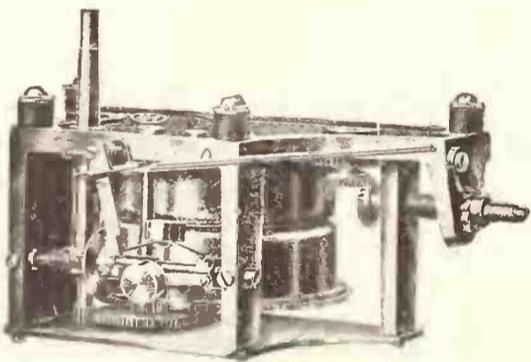
Long Island Phonograph Co.,
150 Montague St., Brooklyn, N. Y.
All of Brooklyn and Long Island.

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.

Repair Parts



Liberty Motors
Price \$6.00
Complete



Write for Catalog
and
Full Particulars

PLEASING SOUND
PHONOGRAPH CO.

204 East 113th Street, New York City

NEW PATENTS BEARING ON RECORDS

American Inventors Busy in the Domain of Record Improvement—Recent Contributions

WASHINGTON, D. C., November 6.—In the patents relating to talking machines and records for the past month or more recorded in the patent office quite a few bearing specifically on the improvement of the record are in evidence. Earl E. Jones and E. R. Harris, of Arlington, N. J., have been granted Patent No. 1,425,018, the general object of which is to obtain a greater clarity of reproduction than has been heretofore possible and to greatly increase the number of record lines to the inch, thus increasing the length of the record which can be placed upon any one record tablet or disc.

Donald B. Porter, of San Francisco, Cal., has been granted Patent No. 1,425,281, the primary object of which is the provision of a phonograph record adapted for playing a plurality of selections or parts of selections without necessitating the resetting of the phonograph stylus.

Thomas D. Jones and John H. Barr, of Kansas City, Mo., have been granted Patent No. 1,425,486 for an improvement in phonograph records. The invention consists in the provision on the face of the record of a scoring or groove intersecting at its outermost point one of the non-reproducing grooves or the innermost extremity of the final sound reproducing groove of the record and extending first inward and then outward toward, but not beyond the said non-reproducing or innermost extremity of the final sound-reproducing groove.

Charles H. Gill, Chicago, Ill., has been granted Patent No. 1,427,373 on a multiple sound-record tablet. The particular advantages claimed for this invention are that it will allow of the selection by the purchaser of the specific sound records upon each side of the double-faced records or tablets instead of having to select the particular record wanted and take whatever may have been put upon the opposite side by the manufacturers; also the protection against breakage and warping of the tablets which it affords and the advantage of allowing the tablet to attain full rotational speed before contacting with the reproducing stylus.

Jacob L. Bauer, Milwaukee, Wis., has been granted Patent No. 1,426,034 on an improvement on talking machine discs, which primarily has for its object the provision of a device adapted to lift or raise the record from the table, thereby enabling the operator to more conveniently grasp the record when its removal is desired.

LARGE ORDERS FOR THE PHONOMOTOR

ROCHESTER, N. Y., November 6.—The Phonomotor Co., of this city, manufacturer of automatic stops and electric motors for talking machines, has been unusually busy since September 1 taking care of a large number of orders received from dealers who are evidently ready for an active Winter business. "These orders," remarked W. F. Hitchcock, "are pouring in not only from dealers in the United States but from Canada, England and France as well, which is gratifying to us, as it proves the popularity of our products and the demand for them from dealers everywhere. So far, business for September and October has shown a decided increase over the past few months, and from all indications this Winter will prove a highly successful one in every respect."

J. F. Hitchcock, the other member of the company, has been spending a most enjoyable two weeks' vacation in upper New York State on a hunting trip. Accompanied by four other friends he journeyed to a hunting camp which they own, on an annual pilgrimage. No doubt, members of the Hitchcock family will be enjoying venison steak dinners on his return, as each year he gets his usual deer.

T. J. White, music dealer, of Tulsa, Okla., has opened a branch store at Sapulpa, Okla.

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

COLUMBIA FACTORIES BUSY

H. L. Willson Reports Bridgeport Plants Working at Full Capacity to Supply Records

In a recent chat with The World H. L. Willson, president and general manager of the Columbia Graphophone Co., stated that the company's record factories at Bridgeport are working night and day and that record sales have increased so rapidly during the past few weeks that the factory force is wholly inadequate. Extensive advertising for skilled labor has failed to bring the desired number of pressmen and the orders at hand at the present time indicate that the present pace will not slacken, but on the contrary will increase as the holiday season approaches.

While the popular division of the Columbia catalog is meeting with the heaviest demand the symphony record orders are showing a decided increase. Columbia dealers are apparently making a careful inventory of their stock and placing good-sized orders accordingly.

THREE POINTS IN LETTER WRITING

As a preparation for the writing of a letter, there are three things to know: (1) your purpose, (2) your subject, (3) your man, says the Office Economist. Of these three items, knowing your man is perhaps the only one that needs comment. Knowing your man will, in the case of many letters, be a matter of knowing to what general stimuli the average man will react, and using these skilfully. And the correspondent who studies the replies that come in will be able to size up a very large part of his lists with a letter or two so that he can make his letters more effective by playing on his knowledge thus acquired.

Ideas are worthless unless they are put into effect. Action is the thing.

Victor Wholesalers



The House
 of
Mellor
 in
Pittsburgh
 since
1831

OUR EXPORTS OF TALKING MACHINES

Exports and Imports of Talking Machines and Records Show Decreasing Tendency as Compared With Last Year—Our Buyers Abroad

WASHINGTON, D. C., November 10.—In the summary of exports and imports of the commerce of the United States for the month of August, 1922 (the latest period for which it has been compiled), which has just been issued, the following are the figures on talking machines and records:

The dutiable imports of talking machines and parts during August, 1922, amounted in value to \$42,056, as compared with \$38,952 worth which were imported during the same month of 1921. The eight months' total ending August, 1922, showed importations valued at \$353,088, as compared with \$421,023 worth of talking machines and parts during the same period of 1921.

Talking machines to the number of 2,859, valued at \$92,430, were exported in August, 1922, as compared with 2,240 talking machines, valued at \$111,595, sent abroad in the same period of 1921. The eight months' total showed that we exported 30,901 talking machines, valued at \$1,093,450, as against 24,997 talking machines, valued at \$1,195,790, in 1921.

The total exports of records and supplies for August, 1922, were valued at \$61,454, as compared with \$111,337 in August, 1921. The eight months ending August, 1922, show records and accessories exported valued at \$672,704; in 1921, \$1,508,721.

The countries to which exports were made in August and the values thereof are as follows: France, \$1,339; United Kingdom, \$4,510; Canada, \$10,207; Central America, \$3,974; Mexico, \$12,386; Cuba, \$2,263; Argentina, \$3,086; other South America, \$4,503; China, \$1,194; Japan, \$10,348; Philippine Islands, \$1,868; Australia, \$17,862; Peru, \$1,212; other countries, \$17,678.

SPECIAL BANNER RECORD RELEASES

Waltz Hit, "Three o'Clock in the Morning," Recorded as a Vocal Selection—"The Laughing Record" a New Novelty

The Banner record division of the Plaza Music Co. has released the successful waltz, "Three o'Clock in the Morning," as a vocal selection. It is a tenor solo with orchestra accompaniment, sung by Billy Burton. The instrumental of this number has such a wide sale that the vocal edition was brought out because of the insistent request of numerous dealers. Another addition to the recent Banner releases is called "The Laughing Record." It is a novelty that should attract unusual attention and from present indications the Banner sales department's preliminary publicity on this release will be increased.

In conjunction with the release of Banner records the Plaza Music Co. has arranged a free window display set that has met with favor in many retail establishments. This material is unusual in design and is most attractive.

VISITS GENNETT LABORATORIES

Clarence Gennett, vice-president of the Starr Piano Co., Richmond, Ind., was a recent visitor to the New York headquarters of the company, the Gennett Recording Laboratories. Fred W. Gennett is now visiting California, where he plans to remain until December.

PHONOVATIONS CO. HAVE THE KIDDIE

In a recent item announcing the organization of the Kiddie Rekord Co. the name of the Musical Products Distributing Co. was erroneously given as a distributor. The metropolitan distributor of the Kiddie Rekord is the Phonovations Co., of New York City.

The Phonograph Shop, Forest Park, Ill., has increased its capital stock from \$2,000 to \$10,000.

RECORDS BY EUROPEAN ARTISTS

Victor Co. Issues Special List of Records by Famous European Artists, the Majority of Whom Have Never Been Heard Here

The Victor Talking Machine Co. has just issued to the trade a most interesting and comprehensive list of records by European artists, pressed from masters made abroad, and which will go on sale with the December Victor records. Some two-score records are listed and the artists represented include Arthur De Greef, pianist, and the Royal Albert Hall Orchestra, under the direction of Sir Landon Ronald; Benno Moiseivitch, the noted pianist; special symphony orchestras under the direction of Albert Coates and Percy Pitt; Feodor Chalipin, famous Russian bass; Mattia Battistini, baritone; Dmitri Smirnov, tenor; Renee Chemet, violinist; Jacques Thibaud, violinist, and Fernand Anseau, tenor. A special eight-page booklet has been issued by the Victor Co. featuring the records by European artists, which will be shipped with the records themselves.

In announcing the records the Victor Co. says: "These records are, with few exceptions, made by artists and musical organizations who have not appeared in this country and will be the means of bringing to music lovers many artists whom they might not otherwise have an opportunity to hear. We feel that these records will prove extremely interesting to lovers of good music and we predict for them a very cordial reception."

BUYS A. B. TAGGART CO. ASSETS

TOLEDO, O., November 2.—The assets of the A. B. Taggart Co. have been purchased by Hyman Rothenstein from the receiver. The business will be conducted at its old location at 618 Madison avenue under the name of the Ignaz Fischer Music Co. Talking machines, records and all kinds of musical instruments will be handled. Plans are under way to dispose of the old stock to make room for new stock.

Many good men have fallen by the wayside because they lacked vision and foresight.

Over 200,000 Phillips Tone Arms Now In Use
Join This Army of Satisfied Users



For Portables
No. 1 Tone Arm and No. 3 Sound Box
Lengths 6½ in. and 8¼ in
Samples \$2.00
Quantity prices on request
A high grade tone arm combination at a low price



No. 2 Tone Arm No. 3 Sound Box
Length 8¾ in. center to center
Loud, deep tone
Sample \$3.00



No. 5 Octagonal Throw Back Arm
With New Improved Pivot on Throwback
8½ in. and 9 in. in length
Samples \$5.00
Patented sound box.

THE WILLIAM PHILLIPS PHONO PARTS CORP.
Manufacturers of Tone Arms for Portable, Medium and High Grade Machines
145 West Forty-fifth St. Cable Address: "Phonoparts" New York City



There's a movement afoot for de-jazzed dance music—gusto, verve, melody, thrill and life, but with the clash and clatter pleasantly minus. Paul Specht and His Hotel Astor Orchestra give a perfect demonstration of this rhythmized symphonic syncopation in record A-3716, "When the Leaves Come Tumbling Down" and "Japanese Moon."

Columbia Graphophone Co.
NEW YORK

GREAT GRANBY FALL CAMPAIGN

Widespread Publicity Given to Drive by Metropolitan Papers—Advertising Listing Dealers to Appear in Daily Papers—Important Move

The big Fall campaign instituted by the Granby Phonograph Corp., of Newport News, Va., has attracted the attention of the New York Evening Journal's trade news edition, which devoted three columns to the subject in a recent issue. The Granby proposition is described as providing for the dealers not only the basis for immediate profit, but building for the future. The good beginning made by the Granby Corp. in its entrance into the field some years ago is reviewed and it is pointed out that this company entered the field only after a careful survey of conditions, so that the important problems of manufacturing, distribution and selling were properly dealt with from the very beginning. It is stated that the Granby Phonograph Corp is accordingly to-day established on a sound and permanent basis. Its ample financial resources and personnel of experienced men are noted. Referring to its policies, the fulfilment of promises, quality production, adequate dealers' profits, provision for future growth, and its advertising and merchandising plans they are taken up in fullest detail. The beginning of a retail advertising campaign for the benefit of the dealer in the

New York Journal and the American is announced. The advertisements in the daily papers will list the local dealers' names. A comparative table is given listing the various models and showing the great reduction between the present-day prices and the former prices of these models. This extensive campaign entered into has the full backing of the Granby Phonograph Corp. and through the medium of J. F. Stapleton, of Newport News, and O. P. Graffen, New York manager of the company, is being energetically carried out.

A. C. BARG TO ENTER NEW FIELD

A. C. Barg, for the past eight years a member of the wholesale department of the Aeolian Co., confining himself exclusively to the handling of Vocalion phonographs and records, has resigned in order to enter another field of endeavor.

NEW STORE IN WALLINGFORD

J. Walter Cooper and Carton Myers have opened a music store in Wallingford, Conn., in which Victrolas are featured. Victor records and musical instruments are also handled.

Many an advertising campaign has failed because it differed not a whit from hundreds of others inaugurated by other merchants handling the same line. The vital necessity is originality.

COLUMBIA CO-OPERATIVE CAMPAIGN

Post Cards Featuring mid-Month Records Proving a Valuable Selling Aid

The advertising department of the Columbia Graphophone Co. announced a few months ago a co-operative advertising plan in connection with mid-month records which is meeting with considerable success. This plan consists of the preparation of a post card featuring the mid-month records, with the card designed in two

The 5 Latest
Columbia Records
Songs and dances to brighten up your record collection for merry Vacation Days

Eddie Cantor
comedian
Sings two snappy ones
I LOVE HER-SHE LOVES ME
I'M HUNGRY FOR BEAUTIFUL GIRLS
A 3624 75¢

WHO'LL TAKE MY PLACE
FICKLE FLO
Sung by Marion Harris
A 3630 75¢

PICK ME UP AND LAY ME DOWN
THOSE LONGING FOR YOU BLUES
..... Fox-Trots
Frank Westphal and His Orch.
A 3627 75¢

PARADE OF THE WOODEN SOLDIERS
TWAS IN THE MONTH OF MAY
..... Fox-Trots
Ray Miller and His Orchestra
A 3628 75¢

SWEET INDIANA HOME
LOVABLE EYES
..... Fox-Trots
by The Columbians
A 3621 75¢

Return this card with check and we will deliver records wanted.

Post Card Featuring Columbia Records colors, and is furnished to the dealer at only one cent each, representing the cost of the stamp on the post card. These cards are all ready for mailing and it is only necessary for the dealer to rubber-stamp the name and address from his mailing list. This plan is producing excellent results and Columbia dealers are using the post cards to splendid advantage.

VOCALION RECORDS SCARCE IN WEST

The Aeolian Co. is receiving reports from the Munson-Rayner Corp. in Los Angeles and the Magnavox Co. in San Francisco, two very active Vocalion Red record distributors on the Coast, of a very great shortage of Vocalion records and that the dealers' demands greatly exceed the amount of records they are able to supply. Special shipments are being rushed to the Coast at the present time to help take care of the tremendous increase of Vocalion record business in this territory.

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

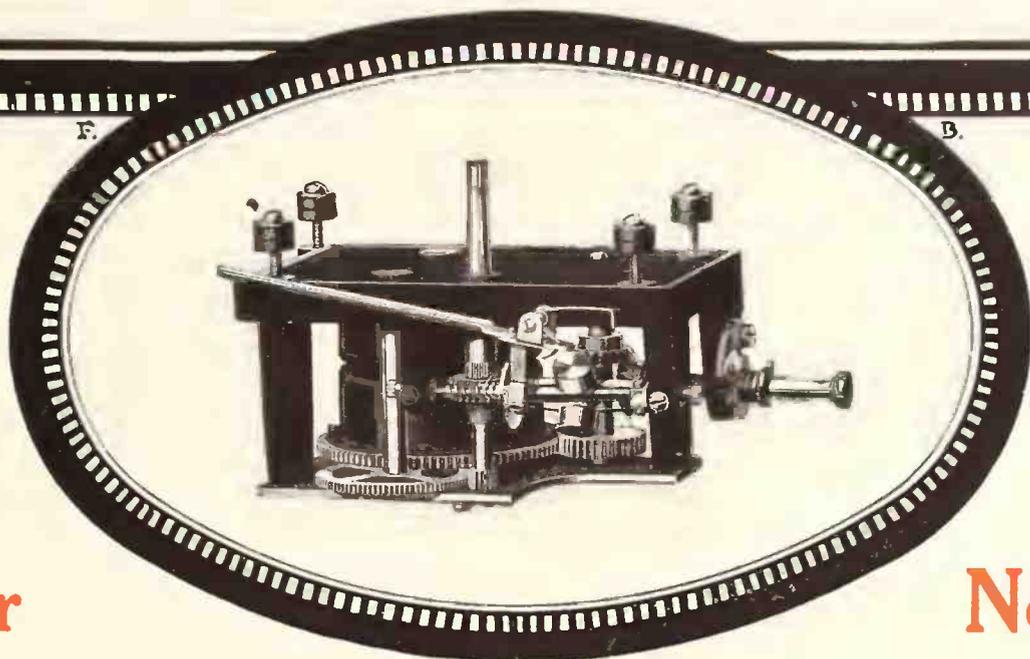
Bookings now for season 1922-1923
Sample program and particulars upon request
P. W. SIMON, Manager
1658 Broadway New York City



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

QUALITY

Counts More Than Ever



Motor

No. 77

The Famous Motor of Quality

Noiseless, powerful, steady
and continuous

*In these times of keenest competition,
Machines equipped with*

HEINEMAN QUALITY MOTORS

will invariably be the winners

General Phonograph Corporation

OTTO HEINEMAN, Pres.

25 West 45th Street New York

HEINEMAN



MEISSELBACH



Featured by Paul Whiteman and His Orchestra in George White's "Scandals."

HOT LIPS

The New "Wang Wang Blues" by the same Writer.

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

HEAR IT NOW!

He's got hot lips—When he plays Jazz—He draws out steps.

TWO NEW STORES IN INDIANAPOLIS

L'Harmonie Shop and Paramount Music Shop Enter the Trade in That City—Majority of Music Merchants in Optimistic Frame of Mind as Result of Business Improvement

INDIANAPOLIS, IND., October 30.—Two new music shops have been opened in this city. One is the L'Harmonie Shop, at 209 Massachusetts avenue, and the other is the Paramount Music

accessories. Forrest Wilking resigned from the Pearson Piano Co. after nine years' service to take up his duties as treasurer of the new company, Miss Seibenthal, secretary of the company, resigned her position with the Pearson Piano Co. to enter Y. M. C. A. work overseas during the war.

The L'Harmonie Shop handles talking ma-

RESIGNATION OF E. F. O'NEILL

Secretary of Beckwith-O'Neill Co., Victor Wholesaler, of Minneapolis, Minn., Retires as Result of Physical Breakdown

MINNEAPOLIS, MINN., October 31.—The announcement has been made of the resignation of E. F. O'Neill as secretary and general manager of the Beckwith-O'Neill Co., Victor wholesaler of this city, and his severance from that company.

Mr. O'Neill's retirement comes about as a result of a physical breakdown and on the advice of his physician, who urged him to withdraw from commercial life for an indefinite period in order to regain his health.

In announcing Mr. O'Neill's resignation, George C. Beckwith, president of the company, said: "Mr. O'Neill carries with him continued interest and best wishes of everyone in our organization. The business of this company for the present will be carried on with no change in personnel, and we will continue to serve Victor dealers in the Northwest in the same careful and painstaking way which has been a distinguishing mark of this company's activities in the past."

Mr. O'Neill has been a member of the company seven years and has been a very active factor in its development.



Frank O. Wilking

Shop, 604 East Walnut street. The L'Harmonie Shop is owned and operated by the Wilking Music Co., Inc., organized by Frank O. Wilking, Forrest J. Wilking and Miss Mary O. Seibenthal, formerly of the Pearson Piano Co. The Paramount Shop is operated by Frank Williams and Harry Williams, formerly with the Stewart Talking Machine Co.

Frank Wilking is president of the Wilking Music Co. Four years ago he resigned his position with the Pearson Piano Co. after being with that concern fourteen years. Since then he has been president of the Ready File Co., an Indianapolis concern dealing in phonograph



Forrest J. Wilking

chines, the Banner records, Wurlitzer player-pianos and Q R S rolls.

The Paramount Music Shop is handling the Jewett phonograph, for which the Stewart Talking Machine Co. holds the State agency. The shop is handling also the Gennett and Victor records, Jewell player rolls, sheet music, small goods and musical merchandise. A five-year lease has been taken on the store in which the shop is located.

Complaining about conditions has never brought about a better state of affairs—study and action are needed.

NOW \$1.50

To the Consumer

RADIO has had its fling, so we will get back to PHONOGRAPH SUPPLIES

The LIDSEEN FIBRE NEEDLE CUTTER

Sharpens the needle without removing it from the tone arm of the machine



Jobbers, line up on this

LIDSEEN

832-840 So. Central Ave. CHICAGO

Important Notice

TO

Dealers and Jobbers of Talking Machines Quality Cabinets From \$35.00 up

Let Us Furnish Your Requirements—Buy Now

THE H. LAUTER COMPANY

Manufacturers of Emerson and Pathe Cabinets Also Lauter Console Talking Machines

INDIANAPOLIS

INDIANA



"A new Gennett!"



The **ELUSIVE CHARM**

—the magnetic personality of the artists' original rendition of music is the distinctive alluring appeal in **Gennett Records**.

Hear new Gennett No. 4976 re-animate the rich colorful tenor of Billy Jones singing the song-hit "Tomorrow," and on the other side Jane Williams, Soprano, delights with "My Buddy."

Gennett Records

Manufactured by

THE STARR PIANO COMPANY
RICHMOND, INDIANA

New York—Chicago—Los Angeles—Birmingham—
Detroit—Cincinnati—Cleveland—Indianapolis—
Boston—Jacksonville—London, Canada

COLUMBUS

Dealers in This City Display Alertness in Preparing For Holiday Trade—News of Month

COLUMBUS, O., November 6.—Stewart Bros. Furniture Co., Victrola dealers, 467-471 North High street, have instituted a Christmas advertising campaign featuring the formation of a Christmas Club. Facilities are offered prospective buyers of Victrolas through membership in this club, which will soon enable them to become owners of talking machines. According to P. W. Stewart, president of the company, this arrangement has already resulted in the sale of a number of machines and many inquiries have been received.

The McAllister-Mohler Furniture Co., 142-146 North High street, has opened an attractive phonograph department under the proprietorship of Robert L. Seeds, well-known talking machine dealer of this city. Cheney phonographs and Columbia and Edison records are featured.

Before taking up his duties with the McAllister-Mohler Furniture Co. Mr. Seeds operated a music store at State and High streets, where he had the exclusive Cheney agency. This establishment is now in charge of his two sons, M. K. and I. S. Seeds, who are both experienced in the merchandising of talking machines. In addition to the Cheney line Columbia Grafonolas are handled at the State and High streets store.

Mr. Seeds is one of the most progressive talking machine dealers in this city and although this new branch of his business has just been started the volume of sales so far indicates that the enterprise will be a success.

H. F. Fleateau, vice-president of the Z. L. White Co., Victor dealer, has assigned a quota as an objective toward which to strive each month. The department seldom fails to attain the quota assigned it. Now the members of the department are anxious to double the quota and according to F. J. Connor, manager of the department, there is every indication that this will be accomplished. Mr. Connor believes that the sale of records ought to be stressed more than it is at the present time. "More attention must be given in working up the record sales. When that is done with the present condition of machine sales we will enjoy a profitable business," said Mr. Connor.

The main office of the Cardinal Sales Co., recently established here, with F. F. Dawson as treasurer and manager to handle the Cardinal phonograph and record business, is now well established. The New York and Cincinnati offices have been closed and the local office is now the seat of operations. The sales organization has been organized by Mr. Dawson and an intensive campaign to place Cardinal products before the public is under way. Mr. Dawson is widely experienced in the distribution of talking machines and records, having been for many years branch manager for the Columbia Co. in Cincinnati, where he also conducted the Sterling Roll & Record Co. for several years.

L. Metzger, formerly of Zanesville, O., has joined the sales force of the Stewart Bros. Furniture Co. as manager of the Victrola department.

An advertising stunt which has received the commendation of advertisers in various lines was that put on by the Robins Piano Co., Brunswick dealer, 80 South Third street, before members of the Kiwanis Club at their regular weekly luncheon meeting at the Hotel Chittenden. Instead of having the regular program scheduled for these meetings J. N. Robins, proprietor of this concern and member of the Kiwanis Club, arranged a musical program which, in the words of one of the members, "scored one of the hits of the noon luncheon season in this city." Mr. Robins presented Joel Lay, of Chicago, baritone, and Earl R.

Billings, pianist, also of Chicago, in a varied program in which the capabilities of the Euphonia Reproducing piano were demonstrated. At the suggestion of Mr. Robins the wives of the Kiwanis members were invited to this luncheon.

A Victor artist scheduled to appear in this city is Margarete Matzenauer, contralto. This will be the third appearance of this artist here in the last three years. The seat sale for this concert is being held at Heaton's Music Store, Victrola dealer.

Preparations are still under way for the salesmanship school to be held in Columbus the week of November 20 under the auspices of the Perry B. Whitsit Co., wholesale jobber of Victrolas and Victor records. The Columbus school will be the twenty-first school to be held in a distributor's city. The purpose of the school is to give the Victor sales people and dealers a better understanding of music contained in the Victor record catalog, a thorough knowledge of the construction and functions of the Victrola and many other points that

should prove advantageous to dealers. The classes will be conducted by F. A. Delano, of the Victor Co.

The Curry-Harper Co., 116 North Front street, is the latest addition to the music stores of this city. This concern has secured the local agency for Strand phonographs, which are destined to win a large measure of favor.

CENSUS OF MANUFACTURES ISSUED

Complete figures of the 1919 census of manufactures of musical instruments in the United States have just been issued by the Department of Commerce, Bureau of the Census, Washington, D. C. A detailed analysis of that portion of the census appertaining to the talking machine industry appeared in the August issue of The World thanks to advance data supplied to this publication.

Every customer for the popular music is a prospective customer for the classics. The sales force should keep this in mind.



How it does make 'em laugh! And how it does sell!

Dealers have just one complaint about this newest great hit of the Okeh creations—they can't keep it in stock!

Better get your order in quick—it's a hit! There's a run on it!

Okeh
Laughing
Record

Makes the gloomiest sober-sides fairly dissolve in glee. People simply can't resist the overwhelming infectious joyousness of this jolly outburst of real laughter. You never heard a record quite like it. And how it sells!



Telegraph for Special HOLIDAY OFFER on Strand Phonographs and Okeh Records. And be sure to look at our advt. on "GERACO" RADIO PRODUCTS. They fit in with phonograph selling.

You Can Sell the Strand to Anybody Who Hears It!

Here is a line of Phonographs with everything the dealer wants a phonograph to have for sure selling. The elegance of the design, the correctness of its good taste, and the matchless tonal quality it combines with its beauty would make the Strand stand out—even without the great extra inducement its interesting price-scale offers.

**Most Attractive Dealer Proposition
Long Discounts—Exclusive Territory
Prompt Deliveries—Topnotch Service**

EXTRA NEWS See the added feature of handsome Period Mirrors, priced convincingly. Sell one with every Strand. Others do!

Distributors for OKEH Records and STRAND Phonographs and GOLD SEAL Record-Repeaters (in Pennsylvania, Southern New Jersey, Delaware, Maryland, District of Columbia, Virginia and West Virginia).

GENERAL RADIO CORPORATION

Walter L. Eckhardt, President

624-628 Market Street, Philadelphia

806 Penn Avenue, Pittsburgh

ARGUE RIGHT TO FIX DISCRIMINATORY PRICES

Federal Trade Commission Outlines Policies of Fair Price Fixing by Wholesalers in Interesting Case Now Before the Court of Appeals

The right of a wholesaler to fix different prices for his product to different groups of purchasers was argued before the United States Circuit Court of Appeals recently in the suit of the Federal Trade Commission against the Mennen Co., manufacturer of toilet products, to compel conformity to its rulings. While conditions such as this are not known to exist in the talking machine trade, the suit is of interest because of the principle involved and its importance to the retail and wholesale trade, as well as to manufacturers in general.

The general principle contended for by the Commission is that the Mennen Co. and all other manufacturers must sell their products for the same price to concerns which are in competition with one another. The case was argued for the Government by W. H. Fuller and W. T. Kelly, lawyers for the Commission, who asserted that the Mennen Co. was selling its talcum powder and other products to one group of wholesalers at one price and to another group at another price. The Government does not contend that the wholesaler may not sell at one price to the retailer and at another to the wholesaler, but insists that it is restraint of trade to discriminate in price between one wholesaler and another or between one retailer and another. The complaint of the Government is that the company classes many concerns as retailers that are, in fact, wholesalers.

The question is complicated because of the fact that many retail stores have joined hands and formed co-operative buying agencies, seeking to buy from manufacturers at the manufacturers' price. Some of these agencies, however, have gone into the general jobbing business and not only sell to their own members but to the general public. When they do engage in general business they are entitled to the manufacturers' price, according to the Federal contention.

Felix H. Levy, counsel to the National Wholesale Dry Goods Association and a number of other associations, submitted a brief for his clients as amici curiae, arguing that the principle laid down by the Government, if carried to its logical conclusion, meant that every manufacturer would have to sell at the manufacturer's price to any retailer, consumer or other individual who sought his product.

He said in part: "The obvious result of this would be the impairment of the business of the wholesaler and of the retailer and a serious derangement and disorganization of the business of the manufacturer.

"Even if these results should not occur in the precise detail and to the precise extent indicated, such interference and control on the part

of the Government would necessarily tend to check the initiative of the merchant and manufacturer, by imposing upon the free exercise of his judgment as to the most efficient method of conducting his business the judgment of a governmental tribunal and of the courts. It cannot be doubted that such a procedure would impair efficiency, check and hamper individual enterprise and energy and tend to deprive the trade and commerce of the country of those benefits which normally flow from business skill and acumen when not exercised by methods inherently wicked or constituting offenses mala in se—methods not claimed to be present in the case at bar.

"The value of the 'old line wholesaler' in the scheme of distribution of manufacturers is an economic fact long established. They constitute, in substance, the salesmen of the manufacturer. They gather together under one roof the products of many manufacturers and hold in readiness in their warehouses these countless products for prompt and ready distribution in small quantities to the retailer. By closer acquaintanceship derived from propinquity with these retail customers they are better able to judge of the financial credit of the latter than the more distant manufacturer. If these wholesalers be driven out of existence the manufacturer in most lines of industry would be confronted with the need of making direct deliveries to countless customers at great distances, in relatively small quantities, and without adequate opportunity of determining the credit and standing of such customers."

USE OKEH RECORDS AT REHEARSAL

Gerald Griffin, the eminent Irish tenor and exclusive Okeh artist, recently wrote the play and lyrics for the new act of Ned Bolles & Co. When a recent rehearsal was called the company had difficulty in securing a suitable pianist to rehearse the numbers and Mr. Griffin, who happened to have his Outing portable with him, suggested that the Okeh records be used for musical numbers. The act was rehearsed to the accompaniment of several Lopez dance records and the results were surprising. The rhythm and tempo were perfect and every member of the company was enthusiastic regarding this rehearsal innovation.

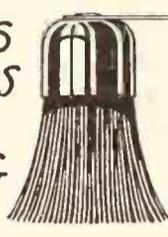
NEW GRIFFITH PIANO CO. BRANCH

CARBONDALE, PA., October 31.—The Griffith Piano Co., with headquarters in Newark, N. J., has opened an attractive branch store in this city under the management of Mr. and Mrs. W. J. Bloxham. The Steinway, Sohmer, Kranich & Bach, Kurtzmann, Hallet & Davis, Brambach pianos and talking machines are featured.

If your concern isn't being run well, are you doing anything to help to have it run better? remarks Forbes Magazine.

The
TÉGO
BRUSH

**CLEANS
RECORDS
WHILE
PLAYING**



OVER 10,000
BRUSHES SOLD
IN ROCHESTER, N.Y.
IN LESS THAN
6 MONTHS

THERE MUST BE A REASON

WRITE FOR PRICES
25¢ BRINGS A SAMPLE

TÉGO BRUSHES FIT ALL MACHINES
WHAT LINE DO YOU HANDLE?

THE STURGIS NOVELTY WORKS

218 CENTRAL BLDG. ~ ROCHESTER, N.Y.

ANNOUNCE PLANS FOR RADIO WEEK

Week of December 23-30 Designated as Radio Week—Committee Appointed to Handle Publicity—Extensive Promotion Campaign in the Interest of Radio Is Planned

The American Radio Exposition, which is sponsoring a radio show to be held at the Grand Central Palace, New York, December 21 to 30, was the host at a luncheon given recently to the editors of various radio publications. At this luncheon plans were formulated whereby the week of December 23 to 30 will be designated as Radio Week. It is planned to have Radio Week activities in the hands of a general committee which will include the editors of radio trade papers, trade papers in allied industries and radio editors of daily newspapers. This committee in turn will be represented by an executive committee of five members which will be in charge of the actual work.

Major J. Andrew White, editor of Wireless Age, was appointed chairman of the executive committee and his associates will be the editors of several radio trade papers. It is planned to use every possible form of publicity in behalf of radio week and it is expected that the broadcasting stations will co-operate to the fullest extent. L. S. Byers, executive secretary of the American Radio Exposition Co., presided at the luncheon and gave encouraging reports as to the progress of the exposition.

The most important element in life is time. Lost time can never be regained.

BLUE
BELLE

100
EXTRA LOUD



100
EXTRA LOUD

THE ONLY PHONOGRAPH
NEEDLE TAPERED
LIKE AN ARTIST'S
FINGERS

THE NEWEST IN NEEDLES BLUE BELLE

THE NEEDLE THAT LENDS BEAUTY TO YOUR RECORD AND REPRODUCES A PERFECT TONE
IT MINIMIZES SURFACE NOISE
THE NEEDLE GIVING DEALERS A HANDSOME PROFIT—YOUR TRADE WILL BE ASKING FOR IT
BE READY TO SERVE THEM

Packed 100 Needles to a Package. 100 Packages to a Carton
Extra Loud, Loud, Medium and Half Tones—Price, \$4.50 per Carton

SAMUEL ESHBORN

65 FIFTH AVENUE NEW YORK

The Service House for Talking Machine Repair Parts and Supplies



THE ORSENIKO PERIOD PHONOGRAPH



BERESFORD PHONOGRAPH DE LUXE

If favorable comment and number of sales can be used as a basis, the cabinet here featured is the criterion for Period Models.

THE ORSENIKO COMPANY, Inc.

Showrooms: 112 West 42nd Street
NEW YORK CITY, N. Y.

Factory: Skillman Ave. and Rawson St.
LONG ISLAND CITY, N. Y.

CELEBRATES WEDDING ANNIVERSARY

Frank Roberts, Veteran Blackman Man, Celebrates Golden Wedding Anniversary—Presented With Watch by Blackman Employees

J. Newcomb Blackman, president of the Blackman Talking Machine Co., New York, Victor wholesaler, and Mrs. Blackman spent a few days



Frank Roberts

in Atlantic City the week of October 30 as hosts to Mr. and Mrs. Frank Roberts, who celebrated their golden wedding anniversary on October 30. An informal reception was tendered to Mr. and Mrs. Roberts at Atlantic City and telegrams of congratulations were received from their friends in all parts of the country.

Frank Roberts is one of the veterans of the Victor wholesale industry and, in fact, has earned the title of "the grand old man." When the Blackman Talking Machine Co. was organized Mr. Roberts was its first employe, and until three years ago worked indefatigably in the interests of the organization. He was retired by Mr. Blackman on full pay as a partial recognition of the exceptional service that he had rendered the company during a period of sixteen years. When he retired Mr. Roberts was secretary of the company and during his many years' association with the Victor industry he had won the esteem and friendship of Victor dealers throughout the metropolitan ter-

ritory. His unfailing courtesy and kindness to every one whom he met in the day's activities gained for Mr. Roberts the good will and good fellowship of the entire Victor trade.

Before leaving for Atlantic City Mr. Roberts was presented with a beautiful gold watch by the employes of the Blackman Talking Machine

Co., with whom he had been associated for so many years. The watch was suitably engraved, the first line bearing the following inscription: "Presented to Frank Roberts, the grand old man, on his golden wedding anniversary, October 30, 1922, by his friends in the Blackman Talking Machine Co."

VICTOR RECORDS OF GOLDMAN BAND

December Victor List Contains Two of Edwin Franko Goldman's Famous Marches, "The Chimes of Liberty" and "The Sagamore"

Among the many interesting numbers in the advance list of records for December issued by the Victor Talking Machine Co., which appears in our record department this month, is a double-disc record made by the famous Goldman Band, whose open-air concerts at Columbia Green, New York City, attracted more than a million people during the Summer months. The numbers listed on this record are: "The Chimes of Liberty March" and the "Sagamore March,"

of band leaders and players the country over. The numbers possess an individuality that stamps Goldman as a composer and conductor to be kept in mind—a man from whom bigger and better things may be expected.

As before remarked in these columns, the Goldman Band is an aggregation of artists whose ensemble work has elicited the highest commendation. It is orchestral in quality because of the admirable balancing of the various divisions of the brasses, reeds, strings, tympani and accessories. Its performances have been a great educational force in the community and Mr. Goldman's many admirers will be delighted to have in their homes a permanent reminder of his band and of his ability. This record will

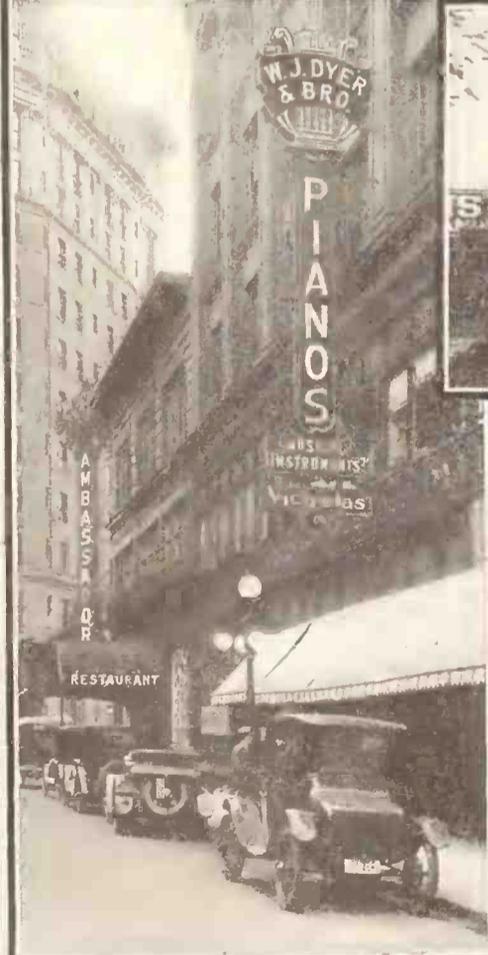


The Celebrated Goldman Band, Edwin Franko Goldman, Conductor

both written by Edwin Franko Goldman, the conductor and organizer of this splendidly trained band of artists. These compositions are well and favorably known to New Yorkers for their inspiring and stirring measures and their admirable scoring which shows the skill of a real musician. In many respects this record made by the Goldman Band is worthy of the closest study, not only of the music lover, but

also help to enlighten musical people the country over how fortunate New York is in having such an organization which perhaps in the near future may make a coast-to-coast trip, thus welding a closer musical union between New York and her sister States.

E. B. Cavannaugh, Victor dealer, at Sanborn, Ia., has had his store remodeled.





Macon, Ga.

Not Chance---But Good Sign Building

LOOK down the street and consider the signs. Some stand out from the rest not because of their size or their coloring, but because they have a certain distinction which is lacking in the others. It is largely a matter of design—design combined with advertising thought, superior construction, the right combination of certain decorative features and illumination. It is not chance at all, but the proper application of the sign builder's art.

For more than ten years the Flexlume organization has been trained to put selling power into electric signs. And back of all this is the largest plant in the world devoted exclusively to the making of electric signs, and a service organization which is more than nation-wide.

Let us send you a sketch showing a Flexlume for YOUR business

FLEXLUME CORPORATION 36 Kall Street
Buffalo, N. Y.





The
**FLETCHER UNIVERSAL
 TONE ARM and REPRODUCER**

Gives Proper Playing Weights for All Records. No Adjustment Screws or Springs
 SAMPLES \$8.00 Specify 8½" or 9½" arm

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

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

FLETCHER REPRODUCER

Scientifically

Constructed

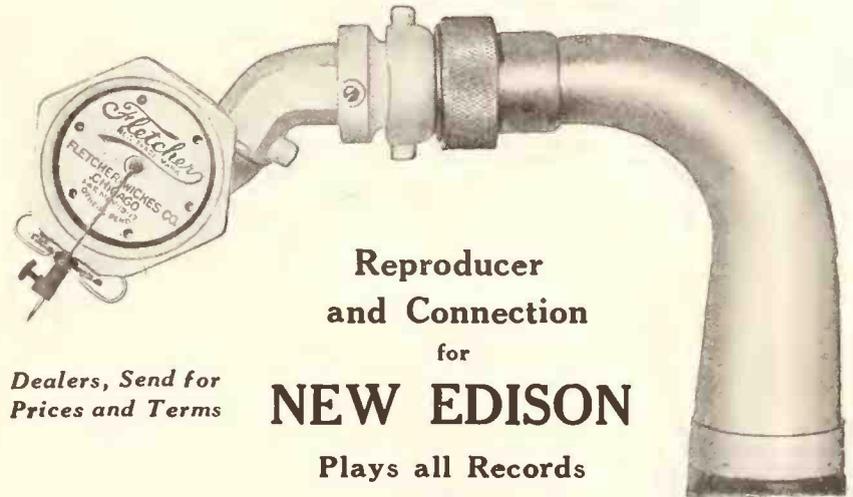


Gives Perfect
 Reproduction
 of Voice
 or Instrument

Volume and
 Perfect Detail

Dealers, Send for
 Prices and Terms

Reproducer
 and Connection
 for
NEW EDISON
 Plays all Records

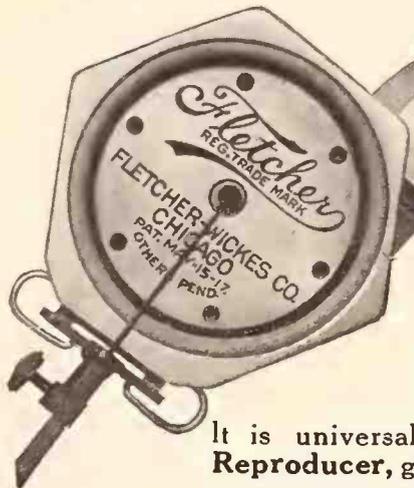


ACTUAL SIZE

Carried in Stock for Victor and Columbia

THE FLETCHER "STRAIGHT"

Design Patented November 29th, 1921



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

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

UKRAINIAN NATIONAL CHORUS

First Recordings of the Great Singing Organization Recently Made at Brunswick Laboratories—Won Praise of Musical Critics

The Ukrainian National Chorus, which is making records exclusively for the Brunswick Co., has just completed its first recordings at the Brunswick laboratories. This unique and colorful aggregation of artists recently appeared



Nina Koshetz With Some Members of Chorus in two concerts at Carnegie Hall, in this city, and was received with great enthusiasm by music lovers. The chorus is now on a concert tour throughout the country and is booked to return to the metropolis for several appearances later on.

The first recordings on Brunswick records will comprise four native folk songs, selections which are bound to create an unusual interest. They are so distinctly different, and tuneful, that they will be sought for by music lovers generally and will be, no doubt, a valuable addition to the Brunswick record catalog.

Some people are so busy doing nothing that they have no time to attend to their talking machine business.

UPBUILDING OF A RECORD BUSINESS

F. Baumgart, of the Actuelle Music Co., Tells of His Experience, Which Is Interesting and Stimulative to Dealers Who Wish to Succeed

YOUNGSTOWN, O., November 1.—In response to the question "How Do You Do It?" F. Baumgart, owner of the Actuelle Music Co., of this city, has told of the energetic and resourceful methods he has employed in the building up of his business.

"While there is no secret or mystery concerning the sale of records," said Mr. Baumgart, "there is a lot of hard work and the application of common horse sense is necessary. My first venture in selling records was very novel, indeed. I had never before sold a phonograph record, but, being a successful salesman, and having just enough pep, confidence and energy, I came to the conclusion that people will spend money for records if the proper appeal is made. As far as I knew the following idea was new and worked out wonderfully well. Recognizing the fact that people must eat every day and, therefore, visit the food markets regularly, I checked up on the patronage at the various marketing houses and selected a dignified, well patronized and sanitary market. I contracted for space and put in the best line of records which I thought would be a success. These records were demonstrated on a Magnavox and all the people entering the market had to listen to the music. Hearing a record that appealed to them they bought it, buying many records that they would not otherwise have asked to have played. In one afternoon and evening we sold 1,952 records in this manner.

"Business is good and is getting better. It is necessary to give the people what you know they want and when they want it, and with a pleasant smile which costs nothing and helps the sale."

Mr. Baumgart has sold a number of different lines, but is now centering his activities on the Pathé Actuelle record as the name of his com-



New Actuelle Delivery Truck Kept Busy Through Owner's Many Sales Ideas

pany, the Actuelle Music Co., would imply. Mr. Baumgart is an enthusiast over this record and the service which the Pathé Frères Phonograph Co. is giving. He states that he now has five stores and that others will probably be added.

GEORGE W. HOPKINS IN DALLAS

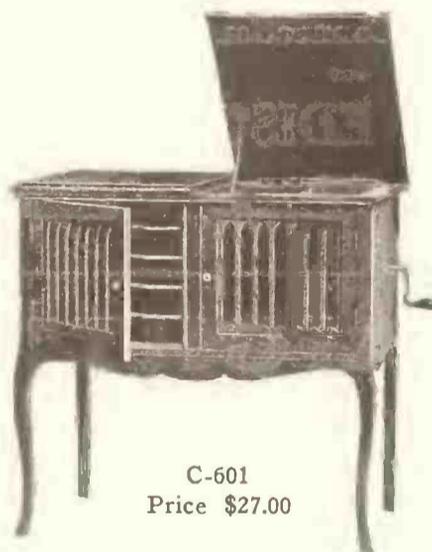
General Sales Manager of the Columbia Co. Delivers Address at Salesmanship Club

DALLAS, TEX., October 31.—George W. Hopkins, general sales manager of the Columbia Graphophone Co., was a recent visitor to this city, calling upon Fred Erisman, manager of the local branch and visiting some of the dealers in this territory. Mr. Hopkins made a very interesting address at a special meeting of the Salesmanship Club at the Adolphus Hotel. In the course of his talk Mr. Hopkins gave some timely facts regarding the progress that Columbia has made the past year, emphasizing the co-operation that the Columbia organization had tried to give Columbia dealers during the business depression. While here Mr. Hopkins made a short talk from the WFAA radio station, conducted by the Dallas News and the Dallas Journal. This talk, which was semi-humorous, was enthusiastically received by the radio fans.

Columbia A-2 Grafonola and The Long Console

Here is your chance, Mr. Dealer, to cash in again on all the Columbia A-2 Model Grafonolas that you have sold. Every owner can make a handsome console out of his A-2 Grafonola in a jiffy with one of these Long Console cabinets.

The A-2 Grafonola slips easily into one compartment of the Long Console, through the back, no bother, no trouble. Cash in on this easy way to make another sale.



C-601
Price \$27.00



C-603
Price \$29.00

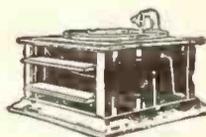


C-611
Price \$30.00

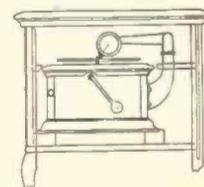


C-612
Price \$28.00

Specifications:
Made in dark red Mahogany only.
Two Piece Top.
36 inches long, 34 inches high, 22 inches deep.



Columbia A-2 Grafonola



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

Charles Hackett, America's greatest tenor, has never sung with greater feeling and beauty of expression than in giving the selection "A Furtive Tear" from Donizetti's opera *Elisir D'Amour*. This is a marvelous record. 49895—on the December list.

Columbia Graphophone Co.
NEW YORK



DEALERS TAKE ON BRUNSWICK LINE

Baker-Flick Co., of Camden, N. J.; M. Feldman & Sons, Johnstown, N. Y.; Muir's Department Store, Newark, N. J., and Others Secure the Representation of This Well-known Line

The phonograph division of the Brunswick-Balke-Collender Co., in New York City, reports that Brunswick activities throughout the East are most encouraging, and E. A. Straus, general manager of this office, says that all indications point to one of the most prosperous Winter seasons yet experienced by this company. Records have been much in demand this month and Brunswick dealers are bending every effort to get their share of this business.

New Brunswick dealers established this month include the Baker-Flick Co., of Camden, N. J. This dealer introduced this well-known line by carrying a very attractive window display and held a formal reception throughout an entire day which was attended by hundreds of people. Selections were rendered by an orchestra during the day and in the evening Margaret Young,

popular exclusive Brunswick artist, entertained those present. E. A. Straus, accompanied by O. J. Jester, of the Philadelphia branch of the Brunswick Co., was present and assisted this dealer in the arrangements for the opening.

The M. Feldman & Sons store, of Johnstown, N. Y., is another new Brunswick dealer this month who will devote a large space in his store to the showing of Brunswick models. The complete Brunswick record catalog will be carried.

Muir's Department Store, of Newark, N. J., has just completed the installation of a modern phonograph department, where it will feature the Brunswick line of phonographs and records. This new Brunswick account was established this month by the New York office of the Brunswick Co. This department will be in charge of Edwin J. Struck, who comes here after an extensive experience gained in the Chicago talking machine field, where he made for himself an enviable reputation.

Other new Brunswick dealers established recently were the Gotham Shop, at 17 John street, New York, and S. G. Remenschneider, of Newark, N. J., who are to carry the complete line of Brunswick models and records.

SMITH PIANO CO. CLOSES BRANCHES

A. B. Smith Piano Co., of Akron, Closes Three Branch Stores in Adjacent Territory

AKRON, O., November 6.—The A. B. Smith Piano Co., of this city, one of the best-known music houses in the Middle West, announces the closing of retail stores in Carlton, Steubenville, O., and Montgomery, W. Va., and stocks of these three stores have been moved to Akron. No reason for the closing of the three stores is given by Mr. Smith. The Columbus, O., store is still in operation and will not be closed.

A stock of pianos estimated at \$50,000 is being offered at a special sale and is being widely advertised. Included in the sale offerings are 150 new and used talking machines.

A. B. Smith, head of the company, is the new president of the Ohio Music Dealers' Association.

SONORA DEALER VISITS METROPOLIS

George Geake, who sells the Sonora phonograph in Albuquerque, N. M., in large numbers, and who is famed in that part of the country not only as an energetic dealer, but as a musician of unusual accomplishment, was in New York for a few days last month and visited the Sonora offices. Mr. Geake says the great Southwest is going to do more than its share of phonograph-buying during the present season.

GOTHAM MUSIC FIRM CHARTERED

H. Leviten, of New York, has secured a charter of incorporation under the laws of New York State to conduct a piano and talking machine business, with a capital stock of \$20,000.

BRIDGEPORT LANDAY STORE OPENS

Attractive Three-story Branch Is Opened in Connecticut—Building Entirely Remodeled

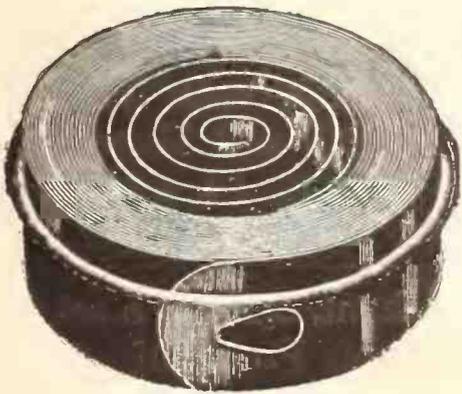
BRIDGEPORT, CONN., November 8.—"Landay's Temple of Music," 1192 Main street, an innovation in music stores in this city, was thrown open for inspection by the general public, under the personal direction of T. C. Canfield, manager.

From top to bottom the three-story building has been renovated and done over. The entrance, of latest design, which provides ample space for show windows, is most artistically arranged. Inside, on the first floor, the general sales department for musical instruments, music rolls, records, etc., is located. Here are six sound-proof booths for record demonstrations.

A modern automatic elevator carries customers to the second and third floors. On the second floor a complete line of talking machines, from the small portable to the largest cabinet types, is displayed, while the top floor houses the sales rooms for pianos, including player, baby grand and upright designs. The same design of decoration is followed out in the entire building, being ivory with paneled walls.

This is the ninth Landay store to be opened, the company operating five in New York, two in Newark, one in New Haven and one here. Van Veen & Co., New York, supplied the equipment.

Main-Springs



For any Phonograph Motor
Best Tempered Steel

	Each
3/4 inch x 10 feet for all small motors.....	\$.30
7/8 " x 10 " " Pathe, Columbia, Heineman.....	.35
1 " x 10 " " Columbia.....	.40
1 " x 11 " " Columbia with hooks.....	.50
1 " x 13 " " Victor, old style.....	.45
1 " x 15 " " Victor, new style.....	.50
1 1/4 " x 18 " " Victor, new or old style.....	.70
1 " x 12 " " Heineman 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 " " Heineman 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.....\$4.50
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 Brilliantone, Magnedo, Wall-Kane, Tonofone, Nupoint, Gilt Edge, Incas and Velvetone Needles.

ORDER RIGHT FROM THIS AD

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

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

Ward's Padded Khaki Moving Covers



for
Pianos
and all
Models of
Upright
and
Console
Machines

Distributors
BRISTOL & BARBER, INC.
3 E. 14th St. New York City
SHERMAN, CLAY & CO.
741 Mission St. San Francisco, Calif.

THE C. E. WARD CO.
Manufacturers
NEW LONDON OHIO



Style No. 4
Price \$95.00
Height, 44 Inches
Width, 18 $\frac{3}{4}$ Inches
Depth, 19 $\frac{5}{8}$ Inches
Finished in Mahogany, Walnut or
Golden Oak

Service Problem? There Isn't Any!

TO this company—or to any other sincere builder of an exclusively high-grade product—Service is really no problem at all, for there is never anything complicated, hide-bound or mechanical about a Square Deal.

Back of every Phonograph or Radio Set we build is the guarantee of a Company financially stable and permanent, with full respect for its good name, confident of the quality of its merchandise and, above all else, HUMAN.

When this Company is forced to govern its Service Department by a set of iron-clad, distrust-inviting rules, it will cease building phonographs.

We invite and hold relationship only with dealers who are themselves reasonable, sincere and Humanly Square. Such men can never be wrong. So where is the Service Problem?

Are you, Mr. Phonograph Merchant, open to a sales proposition as clean cut as this Service Problem? Ask us for it; we'll get in prompt touch with you.

JEWETT RADIO AND PHONOGRAPH COMPANY
DETROIT, MICHIGAN

THE STEWART SALES CO., 18 W. GEORGIA ST., INDIANAPOLIS, IND.
Distributors for Indiana and Kentucky

JEWETT

RADIO AND PHONOGRAPHS

PROMINENT BRUNSWICK ILLUMINATED DISPLAY ATTRACTS

Great Sign Located at the Northeast Corner of Fifth Avenue and Forty-second Street, New York City, Seen Approximately by 750,000 People Daily—Impressive Form of Publicity

Illustrated herewith is the new Brunswick illuminated display located at the northeast corner of Fifth Avenue and Forty-second Street, New York City. There is an estimated circulation at this corner, both pedestrian and automobile, of approximately 750,000 people daily, and more automobiles pass this point in a day than any other location on the American continent.

This display is opposite the New York Public Library and but a short distance from the Grand Central Station, the terminal of the famous Twentieth Century Limited and all New York Central, Michigan Central, New York, New Haven & Hartford trains. Millions of people arrive and depart annually from this station.



The Brunswick people consider themselves fortunate to have been able to secure this location for a period of six months, this being the

first time in years that it has been available. It is considered one of the best in the United States, as it offers national and local prestige.

THE TWIN CITIES

Railroad Embargo a Hindrance to the Development of Talking Machine Trade Inasmuch as Jobbers and Dealers Can't Get Stock

MINNEAPOLIS and ST. PAUL, MINN., November 6.—Right on top of the strike trouble comes the embargo and the talking machine trade is quite convinced that life is just one blamed thing after another. But the average merchant is a game fellow and is hustling right along. Several of the dealers are short of some of their best selling models and are anxiously waiting for the Interstate Commerce Commission and the railways to untangle the congestion and get the railways to function as they should.

"We are still starring the Starr," declared M. L. McGinniss, of M. L. McGinniss & Co., Starr distributors, to The World representative. "We are able to report a decided increase of business right along both in machines and records. The demand for Gennett records has exceeded all our expectations and we have had considerable difficulty in keeping up our stocks."

Director Edward L. Kern, of the Brunswick-Balke-Collender Co., gets quite enthusiastic when any one asks him about Brunswick phonographs. The department is "coming big," he says. His only worry is the failure to get goods. Consoles lead the demand and the shortage of these instruments is keenly felt by dealers. The new record factory at Muskegon has proved the salvation of the record trade, which was in a bad way because of the limited number of records received from the old factories. The road men are signing new dealers right along and are getting some very nice accounts. Large furniture houses appear to like the phonograph side line and it is almost daily that one learns of another furniture house inaugurating a phonograph department.

Laurence H. Lucker, Northwestern distributor of Edison phonographs and records, has been a guest at Orange, N. J., talking Fall business with the moguls of Thomas A. Edison, Inc. He is doing big things for them in the Northwest. The \$175 console type is a brilliant success here in the Twin Cities. Colder weather is bringing a large number of buyers into the stores.

The talking machine department of W. J. Dyer & Bro. is particularly hard hit by the freight embargo. According to Mr. Dyer the company has orders aggregating more than \$40,000 which it is unable to fill because no talking machines are coming through the freight impasse. Victor goods are in ever increasing demand and very many buyers will have no other talking machine than the Victrola.

Mort Schaeffer, road man for the Stone Piano Co., returned last week from southern Minne-

sota with a book of nice orders for Vocalion phonographs. Manager Monson is pleased with the outlook, both in the wholesale and retail branches of the business. He had as guests recently R. M. Kempton, wholesale manager of the Vocalion department of the Aeolian Co., and H. B. Levy, the Aeolian Co.'s Western manager.

The Foster & Waldo Co. is now settled in its handsome new store, to which reference was made in this letter last month. While the older lines carried by the house, namely, the Victrola and Sonora lines, retain their popularity, Mr. Foster states that the Cheney is making steady progress and is earning new admirers continually.

USE OF TACT A VITAL NECESSITY

Salesmen Should Consider Characteristics of Each Customer and Handle Accordingly

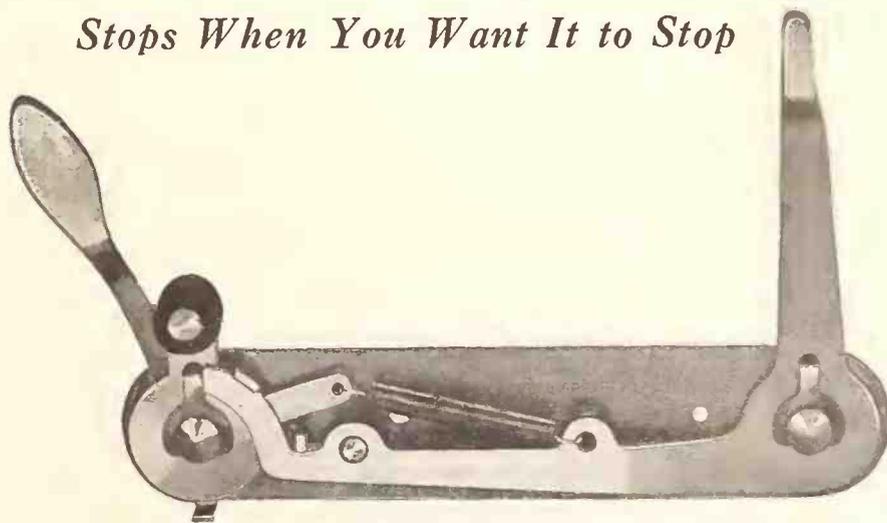
There are many excellent salesmen whose sales averages suffer because they lack one of the prime essentials necessary for success in their work, namely, tact. The salesman who handles every customer according to a standard plan and does not take into consideration the individual characteristics of each customer as far as he is able to learn them in the few moments preceding the actual sales talk and demonstration of a machine or records is losing sales. For example: The person inclined to jocularly cannot be handled in the same manner as the dignified personage. It is up to the salesman to cater to the likes and dislikes of his patrons. To chill the jollity of a prospect by an excessively formal and unbending demeanor is to make that prospect uncomfortable and to arouse his dislike. The dignified person will have as little as possible to do with an establishment where his dignity has been ruffled. This example is sufficient to point out the application of tact and the salesman who puts thought behind his work should be able to call to mind many other types of individuals who require special methods of handling.

KELTIC RECORD CO. CHARTERED

The Keltic Record Co., of New York City, has been granted a charter of incorporation under the laws of New York State, with a capital of \$70,000. The concern, which will deal in talking machine records, was chartered by M. Caret and F. O'Callaghan.

Sherburne Automatic Stop

Stops When You Want It to Stop



Manufacturers: Has *your* automatic stop ever helped your dealers make a sale?

Investigate the Sherburne

Sample sent upon request

SHERBURNE MANUFACTURING COMPANY
 948 Penobscot Building Detroit, Mich.

Advertising in The World Pays

Reproduced below is a facsimile of an unsolicited letter received at our office the other day. Advertising in the TALKING MACHINE WORLD pays, and hundreds of similar letters which have been received from our advertisers testify to this.

Wm. Phillips Phono Parts Corp.
Manufacturers of
Cone Arms and Sound Boxes
145 West 45th St.  BRYANT 4529
New York City

October 17, 1922.

The Talking Machine World,
373 Fourth Ave.,
New York City.

Gentlemen:-

As an old Advertiser in the Talking Machine World and desirous of giving credit where credit is due, I want to tell you of the exceptional results and returns which I have received from my regular and continued advertising in your columns.

The scope of the Talking Machine World's circulation and its pulling power has been beyond imagination. We have received orders not only from all sections of this country but from various parts of the civilized world. The profits from one order which we received was sufficient to cover the cost of several years advertising in the Talking Machine World.

We are writing this to show our appreciation of the efficiency of your publication and the results have been so gratifying that it is our intention to continue to place our sole advertising appropriation where we have found it will bring the best results.

Yours for continued results,
WM. PHILLIPS PHONO PARTS CORP.

Wm Phillips
PRES.

WmP LW



We maintain copy and art departments that will be pleased to submit an advertising plan particularly adapted to your individual proposition. Why not write us?

TALKING MACHINE WORLD, 373 Fourth Ave., New York

Published by Edward Lyman Bill, Inc.

SOME SALES STIMULATORS

In every community there are a number of churches and the merchant with an eye for opportunity can take advantage of this fact by staging church concerts during the Winter. Bubeck & Gallagher, the live talking machine dealers, of Marshall, Ill., tried this stunt and found that the demand for records was substantially increased as a result. By issuing invitations to members of the church, on the back of which are questions such as whether a machine is owned by that person, what type of music they are interested in, etc., some good machine and record prospects may be obtained.



A record week at periodical intervals, say once each month, could be made profitable as a stimulator of certain records which the dealer is especially anxious to push. For example, during one week each month the dealer could arrange concerts in his store featuring an opera one week, records of a certain artist the next record week, etc. Not only concerts, however, would bring the best results. The event should play an important part in the advertising a week before it is scheduled and invitations should be sent out as well as announcements with the direct-by-mail literature.



A wide-awake talking machine dealer sent the following letter to his customers, announcing a new service which he was planning:

"Dear _____:—The Blank Talking Machine Shop is planning to inaugurate a new service for the benefit of its customers. In order to aid them in the selection of records and the building up of their record libraries we will send three of the latest records to all customers each month on approval. In order that these records may be of the type you are interested in will you kindly answer the following questions and mail same to us:

- "What kind of music do you prefer?"
- "What make of instrument do you own?"
- "Sincerely," etc.

Customers appreciated the fact that they would be able by this plan to get the latest selections as soon as they were received by the dealer and the idea was well received.



The average man or woman is curious. Many dealers have increased public interest in their lines by taking advantage of this fact. The window is the most potent means of cashing in on human curiosity. The Des Moines Music Co., Des Moines, Ia., recently secured the services of two young ladies who danced in the display window of the store to talking machine music. Crowds gathered—sales ensued.



The credit manager of a large concern rates the credit standing of customers according to their occupations. The occupations of these people give him a line on their probable earnings and when members of the sales staff visit them they are supplied with complete instructions as to credit allowances on purchases. For example: A man who belongs to a union and works at the electrical, plumbing or carpenter trade has an income which approximates \$45 to \$50 per week. This customer cannot meet the payments on a very high-priced machine without embarrassment, but he can easily pay the instalments on a medium-priced instrument. Thus if this prospect desires to purchase an extremely expensive machine the salesman uses all his skill to sell him one less expensive, unless, of course, he discovers that there is another source of income in the family, such as other members working, etc. In this manner customers are never oversold and repossessions are reduced to a minimum.

HAS ATTRACTIVE DISPLAY ROOMS

Gibson & Snow, of Syracuse, Proud of New Equipment—Sonora Demand Reported

SYRACUSE, N. Y., November 6.—Gibson & Snow, wholesalers of the Sonora phonograph in this city, have just recently completed one of the most attractive display rooms for the Sonora line yet installed by any Sonora jobber anywhere. A large space on the third floor was partitioned off from the rest of the building and modern equipment and fixtures were installed which show off Sonora models in a highly attractive manner. C. B. Malcomb, general manager, is responsible for this new addition to the wholesale plant and is very much pleased with the compliments bestowed by dealers who have visited these new quarters. "Business for the past two months has been nothing short of phenomenal," said Mr. Malcomb, "for at the present time we have on our books many unfilled orders for Sonora phonographs and from all indications there will be a shortage during the holiday season greater than that of last year. However, new shipments are coming in and every effort is going to be made to take care of our dealers as far as possible, so that all of them will have a representative stock of machines to sell during this busy season."

"TALKER" MARKET IN NORWAY

WASHINGTON, D. C., November 3.—A concern in Norway is in the market for talking machine records and musical instruments (not pianos), according to a request received by the Bureau of Foreign and Domestic Commerce here. Further information can be obtained by communicating with the Bureau or any of its district offices and referring to File No. 4098.

READ IT AND WEEP!

She had just come from a beauty parlor, very proud of her marcel wave.

Stepping into Hustling Harry's Grafonola Shop she asked the smart young clerk, "Have you a record by Hulda Lashanska?" "Yes, 'My Curly Headed Baby,'" was the innocent reply.

He was going on to quote the record number, they say, for the first thing he said in the hospital was, "Number 77744."

Truth telling in business is the foundation on which enduring success is built.

VICTOR CO. STOCK DIVIDEND

Increase of Capital Stock of Company From \$5,000,000 to \$35,500,000 Followed by Declaration of 600 Per Cent Stock Dividend

CAMDEN, N. J., October 28.—The stockholders of the Victor Talking Machine Co., at a meeting held on Monday, voted in favor of the suggestion of the board of directors of the company made at a recent meeting that the capital stock of the company be increased from \$5,000,000 to \$35,500,000, following which the company declared a stock dividend of 600 per cent to go to stockholders of record October 31.

An official statement says: "No change in the dividend policy of the company is anticipated. The directors have in mind very extensive plans for further developments, improvements and expansion of the plant." The company on Tuesday filed a certificate showing an increase in capitalization from \$5,000,000 to \$35,500,000. It also increased its preferred stock 5,000 shares, to \$500,000.

ADVERTISES REASONS FOR SUCCESS

Don C. Preston, Prominent Merchant of Bakersfield, Cal., Outlines Successful Policies and Thanks Patrons for Support

BAKERSFIELD, CAL., November 6.—Something different in the way of advertising was recently attempted by Don C. Preston, music merchant, with warerooms at 1631 Nineteenth street, this city, on the occasion of the third year of the existence of the firm. The advertising was something in the nature of a statement of the earnings of the concern during the three years and an outline of the policies which have contributed to the success of the undertaking.

For the first two years Victor talking machines and records were featured exclusively and nearly a year ago the Sonora line was added. The rapid growth of the business is indicated by the fact that a branch was opened in Taft, Cal., a few months ago. In addition to talking machines, several makes of high-grade pianos are handled.

CLEAR TONE MUSIC CO. CHARTERED

The Clear Tone Music Co., Knox, Ky., has been chartered in that State, with a capital of \$5,000. Incorporators are: B. S. Edwards, M. E. Edwards and R. B. Ballard.

"EMPIRE" Packing Cases

Reinforced
Three-Ply
Veneer



Standard
for
Phonographs
and
Radio Sets

Let us figure on your requirements

EMPIRE MFG. COMPANY, Goldsboro, N. C.

Linking Up Christmas Talking Machine Displays With National Advertising :: By E. A. Dench

There is a decided spurt in talking machine sales during the few weeks prior to Christmas. Particularly at this season of the year do people wonder why they have waited so long before owning a phonograph. The aggressive and convincing advertising of the well-known talking machine manufacturers is, in a large degree, responsible for this desirable condition of affairs. All you have to do is to link up your window displays with this national advertising and many a sale is as good as made.

The Christmas Fireplace

Howard, Farwell & Co., Minneapolis, Minn., provided homelike surroundings for a Christmas display of talking machines. At one rear side

was a fireplace, simulated with red brick paper, placed over the slightly projecting structure. A log fire in the center of the fireplace was blazing merrily, thanks to the red crepe paper covering electric lights underneath the logs. All the comforts of home were suggested by life-like cut-outs of a cat and a dog beside the fireplace. The mantelpiece was occupied by a candlestick at each end, with bric-a-brac in between. Several holly wreaths, alternated with framed pictures, adorned the rear wall, the center of which was constructed with a French window effect. A wintery appearance to the French windows was imparted by attaching pieces of absorbent cotton to represent snow.

There was a cabinet machine at each rear side, with a lighted lamp on a little table between them. The floor was covered with rugs.

Overcoming the Lack of Background

The P. A. Stark Piano Co., Minneapolis, Minn., arranged a Christmas talking machine window along similar lines. There was the simulated fireplace, the floor before which was covered with a bear rug. This window had no background in the strict sense of the word, the same being framed at the top, rear and sides with alternate strips of red and green crepe paper. The paper, which was about three inches wide, was slightly twisted. A frame or stage effect was obtained with the assistance of a cross beam at the rear, crepe paper being hung from the top of the cross beam to the floor. More crepe paper decorated the sides of the cross beam. The simulated fireplace, obtained in the usual manner, as per Howard, Farwell's display, was inside the stage-setting effect, with a bear rug placed on the floor in front of the fireplace. There was a basket of logs of wood, fire tongs and several cushions beside the fireplace. Each center side was occupied by a cabinet phonograph, decorated with red ribbon streamers. A sign down in front suggested:

"This Christmas give your family a phonograph. Transform the long, restless evenings into bright home gatherings encouraged by music."

Increasing Show Window Space

Young & Chaffee's, Grand Rapids, Mich., deepened their show window in order to allow more scope for a Christmas display. The extra space gained was graduated backwards and upwards to produce perspective and the effect of distance. A cave-like aperture was formed in this manner, with three mounds, each covered with absorbent cotton to serve as snow, inside the aperture. Three cabinet talking machines, electrically driven, reposed on the mounds. A frosty atmosphere was obtained by cold grey-blue drop drapes at the side and rear of the aperture. The cave mouth was arched by a number of small holly wreaths, on which the name of the make of machines was spelled. At the left side were three cabinet instruments in oak, while three cabinet models in mahogany were placed at the right front side. Records and needles were displayed here and there on the floor.

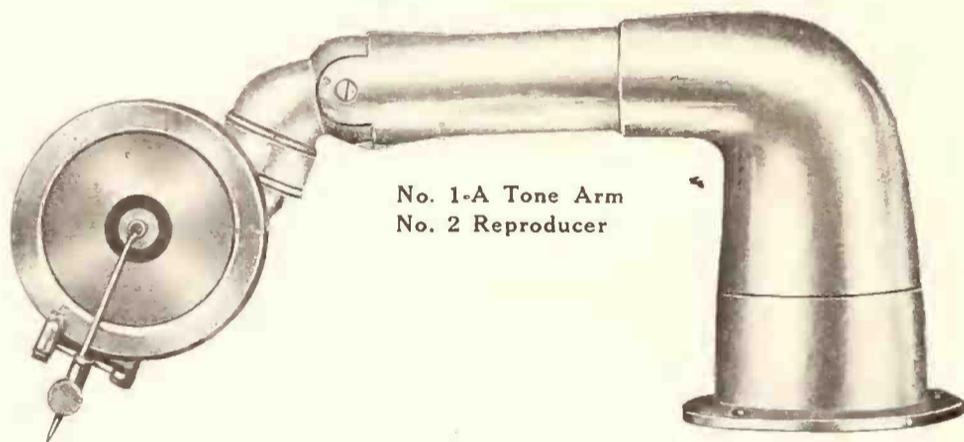
On Christmas Morning

The Oak Park Music Shop, Oak Park, Ill., also deepened its background at the center by removing several of the panels and widening the space by about two feet. Inside this opening were cut-outs of a contented husband and wife and their two little children, grouped around the Christmas tree, beside which was a cabinet phonograph. It was evident that Friend Husband had surprised his wife with a phonograph on Christmas morning. The rear part of the opening was enclosed with beaver board, covered with decorated paper of Santa Claus riding his sled above the house tops. Records in the Christmas gift envelopes were neatly arranged about the floor, with a single row of Christmas records out of their envelopes along the beveled edge by the window glass. A cabinet model was stationed at the left side.

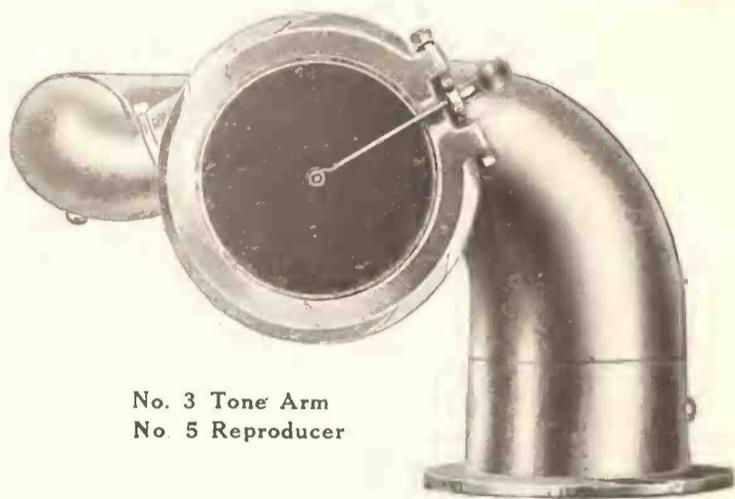
The Poinsettia Sign

An appropriate Christmas display was made by the Victor Talking Machine Co., Germantown, Pa. The eye of the spectator was caught by a unique sign, which was suspended from the ceiling at the center by means of red rope chains. The sign, which was about six inches wide and a foot long, appeared to be six poinsettias strung together in a row. The flowers were made of cardboard, with a letter on each flower, so that the word "Victor" was formed. A large cabinet model, with the tone chamber

Orders From Five Continents In One Week!



No. 1-A Tone Arm
No. 2 Reproducer



No. 3 Tone Arm
No. 5 Reproducer

This is an actual fact, which demonstrates the great demand for

MUTUAL TONE ARMS and SOUND BOXES

And why? Because MUTUAL IS THE BEST MADE TONE ARM AND SOUND BOX ON THE MARKET. Prove this fact for yourself. Write today for a sample—throw-back, straight or portable Tone Arm complete with Reproducer.

And let us quote you on your Christmas requirements.

Mutual Phono Parts Manufacturing Corp.

149-151 Lafayette Street, New York City

The Russell Gear & Machine Co., Ltd., 1209 King Street West, Toronto, Canada
Exclusive Distributors for Canada and all other British possessions

doors opened, occupied the right-hand side. Red rope ribbons were attached to a shutter-like contrivance inside the chamber. The ribbons parted their respective ways and extended to easels on which records were displayed.

The Miniature Rooms

The O. K. Houck Piano Co., Little Rock, Ark., attracted attention by constructing two miniature rooms in a typical home for show-window exhibition purposes. The rooms were built on a scale of one inch to the foot, the size of each room being sixteen inches by eighteen inches. The left side room contained a miniature cabinet phonograph and a grand piano and was also furnished with doll furniture. One well-dressed girl doll was "cranking" the talking machine and another doll was seated before the grand piano. The living-room at the right was also furnished with doll furniture, but did not contain any musical instruments. The room was populated by a family of dolls seated around the table. Each room was screened with a mechanical panel which could be raised and lowered at regular intervals. These panels were also utilized to convey the following messages:

"Will there be music in your home this Christmas?"

"Will your home be without music this Christmas?"

There was green crepe framework enclosing the two rooms, with black records forming a border around the framework, plus the following streamer along the top:

"May your Christmas be made happier by the music of the Victrola."

Green garlands were strung from panel to panel along the beaver-board background, with a frieze of Winter scenes along the top. There was a musical instrument at each side, with a record and a music roll alternated on the floor at a considerable distance apart.

A Wintery Setting

The Christmas atmosphere in a display by the San Antonio Music Co., San Antonio, Tex., was accomplished by covering the floor with absorbent cotton, with a large mirror, to represent an ice-covered lake, placed on the floor in the

middle. The edges of the lake were covered with cotton, while artificial snow was liberally sprinkled over the lake. The absorbent cotton on the floor toward the rear was piled much higher in order to produce the effect of hills, at the tops of which were several boy dolls, with their tiny sledges, ready to descend the hills. To the left of the lake was an old water mill, the revolving wheel of which bore a number of records.

To the right was a miniature bungalow, with cows and horses grazing in the snow-covered grounds. Green and red crepe paper served as the background covering. A cabinet talking machine was stationed at the right rear corner.

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DEMONSTRATES TALKING MOVIE

Dr. E. B. Craft, Chief Engineer of the Western Electric Co., Exhibits Device at Yale—An Interesting Demonstration

NEW HAVEN, CONN., November 4.—With President Angell, of Yale, and former President Hadley among the audience of scientists and local people numbering 2,000, Dr. E. B. Craft, chief engineer of the Western Electric Co., gave the first exhibition of a talking movie in Woolsey Hall at Yale last Saturday night. The moving picture showed the operation of the Western Electric vacuum tube, and the explanatory lecture accompanying it was delivered automatically by a bevy of electric phonographs and loud-speaking telephones.

The speech was recorded several days ago in the company's laboratories in New York, using a recently developed electrical recording device. By the use of his apparatus Dr. Craft said a political speaker could simultaneously address any number of audiences at widely scattered points, or a great actor could preserve his voice and gestures for all time. The speech was unusually clear and distinct and had none of the blur characteristic of many phonographic

speech records. Thomas A. Edison and Lee De Forest appeared in the movie film.

Dr. Craft also gave a demonstration of sending five telephone messages over one wire. He had two microphones on the desk before him, huge horn amplifiers above him and other equipment on each side of the stage. A screen was in position for lantern and motion pictures. As he supplemented diagrams showing sound waves with comments and instructions to his assistants, one could hear from the horns a message on the retirement of a boxing champion, another reporting the stock market, etc. They went on the wire at the same time from a number of assistants, but were "filtered" and isolated until at last they came tumbling out one after another in a manner that amazed as it interested the audience.

Discussing the development of radio Dr. Craft intimated that Mars could listen in if there be humans there. Long distance plants call for long wave, low frequency equipment and are very expensive. As for secrecy, he said, the great expense necessitated makes it practically impossible as yet. In a local way, twenty-five conversations from the same point are feasible. The radiophone can be used across the continent if the needed funds are forthcoming.

STARR LINE DESCRIBED IN FOLDER

An artistic folder has been prepared for dealer distribution by the Starr Phonograph Co., of Richmond, Ind., in which the entire line of Starr phonographs is illustrated and described. Among the instruments featured are the Jacobean and Adam styles, eight upright and three console models. The foreword of the folder stresses the high quality of the Starr instruments and points out the care with which materials for their construction are selected.

Laziness results in carelessness; carelessness results in indifference.

TRADE-MARK Bristol AUDIOPHONE

PATENTS PENDING DESIGN PATENT PENDING

Phonograph Record Reproducer Outfit



For Lovers of Real Music

Can be used on any make of phonograph and all kinds of records.

The AUDIOPHONE Phonograph Reproducer amplifies and improves the tone quality, giving large volume of sound, rich, round and free from mechanical distortion; like the original voice and orchestral instruments.

ATTACHED INSTANTLY to any phonograph without mutilating or changing in any way the original instrument.

FOR DANCE MUSIC the Audiophone Reproducer makes a living orchestra out of the ordinary phonograph, in the home, at the club, society gatherings, hotels, restaurants, etc. Where the space is too large for the Audiophone, two or more horns can be connected and located in different parts of the room.

A LOUD AND SOFT TONE CONTROL is provided, so that when used in the smaller rooms of homes the amount of tone can be regulated to suit requirements.

THE HAND SPEECH ANNOUNCER can be included in the outfit and is a great convenience for making announcements and speeches in theaters, large halls, out of doors at athletic games, etc.

A demonstration in your own store is the most satisfactory way to learn what this outfit is capable of doing. Our representatives are in all the principal cities of the country. When shall we come to you? No obligation on your part.

Manufactured and Sold by

The BRISTOL COMPANY
WATERBURY CONN.



Miss Ruth Roye, comedienne, the sensation of Broadway, appearing for seven consecutive weeks at Keith's Palace, has joined Columbia's company of exclusive artists. "Georgette" and "I'm Askin' Ye, Ain't It the Truth" are splendid examples of her inimitable jazz-time blues and syncopated melodies. A-3714.

Columbia Graphophone Co.
NEW YORK

FINE EXHIBITS AT TEXAS FAIR

Dallas Music Dealers Attract Crowds to Booths With Splendid Exhibits at State Fair—Latest Designs of Talking Machines a Feature

DALLAS, TEX., November 3.—One of the outstanding features of the State Fair here was the section devoted to exhibits of talking machines, many of which have only recently been placed on sale. Victrolas and Brunswicks were shown by Bush & Gerts, Edisons by the Edison Shop, Columbias by the Columbia Graphophone Co. and Victrolas by Sanger Bros., who maintained a separate booth for their music section at the fair.

The York model Brunswick, included in Bush & Gerts' exhibit, attracted favorable attention from visitors to the booth, according to F. G. Coppedge, in charge of the exhibit. A gold-plated model was also a new style on display.

A complete display of all models of Edison instruments was shown at the Edison booth.

Among the models which attracted special attention was the Adam, while the William and Mary and Chippendale also received attention from visitors. A large rest room was maintained in connection with the display where visitors rested and listened to the music.

A Gothic period design Victrola was included in the display of Sanger Bros., in charge of J. H. Corder. A complete showing of the newest models was included in the display which attracted a great deal of attention.

Several novel cabinet designs were displayed in Columbia machines, in charge of Fred R. Erisman. Among the more attractive was a Japanese cabinet design. Several new upright models were also shown.

A man is either a thinker or a thing—he may take his choice. He is either one of the efficient few who create and operate civilization, or he is one of the automatic many, who believe instead of think, and follow at all times the line of least resistance, says Herbert N. Casson.

NEW LINE OF LONG CONSOLES

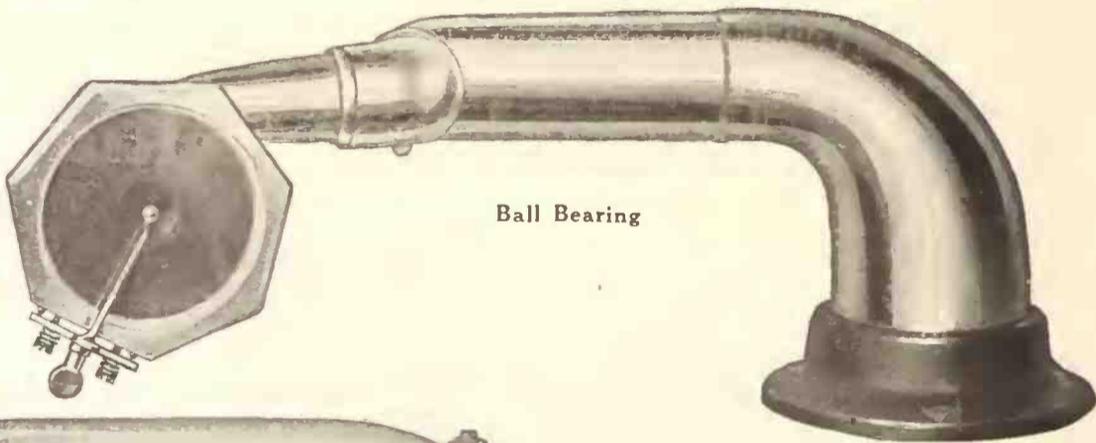
New Cabinets Announced to Accommodate A2 Grafonola—Well Advertised by Columbia Dealers to Good Purpose Throughout Country

HANOVER, PA., November 6.—The George A. Long Cabinet Co., of this city, manufacturer of Long console record cabinets, recently announced a complete line of cabinets to accommodate the Columbia A2 Grafonola. These cabinets, which are designated as styles C601, C603, C611 and C612, are being featured extensively by Columbia dealers throughout the country, who are using them to excellent advantage in stimulating the demand for the A2 Grafonola. The new Long consoles for Columbia Grafonolas embody the various distinctive features of the Long console cabinet line which has been on the market for nearly two years. They are manufactured in red mahogany with two-piece tops and attractive literature has already been distributed in connection with this new line.

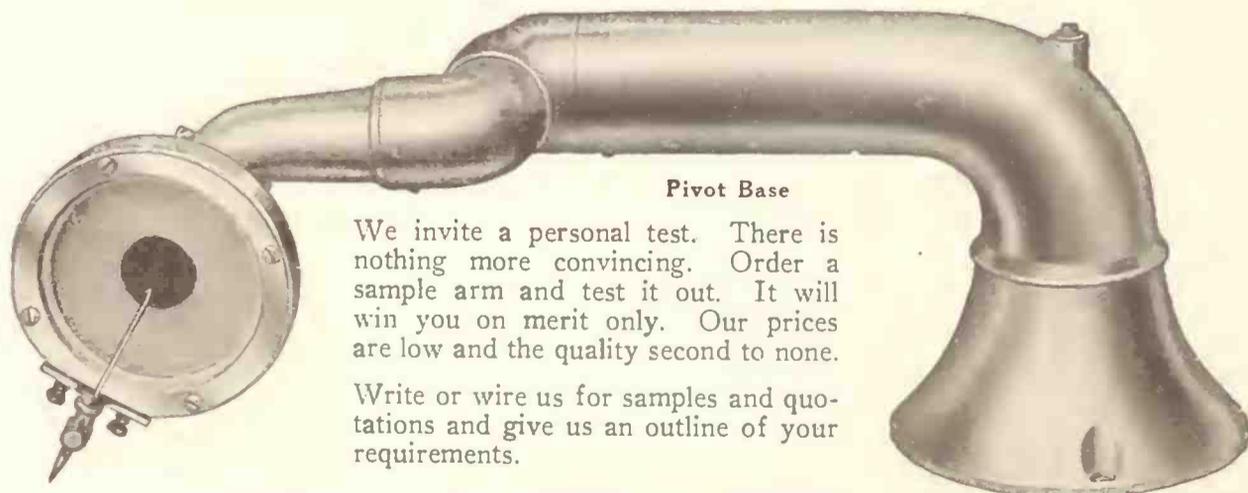
THE EMPIRE UNIVERSAL TONE ARMS

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

Send for sample of our new
Tone Arm for Portable
Machines.



Ball Bearing



Pivot Base

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.

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

Cable Address "Emphono"



The
Okeh

Laughing Record

Has Started The World Laughing

A recording expedition was sent out from the International Talking Machine Company to secure new recordings. They happened, by chance, to stop at a small Bavarian Village. A company of local performers was amusing the villagers with a laughing sketch. The laughing was so natural and the skit such a riot of fun that a recording was immediately made.

The record started all Europe roaring. The matrice was imported by the General Phonograph Corporation and now America is literally "in stitches."

It Has Broken Every Sales Record

Though The Okeh Laughing Record has been released only a few weeks tens of thousands have been sold in spite of the fact that no publicity was given to it. Now, our publicity campaign is informing the entire country about this sensational novelty record.

Order now, from your nearest Okeh distributor, Okeh Record No. 4678—The Okeh Laughing Record.



The bill collector scowled! Dad played The Okeh Laughing Record for him. The collector wants to LEND him money now!



Sister has given up vamping. She plays The Okeh Laughing Record for the boys—she finds it more effective.



Brother is the most popular chap in town since he bought The Okeh Laughing Record, for he takes it along to all the parties—and then they're never dull.



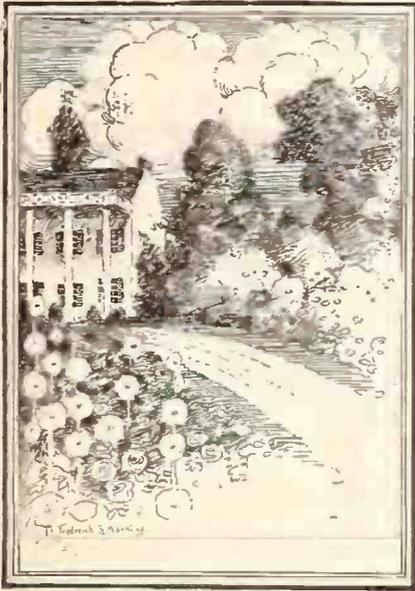
Okeh

The Record of Quality

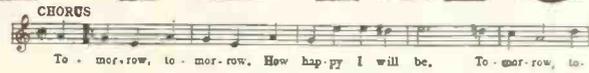
General Phonograph Corporation

OTTO HEINEMAN, President

25 West 45th Street, New York City



I'LL BE IN MY DIXIE HOME AGAIN TO-MORROW



As featured by
Eddie Cantor in *"Make it Snappy"*
THE OUTSTANDING HIT OF THE SEASON

Waterson, Berlin & Snyder Co.
STRAND THEATRE BLDG NEW YORK

THE CARUSO PLAQUE AT DITSON'S

Bas-relief of Tenor Carved by Own Hands Has Interesting History — Now Displayed in Wholesale Victor Department of Ditson & Co.

One of the features of the Victor wholesale department of Chas. H. Ditson & Co., New York, which never fails to arouse the interest of visiting dealers, is a plaque bearing the head



The Great Caruso Pictured by Himself of the late Enrico Caruso and modeled by the noted tenor himself. The plaque is the property of Mrs. Chas. H. Ditson, and was loaned by her to Paul Carlson, manager of the wholesale Victor department of Ditson & Co., in order that members of the trade might see it on display.

In sending the plaque to Mr. Carlson Mrs. Ditson offered the following interesting bit of its history:

"Some years ago, in fact, during his first years in America, Caruso came with two or three friends to take luncheon with us. He brought a mysterious package (wrapped in a newspaper, by the way), which he would allow no one to touch, but carefully laid it aside while we were at luncheon. As we finished he waved us all into the drawing room, saying he wished to do a little work. As he had been making caricatures during the meal, I thought he wished to touch up some of these. As I glanced back on leaving the dining-room, however, I saw him open his precious bundle, and seizing a silver knife, which he most amusingly resisted all efforts of the butler to remove, he began to work

deftly at the thing before him. It was the bas-relief (still a bit damp, evidently, and plastic) on which he wanted to make some slight alterations. It was plain to me that the butler would like to have supplied the amateur sculptor with some humbler instrument than one of his best knives! I forestalled any such interference, however well-meant, and quietly told the man not to disturb Mr. Caruso, but to let him have whatever he wished. Naturally!

"In a few moments he appeared with his delightful smile, holding aloft, in triumph, the bas-relief, to which he had put the desired finishing touches, and which I have always treasured, not only as a good likeness of the great and much-beloved tenor, as he looked at that time, but as it was the work of his hands."

PAUL SPECHT'S ORCHESTRA SCORES

Paul Specht and his orchestra, making Columbia records exclusively, formally opened on October 30 the Monte Carlo, a new dance palace located at Fifty-first street and Broadway. Mr. Specht was given an ovation during the evening and there is no question but that the Monte Carlo will prove one of the most popular places of entertainment along Broadway. The popularity of Paul Specht and his orchestra is reflected in the fact that on opening night reservations were on file for three times the number of tables that were available.

JOSEPH C. SMITH WITH BRUNSWICK

Popular Gotham Orchestra to Record Exclusively for Brunswick Co.

Wm. A. Brophy, managing director of the Brunswick Recording Laboratories, announced recently that Joseph C. Smith and His Orchestra had been added to the fast growing list of exclusive Brunswick artists. This orchestra, which plays at the Hotel Plaza in New York, is one of the foremost dance organizations in the country, and Joseph C. Smith is recognized from coast to coast as a leader in the rendition of the most popular types of dance music. Record owners everywhere are familiar with the recordings of Joseph C. Smith and His Orchestra, and his addition to the Brunswick record library will be welcomed enthusiastically by Brunswick dealers and their patrons.



Pick Up Any Women's Magazine of Importance and You Will Find

WALLACE REDUCING RECORDS

More than \$100,000.00 a month in national advertising is bringing the public into retail stores and is moving Wallace Reducing Records by the thousands. We want a live dealer in every town in the United States and Canada who will use this publicity and turn it to his advantage. The profits are there for you and we furnish window and store material to help complete the advertising tie-up. Send your order for one of the following units and get the dealership in your town.

Retail Price \$15.00

Discounts to Dealers as Follows

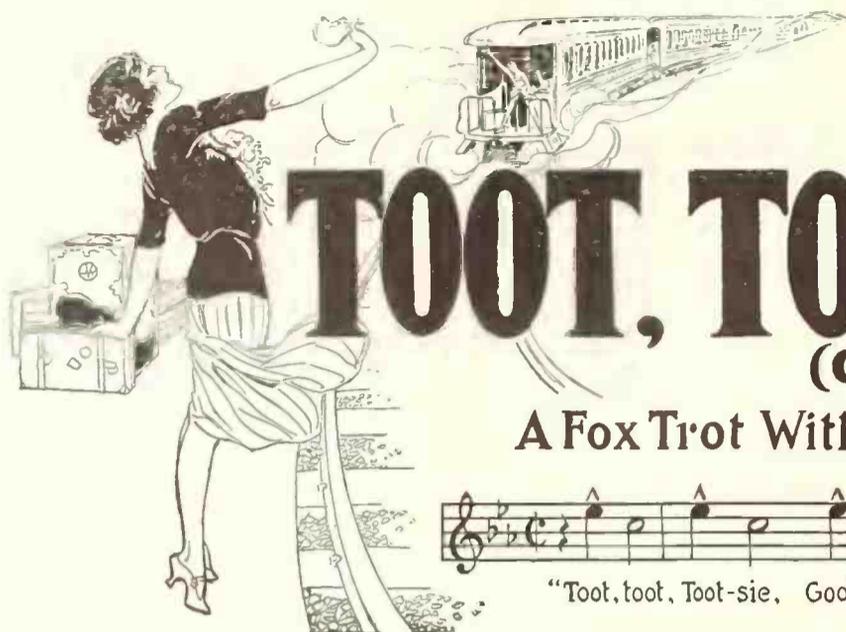
In Lots of 6 Sets—\$9.00 each
In Lots of 25 Sets—\$8.10 each

In Lots of 12 Sets—\$8.55 each
In Lots of 100 Sets—\$7.50 each

WALLACE INSTITUTE

630 South Wabash Avenue, CHICAGO
62 Albert Street, WINNIPEG, CANADA





Sung by AL JOLSON in
"BOMBO."

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

TOOT, TOOT, TOOTSIE

(GOO' BYE)

A Fox Trot With a Tootsie Wootsie Rhythm



ATTRACTIVE JAMERSON HOUSE

East St. Louis Dealer Has an Admirably Arranged and Equipped Establishment

EAST ST. LOUIS, ILL., November 8.—The E. W. Jamerson Music House, this city, deservedly takes high rank among the many beautiful



Attractive Jamerson Victor Department music shops in Illinois. It is finished in ivory throughout and arranged for convenience and efficiency as well as beauty. The ground floor is entirely devoted to the sale of Victor merchandise and the ample basement to that of pianos. Mr. Jamerson is an energetic and enthusiastic young man thoroughly experienced in both the Victor and piano lines, having handled them for several years in another East St. Louis store. He has specially trained sales

people in both departments and since his opening in July of this year his shop has been a busy as well as a beautiful place. It is located in the heart of the business district.

MME. ONEGIN NOW BRUNSWICK ARTIST

Famous Swedish Concert and Opera Singer to Record for Brunswick Library

The Brunswick-Balke-Collender Co. will issue very shortly records by Mme. Sigrid Onegin, well-known Swedish concert and opera singer, who arrived in New York recently to join the Metropolitan Opera Co. Mme. Onegin is recognized throughout Europe as one of the leading operatic and concert artists of the present day, and she has appeared in every important European city.

Wm. A. Brophy, managing director of the Brunswick laboratories, is keenly enthusiastic regarding the acquisition of Mme. Onegin to the Brunswick library, as she will make Brunswick records exclusively and there is every reason to believe that her European success will be duplicated in this country, judging from her reception at Carnegie Hall last week.

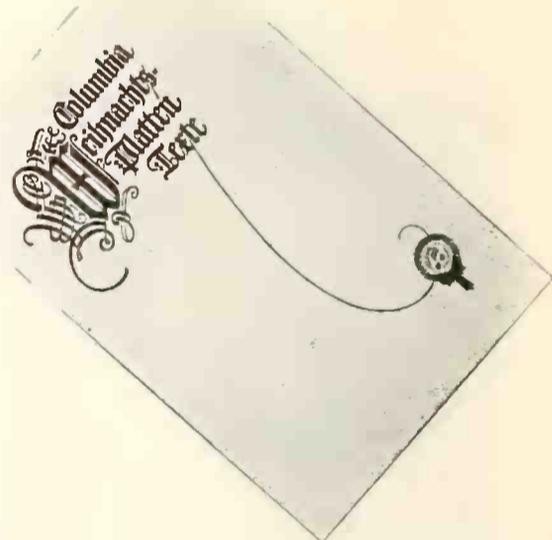
A NEW YORK INCORPORATION

The American Lamp-O-Phone Corp., of New York City, has been chartered under the laws of New York State to manufacture talking machines, with a capital of \$50,000. Incorporators are H. H. Stevens, M. H. Eldridge and F. Riera.

BOOKLET GIVES RECORD TEXTS

New Columbia Booklet Gives Texts of German Records—Has Important Sales Appeal

In connection with the December German record releases the Columbia Graphophone Co. is sending out an attractive booklet with a caption in German which, when translated, means "Text of Columbia Christmas Records." This



Title of Columbia German Record Volume title is a complete description of the contents of the book, for the verses of practically all of the German Columbia records for Christmas are listed here. The Columbia Co. felt that there was a real demand for a booklet of this type, principally because it is so difficult to clearly record a foreign language in a manner so that people who have been away from their home country for a long time can understand every word perfectly. This booklet will give each German customer the complete words of every German record that is bought. The booklet is artistic to a degree, the cover being printed on antique cover stock in red and green.

DEMAND TELLS OF IMPROVED TRADE

Samuel Eshborn, 65 Fifth avenue, New York City, who recently introduced the Blue Belle steel needle, has found a ready response in trade circles for this product. The Blue Belle needle is manufactured in several tones. Packed in attractive envelopes and in cartons of 100 packages, when placed upon the dealer's counter it attracts the customer's attention. Mr. Eshborn says that the production of the Blue Belle needle has had to be increased considerably in order to care for orders and he anticipates that the holiday business will further justify this move.

J. H. Rupert, a music dealer of Ridgway, Pa., has entered voluntary bankruptcy. Edison and Starr phonographs and pianos were handled by this concern.

New York City

Okeh Records

Adjacent States

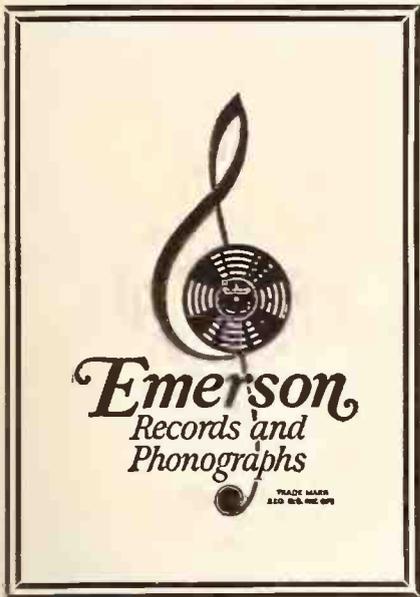
Long experience, central location and Okeh records are three paramount reasons for our superior service. Complete stock and prompt deliveries enable our dealers to carry a large assortment of records with the minimum investment.

Bristol & Barber Co., Inc.

3 East 14th Street

New York City

Wholesale Distributors



THROUGH Intensive Individual Local Co-operation—the **Emerson Record** Organization will help you build up a larger and larger volume of sound repeat business.

In fact, by selling **Emerson Records** to your local trade you safeguard their interests—you give them more and better value for their money.

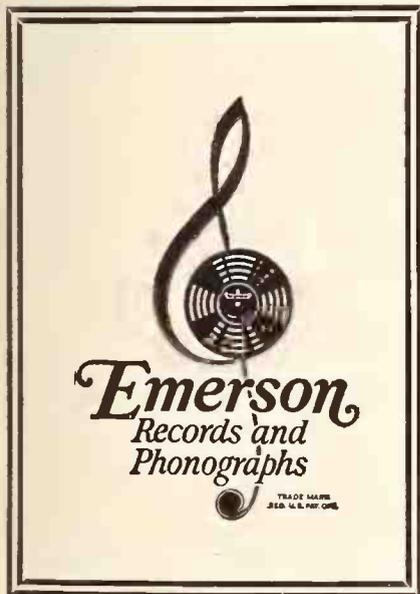
To stimulate A MORE RAPID TURNOVER and to build up a large permanent following **Emerson Record** retailers receive individual and personal co-operation—AN INTENSIVE LOCAL SALES PROMOTION SERVICE.

Local representation of *Emerson Records* is a valuable franchise. It is a profitable arrangement that gives you an exclusive territory and an opportunity to “Cash-in” on a plan that pays worth while dividends.

To the right man in each of several good markets the *Emerson Record* Exclusive Franchise is now available.

Distributors and Retailers are offered an opportunity to arrange a profitable connection through prompt action.

Suppose you write or wire for more details.



Emerson Phonograph Company

105-111 West 20th Street

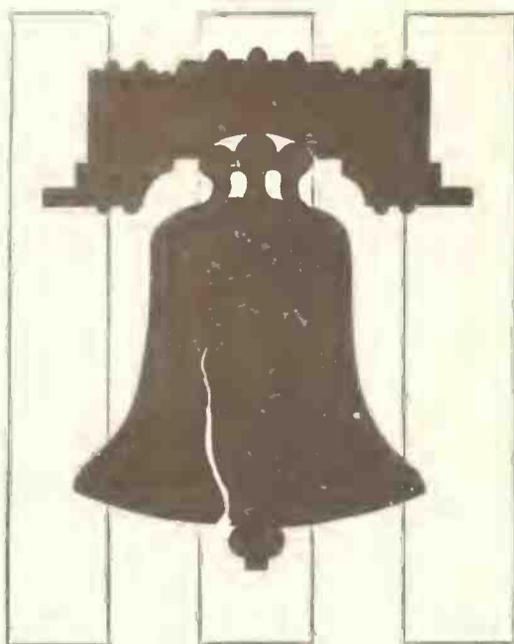
New York, N. Y.

Emerson Foreign Records

include many masterpieces of vocal music sung by famous artists in their native tongues, and superb instrumental numbers by special organized groups of native musicians.

For instance, the “Song of Zion,” recorded by Joseph Feldman and a wonderful chorus. This number is having a tremendous call and it will prove good business to carry this selection in stock.

Emerson foreign numbers are the most complete assortment in Italian, German, Polish, Russian and Jewish selections. Before you turn this page — write or wire for the Emerson catalogue of Foreign numbers.



They're the Chimes of Lib - er - ty, — Chimes that ring for you and me, —

Edwin Franko Goldman's Inspirational Success

The Chimes of Liberty

As Triumphantly Played by
"THE GOLDMAN BAND"

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

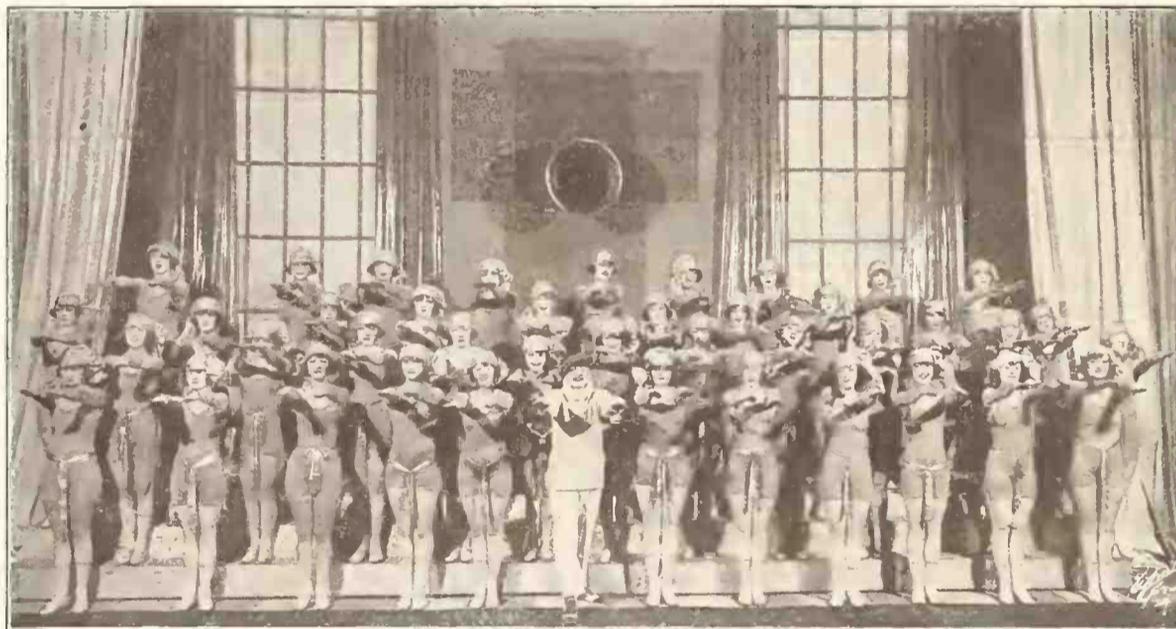
HEAR
IT NOW!

UNIQUE HEALTH BUILDER PUBLICITY AT WINTER GARDEN

Famous Beauty Chorus Goes Through Walter Camp's "Daily Dozen" Exercises at Winter Garden Show in New York—An Unsolicited Tribute to the Health-building Value of These Records

It is well known that in many houses the services of highly paid publicity men are secured to increase general interest in a product. In other instances the universal popularity of a product itself brings unsought publicity of untold value. In the latter classification Health

Camp's," in which forty of the Winter Garden's famous beauty chorus go through Walter Camp's "Daily Dozen" at each performance. This is entirely the result of the popularity of Walter Camp's "Daily Dozen," as Health Builders, Inc., employ no publicity men and R. B.



Winter Garden Beauty Chorus Doing Its "Daily Dozen" Act

Builders, Inc., manufacturer of health-builder record sets, consisting of Walter Camp's "Daily Dozen" set to music, is particularly fortunate, for it has become a household word from coast to coast, and both public prints and stage abound with reference to it.

One of the greatest pieces of publicity ever accorded this well-known health-building system is to be found in the Winter Garden Show this year, in New York City. Among the most popular numbers on the program is "At

Wheeler, president of the company, was not aware of the act until it was staged.

At the Winter Garden the curtain rises on a full-set stage with a back drop depicting a huge talking machine. A tremendous horn is projected through this drop, from which are issued the announcements and commands. Mr. Wheeler, who attended the show at one of the early performances, stated that the act was announced as Walter Camp's "Daily Dozen," and further publicity was secured in the suggestion

that the audience go through these exercises with talking machine records in their own home.

The Winter Garden chorus is known throughout the land as consisting of a careful selection of some of the most beautiful girls in the country, many of whom have never before appeared behind the footlights. They are attractively costumed in gym suits and go through the entire twelve exercises pleasingly and perfectly.

The act always receives a full measure of applause and in an article appearing in one of the daily papers it was stated that the "Daily Dozen" was also proving of much value to the Shubert Co. in keeping the girls in good trim.

THE "UNIQTONE" AMPLIFYING DEVICE

Important Contribution to Record Sound Perfection Introduced by Herman Segal, of New York City—Conceived Along Novel Lines

Herman Segal, who is well known in the metropolitan New York talking machine field, where he has been actively engaged for many years past, has just announced to the trade that he is now ready to place on the market an amplifying device to be known as the "Uniqtone" which he has just perfected. Mr. Segal has taken his reproducer perfected some time ago, which has many features of note, and has attached to it a small aluminum horn which permits the sound to be conveyed in a much larger volume and with more detail. This increase of sound is in addition to that which comes from the regular talking machine amplifying horn. The "Uniqtone" can be attached to any make machine hence it is bound to appeal to every record buyer. Mr. Segal's reproducer is adjusted through the use of suspension springs, a new departure in sound box construction, instead of the screw adjustments commonly used, which, as he states, eliminates all chance of blasting and reproduces a clear, full tone.

This interesting device will be marketed by the Unique Reproductions Corp., with offices at 32 Union Square, New York City, where a large space is devoted to assembling this device for sending out to the trade. The "Uniqtone" has been shown to the trade in and around New York, and is already being handled by well-known wholesalers and dealers, all of whom showed considerable interest in the results obtained through its use. Mr. Segal stated that this new device was the result of intensive work and many experiments on his part to produce a device that will bring out the fullest details of any record played, particularly of orchestral numbers, as it reproduces faithfully the several instruments. An intensive campaign is now under way to introduce this device throughout the country for the purpose of placing it in dealers' stores everywhere.

Earl L. McCoy, music dealer, of Morristown, Pa., has enlarged his establishment by securing the building adjoining his present store.

Trucks That Are Labor-Savers

The Lea Phonograph and Talking Machine Truck must be used to be appreciated.

With it one man can handle the Edison Chippendale, Victor No. XVII, Cheney No. 6 Queen Anne and other large models. This truck also fits the smaller sizes.

It is only a one-man job to deliver your instrument from the showroom to any apartment floor.

Piano trucks, hoists, covers, straps, movers' supplies. May we send you a circular and prices?

Made only by

Self Lifting Piano Truck Co., Findlay, Ohio

Announcing a New Complete Line LONG CONSOLES

Due to heavy demand, necessitating large cuttings, we have been able to reduce our manufacturing costs. We pass this saving to our customers—more than 10 per cent below former prices:

Please note that while Consoles 601, 602, 603, 608 and 610 are regularly fitted to take care of Victrola VI, these same cabinets can be fitted to take care of Victrola IV, and, when taking the reduction in price of Consoles into consideration, it enables the dealer to sell an up-to-the-minute standard outfit at a very moderate price.

Long Consoles are covered by basic patents and infringements will be prosecuted.

Long Consoles are distinctive in design and have the divided top.

Long Cabinets are regarded by the trade as the Standard of Quality.

Deliveries can be made at once.

Made in dark red mahogany only.

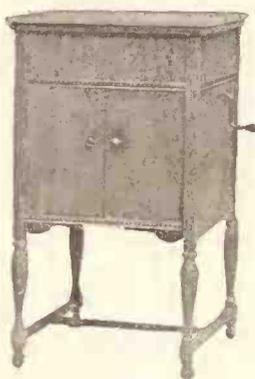
Order now for Fall and Holiday requirements.

Write to-day for catalog of full line.

All of the Long Consoles illustrated on this page, except Style 606, are also ideally adapted for use with the Columbia Grafonola A-2.



Style 601
Price \$27.00



Style 606
For Victrola IV only
\$20.00

Specifications:
Made in dark red mahogany only.
One piece top, 19½ inches long;
34 inches high; 21½ inches deep.

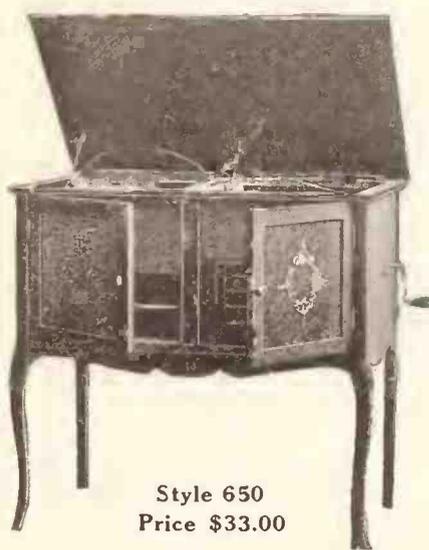


Style 603
Price \$29.00

New LONG Radio and Talking Machine Cabinet



Style 608
Price \$30.00



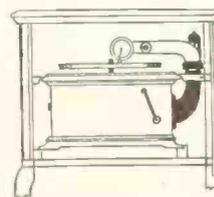
Style 650
Price \$33.00



Style 610
Price \$28.00

Specifications for all models except 606. Made in dark mahogany only. Two piece top, 36 inches long; 34 inches high and 22 inches deep.

LONG combination Radio and talking machine cabinet for Victrola VI. Radio chamber will accommodate receiving set 7 inches or less in height; room available for dry batteries. Head-sets or loud speaker may be attached to radio terminals. Cabinet shown equipped with Westinghouse Aeriola, Sr., and Baldwin loud speaker.



The Geo. A. Long Cabinet Company

HANOVER, PA.

MILWAUKEE

Shortage of Machines for Holiday Trade Viewed as Menace to Business—Fine Exhibits at Household Exposition—The News

MILWAUKEE, WIS., November 6.—How to get new business seems to be less of a problem for the talking machine trade at this stage of the pre-holiday selling season than the matter of getting merchandise promptly. The railroad freight transportation situation is the most serious it probably ever has been and it is growing worse as cold weather and snows are imposing additional handicaps upon the railroads of the entire country. There does not seem to be much hope of relief before Spring, for the carriers entered the Winter already badly crippled for cars.

There are a good many jobbers and dealers in Milwaukee who had the foresight and ability to lay in surplus stocks of talking machines

during the Summer in anticipation of the active Fall and holiday business that is now here. Even these interests are already complaining about the trouble they meet in getting goods, for business has been active all through October and warehouse stocks in many cases are down to a point where they are uncomfortably small in view of the likelihood that demand is going to increase sharply in two to three weeks as Christmas comes to hand.

Goods Going Out Faster Than Coming In
Harry A. Goldsmith, secretary of the Badger Talking Machine Co., Victor jobber, says while momentarily the condition of wholesale stocks is satisfactory Victor dealers in this territory are ordering goods so fast that there is every

reason to expect a shortage before long. Goods are very slow in coming from the East and delays are growing more harassing. The Badger Co., since moving into its present large headquarters building at 191-193 Fourth street, has a much larger capacity for storage than before, but despite filling this space and some leased warehouse room elsewhere it expresses considerable fear over the ability to make deliveries when the real rush at retail sets in early in December.

"It has been difficult to make the average dealer understand that the car shortage was actually so serious as it has proven to be," said Mr. Goldsmith. "In fact, we had trouble in making ourselves to see it, but as soon as our investigation proved that everything said was true we passed the word along to our dealers as a warning to get covered on Fall and holiday needs. Some of the dealers do not yet take much stock in our repeated warnings, but I fear they will regret this before long."

Freight Delays Hurt Business

Thomas I. Kidd, general manager of the local branch of the Brunswick-Balke-Collender Co., is not an alarmist in any way, but he sees grave dangers in the present freight situation and its effect upon the prompt movement of any kind of goods. Brunswick dealers have been anticipating their needs to a considerable extent, but hardly a single one has enough stock to last judging by the way retail sales are increasing. Even now it is necessary to resort to the express lines for shipments, principally records. Expressing bulky goods like instruments is an expensive proposition and adds largely to the cost of doing business. At the same time express lines are running into more and more delay in making deliveries.

Christopherson Reviews Situation

S. R. Christopherson, sales manager of the Sonora and Okeh record department of the Yahr & Lange Drug Co., jobber for the Wisconsin and northern Michigan territory, finds himself fairly well fortified with stock, but he reports increasing delays in getting freight shipments through from the East. The situation, he says, is one that requires some very careful thought on the part of all interests and he notes that the retail trade is undergoing an awakening which is reflected by larger and more pressing orders coming in daily. With a month and a half still to go the Sonora business of Yahr & Lange already exceeds the best previous year's record for sales. The showing is really remarkable.

Business Shows Steady Betterment

Columbia and Edison trade is in very satisfactory position, according to the local representatives of these instruments. The jobbing trade as a whole feels more encouraged by the state of business than it has ever been, even in the halcyon days just following the war.

Exhibitors at Household Exposition

A decided stimulus was given retail talking machine business here by the holding of the fourth annual Food and Household Exposition at the auditorium from October 23 to 29. Many of the leading dealers made displays of talking machines, these exhibits being grouped largely in two of the smaller halls connecting with, and on the same floor as, the great main arena of the auditorium. Most of the principal distributors of Milwaukee conducted community displays in co-operation with their dealers. The Milwaukee Victor Dealers' Association, acting in conjunction with the Badger Talking Machine Co., made an effective group display. The Sonora exhibit of the Yahr & Lange Drug Co. represented all of the local Sonora dealers. Similar representation was given the Brunswick dealers through the local branch. The Edison was well represented through the exhibit of the Flanner-Hafsoos Music House, and the Vocalion was prominent in the display of the J. B. Bradford Piano Co., which also showed the Brunswick and Victor.

The attendance for the seven days of the show ran well above 150,000, a record figure. The Bradford Co. gathered more than 50,000

BANNER 50c RECORDS

50c is the right price for a record!

Progressive merchants everywhere will tell you so.

A 50c price backed by record quality such as BANNER carries must produce greater sales and bigger profits.

And it does. BANNER means profit insurance to hundreds of live merchants. It has multiplied their record turnover two and threefold. And further, because of its leader value in stimulating trade it has brought a greatly increased business to their other departments.

Naturally! BANNER offers the public the biggest of the hits, brilliantly recorded by Broadway's premier orchestras and artists—at one-third below standard price.

Order a sample stock. "Play out" the facts. See what your trade thinks of BANNER.

Write for our dealer proposition!

PLAZA MUSIC COMPANY
18 West 20th Street NEW YORK

“Paraphrase on Paderewski’s Minuet,” for the violin, is as vividly beautiful to hear as it is difficult to play. Toscha Seidel executes this delicious, tricky masterpiece with amazingly dexterous double stopping and rippling trills. Your real music lovers will delight in this record—49950.

**Columbia Graphophone Co.
NEW YORK**



names deposited by show visitors, and several other dealers conducted similar means of getting some live prospects. The total of names requires an enormous lot of elimination, naturally, but it is figured to be worth all its costs.

Henry M. Steussy, sales manager of the Kesselman-O'Driscoll Co., who had personal charge of its large exhibit of general music merchandise, reports a most gratifying volume of actual sales at the show, the best business being in saxophones, with Victor and Edison instruments next. On this occasion the company introduced itself as the representative of the Vitalux, a new Milwaukee-made machine whereby the family is able to take its own moving pictures and then project them on its own screen.

Wurlitzer Co. in New Quarters

The local branch of the Rudolph Wurlitzer Co., until now located in the Palace Theatre Building, formally opened in its new building at 421-423 Broadway on November 1. A four-story building, erected about three years ago, has been entirely re-equipped as a model music shop. The Victor department is especially well

designed and equipped and excellent facilities for the sale of records are provided on the main floor, adjacent to the main entrance. L. J. Kinnel is manager of the branch and is responsible for this material enlargement of Wurlitzer service facilities in Milwaukee.

Lyric Music Co. in Kenosha

The Lyric Music Co. has opened a new branch store in Kenosha, Wis., in the former Maywood Hotel Building at Main and Wisconsin avenues. Joseph Cardinal is manager. The Kenosha store will feature the Kimball talking machines and pianos.

Edmund Gram Music House in Racine

The Edmund Gram Music House is sponsoring a new store opened at Racine, Wis., by George and Charles Salak. It is located at 306 Fifth street and features the same lines as the Gram house, namely, the Vocalion and Cheney phonographs, the Steinway, A. B. Chase and other pianos. Dorothy Murphy and Erma Olle, of Racine, will operate a sheet music department in the new store.

The Gram House recently staged an impressive demonstration of the Wallace reducing records in the artistic main display windows of the store. For an entire week Miss Norager, from the Wallace Institute, in Chicago, showed the women of Milwaukee how to get thin to music.

Winter Co.'s Attractive Show Window

The Winter Piano Co. has been doing some notable work in demonstrating the Brunswick as well as new Brunswick record numbers through the display window medium. Recently it introduced "The Sneak," with two handsome girls in harem costume dancing before a background of an Arab desert scene. Similar demonstrations are to be made every two weeks.

Opens Branch Store in Stevens Point

The Wilson Music Co., of Oshkosh, Wis., which opened a branch store in Stevens Point, Wis., recently, under the management of G. M. Farrin, has moved into its permanent quarters in the new Hotel Whiting block. Until now it shared space with the Boston Furniture Co. The Wilson Co. is Victor dealer, besides handling several makes of high-grade pianos, including the Ampico line.

Now the Paulus Music Co.

The Paulus Bros. Music Co., at Manitowoc, Wis., has changed its name to the Paulus Music Co. following the retirement of Walter Paulus, who is moving to California. The business is being continued by Herman Paulus. The business was established twenty-five years ago and is one of the largest in eastern Wisconsin.

The man who fails to profit by the experiences of others is not alive to opportunities.

RUTH ROYE COLUMBIA ARTIST

Popular Vaudeville Star Will Make Columbia Records Exclusively—Well Known on Vaudeville Stage—Great Favorite With Audiences

The Columbia Graphophone Co., New York, has just announced that Miss Ruth Roye, one of the most popular stars on the big-time vaudeville circuit, has signed a contract to make Columbia records exclusively. Miss Roye's first records will be announced in the very near future and her popularity among vaudeville goers from coast to coast will undoubtedly



Ruth Roye

act as a powerful stimulant in the sale of her records.

Miss Roye has been on the vaudeville stage for the past six years and for practically this entire period has been a headliner, having appeared a great many times at the Palace Theatre, New York, which is recognized as the foremost vaudeville house in the country. Although Miss Roye confines her work solely to ragtime or specialty numbers, she has achieved considerable success with selections closely approaching the standard class of music. Columbia dealers are planning to feature Miss Roye's records extensively and their campaigns will, of course, receive the co-operation of the Columbia advertising department in New York.

RECEIVER FOR HEGEMAN-STEWART

Robert Patterson has been appointed receiver for the Hegeman-Stewart Corp., 338 Washington street, New York, importers and exporters of various products, including talking machines, records and accessories. The concern went into voluntary bankruptcy last week, listing assets of \$16,000 and liabilities of \$71,000.

Theodore Sowders and L. S. Bolling have formed the Sowders-Bolling Piano Co., with warerooms at 13 Main street, Evansville, Ind.

**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

COTTON FLOCKS for RECORD MANUFACTURE || UNIFORM QUALITY GUARANTEED

Write for Trial Samples—Supplied Without Charge

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

TO MORROW MAY NEVER COME!

BEN FRANKLIN'S adage of not putting off until tomorrow what you can do today, is of particular significance, *right now*.

The dealer who puts off until tomorrow ordering an adequate supply of Bagshaw products for the Holiday trade is inviting a loss of business. For when tomorrow comes the Bagshaw factories will be busy taking care of the orders of men who ordered today.

If you have not already ordered a holiday supply of Bagshaw products we earnestly advise that you do so without an hour's additional delay. The Bagshaw factories, the largest talking machine needle factories in the world, are going at top speed filling orders. It is already apparent that we will be unable to guarantee filling orders received late in the season. Tomorrow may never come for dealers who delay.

*If you want to meet your customers last-minute rush,
ORDER Bagshaw requirements NOW.*

W.H. BAGSHAW CO.

FACTORIES: LOWELL, MASS.

SELLING AGENTS

BRILLIANTONE STEEL NEEDLE CO. OF AMERICA
INCORPORATED

347 FIFTH AVENUE

AT 34th STREET

NEW YORK

SUITE 610

The Surest Way

To Kill Off Your Trade

The quickest, as well as the surest way to drive your customers from you is to give them inferior merchandise. This is particularly true of phonograph needles. For a defective needle not only mars the reproduction but is harmful to the record as well. When you sell such needles to your customers you lose their good will and their trade. You are headed for the rocks of business ruin.

There is now being offered by unscrupulous dealers inferior and *harmful* foreign-made needles masquerading in fancy envelopes as high-grade needles. These imitations are a non-descript lot. They are of a variety of lengths and thicknesses; some are polished, many are not; some are made of carbon steel, only an occasional one is really perfect. They are in plain language, Truck. And they have all the dangers of "truck" merchandise.

Why take such risks? Give your customers needles that you know will play their records as they should be played. Give them Brilliantone Needles, the finest of them all. Brilliantone Needles are wonderful business builders. They satisfy the most particular. And satisfied customers build your business.

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

BRILLIANTONE

STEEL NEEDLE COMPANY OF AMERICA, Incorporated

Selling Agents for W. H. Bagshaw Co., Factories, Lowell, Mass.

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

Pacific Coast Distributor:

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

Western Distributor:

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

Canadian Distributor:

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

Foreign Export:

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



Even the greatest artists have moments of supreme inspiration and exaltation. Rosa Ponselle was in such a mood and in rarest voice when she made her record of the selection "Ernani involami," from Verdi's opera "Ernani"—98028 on the December list. Such singing as this makes a memorable day at the Columbia studios.

Columbia Graphophone Co.
NEW YORK

CANTON, O.

Normal Operations of Steel Industries Boom Trade—M. M. Potee in New Post—Month's News

CANTON, O., November 4.—There has been a striking improvement in the talking machine business in Canton and vicinity during October. A survey the past week of every dealer in the city and in nearby small towns substantiates this statement and in some instances business was 75 per cent over the same month of 1921. There is a much better attitude toward buying, dealers say, than has existed for several months. This is because the steel-working industries in the Canton district are working at near normal basis and there is little unemployment.

Dealers say that the discouraging factor in the trade at this time is the inability to get merchandise. They say their orders are coming through only a third filled and that models most in demand are not obtainable. Factories are behind in orders and from what local dealers can learn all towns are similarly affected.

Collections with most dealers show improvement and fewer people are asking for credit to-day than at any time since the war.

C. B. Rutledge, manager of the Canton store of the Rhines Edison Shop, says business with the Massillon store shows a gain over a year

ago, due to the increased operations in the steel mills there. The Canton store also is running slightly ahead of a year ago in the matter of sales. The company is unable to get the larger models of the Edison because of a shortage at the factory. The new console model is in great demand.

Two leading local music houses are represented with booths at the Elks Festival of Progress being held this week in the city auditorium. The George C. Wille Co. has a very attractive booth, showing radio receiving sets and a complete line of accessories. A radio contest on Tuesday night was in charge of this company.

The Alford & Fryar Co., in addition to featuring Herma Menth, widely known pianist, in connection with the Hallet & Davis Angelus reproducing piano, has an attractive booth in which are featured the newest models of the Cheney talking machine, one being an electric.

Samuel Mirkin, manager of the new Canton Music Co. store, told a representative of The World this week that there is an increased demand for foreign records and that his store has gone in rather extensively for this class of musical merchandise. Mr. Mirkin makes it a practice to work the foreign sections of the city in the interest of his newly established record sales service. He says that there is more interest manifest in musical merchandise among the foreigners with the resumption of the many steel working plants of the city.

M. M. Potee, formerly manager of the music store of R. Wurlitzer Co. in this city, and at one time associated with the A. B. Smith Piano Co., Akron, is now identified with the Van Fossen-Smiley Piano Co., local agents for the Sonora phonograph. This firm, with the closing of the A. B. Smith store here, becomes exclusive Canton agents for this line.

October was an excellent month for the Cheney talking machine and the Alford & Fryar Co. sold more machines by quite a few than the same month a year ago. "Business is coming casier," Mr. Alford said. "Night appointments are more frequent and our sales force has been very busy for the past six weeks."

"Unusually low prices being received for produce and the uncertainty of the tariff issue are factors that are proving a great hindrance to the country store which depends largely on the rural trade for its existence," said G. A. Garver, head of the Garver Bros. Co., dealer in the Edison line at Strasburg, O. He predicts a good holiday buying season and says the store has bought heavier this year than last of merchandise for the Christmas season.

A 75 per cent increase in sales this November over last is reported by M. C. Pyle, head of the talking machine department of the William R. Zollinger & Co.'s department store. Mr. Pyle declared that the trade was taking kindly to the new console models of the Victor line and that the store at this writing was entirely cleaned out of newer styles.

The Webber Music Store, at Leetonia, O., which opened this week with a large crowd in attendance, will carry a complete line of Edison machines and records and will feature pianos and musical merchandise. Miss Helen Flooding is in charge.

The Thurin Carpet & Rug Co., in existence in Canton more than fifty years, may open a talking machine and piano department, it was learned here this week. Officials of the company are considering adding this feature.

L. M. PIKE CO. INCORPORATED

The L. M. Pike Co., of Norwalk, Conn., has been incorporated in that State, with a capital of \$25,000. The concern will deal in talking machine records, music, pictures, etc. Incorporators are: Lillian M. Pike and other local business people.

\$100,000⁰⁰ A MONTH

In National Advertising Is Selling Thousands of Sets of

WALLAGE REDUCING RECORDS

The dealer who is tying up with this national publicity is attracting the public to his store and is cashing in on it in a big way. The demand for these wonderful records is here. Quick turnover with good profit is yours if you want it and we have not already completed dealership arrangements in your town. Write at once and send your order for one of the unit shipments listed below.

Retail Price \$15.00

Discounts to Dealers as Follows

In Lots of 6 Sets—\$9.00 each
In Lots of 25 Sets—\$8.10 each

In Lots of 12 Sets—\$8.55 each
In Lots of 100 Sets—\$7.50 each

WALLACE INSTITUTE

630 South Wabash Avenue, CHICAGO
62 Albert Street, WINNIPEG, CANADA



Recording Wax

Wax and Novelty Co.

(F. W. MATTHEWS)

167 and 169 Bloomfield Ave.

Phone Bloomfield 5149 BLOOMFIELD, N. J



WARNING! This Melody is Contagious!
Once you get it you can't forget it!

COAL BLACK MAMMY

Europe's Latest and Biggest Fox Trot Tune

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

Cause Im goin', yes, Im goin' with a love that's ever growin' to that Coal Black Mammy o' mine—

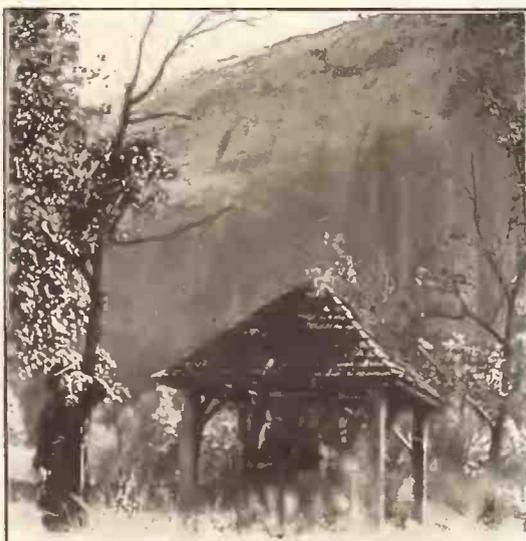
MARIE TIFFANY'S ODD EXPERIENCE

Brunswick Artist Makes a Test of the Acoustic Value of Stone Mountain for Amphitheatre Purposes—Atlantans Appreciate Her Courtesy

Marie Tiffany, the well-known Metropolitan opera star, who records exclusively for the Brunswick Co., had a unique experience while on a recent concert tour through the Southern States. Her itinerary included a visit to Atlanta, Ga., where she appeared before an enormous audience.

The city of Atlanta has for some time been contemplating the erection of a large outdoor amphitheatre at the base of Stone Mountain, famous for its Confederate connections in Southern history. The plan of the City Fathers was to make use of the side of the mountain as a reflecting board, whereby music and singing could be heard by people for a great distance. This immense mountain has a beautiful natural setting and the possibility of utilizing it as a large amphitheatre has been under consideration for a long time. Leading musical people in the city took advantage of Miss Tiffany's visit to make a test. Miss Tiffany was taken out to the mountain, where an impromptu platform was erected, from which she sang several numbers. A delegation of more than one hundred people of Atlanta was distributed in different sections and at various distances while Miss Tiffany sang an old-time Southern song, entitled "Old Car'lina," which she recorded for the Brunswick Co. some time ago and which has had a tremendous sale, especially in the South. She also sang "Coming Thro' the Rye,"

"Kathleen Mavourneen," and finished up her obliging test program with the very dramatic Wagner number, "Brünnhilde's Battle Cry." The possibility of making the base of Stone



Marie Tiffany Singing at Stone Mountain

Mountain into an amphitheatre was so favorably impressed upon the persons who heard Miss Tiffany render her selections that a committee of prominent citizens was immediately formed to raise funds in the city for carrying on the work to completion and it is expected that this will be accomplished during the Winter. Miss Tiffany's aid in the testing of this new project was greatly appreciated and she left Atlanta with the best wishes of every musical person in the city.

JOHN J. MENTON PROMOTED

Made Buyer and Manager of Recently Enlarged Talking Machine Department of Quackenbush Store in Paterson, N. J.—A Worthy Tribute

PATERSON, N. J., November 8.—John J. Menton, who has been associated with the Quackenbush Department Store for the last twenty-three years in the capacity of assistant manager in the furniture and phonograph departments, has been promoted to the position of buyer and manager of the newly enlarged phonograph department of the store.

This tribute is in recognition of long and faithful service with the company, and will no doubt meet with the approval of thousands of Patersonians who have come in contact with him. Mr. Menton has been for years looked upon as one of the most wide-awake phonograph merchandisers in this part of the State. The Edison line is featured as the leader in the Quackenbush store.

THE TALKING MACHINE AS TEACHER

At a school session for teachers held at the Alberta University, Edmonton, Alta., recently there was a music course given in which the phonograph as a teacher played a large part. J. Norman Eagleson, the musical superintendent, used a Columbia Grafonola for the full course in musical appreciation, which he also found valuable in demonstrating certain lessons.

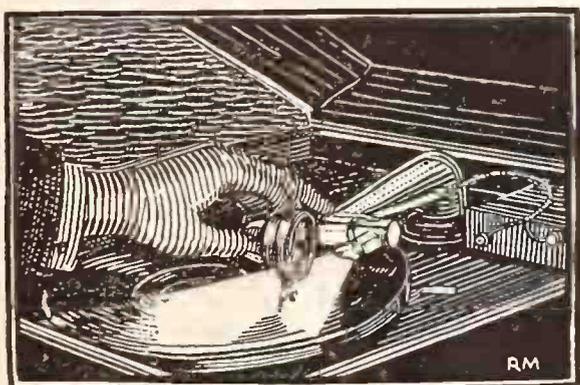
The Winslow Talking Machine Shop, of New York City, has dissolved.

\$11.25 worth of Record-Lites for only \$5

Send \$5 today for sample-package containing THREE Record-Lites that retail at \$11.25. Offer includes Two Nickel Finish and One Gold Finish Record-Lite and Three Batteries. Just the thing for Xmas gifts. The Record-Lite, made exclusively for Victrolas, can be

instantly attached to the instrument without nails or screws. Slips over tone arm. Prevents scratched records, prevents bending of tungstone needle points, and permits quick and accurate setting of the automatic stop. Necessary on every Victrola—more especially on all horizontal models.

Send Five Dollars Today



this offer is good until Xmas only—take advantage of this opportunity TODAY. NOW. We want to introduce the Victrola Record-Lite in every Victor Dealer's store in America. This is the ideal time—Xmas season. Your \$5 sent today will lead to future business and added profits.

BADGER TALKING MACHINE CO.

Victor Distributors—Wholesale Only

191 Fourth Street

Milwaukee, Wis.



ALWAYS UNBEATABLE!

*Pathe-Actuelle Delivery
Service Now Better
Than Ever Before.*

Pathé Frères Phonograph Co.

20 Grand Avenue, Brooklyn, N. Y.

DENVER

Dealer Activities Stimulating Business—Advertising Brings Results—All Lines in Demand

DENVER, COLO., November 4.—Raffaello Romanelli, famous sculptor, of Florence, Italy, is in Denver, having a commission to make the memorial design for the tomb of the late Verner Z. Reed. The coming of Romanelli is of interest to music lovers in that a few years ago, when the late Caruso was sojourning at Florence, Italy, Romanelli induced Caruso to sit for him. For two hours the great singer posed for the noted sculptor and the head of Caruso, first made in clay, was then cast in bronze. The bronze portrait is a striking likeness of Caruso. Only two of these bronze facsimiles of the great singer are in existence, one owned by Mrs. Caruso and the other in possession of the sculptor. Romanelli brought his with him to Denver. Recently he called on the Knight-Campbell Music Co. H. V. Huntoon, manager of the Victrola department, became acquainted with Romanelli on this occasion and induced the famous Italian sculptor to permit the exhibition of the bronze memorial of Caruso in one of the Knight-Campbell display windows. This is the first time this work by Romanelli has ever been exhibited in the United States or the world for that matter. It is attracting no end of attention and favorable comment.

Reports Outlook Bright

J. M. Spain is the live city salesman for the Columbia Stores Co., distributor of the Columbia instrument for this territory, which takes in about five States. He reports that business with the Columbia dealers in Denver is brisk.

An Innovation at Baldwin's

Manager J. H. Blinn, of the talking machine department of the Baldwin Piano Co., is trying out an innovation. He has engaged a young woman who sings well to sing the words on the player rolls in the demonstration booths. He believes that this method will stimulate the sale of Q R S player rolls. The sale of talking machine records for October has broken all records for volume thus far this year. The new Sonora console in the Queen Anne design promises to sell well.

Spreading the Sonora Gospel

When Moore, Bird & Co., Sonora jobbers for Colorado, Wyoming and New Mexico, opened their Denver office about three and a half years ago the Sonora was little heard of in this territory. In fact, Mr. Bird attributes much of the

success in making it known to outdoor advertising. Large advertising billboards were used on prominent corners which were changed three times a year. It took about a year of this kind of advertising, says Mr. Bird, to create a demand for the Sonora. It was noted then that people went to the music stores and began asking to hear a Sonora and soon a market was created. Business has been on the up-grade ever since. Of course newspaper advertising has done its share, for the local dealers all use plenty of printer's ink to spread the Sonora gospel. "Our business," says Mr. Bird, "will double that of last year."

The company has just taken on the Vocalion record distribution for this territory, a stock having been received the last of October.

Results From Advertising

"I never had such direct results from display newspaper advertising as I have experienced in the last two weeks," said H. V. Huntoon, manager of the Victrola department of the Knight-Campbell Music Co., to The World representative. "I don't mean to say that so much business was done, but inquiries have poured in and an interest has been awakened as a direct result of these two weeks of advertising." During this period a sale of used instruments was held and some who came in to buy used instruments decided to buy new ones. Mr. Huntoon said he tried the small classified advertisements to sell these instruments, but he found they did not pull at all, but the display advertisements went over big. The classified advertisements on the other hand bring business always when pianos are the instruments listed.

Edison Sales Are Active

The Denver Dry Goods Co., Edison wholesale and retail distributor for this territory, is more than pleased with business for the month of October. Re-creation sales have been active, while the four new console type Edisons are meeting with much favor.

The A. L. Arvidson Piano Co., handling the Edison, is much pleased with sales of the new console models for the month of October. Instruments have been selling and the sale of Re-creations has improved.

Forming Christmas Club

A Christmas Club has been formed in the talking machine department of the Darrow Music Co. One pays \$1 down to join the club and the machine is delivered at Christmas time. Oscar Frazier, head of the department, reports business with the Columbia and Brunswick as being very satisfactory for October.

Window Advertising

A number of local dealers made window displays on the occasion of the showing of "Where Is My Wandring Boy To-night" at the Amer-

ica Theatre the week of October 22-28. The McKannon Piano Co. took advantage of this event to advertise the Edison Re-creation and the Q R S player roll recording of this number.

Two great artists, Rosa Raisa and Giacomo Rimini, were heard at the City Auditorium October 24. The Denver Music Co. took advantage of the fact of their coming to announce that these artists use Mason & Hamlin pianos exclusively. They also record exclusively for the Vocalion records.

Knight-Campbell Radio Nights

The new and continuous array of talent that is being brought out by the Knight-Campbell Music Co. each week at the radio stations has awakened music lovers to the fact that Denver is becoming a vast center of music and dramatic art. In an ordinary city of Denver's size it would be an utter impossibility to give a change of program and artists at each Knight-Campbell night radio concert and not be compelled to resort to repetition. But up to the present time it has been done successfully and there are still splendid voices, instruments and organizations to be heard.

LYRIC MUSIC CO. DOING THINGS

E. B. Jones Pleased With His First Sonora Sale for Utah School—Other Activities

OGDEN, UTAH, November 3.—E. B. Jones, who recently purchased the phonograph department of the Lyric Music Co., this city, is much elated over his first Sonora sale, which was made to the Clinton Public School of Davis County, Utah, after the music supervisor and teachers had made comparisons between several makes of phonographs. Mr. Jones is also getting considerable publicity through two Sonora models which he loaned to the Pantages Theatre here to be used in the sketch "Indoor Sports," which played a week at that theatre recently.

BOESCHEN-SMITH CO. CHARTERED

The Boesch-Smith Piano Co., Inc., Park avenue and Fayette street, Baltimore, Md., has filed articles of incorporation in that State, with a capital stock of \$50,000. The concern handles talking machines, pianos, etc. John F. Boesch is the incorporator.

IMPORTANCE OF COLLECTIONS

Dealers who measure their success according to the volume of sales often fail to take into consideration the percentage of collections. Slow collections have often resulted in embarrassment.

PHONOGRAPHS ARTISTICALLY DECORATED

Highest Quality Work

Lowest Prices



Every phonograph that enters our studio receives the careful attention of real artists, skilled in this line of work.

Our decorating and refinishing is acclaimed the best on the market. We are given the most important work of the largest phonograph dealers and department stores in the country.

Pleased customers have built up our business. We solicit your work. Our designs are exclusive and original. Japanese and Chinese Lacquering our specialty. Send for our price list and photographs.

No connection with any other firm in this line

MOHAWK WORKS of ART

Mohawk Building

160 FIFTH AVENUE

NEW YORK

Soft shadows play, Flowers sway, Neath the Jap-a-nese Moon, There in its light, Ev'ry night, Little Jap-a-nese croon,

JAPANESE MOON

ANIPPONESE NOVELTY

HEAR IT NOW!

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

NEW STORE IN NASHVILLE, TENN.

"Our Phonograph Shop" Will Handle Edison and Brunswick Lines—Unico Equipped

NASHVILLE, TENN., November 5.—With the opening of "Our Phonograph Shop" in the course of a few days music lovers of Nashville will have at their command talking machine service which is all that the name implies. The location on Church street facing Capitol boulevard is right in the center of the shopping district, just a few doors from Keith's Theatre and the department stores.

The Sharp & Howse Furniture Co., owner of "Our Phonograph Shop," arranged to have Unico equipment throughout its new store. For several years it has handled talking machines in its furniture store, where Unico equipment proved so satisfactory that it was used in the new store as a matter of course. Seven Unico rooms—a complete record department—offer every facility for merchandising the Brunswick and Edison lines, which are carried. Under the active management of T. Lawrence, recently operating the store of Lawrence & Bruggs, and formerly connected with the O. K. Houck Piano Co., the success of the new undertaking seems assured. George A. Lyons, of the Unico staff, visited Nashville recently and completed all arrangements for this installation.

F. S. Nicholson, former general manager of the Vermont Hydro-Electric Co., Rutland, Vt., has purchased the United Talking Machine Business, 7 Center street, from James E. Pollard.

YERKES ORCHESTRA ON TOUR

Popular Dance Organization Meeting With Great Success in Canada and the West

The Yerkes Flotilla Orchestra, which has won great popularity among dancers for its playing last season at the Flotilla Restaurant, New York, and particularly for its recordings for Vocalion records, is now on a most successful tour through Canada and the Middle West under the management of Harry Yerkes and with Richard Barton as director.

The orchestra recently played at Shay's Theatre, Buffalo, then went to Toronto, where it registered an immediate success. After making a number of new Vocalion records the orchestra will travel through the Northwest and then return to fill a number of engagements in and around New York where it has a steadily increasing army of admirers.

RIALTO PHONOGRAPH CO. OPENS

The Rialto Phonograph Co., operated by Morris Ross, at 69 Second avenue, New York City, opened for business on October 14. Walter K. Badger, New York representative of the Unit Construction Co., of Philadelphia, was entrusted with all details of equipment and the result obtained is acclaimed by Mr. Ross and his customers as the finest obtainable. Big results are predicted for Mr. Ross in his new location and he was showered with the good wishes of his many friends at the time of his opening.

SYSTEM IS NECESSARY TO SUCCESS

Many Business Men Fail Because They Do Not Use System in Merchandising

Where there is no system there is chaos. In no other instance is this so true as in the conduct of a business. The merchant who works blindly and haphazardly really has no control over his business and, therefore, does not have a complete knowledge of where he stands. If he is losing money he does not know it and thus shortens his chances of making a success of his enterprise.

Complete systemization is the solution to this problem. The merchant should at all times have a complete knowledge of his overhead, his stock, outstanding indebtedness, payments due, and, in short, all the details which have an important influence on his success or failure. The tasks of securing this information may be delegated to employes, but always under the direct supervision of the proprietor or some one with the experience to handle the job properly.

E. N. BURNS WITH MEXICAN FIRM

E. N. Burns, former vice-president of the Columbia Graphophone Co. and lately president of the Cameo Record Co., has entered into partnership with Ralph Cabanas, Mexican sales agent of the Columbia Co., it became known here following a visit by Mr. Cabanas. Mr. Burns will act as American representative of the concern and will superintend buying activities here.

Public Acknowledgment

It is the public acknowledgment of VICTOR supremacy that is bringing to VICTOR products this season unparalleled success and prestige.

It is this same public acknowledgment that will enable the VICTOR retailer with foresight to duplicate permanently this season's activities.

Our organization is particularly well equipped to assist VICTOR retailers in making this prediction a reality.

ECLIPSE MUSICAL CO.

Victor Wholesalers

CLEVELAND, OHIO.

BETTER
BUSINESS

ECLIPSE



The Unico Equipped Store of The Joseph Heim Co., Philadelphia

LAST CALL FOR 1922 PREPAREDNESS

MANY of your competitors have already prepared thru the Unico System for a record breaking Holiday business.

YOU can still complete *your* sales facilities thru UNICO SERVICE—but *quick action is necessary.*

UNICO RAPID FIRE SERVICE is still the order of the day—here are a few examples of Unico speed during October.

RIALTO PHONOGRAPH COMPANY, New York City
Complete Unico Department Ordered October 2nd—Shipped October 13th

STOFFLET MUSIC HOUSE, Ann Arbor, Mich.
Complete Unico Department Ordered October 6th—Shipped October 6th

HARTMANN FURNITURE COMPANY, Chicago, Ill.
Complete Unico Department Ordered October 6th—Shipped October 12th

SHARP & HAWSE FURNITURE COMPANY, Nashville, Tenn.
Complete Unico Department Ordered October 9th—Shipped October 14th

TRORLICHT DUNCKER CARPET COMPANY, St. Louis, Mo.
Complete Unico Department Ordered October 16th—Shipped October 20th

PEOPLES TALKING MACHINE COMPANY, Philadelphia, Pa.
Complete Unico Department Ordered October 19th—Shipped October 20th

EDWIN J. STRUCK, East Orange, N. J.
Complete Unico Department Ordered October 23rd—Shipped October 24th

JONES-HOLLOCK CO., Rutherford, N. J.
Complete Unico Department Ordered October 24th—Shipped October 24th

JOIN THE PROGRESSIVES—PUT YOUR HOUSE IN ORDER

WIRE or phone your requirements to our nearest branch *TODAY*.
Expert personal Unico Service is available to you within a few hours.

UNICO AUDITION ROOMS, RECORD RACKS, RECORD COUNTERS, wainscots, decorations, self-service equipment, lighting and ventilating system, in great variety of design and price range.

Immediate Shipment

Expedited Delivery

Week End Installations

Protection against higher price in 1923.

With business revival price increase has already set in.

Price will advance sharply during 1923.

We are offering price protection to all dealers for 1923.

Write us at once and secure your protection.



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.

DALLAS, TEX.
209 Dallas Bank Bldg.
SAN FRANCISCO, CAL.
942 Market St.

NEW ORLEANS, LA.
506 Marine Bank Bldg.
LOS ANGELES, CAL.
926 Midway Place.

SALT LAKE CITY, UTAH
150 Main St.
DENVER, COLO.
1642 Arapahoe St.

H. A. MOORE & CO., LTD. (Sales Agents)
Premier House, London (W.C.I.), England



You'll never hear a better Van and Schenck work-out than their Columbia December record A-3712. They warble through "Carolina in the Morning" with a harmony that warms the heart. "I'm Going to Plant Myself in My Old Plantation Home" is a piece of real melody.

Columbia Graphophone Co.
NEW YORK

FOSTER MUSIC IN GOTHAM SCHOOLS

Talking Machine Men, Inc., Plan to Extend Co-operation in Staging Series of Music Memory Contests in Schools in 1923

The regular monthly meeting of the Talking Machine Men, Inc., was held at the Café Boulevard on Wednesday, October 18, the meeting proper being preceded, as usual, by a luncheon. Among the guests of the occasion was H. Briggs, vice-president of the Southern California Music Dealers' Association.

Irwin Kurtz, president of the Association, is collaborating with Frederick M. Davidson, assistant supervisor of music of the New York Public Schools, to hold a series of music memory contests during 1923. The Association passed a resolution to support Mr. Kurtz in his plans for these courses and prizes are to be offered by the dealers in various localities in which schools are situated. Teams from all of the different schools will be arranged for and the prize winner of each will contest with successful teams from one of the other New York boroughs for which it is planned to have some

of the leading talking machine record manufacturers contribute prizes. The borough teams will also compete and a grand prize will be awarded by the Talking Machine Men, Inc.

M. Max, chairman of the committee for the investigation of the possibility of the retail sale, through the talking machine dealer, of radio products, made a report in which it was shown that only a small portion of the dealers in the metropolitan district had successfully stocked such goods. It was the committee's opinion that the dealers should be open-minded in regard to such merchandise, but should move with care when investing in stock. Mr. Max concluded by pointing out that over 50 per cent of the radio manufacturers concede that the music dealer is the logical distributor of such goods. In substantiating this view he called the attention of the Association to the fact that over fifteen leading department stores of the United States also hold the same opinion.

The Association went on record as supporting the Kelly Bill, which will be brought before Congress early in 1923. The secretary was instructed to send a questionnaire to the Democratic and Republican Senators of New York, New Jersey and Connecticut for the purpose of getting their expressions on the Kelly Bill and whether or not they will support the measure. It will be the purpose of the Association to support only such Senators as are in favor of its passage.

Much discussion of the present discounts given by talking machine manufacturers, particularly on talking machine records, followed. No action was taken, but the consensus of opinion appeared to be that there should be some increase in discounts.

W. H. NOLAN, JR., ARRIVES

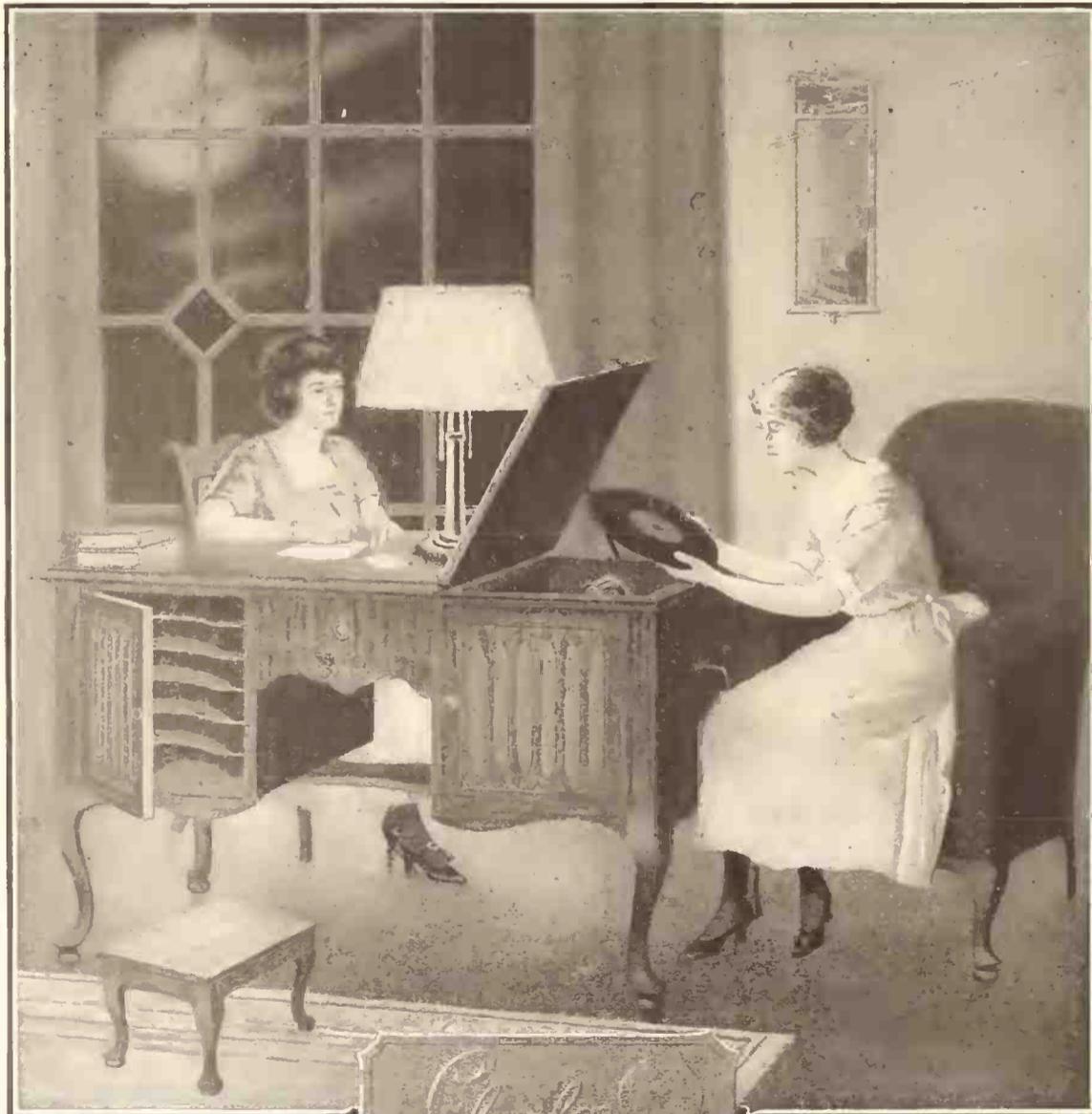
W. H. Nolan, formerly associated with the Louis Buehn Co., of Philadelphia, and who recently purchased Carroll's Music Shop, at Appleton, Wis., is receiving the congratulations of his friends upon the arrival at the Nolan home recently of a baby boy, who has been christened "Billy Jr." The arrival of the Nolan heir followed closely on the heels of the exceptional success achieved by Mr. Nolan in connection with a concert given by the Eight Famous Victor Artists at Lawrence Chapel in Appleton. "Billy" Nolan is one of the most popular members of the Victor trade and his thorough knowledge of retail merchandising should enable him to achieve unlimited success in his new venture, which is growing steadily under his able management.

ANNOUNCES REDUCED RATES

For the first time in the history of international communication the Radio Corp. of America has announced a service which enables the public to send messages to London and Germany at a rate slightly higher than postage. The rate announced is six cents per word, with no minimum requirements.

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 Kiddie Rekord Album

The Wonderful Combination Phonograph Record and Picture Book -- By far the Greatest Novelty Record for Children That Has Ever Been Placed on The Market.

A Sure Money Maker for Every Dealer

KIDDIE REKORDS have a beautiful colored illustration on one side - the illustration for "Three Little Kittens" is shown below - and on the other side a remarkably fine recording of the same subject. The illustrations are by prominent artists and the recordings by well known phonograph singers.

SIX KIDDIE REKORDS are contained in a special album, so arranged as to form a combination Picture Book and Phonograph Record Album. The book has a very attractive embossed cover, making the Kiddie Rekord Album a merchandise article of unusual value to retail at \$1.50.



List of subjects included in the KIDDIE REKORD ALBUM

Jack and Jill
Old King Cole
Mary Had A Little Lamb

List of subjects included in the KIDDIE REKORD ALBUM

Little Bo Peep
Three Little Kittens
Tom, Tom, The Piper's Son

INTRODUCTORY OFFER WE WILL SHIP POSTPAID TO ANY DEALER, WITH HANDSOME WINDOW STREAMER, UPON RECEIPT OF CHECK OR MONEY ORDER.

FOR \$11.00 1 DOZEN KIDDIE REKORD ALBUMS RETAIL \$18.00 PROFIT \$7.00
FOR \$21.00 2 DOZEN KIDDIE REKORD ALBUMS RETAIL \$36.00 PROFIT 15.00
SINGLE SAMPLE ALBUM forwarded to any one in the trade UPON RECEIPT OF \$1.00

SEND IN YOUR ORDER TODAY.

KIDDIE REKORD COMPANY, INC. PLAINFIELD, NEW JERSEY.
SALES OFFICE FISK BUILDING BROADWAY AT 57th ST. NEW YORK CITY.

CORRESPONDENCE WITH JOBBERS INVITED.



STRAND CLOSING ACTIVE TRADE

Iroquois Sales Co. Appointed Strand Representative—Autophone Co. Given Increased Territory—Geo. W. Lyle Returns From Very Successful Trip Throughout the South

Geo. W. Lyle, president of the Manufacturers Phonograph Co., New York, manufacturer of the Strand phonograph, returned to New York recently after an extended trip which included a visit to Washington, D. C.; Atlanta, Ga.; Birmingham, Ala.; New Orleans, La.; Dallas, Tex.; Kansas City, Mo.; Chicago, Ill., and the Strand factories at Salem, Ind. At the last-named place Mr. Lyle presided at an important conference of the Strand representatives.

In a chat with *The World* Mr. Lyle commented upon the fact that business conditions generally are showing a decided improvement and Strand representatives from one end of the country to the other are closing a business far beyond their expectations. As a matter of fact, the Strand factory at Salem is now working to capacity to take care of the requirements of Strand dealers and there is every reason to believe that there will be a marked shortage in several styles of Strand phonographs and consolettes.

Upon his return Mr. Lyle announced the appointment of the Iroquois Sales Co., Buffalo, N. Y., as a Strand representative. This concern is one of the best-known wholesale organizations in the East and plans are already under way whereby dealers in Buffalo territory will be given efficient co-operation in the development of Strand sales. Mr. Lyle also announced that the Artophone Co., which has been a Strand representative at St. Louis, Mo., has opened a branch office at Kansas City, Mo., where it will also act as a Strand representative. Shipments to Strand dealers in this section of the country will be made direct from the warehouses at St. Louis to Kansas City, the point of distribution.

OPENS MANY JEWETT ACCOUNTS

A. A. Fair Returns From Successful Eastern Trip—Shortage of Jewett Models Predicted

DETROIT, MICH., November 3.—A. A. Fair, sales manager of the Jewett Radio & Phonograph Co., returned recently from an Eastern trip upon which he established a number of important accounts. Among the cities where Mr. Fair opened new Jewett agencies are the following: New Haven, Conn.; Newark, N. J. (two accounts); New Britain, Conn.; Boston, Mass.; Hartford, Conn.; Indianapolis, Ind.; Philadelphia, Pa., and Worcester, Mass. Mr. Fair states that quite a number of Jewett accounts have also been established in the last month in Michigan, Indiana and Ohio.

Jewett sales during the past few months have shown a steady increase and Mr. Fair comments particularly upon the success achieved by the new No. 9 William and Mary console. Judging from all indications, there will be a shortage of several of the Jewett models this Fall and Jewett dealers are enthusiastic regarding the general outlook in their respective territories.

TRADE ACTIVITIES IN MEMPHIS

MEMPHIS, TENN., November 6.—The Armstrong Furniture Co., Pathé distributor of this city, has added the Edison Re-creations, on which it is planning a strong sales campaign, according to a recent announcement by the company. The music department of the Armstrong Furniture Co. has been considerably enlarged to adequately handle the growing volume of business. C. L. Wainwright is manager of this department.

The Briggs Furniture Co., of Memphis, Tenn., has moved into its new building on South Fourth street. The company has built up a fine talking machine and record business through aggressive merchandising policies.

The Hunt Bros. Furniture Co., operating stores in Memphis, Humbolt and Dyersburg, Tenn., has opened a talking machine department.

EDISON JOBBERS HOLD CONCLAVE

Annual Fall Meeting at Edison Laboratories Results in Perfection of Plans for Great Campaign—Planning to Meet All Demands

The annual Fall meeting of the executive committee of the Edison Jobbers' Association was held at the Edison Laboratories, in Orange, the last week in October. Both the meetings of the committee and the joint conferences with the officials of Thos. A. Edison, Inc., proved highly successful.

The principal matter that came up was the question of shortage. At the present time the Edison Co. is well oversold on every one of the seven new models of the New Edison, which were introduced during the current year. Edison dealers throughout the country are clamoring for increased shipments from their jobbers and the jobbers in turn have been making strenuous efforts to increase their respective supplies from the factory. As a result of this condition the Edison Co. is doing everything within its power to bring production to a maximum and the executive committee satisfied themselves that everything is being done that could be done to accomplish this end.

The members of the executive committee who attended were L. H. Lucker, manager of the Phonograph Co., of Minneapolis; Albert Buehn, manager of the Buehn Phonograph Co., Pittsburgh; P. H. Oelman, vice-president of the Phonograph Co., of Cincinnati; D. W. Schultz, of Schultz Brothers, Omaha; F. S. Hemmingway, president of the Diamond Music Co., Inc., New Orleans, and M. N. Blackman, of the Phonograph Co., of Kansas City. The sessions were also attended by H. T. Stanton, general manager of the R. S. Williams & Son Co., Ltd., Toronto, and C. E. Goodwin, of Chicago.

The Irving Zuelke Music Store, Neenah, Wis., has enlarged and rearranged its talking machine department.



Bestone Wireless enables everyone to enjoy radio concerts, lectures, fashion talks, sport news, etc., right in the home

A Bestone Radio Department Will Increase Sales and Profits for Phonograph Dealers

The most favorable atmosphere for the sale of Radio Apparatus may be found in the shop of the Phonograph Dealer.

Unquestionably, the sale of the better class Radio Sets will find their greatest market through the Phonograph Dealer.

Why not get an early start by investigating Bestone Wireless Apparatus NOW?

The Elegance of Bestone Radio Apparatus

Bestone Radio Sets are as elegant in design, appearance and workmanship as any high-class phonograph—reproducing radio music, speech and signals with exceptional clarity of tone, volume and without distortion.

Selling prices of Bestone Sets range from \$25.00 to \$125.00.

Bestone No. 703 V. T. Tuner and Tube Set

This highly efficient Radio Receiving Set is characterized by scientific accuracy, clarity, volume of tone and low price. Cabinet is mahogany finished, French polished. All apparatus mounted on genuine Bakelite panel handsomely machine-engraved. Internal wiring fully insulated with Spaghetti tubing.

Wave length—600 metres.

Dimensions—7 $\frac{1}{8}$ " x 5 $\frac{3}{8}$ " x 5 $\frac{1}{4}$ ".

List Price—(Including Bestone 2,200-Ohm Headset)—\$25.00.

Send for Illustrated Catalog and Special Sales Proposition.

HENRY HYMAN & CO., Inc.

Manufacturers

476 BROADWAY

NEW YORK

Branch: 212 W. Austin Ave., Chicago, Ill.



Bestone No. 703 V. T. Tuner and Tube Set;



Model H, Louis XV \$115

Hallet & Davis

The Phonograph Beautiful

Ready with the Phonographs,
the Styles and Prices
For the Big Fall Business

Hallet & Davis Phonograph dealers are not worrying about losing business this Fall. We expected a big business; it is here! Our dealers will get their full share as we have several warehouses stocked with goods and can make prompt shipment.

This Great Franchise Offers

Machines made up and ready to supply trade this Fall.

Warehouse stocks at Boston, Philadelphia, Chicago and San Francisco, prompt delivery to dealers anywhere.

Beautiful quality consoles at popular retail prices.

A famous old trade-marked name.

Liberal trade discounts.

Exclusive territory.

Manufacturer's co-operation in financing.

Manufacturer's co-operation in advertising.

Guaranteed by Hallet & Davis Piano Co.

Shipments F.O.B. your town.

Cabinets beautifully finished in finest veneers.

Construction perfect in every detail.

Write today

Find out about your territory at once; the Fall business is here. Get ready now.

Hallet & Davis Piano Co.

146 Boylston Street

Boston



Model L, Colonial \$185



Model J, Queen Anne \$135



Model M, Louis XVI \$250

The Trade in **BOSTON** and **NEW ENGLAND**

JOHN H. WILSON, Manager
324 WASHINGTON ST., BOSTON, MASS.

BOSTON, MASS., November 2.—The talking machine business is back to its old-time glory insofar as present business and future outlook are concerned. Again does one hear the cry of scarcity of goods, a complaint that has not been voiced with such widespread uniformity in several years; but that is not alone the trouble just now, for while shortage of goods finds its cause at the factory, there is trouble in between the factory and the wholesale distributor, that is, in transportation. Not in a long time has the trade been face to face with this problem in so aggravated a form. One jobber told the writer that the time was when with an express leaving New York at seven in the evening it would reach Boston at seven the next morning, and the shipping wagons would be delivering the goods at the back door at half-past eight. By way of comparing that good service with a case that he faced a short time ago he said that that same express was reported the other side of Providence about eleven o'clock the next morning, and did not reach Boston until after three o'clock that afternoon. This same jobber blames this condition on the bad facilities, the poor rolling stock which the railroads have. But to call a truce on complaints for the time being and look at the rosier side, business is splendid and the trade is very properly happy and would be considerably happier were it not for the matter already mentioned.

Secures Hallet & Davis for Connecticut

The Hallet & Davis Piano Co. was fortunate a short time ago to make most satisfactory arrangements with the Direct Equipment Co., of New Haven, Conn., whereby this concern is to handle the Hallet & Davis talking machine for the State of Connecticut. The company, of which William S. Hayes is president and Joseph E. Larkins manager, has opened well-appointed quarters at 341 State street in a most convenient section of the city, and already it has four men out in the territory and all of them are doing remarkably well. Associated with the Direct Equipment Co. is G. H. Appel, who was recently sales manager for another large house. Mr. Appel is well liked in musical circles throughout Connecticut.

H. C. Spain Concludes Trip

H. C. Spain, New England representative for the Hallet & Davis Co., returned a few days

ago from a week's trip into Maine. He went first to Portland and from there proceeded on to Lewiston, Augusta and Bangor. He came back greatly impressed with the stability of the business boom which is now well in evidence in the Pine Tree State.

George R. Guppy a Local Visitor

George R. Guppy, manager of the Victor wholesale department of Sherman, Clay & Co., San Francisco, Cal., was a welcome visitor here during the latter part of October. As Mr. Guppy, who was making his first visit so far East, had known Herbert Shoemaker, of the Eastern Co., quite well when the latter was in the Coast territory, it was but natural he should early look him up. As it happened, Mr. Shoemaker was at the factory when Mr. Guppy reached here, but the two arranged to meet over in Philadelphia.

E. W. Killgore Making Good

Edw. W. Killgore, new sales manager of the Eastern Talking Machine Co., is rapidly making good, and while renewing the friendship of old friends is also making many new pleasant associations both in a business and social way. As he is a man of strong personality, a close student of psychology in its relation to the business side of human nature, it is a foregone conclusion that he will make good and be a great asset to his connection. Mr. Killgore's wide experience in that part of the New England field which he lately covered for the Victor Co. has stood him in good stead in paving the way for his present post. One could scarcely imagine a better trade-winning business team than Herbert Shoemaker and Edward Killgore.

Passing of W. T. Miller

William T. Miller, president of the Henry F. Miller & Sons Piano Co., died the latter part of the month after a short illness at his home in Brookline. Mr. Miller, although primarily a piano man, was for several years interested in the Victor line to the extent of having an agency, but a few years ago this was taken over by Walter Gillis, who had earlier been with the Miller concern, and who has always continued the department in the same location, the second floor of this Boylston street house. Mr. Miller was a member of the New England Music Trade Association and a past president. He was the youngest son of the late Henry F. Miller, the founder of the Miller firm, and he

was born in Melrose in 1860. He studied at the Massachusetts Institute of Technology, of which he was a graduate in the class of '80. His son is Stanwood Miller, who is one of the directors of the firm. At a meeting held subsequent to Mr. Miller's death and funeral Burton R. Miller, his nephew, some years ago associated with the firm, was elected president.

Encouraging Columbia Report

Fred E. Mann, New England manager of the Columbia Graphophone Co., makes a most encouraging report of business with the advent of November and says that October, just finished, made a splendid showing so far as unit business is concerned. The house, he says, is suffering considerably from poor transportation facilities, which is as true of express as of freight systems. Were the house able to get the goods in any kind of time dealers would soon dispose of them, for everywhere the New England Columbia representatives are asking for long-promised goods.

G. W. Hopkins Addresses Salesmen

George W. Hopkins, vice-president and general sales manager of the Columbia Co., was over for the sales conference a few days ago, and another who was able to drop in on the conference was S. S. Larmon, manager of the Columbia branch at Cleveland, O., who had come over primarily to attend the Dartmouth-Harvard game at the Stadium. Both Mr. Hopkins and Mr. Larmon addressed the gathering of salesmen, discussing some of the company's sales plans for the future.

Changes in Columbia Co. Ranks

Several new appointments within the New England ranks of the Columbia Co. have been announced by Manager Mann. Salesman Edward W. Hanna is now in charge of No. 1 territory, which includes Suffolk and Norfolk counties and a few cities in Middlesex county, all this territory lately being in charge of Roy Ott, who resigned to enter another field. Pending the appointment of Mr. Ott's successor Mrs. Alice W. Graves, record sales and stockkeeping expert at the Boston branch, is holding this territory. In No. 2 territory, comprising eastern Massachusetts and southeastern Hampshire, Salesman Walter G. Barrows succeeds A. R. Champagne, and in No. 5 territory, which consists of the four western Massachusetts

(Continued on page 86)

Victor Service from Two Sources

BOSTON



NEW YORK

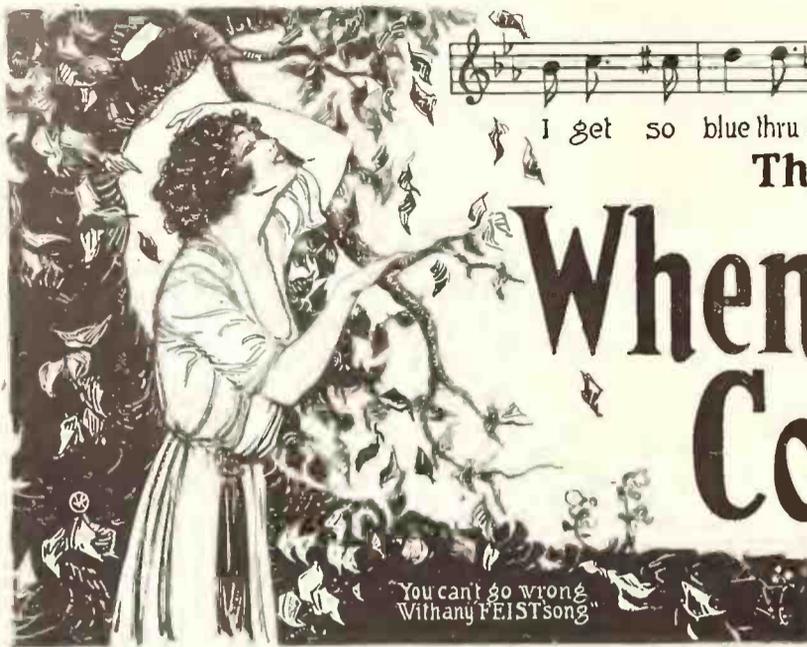
IN THE BUSIEST SECTION OF THE COUNTRY

Wholesale service is going to prove a vital question for the Victor Dealer during the next month or so if he wants to keep even in sight of the demand.

Ditson Service from Two Sources Will Help Solve the Stock Problem

CHARLES H. DITSON & CO.
NEW YORK

OLIVER DITSON CO.
BOSTON



I get so blue thru and thru when the leaves come a tum-ble-ing down from the trees,

The Big Boston Fox Trot Hit

When The Leaves Come Tumbling Down

HEAR IT NOW!

You can't go wrong With any FEIST song

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

counties, the northern half of Worcester county and the State of Vermont, Salesman Anthony H. Fisk succeeds C. A. Buechner.

Trade Represented at Radio Show

Recently there was a radio exposition in Mechanics Hall and all the fans were there night and day to enjoy the marvels of this new development. There was also a convention of the New England Amateur Association at the same time. The exhibit was attended by a great many local talking machine men, who themselves carry radio outfits, and not a few of these had space in the exhibition and made a creditable showing.

Joseph Burke at Roper Co. Opening

Manager Joseph Burke, of the Musical Supply & Equipment Co., was one of those who went up to Worcester a while ago to be present at the opening of the Marcellus Roper Co.'s remodeled store, which is now one of the finest stores in that city. While a full line of Victor goods is carried in this Worcester establishment Mr. Burke naturally points with pride to the many types of Sonoras which Mr. Roper has in stock. Meanwhile Manager Burke says that he is finding difficulty in getting goods enough to fill the demand.

New Sonora Agencies

Manager Burke announces several new con-

nections by which the Sonora will get increased sales. These are the National House Furnishing Co., of Gloucester, the Home Furnishing Co., of Belfast, Me., Smith & Geary, of New Bedford, and the W. E. Lee Co., of Salem.

Dealers Plan to Tie Up With Artists

It is an interesting bit of information that Eddie Cantor, in "Make It Snappy," is coming to one of the Boston theatres next week after a long run in New York. This information is especially for the benefit of the Columbia dealers who are carrying this artist's records, which are finding ready sale. In anticipation local Columbia dealers are focusing interest on this comedian's records. By the same token there is interest in the forthcoming concert of Rose Ponselle, which is to take place at Symphony Hall, November 12, under the direction of Fred McIsaac, who is rapidly winning favor as a manager of select concerts.

Activity With the National Co.

The National Co., of this city, manufacturer of various well-known talking machine toys, is very busy. Although these toys offer the dealer an all-year-around proposition it is natural that articles of this character should receive an accentuated demand during the Christmas season. Ragtime Rastus and the Boxing Darkies have been on the market for many years, but despite

this fact the demand for these ingenious devices continues as strong as ever. Shimandy, a later addition to the line, is also in good demand. This Fall the National Co. placed on the market the Magnetic Dancers, which waltz, two-step or fox-trot, as desired. This newest addition to the line is built on a somewhat different principle than the other toys. It has already received excellent distribution and it may be noticed in the windows of many of the leading dealers throughout the country, for in addition to its quick-selling properties it provides an excellent window attraction as well.

George A. Dodge's Will

The will of George A. Dodge, of the Eastern Talking Machine Co., was offered for probate at Brockton last week. It disposed of property valued at \$250,000, most of which is left to members of his family. The will was drawn March 11, 1922, and the executors are John T. Hughes, Charles H. Farnsworth, who is a member of the Eastern Talking Machine Co., and Phillips Nichols, of Boston. There are bequests to members of his family and a bequest to one of the executors, Mr. Hughes. The widow receives the residue of the property.

New Lansing Sales Co. Representative

The Lansing Sales Co., of this city, has announced the appointment of Edward N. Lucas as Middle West representative of the company in charge of the Lansing cover lines. Mr. Lucas is well known throughout the talking machine industry through his former connection with the Brunswick-Balke-Collender Co., of Chicago. He will make his headquarters at 4352 Kenmore avenue, Chicago, and will cover the Middle Western States. Business has increased to a remarkable extent not only in Lansing covers, but in the entire line of accessories which this company distributes.

Remarkable Business With Victor Dealers

The Eastern Talking Machine Co., Victor distributor, reports that Victor dealers throughout New England are experiencing remarkable business. Orders are coming in thick and fast and the stock of merchandise is rapidly disappearing. The Eastern Talking Machine Co. is well known throughout New England for its service and at this important time the executives of the company are, through their un-

KRAFT-BATES AND SPENCER INC.
NEW ENGLAND DISTRIBUTORS

Brunswick
PHONOGRAPHS AND RECORDS

Brunswick Dealers Have Less Competition

The phenomenal success and widespread distribution of the Brunswick Phonograph and Brunswick Records—in less than five years' time—often leads the individual dealer to overlook the fact that, as yet, he will have less competition as a Brunswick dealer, and that his profits from handling the Brunswick will be greater in proportion.

KRAFT, BATES & SPENCER, Inc.
1265 Boylston St. Boston, Mass.
New England Distributors

Steel Needles Motrolas Record Brushes Khaki Covers



"LONG QUALITY" CABINETS
"PEERLESS" ALBUMS

Both are excellent selling
articles for the

Christmas Trade

Write to-day to

L. W. HOUGH
New England Representative
20 SUDBURY STREET BOSTON, MASS.

tiring efforts, extending every possible service help to the dealer in his territory.

Harry Spencer Is Visiting

Harry Spencer, of Kraft, Bates & Spencer, Inc., who handles the Brunswick for the New England territory, is up in Vermont at this writing and was planning to go down to New York City for a few days on matters pertaining to the Brunswick distribution. Mr. Spencer was confined to his house through illness early in the month, but he is now himself again and ready to do a day's work with any of them.

Cheney Getting Good Representation

Stephen Colahan, New England manager of the Cheney interests, is away just now on a business trip which is taking him to Worcester and Springfield, Mass., and New London and Norwich, Conn., in all of which places the Cheney is getting good representation. Mr. Colahan has lately placed the Cheney in the hands of several good houses throughout New England and good orders have been placed.

Joins Forbes & Wallace Forces

Frank Colahan, who for a year or so has been associated with his brother, Stephen, in the wholesale end of the Cheney, has gone to Springfield, where he is now associated with the large talking machine department of Forbes & Wallace.

New Edison Models Popular

The new models of the Edison instrument are finding a ready market throughout New England and the staff working out from the Boston headquarters of the Pardee-Ellenberger Co. are finding business unusually good, although Manager Silliman voices the common complaint as to the difficulty experienced getting goods through because of the transportation facilities.

Now Carrying a Strong Line

Vocalion Hall is undergoing certain changes which will make it one of the most noticeable and convenient stores on Boylston street within the next week. Having taken on the Victor line, in addition to the Edison and Vocalion, a better arrangement of the interior was made necessary and the record department, which formerly was on the left midway down the length of the store, which also has an entrance from Park square, is now further to the front and on the right. New booths down the length of the floor also are being installed on both sides. When these are completed there will be a total of nine, all sound-proof and artistically furnished. The office will be at the rear. The words, "Vocalion Hall," are in a beautiful tone of blue across the middle of the large show window and the names of the instruments car-

EASTERN SERVICE

NEW ENGLAND SERVICE FOR NEW ENGLAND DEALERS



Don't Wait!

Give us an idea of your probable Christmas needs now.

This is going to be a good Fall.

85
ESSEX
ST.

THE EASTERN TALKING MACHINE CO.

BOSTON
MASS.

VICTOR DISTRIBUTORS

ried also are in blue at the lower right and left sides. Manager Birdsall says business is now coming along finely and a large clientele is coming in daily to become familiar with the various lines, and incidentally to buy.

Doing Well With the Strand

Manager Arthur C. Erisman, whose name is so closely identified with the Grafonola Co., of New England, whose headquarters are at the corner of Tremont and Avery streets, is meeting with great success in jobbing both the Strand instrument and the Vocalion record line for the New England territory. Arthur Chamberlain is away on a two weeks' trip in the interests of both lines, his field being western Massachusetts. H. M. Blakeborough is traveling in the same capacity through Connecticut, and Norman T. Mason is looking after these lines in the Greater Boston territory. In the Red record line (Vocalion) there is an especially large demand for "Mary Dear" and "My Buddy."

Manager Erisman was over at Salem, Ind.,

the middle of October in attendance on the convention of the Strand official staff and he came back convinced of the determination of the Strand officials to make a fine instrument. He says it is not a case of seeing how cheaply the machine can be made, but how to give the purchaser the very best for his money.

Perfection Sound Boxes and Attachments

The New England Talking Machine Co., manufacturer of Perfection sound boxes and attachments for playing lateral cut records and hill and dale needles, has experienced a decided increase in orders. Each succeeding month has shown improvement over the preceding one and it is, therefore, entirely possible that November will prove the banner month of the year.

News Gleanings of the Month

Alexander Steinert, head of M. Steinert & Sons, was over in New York early in the month, remaining in the metropolis several days.

G. P. Donnelly, assistant New England manager of the Columbia Co., is planning to go to
(Continued on page 88)

"Perfection" Edison Attachments and "Perfection" Reproducers

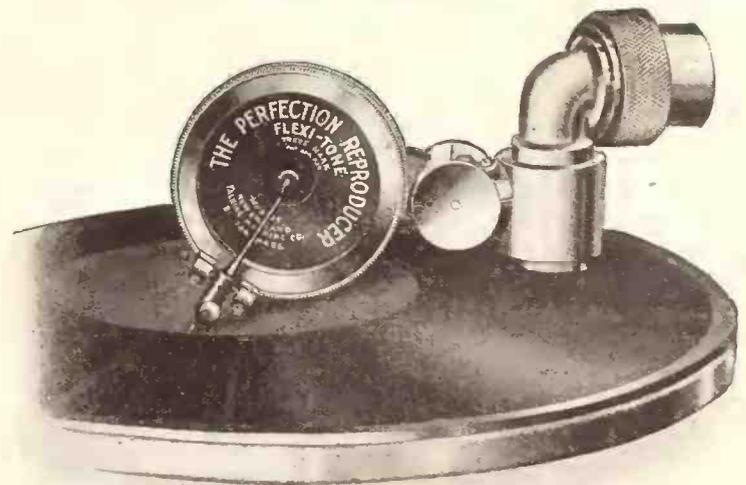
The "Perfection" Flexi-Tone Edison Attachment (No. 4 and No. 7) as illustrated, attached to all types of Edison Disc Machines, makes the most perfect attachment available for playing all makes of lateral cut records requiring steel, tungstone or fibre needles. Only first quality mica diaphragms used in "Perfection" reproducers, giving clear, natural tone. The horizontal ball-joint and direct uplift construction give freedom of movement so that attachment may be used with or without lever, giving excellent results.

Retail price, \$9.00 Gold. \$8.00 Nickel.

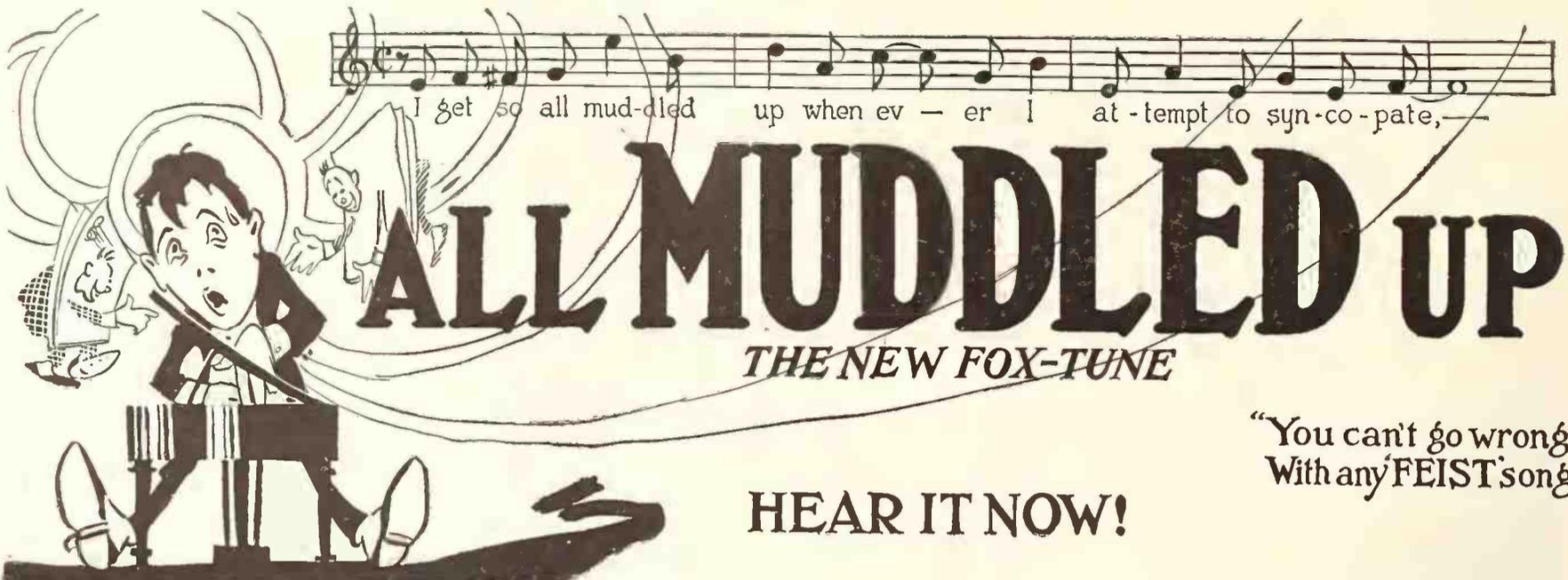
The "Perfection" Pur-I-Tone Edison Attachment (No. 6 Universal) plays all makes of records on New Edison Disc Machine. Retail price, \$10.00 Gold. \$9.00 Nickel.

The "Perfection" Edison Attachment (No. 4 and No. 2) plays all makes lateral cut records on New Edison Disc Machine. Retail price, \$7.00 Gold or Nickel.

NOTE—Special Discounts to Dealers, also Quantity Prices on Request



New England Talking Machine Co. 16-18 Beach St., Boston, Mass.



I get so all muddled up when ev - er I at - tempt to syn-co - pate,

ALL MUDDLED UP

THE NEW FOX-TUNE

“You can't go wrong
With any FEIST's song”

HEAR IT NOW!

THE TRADE IN BOSTON AND NEW ENGLAND—(Continued from page 87)

Portland, Me., for several days the early part of November.

Charles Von Euw, who has been head of the stock room of the Victor department of M. Steinert & Sons Co., this city, was married recently to Miss Helen O'Conner. The wedding was followed by a reception at the home of the bride. The couple are enjoying a wedding trip.

Charles S. Norris, the Tremont street talking machine dealer, spent several days recently in New York, where he got in several games of golf with some of his friends who are as enthusiastic as he on the links.

E. H. McCarthy, crew manager of the Boston branch of the Columbia Co., is recovering from a serious illness which has laid him up for several weeks at his home in Cambridge.

John Cotter, vice-president and treasurer of the Hallet & Davis Piano Co., returned a few days ago from an extended trip to the Pacific Coast, and he is most enthusiastic over the prospects for good business from now on. En route home he and Mrs. Cotter stopped at Pueblo.

ODELL BROS. OPEN BRUNSWICK SHOP

SALEM, MASS., November 1.—The latest addition to the music stores of this city is an attractive establishment recently opened by Odell Bros. The store is fitted throughout with Unico equipment. The Brunswick is handled exclusively.

INSURANCE AGAINST SHORTAGE

Hallet & Davis Co. Maintains Stocks of Phonographs at Four Central Distributing Points to Facilitate Deliveries to Dealers

BOSTON, MASS., November 6.—The Hallet & Davis Piano Co., which is meeting with unusual success in featuring its talking machines throughout the country, has for a number of months been preparing to take care of a substantial increase in demand that is always expected to come with the approach of the holiday season, and during the Spring and Summer season manufactured a substantial reserve stock as an insurance against possible shortage.

The company's stock of machines is now in warehouses at four important points, namely, Boston, headquarters, Philadelphia, Chicago and San Francisco, and its foresight in thus distributing the instruments in advance has proved its value in making possible quick deliveries to retailers in practically every section. In view of the serious delays in freight transportation from the East to Middle and Far West points that are being experienced just now, the advantage of having machines stocked at strategic points is readily appreciated.

The dealers handling the Hallet & Davis phonograph are enthusiastic over this line and the various features incorporated in it.

NEW ENGLAND DEALERS MEET

Annual Meeting of New England Music Trade Association Held Recently in Boston—William L. Nutting Elected President

BOSTON, MASS., November 6.—The annual meeting of the New England Music Trade Association held in this city the latter part of October proved to be one of the most interesting staged by the organization in many moons. Particularly satisfying was the selection of new officers for the coming year, with William L. Nutting, of Nashua, N. H., president; Roger Brown, of the McPhail Piano Co., first vice-president; Harry Spencer, of the firm of Kraft, Bates & Spencer, Inc., second vice-president, and William F. Merrill, the veteran secretary and treasurer, back at his old post.

The annual meeting was held in connection with a luncheon held at the Engineers' Club, when the Brock sisters from "The Music Box Revue" gave a very pleasing entertainment. The official guest at the luncheon was Melville L. Morse, representing the Babson Statistical Organization. Mr. Morse delivered a thoroughly optimistic talk, in the course of which he said:

"As far as this Winter is concerned the stage is set for good business. This applies in varying degrees to all parts of the country, but particularly to New England and other primary industrial centers.

"Boston has had its share of troubles. Because it is an industrial center it is always among the first to feel a depression. For the same reason, however, it is now one of the first to feel the effects of better times. When, two years ago, the average citizen found the prices of things beyond the reach of his income he had to cut down his buying. There was no general buyers' strike. It was from hard necessity and not from choice that he started to wear out his old shoes and use the old suit another season.

"Naturally, those localities which depend on manufacturing were the first to feel the pinch. Fundamentally, however, the readjustment has been good for us all. It gave us a chance to straighten out our personal finances and it gave business concerns the chance to cut down their operating costs. We now have started on the upward side of the business cycle. So far as the immediate future is concerned prospects are good. Statistics point to an excellent holiday trade—15 to 20 per cent larger than last year, and in profits the best since 1919."

Mr. Morse also took occasion to dwell upon the development of suburban life throughout the country and the various agencies that were promoting that development, particularly the automobile. The building and occupying of these many suburban homes opened the way for a better American home life in which musical instruments of all kinds were bound to find an important place.

The Season is Open

NOW IS THE TIME TO GET
YOUR EQUIPMENT FOR
THE HOLIDAY BUSINESS

Medium sized padded cover	- - - -	\$6.00
Large sized padded cover	- - - -	\$6.50
Extra large padded cover	- - - -	\$7.35
Console type cover	- - - -	\$8.00

Sansing
SALES CO.

170 Harrison Avenue, BOSTON

Stools, Covers and Piano-Benches

EDWARD N. LUCAS

Middle West Representative

4352 Kenmore Avenue

CHICAGO, ILL.

Phonograph Toys for Christmas

My, how they'll sell! Stock up—get your order in today. Nothing like them for loosening up the purse-strings of Christmas shoppers.



THE MAGNETIC DANCERS

This fascinating little couple will fox-trot, waltz or two-step in a most realistic manner. They reverse and glide just as a couple would in a ballroom. Retail Price, \$1.00

Display them in your windows and watch the crowds gather. These fun-makers say to passers-by: "Stop, look, listen—and loosen!"

The profits in this Christmas toy business mount up. You'll be surprised. Get that order in today.

Usual discounts to the trade.

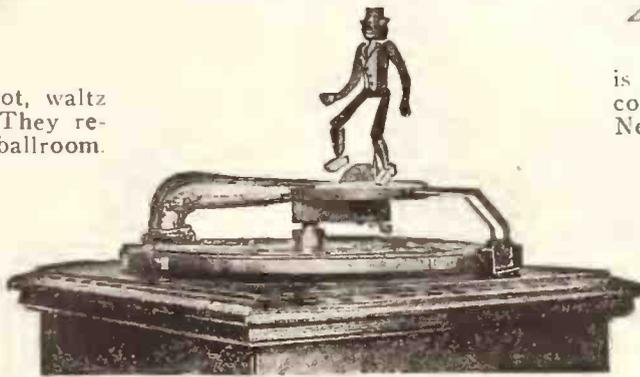
National Company

Cambridge, 39 BOSTON, MASS.



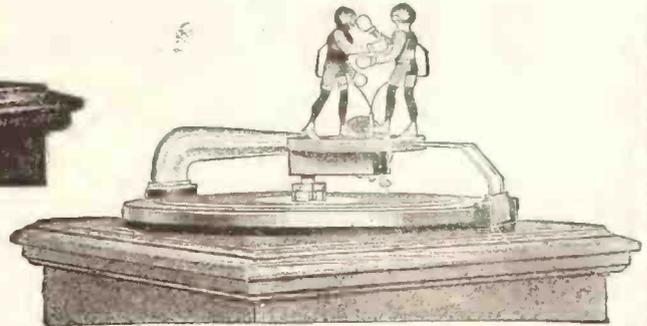
SHIMANDY

is Rastus's sister. She successfully portrays the colored belle in her most ecstatic moment. Neatly dressed in silk with a large plumed hat. Retail Price, \$1.65



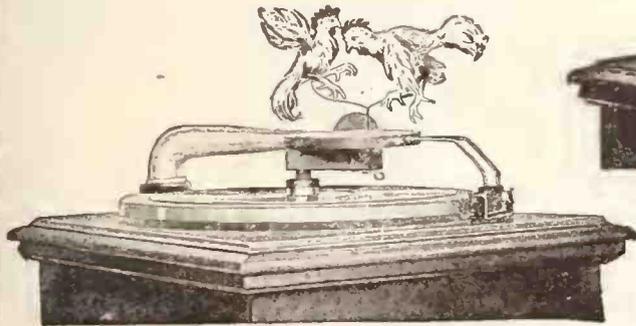
RAGTIME RASTUS

Ragtime Rastus is an automatic dancing danky who faithfully imitates the old time plantation dancer. He clogs, jigs and shuffles in 100 different ways, keeping perfect time to the music. Delights the children, pleases the grown-ups. Attractively hand painted in four colors. Retail Price, \$1.25



THE BOXERS

These little boxers are very realistic and create lots of fun. Put on a lively record and these little men will box away with remarkable speed and accuracy. Attractively hand painted in three colors. Retail Price, \$1.50



THE FIGHTING ROOSTERS

The dancing family is not complete without two Fighting Roosters. These little birds go at it in a most realistic fashion. Hand painted in colors with real feathers in tail and wings. Retail Price, \$1.65

PUBLIC BALL IS HUGE SUCCESS

Talking Machine Men, Inc., Sponsor Important and Successful Entertainment—Leading Dance Orchestras in Attendance—Financial and General Success Judged From Every Angle

Attracting a capacity attendance at the largest hotel ballroom in the city the second annual public ball given by the Talking Machine Men, Inc., at the Hotel Pennsylvania, New York, on Monday, October 30, was one of the most important events that has ever been held in the talking machine trade. More than 2,000 people attended this ball and at times the floor was so crowded that it was almost impossible to dance.

The committee in charge of this ball had worked for several weeks along practical lines with the idea of bringing the attendance up to a high-water mark and they certainly succeeded. From eight-thirty until two o'clock in the morning the dance devotees in the metropolitan territory were given an opportunity to listen to the finest dance music that could be procured and there is no question but that everyone who attended the ball received many times the value of the dollar admission price.

In accordance with its usual custom the committee had arranged for a resident orchestra, which this year was Bennie Krueger's Orchestra. This orchestra, which is well known to dance enthusiasts, makes Brunswick records exclusively, and it played throughout the evening, appearing between the appearances of the visiting orchestras. The dance organizations that appeared during the course of the evening were as follows (in the order in which they played): Selvin's Orchestra (Aeolian-Vocalion), Coleman's Montmartre Orchestra (Aeolian-Vocalion), Paul Specht's Orchestra (Columbia), Paul

Whiteman's Orchestra (Victor), Dixieland Jazz Band (Victor) and Vincent Lopez Orchestra (Okeh).

Aside from the financial success of this ball there is no question but that the Talking Machine Men, Inc., conferred an invaluable benefit upon the record manufacturers by introducing these orchestras to the general public. As indicative of the interest aroused by the personal appearance of the various orchestras, several hundred dance devotees were always to be found surrounding the orchestras in order to gain a personal knowledge of their individual characteristics. During the course of the dancing many of the guests asked the various leaders of the orchestras the names of the selections that were being played and if they could be purchased from talking machine establishments. These minor incidents served to emphasize the fact that these public balls, introducing orchestras that make talking machine records, have a practical and material value to the record manufacturers.

The entertainment committee of the Talking Machine Men, Inc., which was in charge of this ball, was heartily congratulated by the members of the association and by the guests upon the care and attention which they had given to every detail. The members of this committee had given up a considerable part of their time to furthering the plans for this event and they well deserved the praise which they received from everyone present. The personnel of this committee was as follows: Sol Lazarus, chairman; Chester Abelowitz, Max Berlow, E. G. Brown, Otto Goldsmith, Harry Conn, E. G. Evans, V. J. Faeth, Al Galuchie, N. Goldfinger and Cass Riddle. Irwin Kurtz, president of the Talking Machine Men, Inc., acted as an ex-

officio member of the committee and with his usual enthusiasm was an important factor in the consummation of the various arrangements incidental to the ball.

JOSEPH KNECHT WITH EDISON

Waldorf-Astoria Dance Orchestra to Make Edison Re-creations

Thomas A. Edison, Inc., recently announced the fact that Joseph Knecht's Waldorf-Astoria Dance Orchestra has been engaged to make Edison Re-creations. The first releases by this popular organization will be out in November. They will be "Jimmie," the fox-trot from "Sally, Irene and Mary," and "I Gave You Up Just Before You Threw Me Down," another new fox-trot that is "going strong."

PROF. CHENEY VISITS NEW YORK

Among recent visitors at the New York offices of the Cheney Sales Corp. was Prof. Forrest Cheney, inventor of the Cheney phonograph. Mr. Cheney stated that the sales educational campaign, which has thus far covered the important cities east of Chicago, is proving a decided success from every angle.

Returns from any business are commensurate with the amount of intelligent effort behind it.

ATLANTIC JR.
Crystal set
Very Good Christmas Merchandise.
List Price\$18.00
Complete with double Phones and Antenna.
Attractive Discounts.
ATLANTIC INSTRUMENT CO., Inc.
13-21 Park Row New York

Ogden's Sectional Phonograph Store Equipment

— STANDARDIZED —

Produced economically in great quantities—sold to you as you need it. Every part accurately made to fit the other. You can keep adding to your equipment as your business grows or knock it down and move it to your new quarters.

Construction and Finish the Best—At Factory Prices.



OGDEN'S SECTIONAL STORE EQUIPMENT.

The complete Store Equipment (as illustrated) consists of RECORD RACKS, for 2,700 10-inch and 12-inch Records —SALES COUNTER with every Dealer convenience for Card Files, Accessory Stock, Bags and Wrapping.

SOUND-PROOF BOOTH, 6 x 9 ft., (Plan No. 5). For Corner of Store, \$315.00. Against Side Wall, \$365.00. Without Wall Contact, \$415.00. (Complete as illustrated.)

ANY MAN AND A BOY for helper without carpentry experience can assemble this room in one hour. There is nothing to do but place Wall and Door Sections in the Pilaster and turn down the clamps. Place Ceiling units in position and Base Rail or Floor Shoe around the bottom and the job is complete, as tight as a drum, at a fraction of the usual cost.



Room units made to fit sound tight

Price of Ogden's Sectional Units

Record rack, No. 1-S, each.....	\$40.00
Paneled ends, each.....	5.00
Record sales counter, No. 1-S, each.....	80.00
Record sales counter, No. 2, each.....	60.00

FINISHES:—GENUINE ENAMEL
White, Old Ivory and Gray



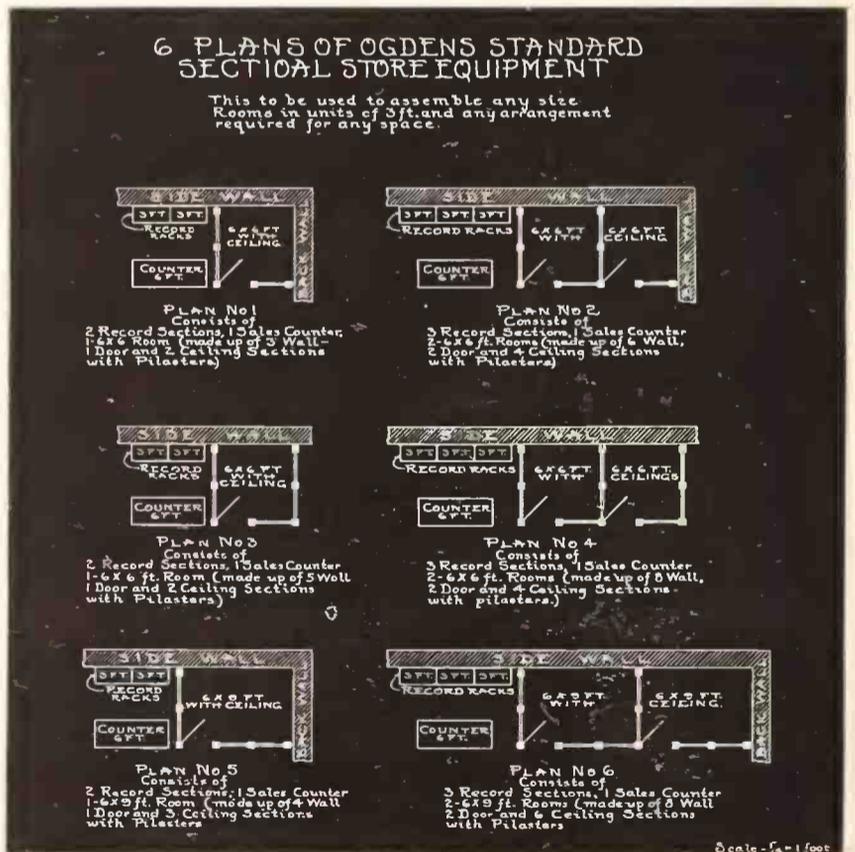
FRONT VIEW OF RECORD SALES COUNTER #1
TOP 30" X 60" 32" WITH CASTORS

BACK VIEW OF RECORD COUNTER #1
SHOWS 3 DRAWERS WITH ADJUSTABLE COMPARTMENT DIVIDERS, ALSO 3 UPRIGHT COMPARTMENTS AND 2 SHELVES

FRONT AND BACK VIEW OF RECORD COUNTER, showing 3 compartment drawers for Card Files, also 3 Upright Compartments and 2 Shelves, which fill every Dealer requirement.

Prices of Complete Equipment

PLAN NO. 1—2 Record Sections, 1 Sales Counter, 1 6x6 ft. Booth..	\$275.00
PLAN NO. 2—3 Record Sections, 1 Sales Counter, 2 6x6 ft. Booths..	425.00
PLAN NO. 3—2 Record Sections, 1 No. 1 Sales Counter, 1 6x6 ft. Booth	305.00
PLAN NO. 4—3 Record Sections, 1 Sales Counter, 2 6x6 ft. Booths..	460.00
PLAN NO. 5—2 Record Sections, 1 Sales Counter, 1 6x9 ft. Booth..	315.00
PLAN NO. 6—3 Record Sections, 1 Sales Counter, 2 6x9 ft. Booths..	475.00



Ogden's Complete Modern Store

Costs less than carpenter work. Everything ready for business the day you get it—Sectional—Unpack and "Set it up Yourself."

NOW IS THE TIME TO IMPROVE YOUR SERVICE

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

OGDEN SECTIONAL CABINET CO., Lynchburg, Va.

CLEVELAND

Dealers on Alert to Interest Public—As a Consequence Sales Result—Several Recent Examples—New Agencies and Changes

CLEVELAND, O., November 9.—Clevelanders have been kept up on their toes during the last month by the local branch of the Columbia Co. Hardly a week goes by that this company, under the able leadership of George Krauslick, service manager, does not put over some original stunt which arouses even from the newspapers comments on its uniqueness.

A great deal of publicity for both Eddie Cantor and the Columbia was obtained here a few



Eddie Cantor at Hippodrome Song Shop

weeks ago, when that gentleman made his first appearance in this city since joining the ranks of Columbia artists. Mr. Cantor was playing in "Make It Snappy," at the Hanna Theatre, when M. Seigel and H. Simmons, of the Hippodrome Song Shop, conceived a brilliant idea. When explained to Mr. Cantor he agreed with them on its brilliancy, and the result was that within a few days a large notice appeared in the daily newspapers stating that the artist would appear on a certain day at the Hippodrome Song Shop and sing some of the songs he had recorded for Columbia. The day arrived and so did the crowd. Mr. Seigel and Mr. Simmons prepared a solid Eddie Cantor window, which helped to attract the attention of passers-by. Results? When it is stated that forty other local dealers followed in the footsteps of Mr. Seigel and Mr. Simmons and ran display windows of Mr. Cantor, and at the end of the week reported that they were more than pleased with the results, the effects of this drive can be readily seen.

Apes Dance to Grafonola

The week before this clever advertising Mr. Krauslick showed his ability to place Columbia before the public in a novel way. Max, Moritz and their child, Akkra, three educated apes, were performing at the Ohio Theatre. They displayed unusual intelligence, and, after seeing them, Mr. Krauslick conceived the idea of hav-

ing a moving picture made of the apes dancing to music played by a Grafonola. A Cleveland firm, the Bradley Producing Co., made the film, which is being run in conjunction with its weekly showing of "Cleveland Happenings." This is shown in sixty local theatres, and in a number of moving picture houses throughout the State. A reproduction of the apes dancing to the Grafonola was also printed in the rotogravure section of the Sunday paper.

Columbia Exhibits at Palace of Progress

Mr. Krauslick, together with M. C. Stehlick, secretary of the Columbia Dealers' Association of Cleveland, was responsible for the exhibit by local Columbia dealers at the Palace of Progress last month. Representative period and upright Columbia models were shown in the Columbia booth and records were played constantly. Siam Soo, the Oriental dancer, was also in attendance, with the result that there was a crowd around the booth at all times. Because of the unusual attention attracted by Siam Soo she received three write-ups in Cleveland newspapers during the course of the exhibition. In conjunction with the exhibition a closed-car exhibit was conducted in the basement of the auditorium and a Columbia Grafonola substituted for an orchestra.

Publisher Ties Up With Columbia Dealers

Sam Fox, publisher of "Romany Love," which was produced on Columbia Record A-3673, tied



Tie-up With Three Clever Apes

up with the Columbia release of this record with great success. He supplied Columbia dealers with publicity matter of various sorts, featuring the number, and also had a large poster made which was sent around to the dif-

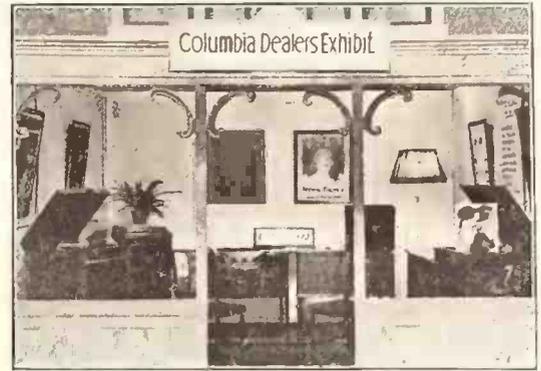
ferent Columbia stores. The result was that this selection received a great deal of advertising throughout the whole city.

New Brunswick Agencies

Two of Cleveland's leading firms have taken on the Brunswick line, J. L. Du Breuil, district manager of the Brunswick-Balke-Collender Co., announced this month. The firms are Wm. Taylor, Son & Co., one of the biggest department stores in the city, and Buescher Co., one of the oldest exclusive phonograph dealers here.

Manager T. A. Davies, of the phonograph department of Wm. Taylor, Son & Co., inaugurated the opening of his department with a five-column advertisement in the three leading Cleveland newspapers, telling of the complete and wonderful display of both upright and console types which they were carrying.

Mr. Du Breuil also announced the opening of the following new accounts: Frederic Ell-



Columbia Exhibit at Palace of Progress

sasser's Music Store, Cleveland; the Rochester Phonograph Co., Rochester; Schmidt Piano Co., Tiffin; Hardwick's Music Store, Uniontown, Pa.; W. A. Phipps, Rochester, N. Y.

Marshall Drug Co. Enters Field

The Marshall Drug Co., of this city, opened a complete musical department. A complete line of records and piano rolls is carried. At the present time the Gennett record is handled, but later on other lines are expected to be added. Mrs. Hazel Smith, who recently came from New York, is in charge.

New Victor Account

Howard J. Shartle, general manager of the Cleveland Talking Machine Co., reports a new agency. The Halle Bros. Co., one of the largest department stores in the city, is the latest account taken on by the Cleveland Co. The entire Victor line will be carried.

Many Vocalion Accounts Opened

The Vocalion Co. reports the following new accounts: Medical Building Pharmacy Co., the Burky-Kerner Co., Cleveland; Greenwood Piano Co., Youngstown, O.; J. A. Long Music Shop, Akron, O.; Willoughby Music Shop, Willoughby, O., and the Music Shoppe, this city.

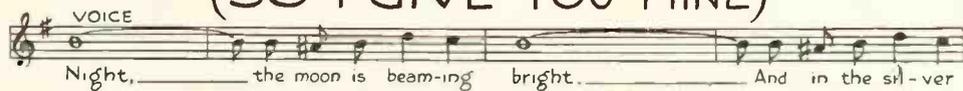
Rexford C. Hyre, secretary of the Cleveland Music Trade Association, is still away on his honeymoon, but is soon expected home.

The H. B. Bruck & Sons Co. continues to display the Modernola talking machine with great success. The demand is steadily expanding.



You Gave Me Your Heart

(SO I GIVE YOU MINE)



Theme song used with
RODOLPH VALENTINO'S "BLOOD and SAND"

A PARAMOUNT PICTURE

Waterson, Berlin & Snyder Co.
Strand Theatre Bldg. New York.



Irrepressible, joyous, Nora Bayes has knocked the ball over the fence again with two topping songs. "Homesick" is a sentimental ballad that brings out the beautiful, warm mezzo-tints in Nora's voice. On the reverse is a lilting, happy comeback—"Tomorrow." Two in one—A-3711.

**Columbia Graphophone Co.
NEW YORK**

SAN FRANCISCO

Business Grows in Volume—Sherman, Clay Efficiency—Better Store Equipment Popular—Many New Agencies—News of Month

SAN FRANCISCO, CAL., November 4.—General business in talking machine merchandise is holding up satisfactorily and plans are under way for the holidays. The dealers will be well supplied for a big trade this year, as they have been preparing in anticipation of a greatly increased demand. The numerous teachers' institutes in the various counties recently have greatly stimulated the demand for educational records. Interest in these and physical culture records grows apace in response to the special work of the missionaries in the field who address institutes and other bodies of educators. The promotion of musical interest by means of memory contests and direct instruction in the public

schools is of permanent benefit to the whole talking machine industry.

Phonograph Shop Remodeled

The Phonograph Shop, Stockton street, has just been remodeled along the most advanced lines. The whole front has been altered, making the show window space more effective and the entrance wider. The record department has been rearranged, a rest room fitted up on the main floor and the machine demonstrating rooms on the mezzanine floor have been refurnished with polychrome willow furniture. The machine demonstrating rooms have also been made sound-proof. The whole store has been repainted in French gray. Manager Comp-

ton says that while the alteration work has interfered somewhat with the efficient conduct of business, the sales volume has continued to increase.

Remodeling at Rudolph Wurlitzer Store

The large store of the Rudolph Wurlitzer Co., on Stockton street, is in the course of radical remodeling. An entire new front will be put in and changes made all throughout the six-story building. The improvements will make the establishment one of the finest in the city and will cost thousands of dollars. Business at present is being conducted under difficulties. Special attention is to be given to alterations in the talking machine department.

Nathan-Dohrmann Business Tripled

Ben R. Scott, new manager of the talking machine department of the Nathan-Dohrmann Co., says business has tripled in the last month owing to the success of a special sale on console type machines. The department will be enlarged for the holidays. A very effective window display of the company this month showed over

The ENCORE RECORD REPLAYER IT'S FOOL PROOF

Thousands of the new improved fool proof Encore record replayers are already in use giving perfect satisfaction as well as creating sales for the dealers. Our arrangement also allows the dealer a liberal profit.

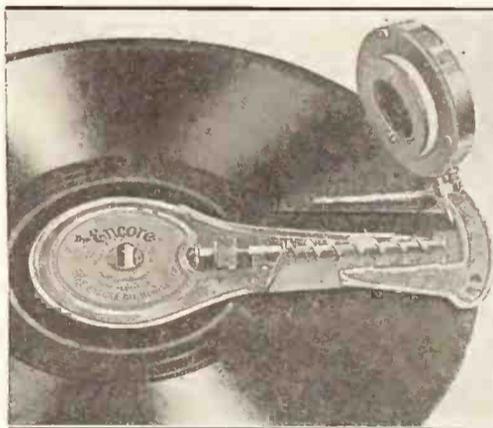
Perfect Satisfaction

Without a Fault

Operates Equally Well on Any Machine or Record

Made of Polished Nickelplated Steel

Will Last as Long as the Phonograph



WARNING!

We own all rights under the Leisenring patent 1143289. The trade is invited to note the date of this patent (June 15, 1915) and to observe that it is the first one filed and the first one issued based on the use of the needle itself as a stop for a friction-driven repeater of the flat cam type.

None of the competing repeaters now on the market have been authorized or licensed under our patent.

Action has been taken by us in U. S. District Court in New Jersey to restrain any infringement of this Leisenring patent and for accounting for profits and damages by a contributor to the infringement now being manufactured in New Jersey and Illinois.

We are determined to enforce our rights and the trade is warned that anyone engaged in selling any repeater infringing the Leisenring patent becomes liable to us for profits and damages.

Retails at \$1.00

THE ENCORE REPLAYER ATTRACTS CUSTOMERS

Some territory is still open for both jobbers and dealers. Write to us today and assure yourself of a holiday supply.



MANUFACTURED BY

ZENITH MANUFACTURING CO.,

290-292 Chestnut Street
NEWARK, N. J.

(See Opposite Page)

three hundred records built in a series of arches.

Walter S. Gray Goes East

Walter S. Gray, the well-known jobber of talking machine accessories and agent for the Strand phonograph, has gone to Chicago on a business trip. He will be back to headquarters here in a few days.

White House Adds Cheney

The White House, hitherto exclusive Victor dealer, has just added the Cheney phonograph to the lines in its talking machine department. Manager Morton expects a heavy holiday trade this year and plans have been made accordingly.

Attractive Edison Display

The Edison Shop on Geary street is featuring the beautiful Edison William and Mary models in its show windows. This display is one of exceptional dignity and simplicity.

Sherman, Clay Changes Add to Efficiency

The wholesale office of the Victor department of Sherman, Clay & Co. has been rearranged so as to permit a more logical handling of detailed work. Robert M. Bird, manager, says the talking machine dealers of San Francisco are showing wonderful co-operation in the conducting of the Memory Contest. Miss D. Cross, of the educational department, is handling the contest for the dealers and she expects it to be the most successful yet held. All the dealers report great interest among the public school pupils who throng the demonstrating rooms at the periods when memory records are played.

New Victor Agency

The City of Paris is the latest to take on the Victor line in this city. The line was first displayed on November 1 and will be featured in the holiday campaign. Mr. Storms, department manager, has made a splendid success of his department and has the record of making the City of Paris one of the chief centers for the retail distribution of Sonora and Columbia phonographs.

News Gleanings

The mid-month specials of Victor records have proved a fine business-getter to the Cali-

fornia dealers. This makes two opening days a month and thus a great many people are attracted to the store who ordinarily would not have come more than once. It is realized that the dealer who plugs for the sale of records also sells the most machines and that the dealer who neglects to take advantage of every opportunity to stimulate the sale of records is likely to find himself playing a poor hand.

The California Phonograph Co. had a large display at the recent Industrial Exposition in this city. Many orders for machines were received. The regular members of the sales force took turns in taking charge of the booth.

The display of Sherman, Clay & Co. at the Industrial Exposition gave due prominence to Victrolas of the latest models. Frequent demonstrations of records were given.

The Wiley B. Allen Co. opened a fine new store at Fresno last month. The old store had been outgrown and larger and more modern quarters were needed. In its decorations and arrangements the new place is ideal.

Talking machine business in Oakland and other Bay cities has been exceptionally strong in the last few weeks, a fact which is attributed to the recent completion of thousands of new dwellings and to the activity of seasonal industries.

OUR CONGRATULATIONS, MR. EVANS

The new treasurer of the city of Darien, Conn., is now Edward G. Evans, of the sales staff of C. Bruno & Son, Inc., Victor wholesaler, New York City. As was announced in a previous issue of The World, Mr. Evans was nominated for this important office, running on the Republican ticket. Although the city is strongly Republican things did not run true to form. Democrats now occupy most of the city offices. It is, therefore, highly complimentary to Mr. Evans that he ran ahead of his party and was elected treasurer by a substantial majority.

INCREASED PROSPERITY IN UTAH

Improved Industrial Conditions Insure Better Prospects in the Talking Machine Field

SALT LAKE CITY, UTAH, November 6.—The outlook for business in this territory is excellent. Unemployment is practically nil while the two new steel companies are making active preparations for business. It is believed that this State is about to embark on an era of great prosperity.

Wm. P. Berry, of New Orleans, who, as announced some time ago, will be the new manager of the talking machine department of the Glen Bros.-Roberts Piano Co., succeeding George A. Bolduc, resigned, is already on the job. Miss Charlotte Hillstead of the record department has resigned to go to the Pacific Coast for the Winter.

The Salt Lake Hardware Co. will close its retail department in the course of two or three weeks, according to announcement by the management. The company will hereafter devote all its attention to the wholesale business. The Main street store has been sold. This firm did a good talking machine business.

The Daynes-Beebe Music Co. put on a \$100,000 talking machine sale during the early part of the month that attracted much attention.

Branch Manager G. C. Spratt, of the Brunswick-Balke-Collender Co., has just returned from a two weeks' trip through the State of Idaho, as has R. F. Perry, representative of the firm, though they did not travel together. Both report conditions in the Gem State as much improved. Dealers reported that business is much better this Fall than last. The following new agencies have been opened by the company in Utah and Idaho: Baring Bros., Buhl; Ferry Furniture Co., Glen Ferry; Dignanas Drug Store, Arco; Stephens-Harper Drug Co., Victor, all of Idaho; Manti Music Store and Heber Drug Co., both of Utah. Mr. Perry said the demand for the new console model York is very heavy.

IMPORTANT ANNOUNCEMENT

The Zenith Manufacturing Co., manufacturer of the Encore Record Replayer (note opposite page) is now manufacturing the famous

CIROLA PORTABLE



Retails
\$35.00

Light Weight—
Carries
Six Records

Durable
Compact
Rich Tone

Meisselbach
Double Spring
Motor

U. S. Patents
51,718
122,441
1,208,749
1,264,273
1,302,900
1,667,796

The Zenith's new factory is turning this product out in larger quantities than ever before. The Cirola Portable has improved equipment and cabinet of high-class with quality finish. Some territory available. Liberal discounts to both dealers and jobbers.

The Cirola is durable, compact, with a fine full tone, and in addition has a double spring Meisselbach motor. Thousands of these machines are in use and with added improvements they are coming in for even greater popularity. A quick seller with a liberal discount for jobber and dealer.

ZENITH MANUFACTURING CO., 290-292 Chestnut Street
NEWARK, N. J.



"I gave up Jim-my Rogers, Who owns two ga-rag-es, All for the love of Mike,—

The Love of Mike

A ComicWaltz Song With a Contagious Laugh

HEAR IT NOW!

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

EDISON TONE TESTS IN FULL SWING

Dealers Appreciative of the Splendid Results Accomplished in a Sales Way by Edison Tone Tests—Expect Banner Season

The New Edison tone test season of 1922-3 is now in full swing and all reports that have come in thus far to the Edison Laboratories indicate it will be a banner season. A very large number of letters has been received from Edison dealers located in every part of the country. These letters constitute a very enthusiastic and potent testimonial to the Edison artists now on Tone Test tour and to the merchandising value of the Tone Test to the Edison dealers, from the standpoint of immediately increasing the sale of instruments and Re-creations. These letters also evidence the fact that the Tone Tests are as popular as ever with the music-loving public, as in every case the attendance has been large, both from the stand-

point of the seating capacity of the concert halls in which the tests have been given and the respective population of each city in which a test has been given. The attendance has ranged from a minimum of five hundred up to several thousand and the average attendance has been in excess of one thousand.

RESERVATIONS FOR RADIO SHOW

Well-known Radio Manufacturers to Be Represented at New York Radio Show—Publicity Campaign Now Under Way

L. S. Byers, executive secretary of the American Radio Exposition Co., New York, which is sponsoring the radio show to be held in the Grand Central Palace, New York, from December 21 to 30, stated recently that the following well-known manufacturers of radio products had reserved space at this show: Western Electric Co., Inc.; Radio Corp. of America, C. Brandes,

Inc.; National Carbon Co., Novo Battery Co., Sleeper Radio Co., General Insulate Co., Sound Wave Corp., Pacent Electric Co., Executive Radio Council, Stromberg-Carlson Mfg. Co., Holtzer-Cabot Co., National Airphone Co., Clapp-Eastham Co., Hutchison Radio Co., Henry Hyman & Co., De Forest Radio Tel. & Tel. Co., and the Dubilier Condenser Co., Inc.

Mr. Byers also states that in addition to the twenty-two concerns mentioned herewith nineteen more of the principal manufacturers have made reservations for space. Plans are now under way for an intensive publicity campaign in behalf of this show and Mr. Byers is asking the radio trade to give him any suggestions that will enable his company to make this show an outstanding success.

REDECORATING SERVICE A SUCCESS

Gotham Studio Opened by Rudolph Robichek for Refinishing and Redecorating Talking Machines Busy With Holiday Orders

Of interest to the trade is the opening last month at 123 Fifth avenue, New York, of a studio by Rudolph Robichek for the redecoration of talking machines for manufacturers and dealers. This is one of the few enterprises of this kind in the country, and that a need for a service of this character exists is evident from the volume of orders which he has already received.

Mr. Robichek is an artist of unquestioned ability and experience and is considered an authority on cabinet decoration and finishing. Special orders for refinishing period models in new and antique finishes—lacquer, polychrome and gilding—have been received for the holiday trade, which will keep the studio working overtime for some time to come in order to supply trade needs.

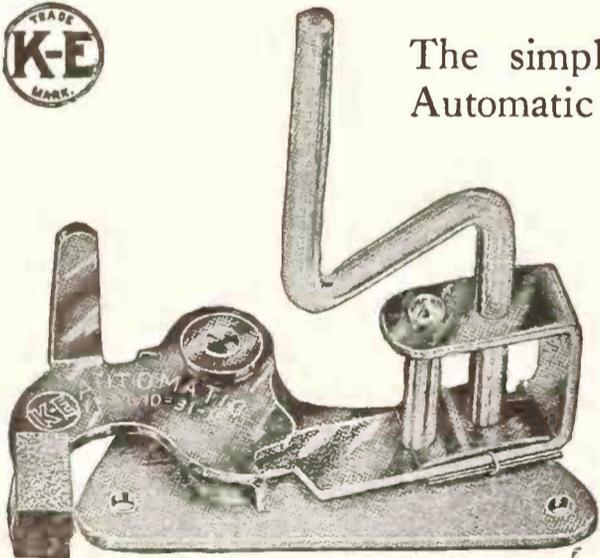
In Europe, particularly in Germany, Mr. Robichek was the winner of several prizes in competition for his original work, which created for him an enviable reputation in the artistic redecoration field. After some years in this field he was offered and accepted a professorship in one of the leading art schools of Germany, where he taught young artists for an extended time.

Mr. Robichek's many friends in the trade are enthusiastic over the opening of his own studio in New York and are wishing him every success.

QUITS DRUGS FOR VICTOR LINE

URBANA, ILL., November 6.—F. M. Leslie, for many years proprietor of a pharmacy here, has relinquished his drug business to devote his entire time to the merchandising of Victrolas, Victor records, sheet music, etc. Several years ago Mr. Leslie added a line of Victor machines and records and this branch of the business grew so rapidly that he decided it was more profitable to devote his entire establishment to it.

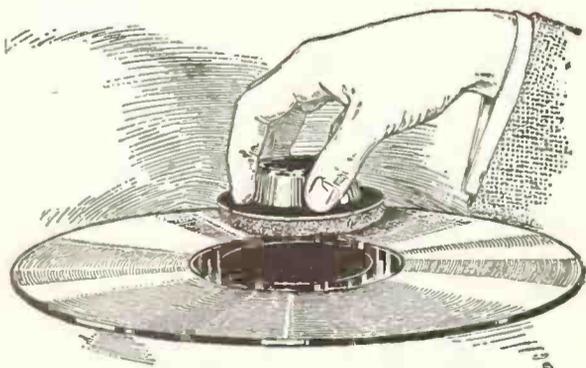
AUTOMATIC STOPS



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.

Cleaners are now available in quantities with dealer's individual imprint.

KIRKMAN ENGINEERING CORPORATION
484-90 Broome Street New York



The Widdicomb Sheraton model illustrated is finished in Red or Antique Mahogany, or Walnut, and is equipped with albums for records, automatic stop and potentiated tone control. Widdicomb Phonographs play all records. Prices range from \$90 to \$260.



INVESTIGATE the possibilities of the Widdicomb franchise and you will find that Widdicomb phonographs in period designs have a twofold appeal for discriminating buyers. For the Widdicomb is not alone a musical instrument of unsurpassed tonal beauty and faithfulness of reproduction, but an article of fine furniture fitted to take its place harmoniously in the most perfectly appointed home. Write today for catalog and full particulars regarding the Widdicomb franchise.

THE WIDDICOMB FURNITURE COMPANY

Grand Rapids, Michigan

Fine Furniture Designers Since 1865

New York: 105 W. 40th St.

Chicago: 327 S. La Salle St.

Widdicomb
 PHONOGRAPH
 The Aristocrat of Phonographs

BUFFALO

*New Columbia Dealers—Victor
Dealers Elect Officers—O. L.
Neal an Optimist—Edison News*

BUFFALO, N. Y., November 9.—The past month has been quite an eventful one in the history of the local Columbia branch. Manager H. B. Haring is announcing that the E. W. Edwards department store and the Braner Music Shoppe, of this city, have been added to the list of Columbia dealers. The E. W. Edwards store is well known throughout New York, having stores in Syracuse and Rochester. They have taken over the H. A. Meldrum store in Buffalo and have installed a beautiful talking machine department. The Braner Music Shoppe is controlled by the two famous orchestra leaders of Buffalo, who recently purchased the Music Shoppe on Main street. A full line of Columbia Grafonolas and records have been added and the shop is now enjoying a splendid business.

The annual meeting of the Victor Talking Machine Dealers' Association of Western New York was held Wednesday of last week in the salesrooms of the Buffalo Talking Machine Co., Victor wholesalers. A representative body of dealers was present and discussed trade topics and problems in an informal manner under the direction of Acting President B. E. Neal. The annual election of officers was held and by a unanimous vote the following were named to serve the Association during the coming year: President, Carl Berlin, Seneca street, Buffalo; vice-president, Charles Kaoppel, Jr., of Kaoppel Bros., Inc., of Buffalo; secretary, W. B. Herbert, of the Erion Piano Co., of Buffalo; treasurer, Isadore Melzer, of I. Melzer, Inc.

It was decided to hold meetings of the Association at monthly intervals on the second Wednesday of each month, beginning in November. The gatherings will probably take the

form of evening dinners followed by addresses or entertainments.

From the remarks of the dealers attending the meeting it was gathered that Fall business has developed into what may almost be regarded as a real boom. Some of the dealers reported orders placed by them last July are still unfilled and said there is a pronounced shortage of many models of Victor machines. The record demand was reported to be showing a most gratifying improvement.

The sales of Grafonolas have taken a decided spurt during the past few weeks. Not for several years has Grafonola and record business been in such splendid condition, and the upward trend continues. Numerous carload sales have been made to Columbia dealers, but some say they have difficulty getting some of the popular new models. Max Lang, of Olean, was one of the fortunate ones to get his shipment, which came by trucks, covered with large banners, announcing the \$17,000 shipment on the way to Mr. Lang's shop.

Ray Miller and his band of syncopaters, of international fame, recently appeared in Buffalo in person, although their achievements in the musical world have been heard in hundreds of Buffalo homes. The engagement was at Lowe's State Theatre, during the week of October 9.

One of the most unique and most successful demonstrations of the New Edison was given at a recital at the Twentieth Century Club recently, at which Marie Morrissey sang and Walter Chapman and Jacques Glockner, pianist and 'cellist, played in solo, duet and trio work. The voice and instruments were accompanied by the New Edison, then the re-created music continued alone. Any skeptics were soon convinced, for in Miss Morrissey's initial number her lips ceased to move but her song went on. Slowly it dawned upon the mystified audience that Miss Morrison was no longer singing, though her voice came clear and sweet as before. The audience only knew when she was singing by the movement of her lips. The tones of the New Edison were identical with those of the

living artist; it was impossible to detect any difference. After the applause, following this exhibition, Walter Chapman, pianist, and Jacques Glockner, 'cellist, shared the stage with her. Only by watching them could one tell when the living artists alone were being heard and when they played in unison with their re-created art. Press comments were flattering.

The Buffalo Talking Machine Co., Victor wholesaler in this city, who caters to upper New York State Victor trade, is very busy this month taking care of dealers' demands for both machines and records. Sales have been more than gratifying, so much so that it has now become a question of getting enough machines of certain models to satisfy each dealer in the territory. More gratifying has been the demand for records, which the dealers have been ordering in large quantities, so as to have their stocks complete for the holiday rush. This increase in record business is a welcome turn in conditions, as during the past few months dealers' stocks have not been replenished in this respect as well as they might have been. O. L. Neal, general manager of the company, predicts that this is a sign of a very prosperous season and that it indicates that Victor dealers throughout the State are leaving no stone unturned to reap their share of Victor business this Winter.

"Our service to the dealer," stated Mr. Neal, "is of the highest caliber, not only in the work we can do with him in his store, but the service we render in quick delivery of machines and records, through the fact that Buffalo is admirably situated, having many trunk railroad and steamship lines available for shipping. Our city forms practically the center of railroad activities for the entire East and parts of the Middle West, as we are located at an overnight's ride in any direction from all large centers in the territory we cover. Orders which we receive from dealers are shipped the same day and these are delivered in the shortest possible time, a service which we believe makes a strong appeal to all Victor dealers. These facts are substantiated by the gratifying increase which we have shown in the past few years, and from all indications this Winter will see one of the largest businesses we have yet enjoyed.

The John G. Schuler, Inc., music store, 1394 Main street, announces the acquisition to its line of the New Edison line of phonographs and Re-creations. E. J. Doherty, who has been associated with the Utley Piano Co. the past twelve years, will have charge of the department.

The Song Shop reports increased sales of Columbia records, made by Ted Lewis, after a recent appearance made there by him.

Giovanni Martinelli, tenor, who recently appeared in concert at Elmwood Music Hall, so greatly pleased his audience that dealers took advantage of his appearance and made special displays of his records, and report increased sales of them.

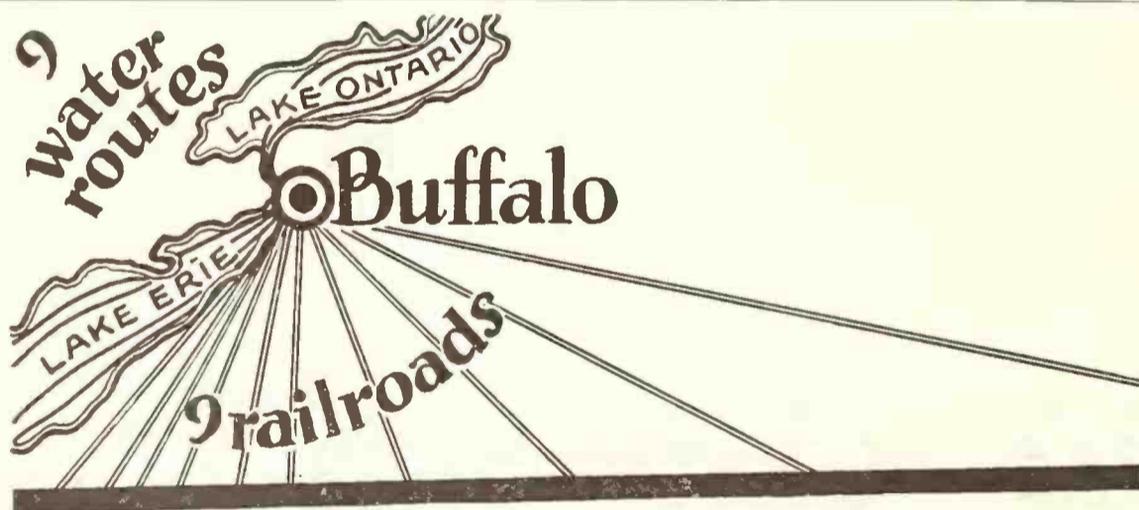
Harry C. Brown, Columbia artist, appeared recently in Buffalo in the "French Doll," at the Majestic Theatre. He was a welcome visitor at the Buffalo branch.

Manager Haring is now in New York, making his headquarters at the Columbia executive offices.

The following Columbia dealers were in Buffalo during the past month: Gust Swanson, of Jamestown; Mr. Grinel, of McNall & McNall, Albion; J. A. Goldstein, of Niagara Falls; Max Lang, of Olean, and R. H. Allen, of Ithaca.

Halloween was an incentive for many artistic display windows and Neal, Clark & Neal can be given credit as having had an especially attractive one. Everything in the window caught the spirit of the event. One of the most attractive features was a Victrola done in Halloween colors for the display.

Aileen Stanley, known as "The Phonograph Girl," who sings for the Victor records, appeared in personal recitals in the record department of Neal, Clark & Neal, where she made a great many new friends and increased sales of her records are reported.



BUFFALO *A NIGHT'S RIDE FROM EVERY
IMPORTANT TRADE CENTER
IN THE EAST*

The veritable network of shipping facilities which Buffalo offers to Victor dealers—is the answer why the Buffalo Talking Machine Co. service is reaching a larger number of dealers each year.

This is unquestionably a real service which builds long-lasting friendship with a better and more efficient business for all.

Why not try this service? It will pay you.

BUFFALO TALKING MACHINE CO.

Victor Wholesalers
BUFFALO, N. Y.

The Player-Tone

IT'S SIMPLY GREAT

No Better Tone Instrument In the World

—PRICE—

Will Sell Phonographs Today And We Have It

Every Player-Tone phonograph is exceptionally good, with the house back of it for years.

Player-Tone phonographs are masterful in their perfection of high grade cabinet work, exquisitely finished by skilled workmen, and when you sell one of these perfect tone producing instruments, you prepare the way for another Player-Tone sale.

The more closely you analyze our high grade construction, combined with perfect tone quality, the more fully will you realize its unqualified value.

Write us for dealers' discount. Act quickly.

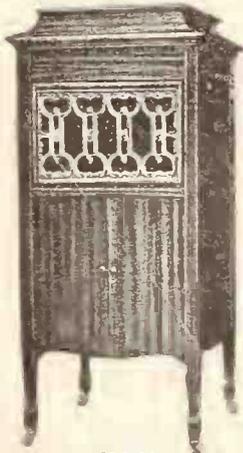
Player-Tone Talking Machine Co.

Office and Salesrooms

967 Liberty Avenue Pittsburgh, Pa.



\$65.00
Model 551
Mahogany Only



\$75.00
Model 601
Mahogany Only



\$85.00
Model 701
Mahogany Only



\$100.00
Model 801
Mahogany Only



EMERSON
Model 40
All gold equipment,
with 5 record filing
albums. \$150.00



\$150.00
Model 901
All Gold Equipment



\$75.00
Model 310
Oak or Mahogany



\$90.00
Model 311
Oak or Mahogany



\$110.00
Model 312
Oak, Mahogany or Walnut



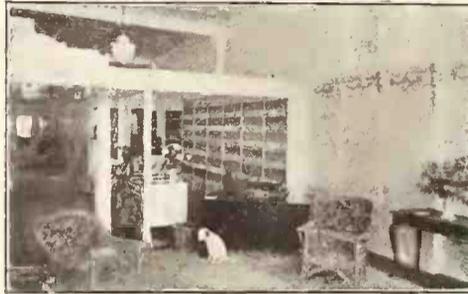
\$125.00
Model 316
Oak or Mahogany



EMERSON
Model 30
All gold equipment,
with 5 record filing
albums. \$135.00

MERIT—BUILT IN

The merit of *Van Veen* equipment is built in. Surface decoration may beautify, but cannot make a real hearing room. Even a fence may be painted to look pleasing to the eye; don't make the error of buying highly decorated fence to serve as sound-proof hearing rooms.



A corner of the new Victor department of Griswold, Richmond & Glock, Meriden, Conn., considered one of the finest retail talking machine warerooms in New England.

Van Veen patented double construction hearing rooms combine structural superiority with beauty and dignity of design. Their efficiency goes below the surface.

The moderate cost of *Van Veen* equipment places it within the reach of the most economical dealer.

Complete equipment on hand ready to ship will give you a month's business in the time it takes others to build the job

VAN VEEN & COMPANY, Inc. 413-417 E. 109th St., New York City

Phone 758 Harlem

Offices and Warerooms

RUDY WIEDOEFT SCORES SUCCESS

Prominent Saxophonist Now a Member of the Eight Famous Victor Artists

Victor dealers throughout the country have learned with pleasure that Rudy Wiedoeft,



Rudy Wiedoeft

famous saxophonist, is now a member of the Eight Famous Victor Artists. Mr. Wiedoeft has been appearing with this well-known organiza-

tion since the season opened and has been achieving phenomenal success. He is well known from coast to coast as one of the foremost saxophone players in the country, having appeared as a vaudeville headliner with several of the most prominent dance organizations.

In announcing Rudy Wiedoeft's acquisition to the staff of the Eight Famous Victor Artists, P. W. Simon, manager of this organization, has also advised the trade that Fred Van Eps, well-known banjoist, is no longer a member of the "Famous Eight," as his activities in New York and vicinity prevent him from making tours for extended periods.

NEW COMBINATION CABINET

George A. Long Cabinet Co. Announces Radio and Talking Machine Cabinet—Many Distinctive Features—Well Received by Trade

H. C. Naill, of the George A. Long Cabinet Co., Hanover, Pa., manufacturer of Long console and record cabinets, was a visitor to New York recently, spending quite some time at the New York Furniture Show. Mr. Naill left for Jamestown, N. Y., a few days ago, where his company is represented at the Jamestown Furniture Exposition.

In a chat with *The World* Mr. Naill called attention to the fact that the George A. Long Cabinet Co. had recently produced a combination radio and talking machine cabinet which had been received by the trade with keen interest. This cabinet is made in two styles, known as numbers 650 and C651. The former is designed to accommodate the Victrola 6 with

a radio outfit and the latter is designed for a Columbia Grafonola A2 and radio outfit. This new cabinet (C651), which is shown in the accompanying illustration, has many distinctive features which will undoubtedly attract the attention of the trade. Head-sets or a loud



Combination Radio and Talker Cabinet speaker may be attached to the radio terminals and the radio chamber is large enough to accommodate any radio set seven inches or less in height. There is also room available for dry batteries and in the cabinet that is shown there is used a Westinghouse Aeriola receiving set with a Baldwin loud speaker. Mr. Naill is very enthusiastic regarding the sales possibilities of this combination cabinet and good-sized orders have already been received from the dealers.



New Model "E"

The General Phonograph Mfg. Co.

Model "E" TABLE PHONOGRAPH

The Greatest Value on the Market

IMMEDIATE DELIVERIES IN ANY QUANTITY

Plays All Makes of Records

Superior Tone Quality

Write for our Proposition

The General Phonograph Mfg. Co.

ELYRIA, OHIO



NEW YORK
TALKING MACHINE CO
 521 West 57th Street

CHICAGO
TALKING MACHINE CO
 12 North Michigan Ave.

A.D. Geissler
President

Victor Wholesalers Exclusively

Mid-West Point of View

WESTERN DIVISION OF THE WORLD, CHICAGO, ILL., Nov. 10, 1922.

OCTOBER and early November reports from all the territory which is ordinarily included within the scope of this department are de-

Economic,
Industrial and
Commercial

ecidedly encouraging. Curiously enough, the good news of brisk business is coming even more from the retail than from the wholesale trade. It is indeed well known that manufacturers are working overtime and that dealers' orders are not filled sometimes as readily as one could wish, simply because they were not placed well ahead as they might, could and should have been. Meanwhile the country at large continues to display economic, industrial and commercial improvement. Mid-west business conditions show up most encouragingly. For instance, there was an increase for September of twenty millions of dollars over the figures for August of Chicago bank clearings. At the same time and for the same period the Chicago Federal Reserve Bank's loans to member banks increased by twenty-two millions, while, contrariwise, business failures were fewer and bettered the 1913 figures for the same month. In the same way, consideration of the general business statistics of the whole country during the opening weeks of the Fall season show that there is every reason for confidence. Commodity prices have been very slowly rising and are now on the 1916 level. Business failures throughout the nation continue to decline in number, and bank clearings to increase in magnitude. Considering all the circumstances, we should rightly rejoice. The sister industry of piano manufacturing and selling is at the moment facing a situation which one hardly knows how to characterize. For there is an actual shortage of manufacturing, due to shortage of help mainly, whereby many dealers are finding themselves with stocks depleted and business brisk. This state of things has not been known in the piano business now for some two years or more and goes to show once more the invincible strength of the music industries. The dealer is not using his intelligence when he supposes that the public demand for music is ever in danger of dying. What we need is simply good merchandising and intelligence. Even without much of either we get along surprisingly well.

LITTLE note has been made of the highly interesting fact that the great music house of Kimball could, if it wished, this year celebrate

Kimball's
Sixty-fifth
Birthday

a sixty-fifth anniversary. Sixty-five years measures a lengthy space of time, stretching back to the days when Chicago was an overgrown village of muddy streets, wooden sidewalks and frame buildings. Still, even Chicago is growing old, surely though it seems slowly. One hundred and ten years have elapsed since the Fort Dearborn massacre and eighty-five since Chicago obtained her city charter. Yet that charter was but twenty years old when the great Kimball house was founded. The Civil War was already, to the mental vision of the clear-minded, palpably on the horizon of the future, but no man could have foreseen the fire which came six years after its close. To-day the Kimball house can boast that it has gone through three wars as well as one catastrophic fire and that, like the community which has made it wealthy and powerful and which it in turn has contributed to make great, it has come out all the stronger for its experiences. The number of those who can still remember the old Crosby Opera House Building on Washington street where the Kimball store was running at the time of the fire, is to-day no longer large. One is sometimes tempted to wonder how far behind her present position Chicago would have been if the fire had never compelled her to build herself over again in durable and magnificent form. The extent of material and moral progress between the old Crosby Building and the magnificent skyscraper which to-day stands at the corner of Jackson and Wabash, with the name Kimball Hall upon its portals, is vast enough; nor should we be surprised that its scope is measured by the growth in public taste for music and musical instruments. We talking machine men are apt to forget sometimes that the music business

is irresistible in its strength, because it is founded on an irresistible human desire; the desire for that uplift of the spirit which music best gives. On that foundation the music industries can brave any storm, as the history of the Kimball house abundantly shows. Now that the name Kimball is also a phonograph name, the splendor and the solidity it implies are being reflected in even greater degree and to an even greater extent into every part of this great country.

As these words are being written preparations are going forward for the Victor Red Seal Salesmanship school under the auspices of the Putnam-Page Co., Victor distributor at Peoria. The news is not perhaps extremely surprising, but it affords a text from which to preach a little, and much needed, sermon on salesmanship.

The
Seal of
Salesmanship

Perhaps it would be better to say on the lack of salesmanship in the talking machine business. For if there is any one truth more obvious than another in respect of the talking machine business it is the truth expressed in the last nine words of the preceding sentence. Now salesmanship is not a secret process. It may be defined as the application of intelligence to the work of distribution. Even the most obvious, the most needed goods are not acquired by the most of mankind without the intermediation of salesmanship. The reproduction of music for the home constitutes one of the most useful and valuable of human developments. No home should be without it, for no home without it is truly complete. Yet, we all know that the number of talking machines bears a most inadequate proportion to the number of families. Why is this? It is not because the prices are too high. It is because the methods of selling are poor, unsystematically thought out, opportunist, unscientific. That is why. Salesmanship should be a professional occupation. Salesmen should be, nay, must to-day be, trained men and women, who have undertaken to acquire theoretical and practical knowledge concerning the goods they have to sell and the behavior of men and women who are exposed to the selling suggestion. The organization of modern society is very complex and the distribution of goods among the members of this society more and more has to be systematized. Salesmanship, therefore, is becoming a profession. Chance must give place to system and luck to science. In the talking machine trade this is just as much a necessity as it is in the sale of gilt-edged securities. We welcome the appearance of the Victor salesmanship school downstate.

AN observant pedestrian discovers a good many things which are hidden from him who sees but does not observe. The particular

The
Inquiring
Reporter

observant individual we have in mind has been doing a great deal of observing lately upon our city's thoroughfares and reports many interesting things. He says, for example, that the amount of local billboard advertising being done by talking machine manufacturers is really very large indeed and that there seems to be more of it in evidence every day. In his walks and rides around the city gathering the news of the talking machine trade, he keeps his eye open for billboard advertising, and very little of it gets past him. Well, if it be true, as inquiry among those chiefly concerned seems to indicate, that billboard publicity is effective publicity, this only confirms the wisdom of those who long ago saw that even the most refined and beautiful things can be beautifully and effectively advertised by the billboard. The old-fashioned poster indeed is giving way to the painting done directly on the wood of the board, or on a canvas stretched over it. The result is more attractive, neater, more durable and far more artistic. The Victor name has long been brought to the attention of the public by such means, and lately we have noted in ever-increasing numbers cleverly designed and well-executed pictures of the delights and beauties of Columbia, Vocalion, Brunswick, Cheney and Starr. The talking machine, like anything else which pertains to music, affords a splendid subject for outdoor publicity.

From our **CHICAGO** HEADQUARTERS

REPUBLIC BLDG., 209 SOUTH STATE ST TELEPHONE WABASH 5242

EDWARD VAN HARLINGEN

WILLIAM BRAID WHITE

EUGENE F. CAREY

ARTHUR E. NEALY

A. SNYDER

CHICAGO, ILL., November 8.—From all sides we hear that manufacturers of talking machines and parts essential to their manufacture are specially busy. This activity began to manifest itself something like sixty days ago. About this time these manufacturers had really got down to business and took note of a long neglected part of said business, viz., publicity. Many of them put their travelers back on the road and followed this up with announcements of their wares. These announcements appeared throughout the trade press and were also sent through the mail. Needless to say the results soon became apparent through activities in the factories.

It had been known for a long time that dealers' stocks were very low. In fact many dealers had been buying from hand to mouth for quite a number of months. They were conserving their resources because of the chaotic conditions then existing throughout the country, but which, for instance, the coal and railroad controversies, are now to all appearances settled. Business in general has quit thinking about them. Consequently, the thoughts that had been applied to the aforementioned controversies are now being applied to production and sales, so that trade is going along in a fairly normal manner.

It is customary each year for everyone to take an inventory of his progress and it is natural therefore for a trade paper to take an inventory of the progress of the industry it serves. After going over the trade situation for 1922 we have discovered several little facts which should be very interesting to the trade. We, therefore, are ambitious to say something

regarding at least one or two of them. Perhaps it will be considered a premature inventory, since the year is not closed; but even so, please regard it as at least a part of one which is worthy of consideration. Here goes: One of the big faults that formerly prevailed in the talking machine industry was a lack of stability throughout the retail end of the industry. This was due to an apparent laxity on the part of merchants in regard to their places of business. For a while, particularly two or three years ago, dealers in general were doing a tremendous volume of business, and in this they were quite content. It was not necessary for them to be salesmen, nor did they feel it necessary to pay much attention to the fittings of their stores. This condition, of course, did not apply to all dealers, but to quite a number of them. After the day of order-taking had passed away it was found that in order to do business not only had real salesmanship to be instituted, but the appearance of stores had to be looked after. The dealer found that to do business he must make himself a permanent part of his community life. In order to do this he found it necessary to establish himself firmly in his community, and there was only one way to do that. That way was to show his clientele that he was there to stay. In order to do this he found it necessary to look after his equipment. Good equipment plays a most important part. It creates an air of prosperity which is highly regarded in every community—it adds to the comforts of the customer and assures him that he is in the hands of first-class business men who are not only anxious to sell him, but keep him sold. To-day

our inventory shows us that nearly every dealer we come across has stabilized himself by investing anywhere from \$1,000 to \$25,000 in store equipment. By virtue of this investment the talking machine man is regarded as one of the best assets in his community. He has no trouble in raising money to-day, throughout financial circles in his community, and this in itself spells stability of the highest order.

Talking Machine Store as Radio Outlet

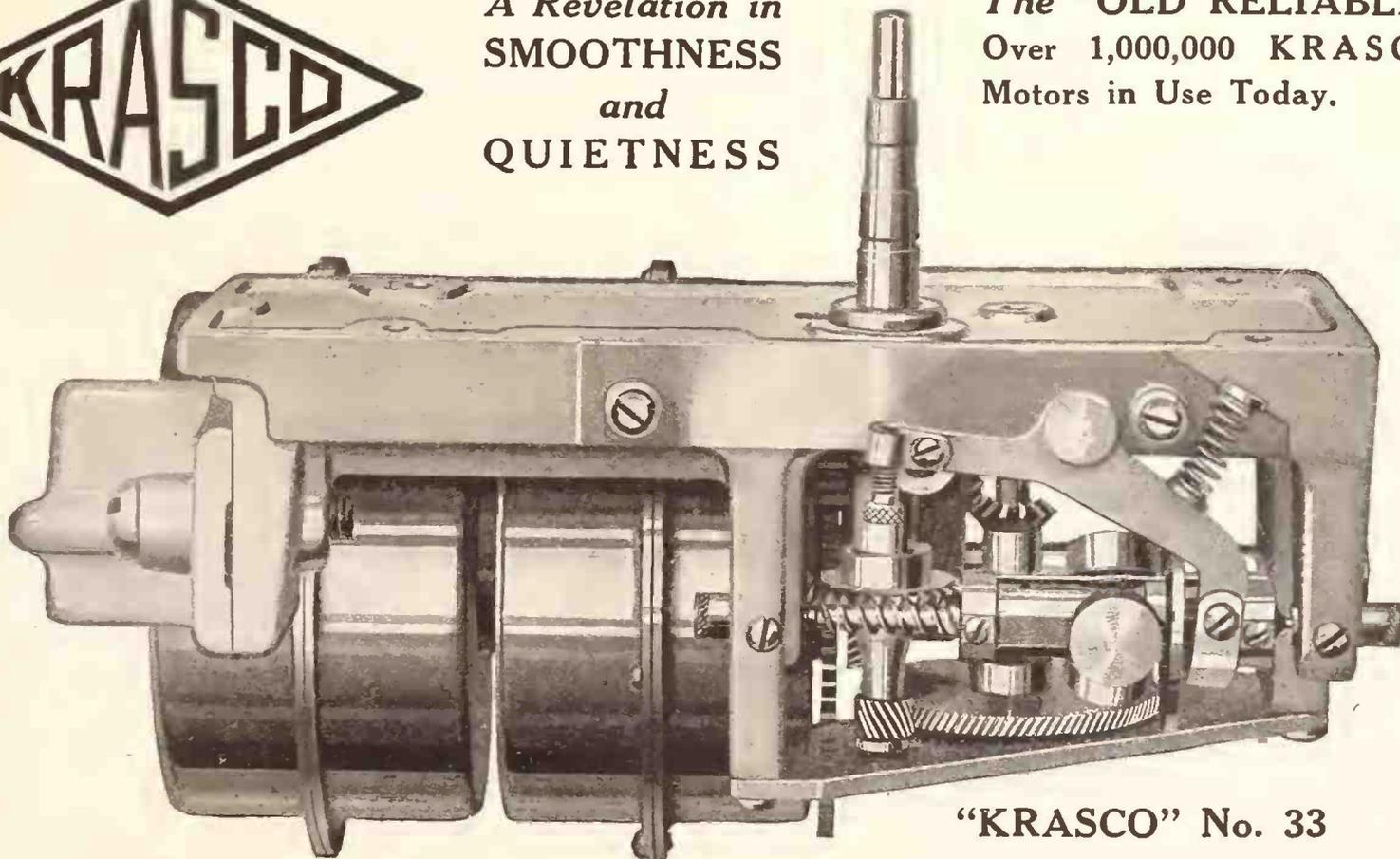
Another thing the talking machine man is paying quite a bit of attention to lately is radio. For a long time manufacturers of radio sought the most logical outlet. After much investigation and consideration the palm has been handed to the retail music man. One of the main reasons for this decision has been already gone over in detail above. Another is to be found in the close similarity between radio and the talking machine. It had been thought by a great many radio manufacturers that the sales of radio should go to electrical dealers, but this thought is being abandoned for several reasons, e.g., the talking machine man has a larger investment than the electrical dealer; likewise, the sale of radio depends on service, which the talking machine man is able to give better than the electrical dealer can. Then again, the electrical man is a technical man. He knows electricity, or is supposed to. Radio-telephony is now regarded not as simply electrical, but as a form of electro-magnetism, in regard to which much less is known. Therefore the electrical dealer with his electrical knowledge is too prone to go into technicalities and neglect to

(Continued on page 102)



*A Revelation in
SMOOTHNESS
and
QUIETNESS*

*The "OLD RELIABLE"
Over 1,000,000 KRASCO
Motors in Use Today.*



"KRASCO" No. 33

No matter what your motor requirements are KRASCO will fill the bill. If your trade wants reliable motors to play from four to ten ten-inch Records at one winding KRASCO will do it. Write for literature on KRASCO MOTORS. Types 2, 3, 4, 22, 33 and 41.

KRASCO MANUFACTURING COMPANY

451 East Ohio Street

CHICAGO, ILL.

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 101)

talk on subjects which will cause the buyer to make a purchase. The average retail talking machine man knows comparatively little of the technicalities of electricity and he therefore must talk upon music in the home and the enjoyment to be derived from radio. This, by virtue of his long association with a trade which is selling music, enables him to get right down under the hide of his prospect and make a customer of him. Then again, when a comparison of the electrical dealer and music man is made, we find that the music man knows how to handle a piece of merchandise that is sold on the deferred payment plan much better than the electrical dealer does. This is essential, because if anyone cares to take note he will see that the larger institutions marketing radio are putting out sets carrying retail prices which necessitate deferred payments.

Summarizing the whole situation we find then that talking machine dealers want high price radio outfits and nearly everyone of these dealers is taking them on, whereas, in the electrical field we find more and more indifference to radio, at least in a musical way, from day to day. We feel, therefore, and have every reason for so feeling, that ere long the music man will be considered the principal outlet for high-grade completed sets and the electrical man, because of his technicalities and his love for them, will be an outlet for parts rather than complete units.

Sonora Distributor Changed in Chicago

Van Houten & Zoon, who for several years were wholesale distributors for the Sonora Phonograph Co. in this city, have discontinued their activities in the talking machine business and have returned to their original enterprise, namely, the distribution of cocoa. They have accordingly closed their Chicago headquarters and returned to New York City.

The wholesale Sonora business has been turned over to a new distributor known as the Sonora Phonograph Co., Inc., of Illinois. The

head of this new concern is A. R. Rodway, of the A. R. Rodway Co., Inc., New York City, broker and wholesaler of groceries. Mr. Rodway is president and general manager.

L. Golder, who was assistant sales manager of the Sonora branch of Van Houten & Zoon's Chicago offices, is now sales manager of the Sonora Phonograph Co., Inc., of Illinois, and J. E. Corcoran, formerly of Van Houten & Zoon, is now assistant secretary and treasurer of the new concern.

The Sonora Phonograph Co., of Illinois, will maintain its present headquarters at 720 South Michigan avenue and will also maintain the warerooms formerly occupied by Van Houten & Zoon. The showrooms at this address are equipped purposely for the benefit of Sonora retail dealers. Wholesale business only will be carried on at this place.

The territory that the new organization will cover will be the River towns of the State of Iowa and the entire State of Illinois. A comprehensive advertising campaign featuring the Sonora is now being carried on in the local newspapers of this territory.

A Visitor From Calumet

Lucas Hermann, of the firm of Hermann Brothers, of Calumet, Mich., paid the Chicago branch of the Columbia Co. a visit the early part of the week. "Conditions are much improved in the Copper Country," said Mr. Hermann, "and we are preparing for an unusually large Fall and Holiday business."

Dog Days in Chicago

The most (in some ways) spectacular parade ever seen in Chicago was held on Saturday, October 14. It was the parade of the unpedigreed canines and their owners. You see, it was this way. One of the local papers has been working up interest in "Kids and Their Dogs," and so got up the show of hounds of low degree. Kids and dogs of every kind and description were in the procession, including canines who possess the loudest barks, the

longest tails, the homeliest faces, the prettiest eyes, etc. The parade itself was one of the biggest hits of the season and an observer for The World could only see one man in line who took advantage of the advertising possibilities of the event. This man offered the use of his Stutz roadster as a means of conveying some of the officials who made the award in the dog contest. His scheme was very novel. The World representative was unfortunate in not securing the gentleman's name, but he had mounted on top of the radiator of his car one of the familiar little Victor dogs with a sign hanging below it, "His Master's Voice." We immortalize the famous event, not for the purpose of giving any particular dealer a boost, but to call the attention of the trade to the possibilities that offer themselves almost daily for "tie-up" purposes, from the most unlikely directions.

Victor Delivery Bags

The Chicago Talking Machine Co. reports splendid results from the campaign recently launched in behalf of Victor delivery bags. The response from dealers has been far greater than anticipated. These delivery bags are of paper and come in ten and twelve-inch sizes. There are illustrations on the front in four designs, which include scenes from operas, as well as Victor advertisements. Space is left at the bottom of the illustration for a three-line imprint. The quality of these bags is typically Victor and they constitute a kind of advertisement calculated to stimulate any dealer's business.

Enlarge Talker Department

For the second time in a year H. L. Freedman, manager of the talking machine department of W. A. Wieboldt & Co., has found it necessary to enlarge his space. The department has now been moved to the third floor of the big building at Milwaukee avenue and Paulina street and has added a considerable number of listening rooms. This department is probably the largest of its kind in the West Side business



"Built by tone specialists"



Magnola Style Louis XVI

IN ITS SEVENTH YEAR OF STEADY SUCCESS

4 Cabinet Styles:

Mahogany, Walnut and Oak Finishes.

Patented Tone-Deflecting System:

Unsurpassed Workmanship.

Vertical Record Filing:

Mechanical and Acoustic Equipment Beyond Criticism.

Write for our Revised Wholesale Prices

Magnola Talking Machine Company

OTTO SCHULZ, President

711 Milwaukee Avenue

Chicago

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 102)

district and from present indications will soon rank among our biggest talker departments.

Now Have Twelve Booths

The Lincoln Talking Machine Shop, at 3100 Lincoln avenue, which handles the Sonora and Brunswick machines and Brunswick records, has recently added to its equipment several new hearing rooms, as well as larger counter space. This concern can now boast of twelve booths. Besides the first floor this concern recently added the basement of the building to its selling space, and this is now equipped in a most modern fashion with all the up-to-date improvements necessary for the sale of records and talking machines.

Increases Capitalization

The capitalization of Ray-Di-Co Organization, which was incorporated in May, 1922, under the laws of the State of Illinois with a capital of \$100,000 common stock, has been increased to \$250,000. The new capitalization calls for 1,500 shares at a par value of \$100.

The Ray-Di-Co Organization, Inc., is the outcome of a consolidation between two pioneer firms in the radio business, viz., the Ray-Di-Co Organization and Hawthorne & Co. All of the assets of these two firms, including their goodwill, their registered trade marks, etc., were acquired by the Ray-Di-Co Organization, Inc., several months ago. This business began in a small way about two years ago and its products are said now to be handled by some 900 dealers.

A. R. Campbell in Charge of Radio Department

A. R. Campbell, a young man widely known in the commercial field, has been appointed manager of the retail radio department of the Cable Piano Co. Mr. Campbell is well versed in radio, having gained his knowledge while in the United States Navy. The department looked after by Mr. Campbell makes a specialty of Zenith receiving sets, manufactured by the Chicago Radio Laboratory.

Featuring Fletcher-Wickes Line in Canada

At the headquarters of Fletcher-Wickes, Inc.,

at 6 East Lake street, the representative of The World was shown some exceptionally clever advertising copy written around the Fletcher reproducer by the McLagan Phonograph Corp., Ltd., whose head office is in Stratford, Ontario, Can. The copy is enclosed in a pen-sketched border, showing two singers, a man and a woman. Immediately between the two heads is a drawing of the Fletcher reproducer. The drawing shows the mouths of both singers open in a natural manner and it will be seen on close inspection that this natural contour of the lips simulates a hexagon. The established shape of the Fletcher reproducer is hexagonal also. The connection is obvious.

The text matter then goes on to tell how it remained for Elmer Fletcher, an American genius, after many years of patient experiment, to discover the principles now embodied in the Fletcher reproducer. Mr. Fletcher abandoned the accepted ideas relative to reproducers and proceeded along new and radical lines. During his experiments he discovered that high or soprano notes are made in the center of the diaphragm of the reproducer and the low or bass notes are made nearer the edge. Continuing the experiment he found that six sound openings placed at certain positions behind the diaphragm provide proper spacing and correct control of all ranges of human voices and musical instruments.

Pushing the Starr Line

The Chicago office of the Starr Piano Co., manufacturer of the Starr phonograph and Gennett records, has a specially fine display of the latest Starr models at the local Wabash avenue warerooms. Sales are quite brisk and anticipations are that November and December deliveries of Starr phonographs and Gennett records will far exceed the deliveries made during the same months of last year. This augurs well for the local branch, as everyone connected with this institution firmly believes that the coming season will be the biggest ever. The

console type has proved itself a very good seller and although considerable difficulty was met with in securing enough of these beautiful instruments to care for the demand some time ago, it is believed that increased deliveries will enable the local branch to take care of its coming Holiday trade.

Edison Phonographs Selling Fast

Retail Edison business is going at a fast pace, so they say, at the new Knabe Edison Shop on Wabash avenue. Retail sales are well beyond anticipations. The big seller is the baby console at \$175, which is making Edison history in this territory. Edison records are showing an immense increase in sales, due to the fact that Edison is getting out the newest music very speedily. This policy is giving a great impetus to record sales and indirectly is greatly stimulating the sales of Edison phonographs.

Increases Force to Supply Demand

The United Mfg. & Distributing Co., of this city, recently increased its force of workmen and at present is turning out unprecedented quantities of the well-known United motor. In recent publicity the United Mfg. & Distributing Co. has heralded its product in a very novel way by asking the trade to think of the anachronism, "Beau Brummel, In Squeaky Shoes." Now, of course, no one familiar with the social life of that bygone and very interesting personage could conceive him wearing squeaky shoes. This little bit of publicity is causing many manufacturers to think of their best instruments as Beau Brummels and to get rid of their squeaky motors. All manufacturers know that to-day talking machines equipped with noisy, wobbly or squeaky motors are very objectionable in the home, and are therefore paying more attention to the elimination of these faults than ever before.

Sonora Dealers Meet in Conference

Seventy-five Sonora dealers from all over Chicago and vicinity met on the first of November.

(Continued on page 104)

VITANOOLA

The Phonograph of Marvelous Tone

MORE News of Importance



No. 43—List \$125.00

Write us for DEALER'S price

Now, in our immense Saginaw, Michigan, plant, we have co-ordinated all Vitanoola activities, including the moving of our general offices to Saginaw from Chicago; and it works out to your advantage as well as our own.

In Saginaw we have always had and—now that all Vitanolas will be made here—will have in increasing degree the benefit of skilled labor at a fair price. The men who work in our Saginaw plant, many of them, have been with us since our beginning. They own homes, and are skilled artisans who work because they like to create something worth while, not merely because they are compelled to hold a job.

In this big modern factory, then, under one roof we shall continue to produce the VITANOOLA with the thought in mind that to-day the American public wants phonographs as badly as ever. BUT the quality and the price must both meet rigid competition. At the same time the dealer's interest must be protected.

Write to us to-day, and find out what all this means for you. DEALERS who know have said to us

"It is Easier to sell Vitanoola Than to Compete With It"

Vitanoola Talking Machine Co.
Saginaw, W. S. Michigan

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 103)

ber for a luncheon in the Florentine room of the Congress Hotel. It was the first real meeting that the Sonora dealers have had in quite a while and was, in fact, the initial get-together meeting of the new Sonora Phonograph Co., Inc., of Illinois. It was the means of personally introducing the new officers of the aforementioned concern to the Sonora dealers of Chicago. The chairman of the occasion was L. Golder, sales manager of the Phonograph Co., Inc., of Illinois, who, after a few introductory remarks, introduced A. R. Rodway, president of the new company. Mr. Rodway told of his enthusiasm as regards Sonora phonographs and gave details as to the immense amount of business being done in New York City and throughout the East.

He could not see why Chicago, with its wonderful territory, cannot compare with any other big city, insofar as Sonora business is concerned. Mr. Rodway also spoke in a sort of historical way relative to the founding of the Sonora Co. and its success. The success of growing institu-

tions depends on the ability of the men behind them, both wholesale and retail. It also depends upon the policies of the institutions marketing the product and the qualities of the product. Mr. Rodway's talk was quite interesting and aroused the hearty approval of all those present, who assured him that every possible co-operation will be his, and that 1923 will be a banner year in Chicago and the rest of the territory looked after by the company, of which he is president.

The keynote of Sonora's 1923 business will continue to be the best possible quality of merchandise, according to Frank J. Coupe, general sales manager of the Sonora Phonograph Co., who went into details concerning the company's endeavors and ambitions to make their 1923 merchandise of even better quality than obtains to-day. "The goods of to-day will stand up in competition with those of any other company and are never found wanting," he said. "We are doing our best even to surpass our present quality record." He called attention to the fact

that the holiday rush was keeping the Sonora factories working overtime, but even at that there is bound to be a shortage of these instruments. "Sonora recommends good competition," he continued, and in closing he congratulated Sonora dealers on their good fortune of securing such high-grade men as now associated with the new Illinois Co. for business co-operators.

Co-operation between dealer and distributor was the keynote of an impromptu talk given by C. W. Keith, of the Long Island Phonograph Co., of Brooklyn. The immense amount of business this concern is doing in the East is attributed to a combination hard to beat and composed of two important factors, viz., superior goods and real co-operation. These will withstand the onslaught of any competition and win in the end. Mr. Keith warned his listeners to beware of cheap advertising; for example, dollar down and dollar a week advertising. This is ruinous to any establishment, as it cheapens the article that is offered for sale. When a man cheapens his merchandise he only invites for himself greater labor with less results.

The meeting was very successful. During the luncheon the guests were entertained with music and high-class vaudeville acts. The table was arranged around three sides of the room and the space within was decorated with palms and artistically set off with the entire line of Sonora instruments, which were placed effectively on display. At the close of the meeting Chairman Golder announced that all authorized Sonora dealers in this territory will be presented with elaborate Sonora dealer certificates framed and ready to be hung up in the dealer's place of business. It was also announced that all Sonora advertising during the present campaign will carry the names and addresses of all authorized Sonora dealers.

Ben Wood on Business Trip

Ben Wood, general manager of West Phono, Inc., left on the first of the month for a trip which will take him through the Eastern and Southeastern States. The purpose of this trip is to establish jobbers for the Orpheum portable talking machines which his company is making.

Peter Nees Elected Orotone President

The first of the month the board of directors of the Orotone Co. called a meeting of its officers to take action to fill the vacancy caused by the recent death of Louis K. Scottford, president of the Orotone Co. An election of officers followed the meeting and Peter Nees was duly elected president and the other officers were re-elected. William Tures remains secretary, with Leigh Hunt, treasurer and general manager. Mr. Tures, who was one of the founders of this organization, will devote a great amount of his time to traveling throughout the country calling on manufacturers of talking machines, as well as jobbers and retailers who handle the well-known Orotone-Edison attachments. Mr. Tures is a recognized authority on tone-arm and sound box construction and the purpose of his visit to the trade will be to familiarize it with the various methods utilized in tone reproducing. The Orotone Co. is meeting with great success in the development of its business and the demand for its product is a tribute to its worth.

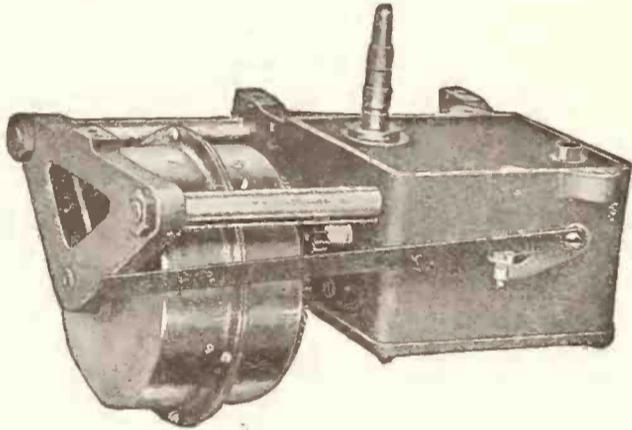
New Cheney Store Opens

One of the latest entrants into talking machine circles of Chicago is the Thomas Piano Co., which recently opened its second store at 4338 Milwaukee avenue. The formal opening was attended by a large number of visitors, who enjoyed the excellent program especially prepared for the occasion. Music was furnished by the Seese Jazz Band.

This new store, besides a line of pianos, makes a specialty of Cheney talking machines. It is one of the most beautifully decorated stores on Chicago's North Side and its paneled walls are artistically decorated. The lighting effects are very beautiful and the furnishings are of

(Continued on page 106)

BEAU BRUMMEL In Squeaky Shoes!!



AN EXQUISITE CABINET WITH A CRUDE MOTOR

A thing may be durable and yet most objectionable.

Not so long ago, all motors were noisy. The coffee-mill-like winding sounds and the mechanical sounds of the motor were the accustomed though annoying prelude to an operatic air.

Today, instruments equipped with our enclosed, automatically lubricated motors avoid this objectionable defect. Not a sound—No intrusion of mechanics into the artist's offering, they are musical instruments—not machines.

Also, manufacturers were accustomed to bear a certain amount of bother and expense due to motor troubles after their instruments were sold.

Most of the makers of fine Phonographs now use our equipment, their motor troubles are forgotten, their costs as well as their overhead expense are reduced, and their cabinet work, no matter how exquisite, is matched in refinement and quality by the mechanism inside.

Let us send samples for trial at our expense to your Mechanical Department. See for yourself just what we offer at less money than you are doubtless now paying.

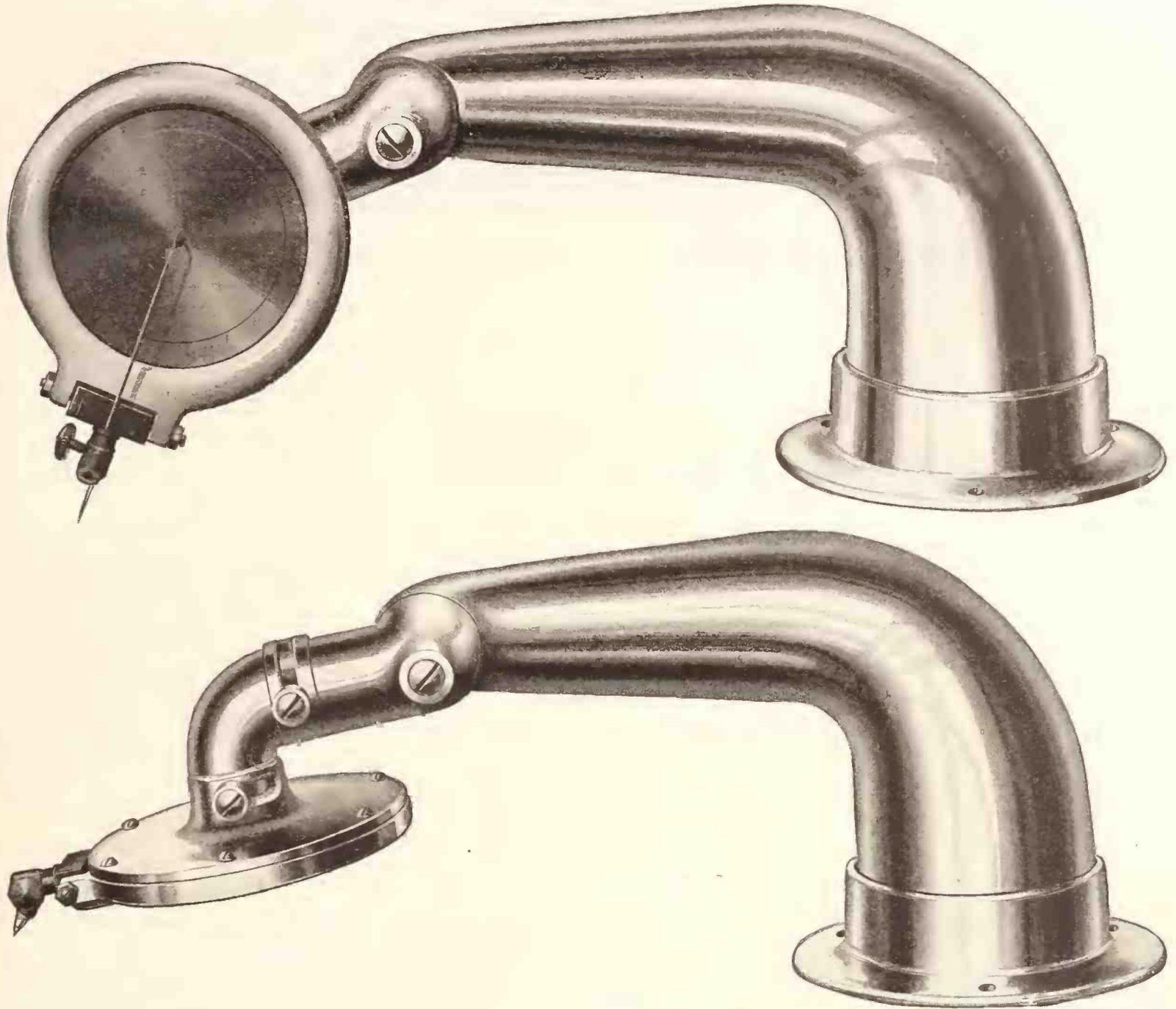
Let Us Furnish You Samples

United Manufacturing and Distributing Company

536 Lake Shore Drive

CHICAGO

New Jewel Tone Arm No. 3



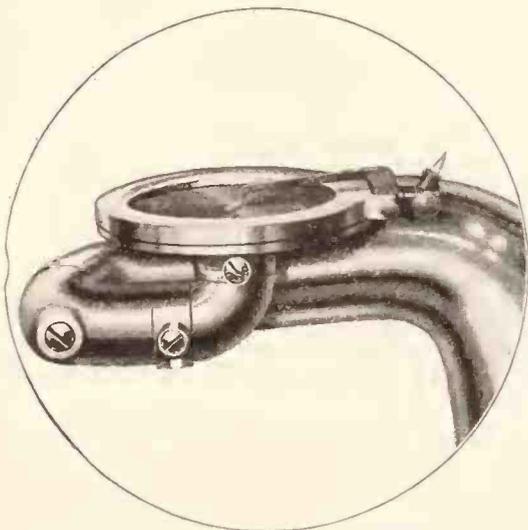
Exclusive Features

Plays Edison and Pathe Records in actual Edison position and with a fibre needle.

Made in 8½", 9½", 10½".

When thrown back on tone arm in Edison position, the reproducer lies flat, so dome cannot touch it when closed.

Finished in nickel or gold plate.



Shows reproducer thrown back on tone arm in Edison position.

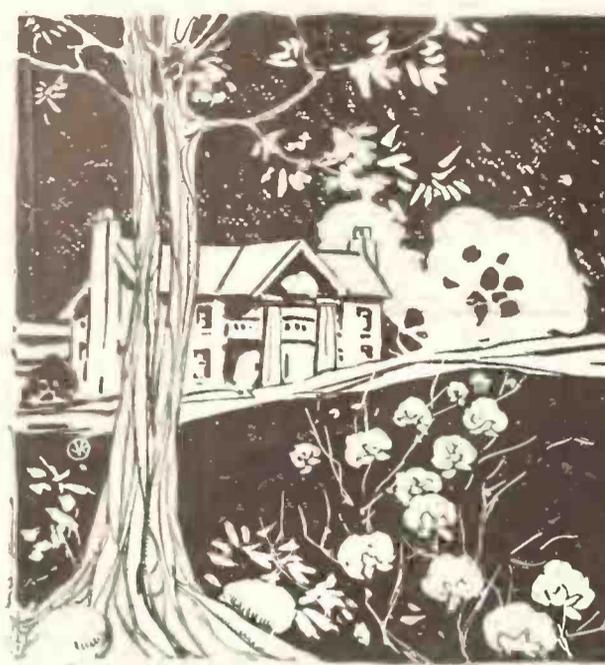


Equipped with or without Mute, Mica or Nom-y-Ka Diaphragm.



154 Whiting Street

CHICAGO, U. S. A.



Those Star Spangled Nights in Dixieland

A Down South Ditty



Give me those star spang-led nights in Dix-ie-land, One glimpse of South-land is all that I de-mand,

HEAR IT NOW!

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

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 104)

a kind that create a homelike air throughout the store. One of the features of their display was a \$1,200 Cheney instrument of Oriental design.

W. B. Thomas, the energetic and enterprising young man who heads this concern, conducts another retail music store at 4326 Milwaukee avenue, wherein he carries a full line of sheet music and small goods.

Sonora Advertising Campaign

The nation-wide advertising campaign, which was recently launched by the Sonora Phonograph Co., Inc., of New York City, is beginning to make itself felt in the Chicago territory. Sonora advertisements of various sizes have recently been appearing in the Chicago American, Chicago Daily News and the Tribune, whose combined daily circulation reaches something like one million and a half. It is estimated that the combined total circulation of all of the newspapers throughout the country which are carrying Sonora advertisements is 15,000,000 daily.

The Sonora Phonograph Co., of Illinois, which recently took over the wholesale Sonora distribution in this section when the firm of Van Houten & Zoon retired, has tied up with this big Sonora publicity campaign and is mailing many hundreds of leaflets, broadsides and dealer helps to prospects throughout the territory. The

new institution is doing everything it can to stimulate Sonora activities throughout the river towns of Iowa and the entire State of Illinois.

The Up-town Chicago Exposition

Every year the business men of the North Side get together and hold what is known as the Up-town Chicago Exposition. This is generally held in the Broadway Armory on the North Side. The exposition this year was opened on October 16 with addresses by Edward E. Gore, president of the Chicago Association of Commerce; Loren Miller, president of the Exposition Association, and Mayor William Hale Thompson. The exposition lasted for one week and attracted crowds from all parts of the city. Music was the big feature of the entire show and quite a number of North Side dealers took advantage and exhibited their goods.

The Fenton Music Co., of 4736 North Racine avenue, had a very attractive display of Victor talking machines, as well as Kranich & Bach pianos. The Victor display was highly artistic and the coloring and lighting schemes accentuated its beauty.

A. M. Bensinger, head of the Brunswick Phonograph Shop, 4732 Broadway, had a very attractive line of Brunswick models on display, and exploited Brunswick records to very good advantage. The shop controlled by Mr. Ben-

singer claims to be the oldest Brunswick shop in the country, Mr. Bensinger being, it is said, the first dealer to sign a Brunswick contract. Another Brunswick exhibit was given under the auspices of the Devon Music Co., whose place of business is at 1560 Devon avenue. This concern made a special feature of Brunswick De Luxe console models.

Enlarge Victor Department

The Hartman Furniture Co., of Chicago, which operates branch stores throughout the city, has just completed the work of enlarging the Victor department at the Sixty-third street branch. This branch is near Halsted street, the center of business activities in the big Englewood district of Chicago. The enlargement consists of five additional audition rooms, a large record rack, counters, etc. Manager Goldsmith, who supervises the entire store, is elated with the amount of Victor business his branch is doing, and believes that before long it will be necessary for him again to enlarge his Victor department.

Another Shop Opens

S. D. Selverstrom is the name of the proprietor of the talking machine shop which recently opened its doors to the public at 656 East Seventy-fifth street, Chicago. The new store is known as the Music Box and carries a comprehensive line of high-grade talking machines, namely, Aeolian, Vocalion and Columbia. The first equipment consists of demonstration rooms and a large record department, all of which were fitted out by the Unit Construction Co. in a most attractive way.

Across the Lake

News comes from Ann Arbor, Mich., that Harvey Stofflet has opened up an exclusive Brunswick shop in the McNichol Arcade. The new shop, which has been Unico'd throughout with six audition booths, record racks, lights, fans and trade stimulators, is known as the Stofflet Phonograph Shop.

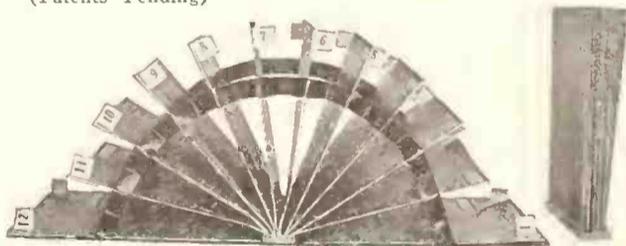
First Phonograph Exclusivist

The Chicago office of The Talking Machine World has just received an announcement from St. Louis which tells of the opening of the new talking machine department of Trorlicht-Dunker Co., of that city. The department occupies a

THE PHONOGRAPH WORLD'S PROFIT PULMOTOR "ABILITY" AT LAST

(Patents Pending)

1. Access-ABILITY
2. Dur-ABILITY
3. Find-ABILITY
4. Index-ABILITY
5. Label-ABILITY
6. Place-ABILITY
7. Port-ABILITY
8. Profit-ABILITY
9. Replace-ABILITY
10. Sale-ABILITY
11. Vis-ABILITY
12. Work-ABILITY



Not for one—but for *all*—all 12—automatically, instantly, all the time—anywhere. The three-fingered—one-handed—miracle.

Anywhere—much more accessible, safe and convenient in but one-half the area. Infinitely more accessible, closed, than any "album"—open—anywhere.

THE AUTOMATIC-ALBUM

Just as marvelous an automatic cabinet fixture, as it is a transportable album.
Optional at will.

UNYVERSAL UTYLYTY UNYTS CO.

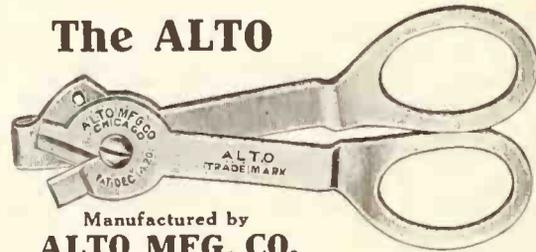
6111 Winthrop Avenue

CHICAGO, U. S. A.

N. B.—Universal, Unit-Backed, Regular Albums, Flat-Opening, Uncut, Unpunched, Full Stock Strength, Leaves.

A Better Fibre Needle Cutter for Less Money
RETAIL PRICE \$1.00

The ALTO



Manufactured by
ALTO MFG. CO.
1801-1803 Cornelia Ave., CHICAGO, ILL.

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 106)

brand new store and is the only exclusive talking machine store in the down-town district of St. Louis. Victor and Brunswick machines and records are handled by this institution. R. M. Clucas, who manages this new store, is very warm in his praise for the efficiency and business-like manner in which W. D. Montgomery, Chicago manager of the Unit Construction Co., fitted out the place. The treatment is typically Unico, conceived in white ivory, and consists of five audition rooms and nine machine rooms, arranged artistically along the sides of the store. There is also a forty-foot record rack and counter. The lobby of the store is treated in Unico Adam design. The Unit organization made record time in providing this equipment. Shipment was made complete four days after receipt of order.

Important New Brunswick Artists

The advance list of Brunswick December records, which was released on November 15, contains some very interesting news regarding the activities of the record division of the Brunswick-Balke-Collender Co. This list contains the first records made by several artists, who, although new to the Brunswick catalog, are widely known to the public.

They are John Barclay, baritone; Joseph C. Smith and his orchestra, and Arnold Johnson and his orchestra. John Barclay is an Englishman who came to this country last Summer.



Arnold Johnson and His Orchestra

He has made appearances with the Mendelssohn Choir of Toronto, the Philadelphia Orchestra, the Philharmonic Orchestra of New York and the Cleveland Symphony. Mr. Barclay is now making his second American tour. He is the originator of the famous "Barnstormers," that picturesque group of British singers and actors, who, during the war, accompanied the British armies during battle. Mr. Barclay was a captain in a London Territorial regiment and led

Demonstrators-Instructors Furnished Free WALLAGE REDUCING RECORDS

We have a corps of trained demonstrators and instructors whom we send to conduct demonstrations or instruct classes in reducing in stores in all parts of the United States. This sales promotion idea is worth thousands of dollars to a live dealer. It attracts thousands of people who buy other things as well as Wallace Records. Write for details about this plan. In the meantime, if you do not handle Wallace Reducing Records you are losing big and easy profits. Send your order for one of the unit shipments listed below and get started.

Retail Price \$15.00

Discounts to Dealers as Follows

In Lots of 6 Sets—\$9.00 each	In Lots of 12 Sets—\$8.55 each
In Lots of 25 Sets—\$8.10 each	In Lots of 100 Sets—\$7.50 each

WALLACE INSTITUTE
630 South Wabash Avenue, CHICAGO
62 Albert Street, WINNIPEG, CANADA



the "Barnstormers" with General Allenby's army through the Holy Land.

The Arnold Johnson orchestra is at present playing at Pelham Heath Inn in New York. Mr. Johnson, several years ago, was director of the orchestra at Tait's famous café in San Francisco. He was also at Nat Goodwin's in Los Angeles, the Green Mill Gardens in Chicago and the Cafe de Paris in New York City. Last season Mr. Johnson assembled a noteworthy organization of famous musicians from all over the country. His orchestra played during the Winter season at Miami, Fla.

Joseph C. Smith and his orchestra constitute a well-known musical organization which for the past eight years has been playing in and about the city of New York. Most of this time he has been indissolubly associated with the famous Plaza Hotel, New York City. It is understood that this famous orchestra will re-

cord exclusively for the Brunswick institution.

Another exclusive Brunswick organization whose records will be released in January is the Ukrainian Chorus, which received a tremendous ovation upon its appearance here at Orchestra Hall on October 30. Among the artists are Mme. Nina Koshetz, soprano of the Moscow Opera; Mme. Oda Slobodskaja, soprano of the Petrograd Opera; Mme. Nadia Platinova, Russian folklore interpreter; Nicholaj Stember, accompanist, and the conductor, Alexander Koshetz. Madame Koshetz sang last season with the Chicago Opera Co. and has appeared with the Boston, Philadelphia, Cleveland, Detroit and Minneapolis orchestras. Madame Slobodskaja was with the Imperial Opera of Petrograd up to ten months ago, where for over four years she sang leading dramatic soprano roles. Since leaving Petrograd she has given four recitals in Berlin to capacity audiences in the Beethoven Salle, where she received unusual praise from press and public.

J. J. Davin Returns from Pacific Coast Trip

J. J. (Jim) Davin, secretary of the Reincke-Ellis Co., of this city, returned recently from a trip to the Pacific Coast, during the course of which he attended the national convention of the Intermountain Victor Dealers' Association, held at Salt Lake City, Utah, under the auspices of the John Elliott Clark Co., Victor distributor. En route to the Coast Mr. Davin visited Kansas City and Denver and in San Francisco spent some time with Robert Bird, who was recently appointed manager of the Victor wholesale division of Sherman, Clay & Co.

In a chat with The World Mr. Davin stated that in Los Angeles and in the other Coast cities he found the finest Victor store fronts that he has ever seen in any part of the country, and he talks from an experience that includes a visit to every large trade center from coast to coast. The Platt Music Co., of Los Angeles, has opened up a new store which Mr. Davin believes is the last word in Victor installation and which would be a credit to the Fifth avenue shops in New York. Regarding business Mr. Davin stated that it is brisker on the Pacific Coast than in any part of the country he has visited this year and that the dealers are preparing for the best Fall and holiday trade in history.

"Aladdin's Lamp" Arouses Enthusiasm
The Lakeside Supply Co. aroused considerable
(Continued on page 108)

"SUPERFLAKE" GRAPHITE SPRING LUBRICANT FOR PHONOGRAPH MOTORS



A carefully prepared lubricant containing GRAPHITE of the finest quality
Will not get hard, become rancid or leak

PACKED IN TUBES, CANS and BARRELS for JOBBERS, DEALERS and MANUFACTURERS

SPECIAL GRAPHITE FOR RECORD MANUFACTURERS

We are prepared to fill your orders, large or small, and can make prompt shipments

Write department "J" for quotations on your requirements

Superior Flake Graphite Co.

Department J

General Offices: 76 West Monroe St., CHICAGO

Warehouse in Chicago



FROM OUR CHICAGO HEADQUARTERS—(Continued from page 107)

interest during the recent radio show when it exhibited its latest innovation—a combination radio receiving set and talking machine. The new instrument is enclosed in a handsome electric table lamp. The radio receiver contains four tubes, one being the detector unit and the other three being audio frequency-radio frequency units. Stations within a radius of one thousand miles have been easily picked up. The wave length is adjustable from 200 to 600 meters. The radio element of the instrument is composed entirely of Crosley parts. The talking machine part is very compact and arranged so that the amplifying horn of the talking machine may be used as a loud-speaker for the radio.

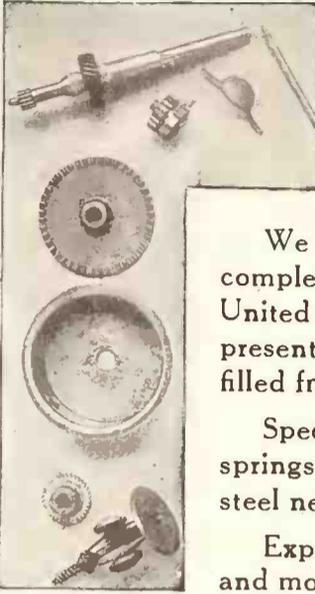
On several occasions during the radio show the "Aladdin Lamp," as it has been christened by Lakeside, was used for broadcasting purposes, for which it is remarkably well adapted on account of its compactness.

Plans Extensive Trip

W. D. Montgomery, manager of the Unit Construction Co., Chicago branch, left Chicago on the first of the month for an extensive trip, which will bring him into personal contact with nearly every dealer located in the large towns throughout his territory. The trip will last a month or more, and its purpose is personally to call the dealer's attention to the fact that there will be an advance in Unico prices on January 1. The trip is in line with the Unit Construction Co.'s policy of giving dealers every advantage of prevailing prices.

A Minneapolis Visitor

A representative of the Foster & Waldo Co., of Minneapolis, who was recently in Chicago, stated that this company will throw open the doors of its greatly enlarged store to the public on or about November 15. This concern, which is one of the oldest and best-established music houses in the Central Northwest, has been in business for sixty-four years and in the year 1919 sold over \$650,000 worth of talking ma-



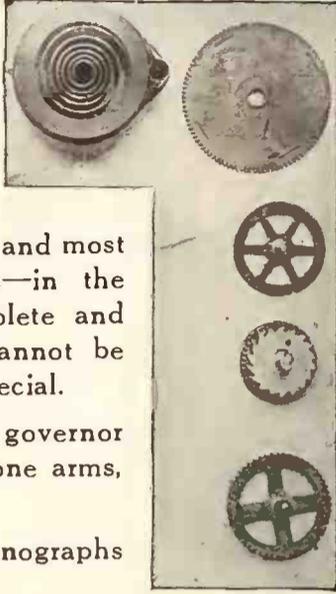
Repair Parts

For All and Every Motor That Was Ever Manufactured

We can supply any part. The largest and most complete assortment of repair parts—in the United States—on hand, for old, obsolete and present-day motors. If your order cannot be filled from stock, we will make it up special.

Special prices on main springs, governor springs, micras, repair parts, motors, tone arms, steel needles, etc., in quantity lots.

Expert repairing on all makes of phonographs and motors.



INCORPORATED UNDER THE LAWS OF ILLINOIS

Consolidated Talking Machine Co.

SUCCESSORS TO
Standard Talking Machine Co.
United Talking Machine Co.
Harmony Talking Machine Co.
O'Neill-James Co.
Aretino Co.

Manufacturers of
High Grade Talking Machines, Disc Records,
Talking Machine Supplies, Etc.

227-229 W. WASHINGTON ST., CHICAGO, ILL.
Branch: 2957 Gratiot Ave., Detroit, Mich.



TRADE MARK
"CONSOLA"
CABLE ADDRESS
"CONSOLA"

chines retail. The line carried by this great institution is very comprehensive and embraces Victor, Edison, Cheney and Sonora. The store is on Nicollet avenue. The talking machine department was formerly on the third floor of the building occupied in its entirety by Foster & Waldo, but the recent remodeling which was carried on brings the talking machine department to the first floor. The job of remodeling

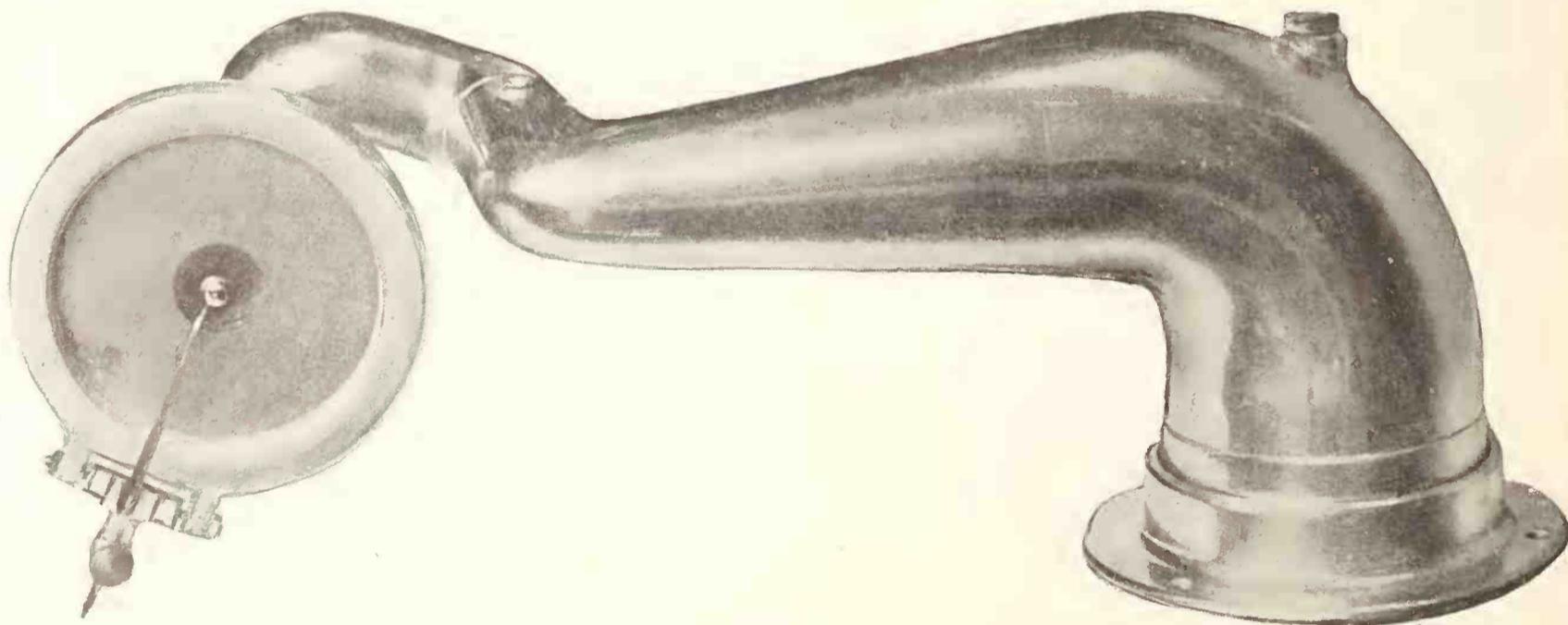
this store amounted to something over \$15,000 and was handled by the Unit Construction Co. through its Chicago branch. There are now thirteen audition rooms, fifty feet of counter space and a record rack with a capacity of 50,000 records. The treatment is in ivory and steel blue, known to the trade as Unichrome.

The offices are now located on a balcony on the first floor, reached by a grand central stair-

DO YOU WANT:

POSSESSES. ACTUAL TESTS HAVE PROVEN THAT IT HAS NO EQUAL. IMPROVEMENT IS GOING TO INSURE YOUR SUCCESS IN THE PHONOGRAPH FIELD.

The BEST tone, the GREATEST volume, the CLEAREST enunciation, the ARM that will bring out ALL THAT IS IN THE RECORD? Then you want the BLOOD Arm. IT HAS REAL IMPROVEMENTS THAT NO OTHER ARM



KEEP AHEAD OF THE CROWD by dealing with a concern that has set the HIGHEST STANDARD EVER ATTAINED IN TONE ARMS. SUCH A CONCERN IS ALWAYS STRIVING FOR BETTERMENT. HONEST EFFORT COUPLED WITH A SCIENTIFIC KNOWLEDGE OF SOUND TRANSMISSION IS BOUND TO PRODUCE RESULTS. OUR BUSINESS TODAY IS PROOF OF THIS FACT. GET IN LINE. WE CAN TAKE CARE OF YOU.

Free Samples for Test

BLOOD TONE ARM CO.

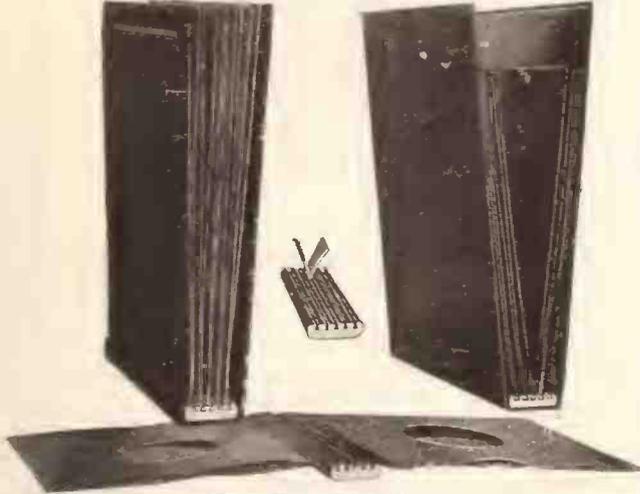
326 River St., Chicago

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 108)

way located in the rear. The entire scheme was designed and executed by W. D. Montgomery, of Unico.

New Unyversal Album

The Unyversal Utylyty Unyts Co. has just announced a new record album which it is getting ready for the trade. The album is of a solid wood, one-piece construction back, which has five dove-tailed grooves running its entire



New Record Album

length. Into these grooves are set twin pocket unit leaves. At the center of these leaves is a scoring between the two pockets and upon this scoring is laid the filler which may be of various materials, but preferably wire. The leaves are then folded around the wire at the point of scoring and are most easily slipped into the unit back grooves exactly as a dove-tailed joint is utilized in furniture construction. The result is an instantly and readily removable leaf—a flexibly formed hinge and union.

Some More Remodeling

The Barker & Sullivan Drug Co., of Rochelle, Ill., has recently had its place of business completely Unico'd with new booths, record racks and counters. This enlargement is temporary, as the concern expects to open an exclusive talking machine shop in the near future. Barker & Sullivan handle the Brunswick line of talking machines and records.

Dealers Must Be on Guard

Every once in a while one runs across a package of fibre needles in a dealer's store which are not made in America. Whenever The Talking Machine World hears of a thing like this it hastens to call the trades's attention to the fact, in order that it may be on the lookout, the reason being that fiber needles not made in America are questionable. There is only one original fibre needle, viz., the Hall, which was originated and patented not only in the United States, but in foreign countries, by Frederick B. Hall a number of years ago. This needle represents many years of experience in tone development. Manufacturers in foreign countries have attempted on several occasions to unload spurious fiber needles on the market, but have always failed to do so because the trade in general has always recognized the superiority and originality of the Hall fiber needle.

Vitanola in New Home

The Vitanola Talking Machine Co., which recently moved from its Cicero headquarters to its big plant at Saginaw, Mich., announces this month that all departments are working at top speed in an effort to take care of holiday orders that are pouring in. Reports indicate that orders are coming in about three times the limit of the present capacity and it is believed that this condition will continue to exist for at least five or six months.

To Open New Store

A. Schlesinger, one of the most successful Columbia dealers in Chicago, will open his new store in this city in the near future. He will carry pianos, although the main end of his business will be Grafonolas and records.

Vocalion Publicity Brings Results

Somewhere in the neighborhood 126 enthusiastic Vocalion dealers are reaping the benefits derived from the recent billboard campaign which was instituted here by the local Aeolian

branch, of which H. B. Leavy is manager. The 158 billboards, carrying 24-sheet posters, are scattered throughout Chicago and thousands of passers-by are being influenced to take interest in the Vocalion product. From present indications the coming holiday season will well reward the local Vocalion dealers, who anticipate great sales, not only of Vocalion talking machines, but Vocalion Red records as well.

Cheney "Resonator" Out

The November issue of the Cheney Resonator, published by the Cheney Talking Machine Co., in the interest of its dealers, has just been issued. Like previous numbers, this issue contains interesting and constructive articles, not only beneficial to the Cheney dealers, but also to salesmen and the trade in general.

Special attention is called to an article by Prof. Forrest Cheney, entitled "Refining the Phonograph Ear—How the Cheney Takes Its Place as a New Educational Factor in Trans-

mitting the World's Great Musical Records."

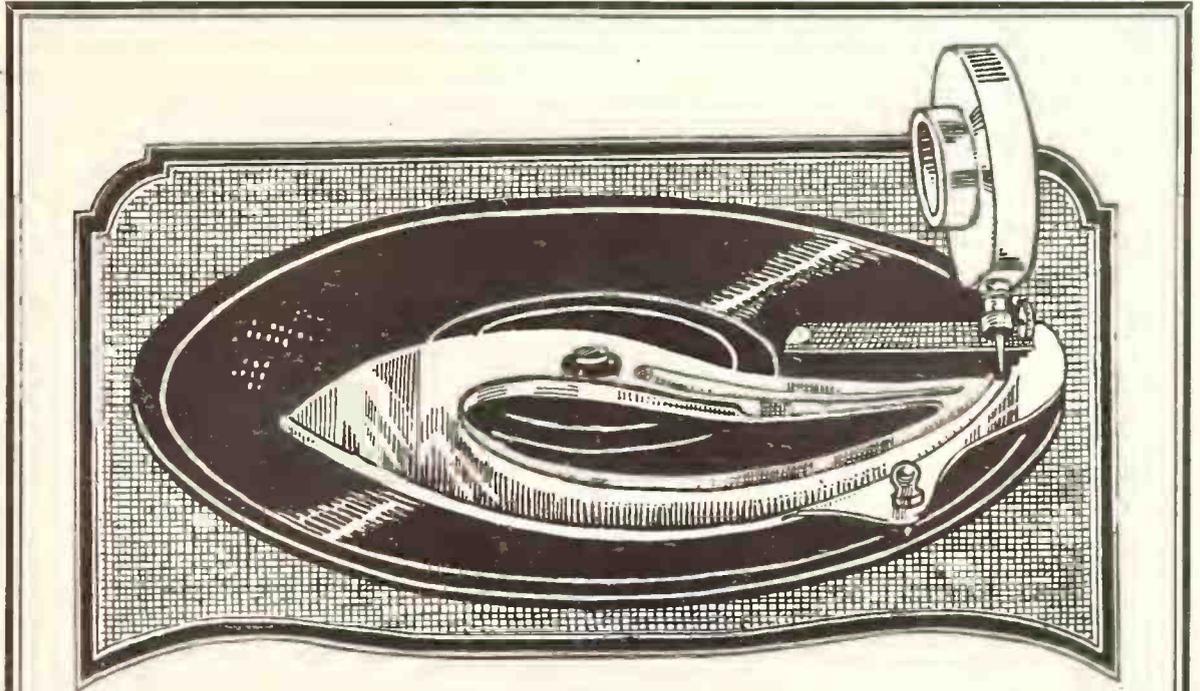
Why John McKenna Is Optimistic

John McKenna, manager of the Chicago branch of the Columbia Graphophone Co., has returned from an extended trip throughout the territory with a growing report of the prospective Fall business situation. "Conditions have improved wonderfully and to-day are the best we have had in two years," remarked Mr. McKenna. "Activities among the dealers tend to substantiate the general opinion that the Grafonola business will be the biggest we've ever had. The supply on several types is already exhausted and it is problematical if the demand for some of the models can be filled."

Wallace Windows Pay

Quite a number of Chicago dealers are taking advantage of the demonstration possibilities offered them by the Wallace institute throughout the Loop. Several stores have given over their display windows to Wallace records with

(Continued on page 110)



A Xmas Gift De Luxe

THE IMPROVED GEER REPEATER

Finished exquisitely in guaranteed genuine gold plate and packed at your option in beautiful Xmas boxes of holly and poinsettia design—retailing at only \$1.50—the regular price. Place your orders now to be sure of prompt delivery and cash in on this ideal Xmas Gift.

Old Price \$2.50

New Price \$1.50

WALBERT MFG. CO.

925-41 Wrightwood Ave.

Chicago, Ill.

GET YOUR CHRISTMAS NUMBERS

Gennett Records



— NOW —

A. G. KUNDE

Wisconsin Distributor

GENNETT RECORDS

Importer and Distributor of

HOMOKORD RECORDS



"The Difference is in the Tone"

344 E. Water St., Milwaukee, Wis.

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 109)

LOUD!!!

For Dancing and Band Records

MEDIUM!!!

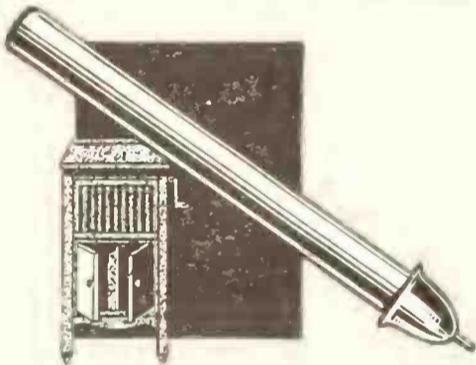
(The Original Tonofone)

For Voice and Instrumental Records

BOTH ARE

Tonofone

The Needle With A Flexible Point



Sufficient volume is now attainable with a quality only TONOFONE can give by the new loud Tonofone. And at the same price and same construction, but LOUD.

TONOFONE alone gives out all that is in the record. This is because of its famous flexible resilient non-scratching point—an exclusive feature of

"Tonofone"

the best needle value ever offered the trade.

Write for samples and particulars—free.

THE TONOFONE COMPANY
110 So. Wabash Ave., CHICAGO, ILL.

Inventors and Sole Makers

live models who actually demonstrate how to "get thin to music." The Wallace Institute has been supplying high-class demonstrators to all its accounts. These demonstrators when seen at work in the windows never fail to attract the crowd, and cause the buyers to come in and make purchases. All dealers who have taken advantage of these demonstrators are recording that they are wonderful trade stimulators

Make Recordings in Chicago

An expedition was sent from New York to the Chicago branch of the Columbia Graphophone Co. to make recordings of Al Jolson, Frank Westphal, Paul Biese and several other stars playing in or about Chicago. Some of the finest recordings ever produced were turned out.

A. J. Kunde Visits Chicago

A. J. Kunde, of A. J. Kunde, of Milwaukee, Wis., distributor for Starr phonographs and Gennett records in Wisconsin and the Upper Michigan Peninsula, was in Chicago last week and announced that he has been appointed agent for the Starr pianos for this territory. Mr. Kunde has made a recent trip through Wisconsin and says that he found business very favorable to what it had been in the months past. "I found that the old stocks of talking machines and records are fast being consumed," said Mr. Kunde, "and the dealers are ordering for the holiday business. Everybody is of an optimistic state of mind and they are all looking forward to a very normal Fall." Mr. Kunde feels as a result of this trip there is going to be a very live Fall, not only for talking machines and records, but for Starr pianos.

Lyon & Healy Radio Activities

Probably one of the most complete retail radio stores in Chicago is that which was recently opened by Lyon & Healy in their big building at Jackson boulevard and Wabash avenue. The news of the opening was carried in these columns several months ago, but at the time we were unable to show the illustrations of the interior which we now give. Counter displays worthy of special note, designed to fit the needs of radio customers and show off radio goods to the best advantage, can be seen. These bear a very attractive and complete array of accessories for parts. Special demonstra-

tion booths are installed, where the customer may test out the various sets before purchasing. Daily concerts are given in the big Lyon &



View of Lyon & Healy's Radio Department Healy concert hall, whence a wire leads over to the KYW broadcasting station. Because of this feature a radio purchaser may actually hear the

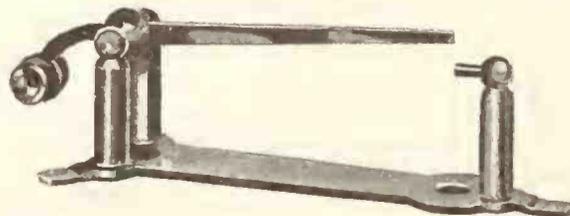


Radiopera Outfit

various artists as they are singing into the transmitting instrument and then he may step into the demonstration booths and hear these actual voices as they are sent out from the broadcasting stations and picked up on receiving sets. One of the most attractive instruments handled by Lyon & Healy is their Radiopera outfit, shown in the accompanying

ROTOMETER

Don't Guess
How Fast
Your
Turntable Is
Traveling



Use the
Lakeside
Rotometer
and Know

Full Size, Gun Metal Finish—A device for testing the speed of your turn-table is as indispensable on your phonograph as the speedometer on your automobile.
Every Owner of a Phonograph Should Own One. Retail Price \$1.25, write for discounts.

LAKESIDE SUPPLY COMPANY,

339 So. Wabash Ave., Chicago, Ill.
Phone: Harrison 3840

W. W. KIMBALL CO. SERVICE

Okeh Records The Record of Quality

Wherever you are, our reliable and friendly service will benefit you.

W. W. KIMBALL CO., Wholesale Distributors
306 So. Wabash Ave. Kimball Bldg. Chicago

This is the time to make *rapid turnover* and *quick profits*.

We have the records, latest "hits"; the best sellers.

Immediate attention to your needs. Knowledge of selling conditions. Prompt shipments.

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 110)

illustration. This is a complete radio installation enclosed under a specially designed cabinet. The set contains a Westinghouse R. C. receiver, Western Electric Co. detector, battery charges, etc.

A disappearing door permits passage of the sound waves of the horn of the loud speaker. Panel doors, both in front and in back, give easy access to all parts of the radio apparatus and facilitate adjustment of wire connections.

Use Glass Model for Cheney Exhibit

The Cheney department of Marshall Field & Co. is using for demonstration purposes one of the most interesting talking machines that have ever been seen in the Western trade. The instrument is none other than a Cheney Art Model, the casing of which is built of triple-plate glass, with all of the metal parts heavily gold-plated. This elaborate machine is given a prominent place in the center of the talking machine department, with the purpose of showing

a prospective buyer exactly how the working parts of the Cheney instruments are disposed. It is a perfect working instrument and any



Unique Cheney Exhibit in Glass record can be played on it. It has precisely the same tonal quality as a regular instrument.

When a prospect wants to know some of the constructional features of the Cheney instrument the salesman makes use of this glass model and thus easily explains everything to the satisfaction of the inquirer.

Real Talking Machine Fans

A visitor to the Chicago office of The Talking Machine World recently left behind him a clipping from the San Francisco Examiner, which seems to show that the talking machine men of Chicago must be putting talking machines in every home in that town. The text is as follows: "More than half of the punctures brought to a local tire house are declared to be caused by phonograph needles. The needles pass through the casing and prick tiny holes in the tube, causing slow leaks. The needles become imbedded in the casing and are hard to find.

"The only explanation is that the people unknowingly sweep the needles from their homes and passing cars pick them up."

THE ORO-TONE

This Arm is adjustable in length from 8 to 9½ inches, and adjustable in height up to ½ inch. Extremely sensitive ball bearing swing or arc.



THE ORO-TONE O-1 CONCERT REPRODUCER

Produces a deep, rich tone quality with great carrying power and splendid definition.

THE ORO-TONE O-G CONCERT ARM
With Angle Throw Back Improvement

The Last Word in Scientific Tone Arm Reproducer Construction

If you are in the market for a tone arm combination that has splendid eye value, that is perfect in operation, that produces a powerful, deep rich tone quality, that will give continuous service free from complaints, you will be interested in a personal inspection and demonstration of this concert equipment which we are offering at a price that we believe will appeal to you in connection with quality first standards.

DESCRIPTION

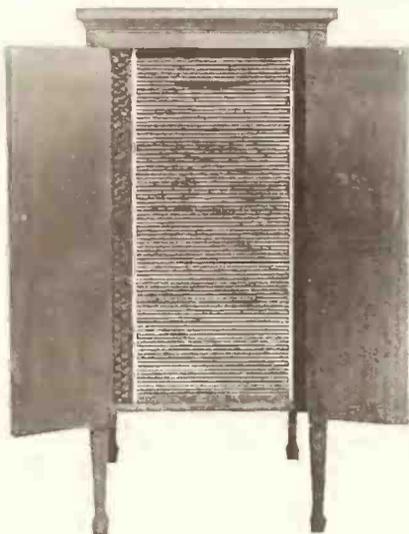
No. 16, base; No. 15, large elbow; No. 5, adjustable length extension; No. 6-9, floating throw-back elbow; M, height adjustment screw; L, single ball bearing; S, fixed stud in large elbow; E, stop screw for swing or arc of arm, also hold base to large elbow; C, length adjustment screw; H, assembly screw for No. 4 telescoping extension and 6-9 throw-back elbow; I, hard fibre washer to insure perfect joint alignment and prevent shake or rattle; G, lock screw to prevent assembly screw (H) from working loose.

MAY WE SEND SAMPLE ON APPROVAL AND QUOTE PRICES?

THE ORO-TONE COMPANY

1010 George St., Chicago, Ill.

Excel Phonograph Mfg. Co.
400-412 W. Erie Street
CHICAGO



Style 70
Capacity 100 Records

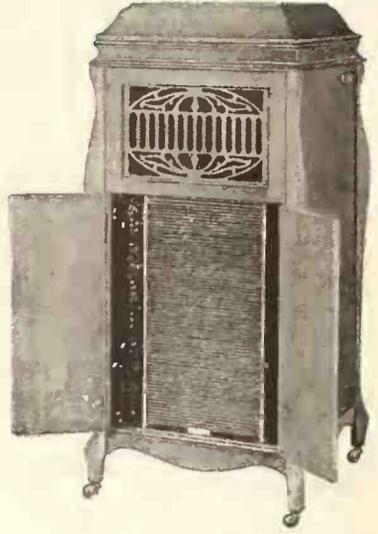
Cut on left shows filing system built in beautiful cabinet finished in Mahogany, Fumed or Golden Oak. Files your records horizontally and prevents warping.

Circular and Prices on Request



Style 16
Carries 10 Records

Cut on right shows our 50 inch Phonograph equipment with Adams Improved record filing system made in five sizes. Sold with or without filing system. Sold in Walnut, Mahogany, Fumed or Golden Oak finishes.



Style 5
Large 3-Spring Motor
Powerful Reproducer

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 111)

MEETING CHANGING CONDITIONS WITH NEW METHODS

E. P. Van Harlingen Tells How Harry Schlau Moved Stock and Interested the Public in His Store When Others Were Cultivating Pessimism—Constructive Views on Radio

Trade is looking up; there is no doubt about that. However, there are certain problems confronting general business, also specific problems confronting the music industry. All this is recognized by the thinkers in this trade. Leaders in the industry are of the opinion that these problems present no insuperable difficulties, but will be successfully overcome by the man who keeps his head and if need be meets changing conditions with new methods. One of the few big "complete music stores" in Chicago is that of the Harry A. Schlau Co., 3234-38 Lawrence avenue, some miles from the Loop, but probably the finest store of its kind outside the Loop.

It is recognized as such by all who see it. Mr. Schlau is not only a successful piano, talking machine and general music man, but is a man of affairs. He has built up a successful business in a relatively short time, and now occupies his own building in the heart of Albany Park, as that district of the city is known. He is president of the Albany Park Merchants' Association, director of the neighborhood bank, owner of the neighborhood paper and several other things. He is a man whom dull times fail to "buffalo." He is not a blind optimist, but thrives on difficulties. During this last Summer, which has not been a period of un-

exampled prosperity, he did some notable things. As an instance of his aggressive methods he put three intelligent women out last Summer to act as canvassers and give away small bottles of piano and talking machine polish. They called at the homes, presented a bottle of polish, told the recipient how to use it, said it was given with the compliments of Mr. Schlau and that he was interested in knowing how they were fixed in the musical line. They readily gave the required information. As a result of these women's labors, reports on 4,000 homes were secured, including what musical instruments were owned, those who were without music in the home, etc. A number of sales have already been made as the result of this survey and the store's card index is as live a prospect list as can be found anywhere. These prospects are being carefully and regularly fol-

The

CAPITOL

Music--Light--Beauty

Fit for the Drawing Room of a King

Sold from Manufacturer to Dealer direct.

In Illinois alone 19 dealers adopted our new "Sales and Financing" plan during the month of September.

One Dealer, in a City of 43,000 population, had over 500 people in his store the first night he put the CAPITOL on display in his window.

Operated by a "Tru-time" Efficiency Motor.

Plays all makes of records.

Priced \$135.00 to \$250.00—Six Models

Made and Distributed by
BURNS-POLLOCK ELEC. MFG. CO.
INDIANA HARBOR, IND.
Established 1907

DIMENSIONS

HEIGHT 27"
DIAMETER OF SHADE 20"
SPREAD OF FEET 16"



Sales Office:
Room 300, Republic Bldg.
CHICAGO, ILL.

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 112)

lowed up with personal letters and direct-by-mail literature.

Mr. Schlau's activities are not confined to his neighborhood. He has solicitors throughout the city and they also invade the agricultural districts of Cook and adjoining counties. He believes that no store can depend for success on the sale of pianos and talking machines in its immediate neighborhood and also that the greatest market in musical instruments in America to-day, and the least developed market, is to be found among the farmers.

Mr. Schlau has profound convictions regarding the radio proposition as applied in the music field. He sees in broadcasting a positive stimulus for the sale of musical instruments and particularly of talking machine records. He thinks that considerable advancement will have to be made before broadcasting becomes an absolute success. He thinks, for instance, that much the same care and scientific study must

be given to grouping of instruments as is expended in record laboratories in order to get proper ensemble effects. Considerable harm has been done the industry temporarily by selling outfits of limited range to people in isolated districts. Studies of local conditions must be made and only instruments sold in a district which are adapted to the listening range of that district.

Suppose a man hears a famous artist through the radio. Perhaps his neighbor says, "That's beautiful, I wish I could hear it again." "Well," comes the reply, "I guess she won't sing it over again for you on the radio, but I've got a record of that very voice and that very number at home. You can buy one and hear it as often as you like." Or one becomes infatuated with a voice from hearing it once and wants to hear that same voice in other numbers. The result is increased sales of records, and if he hasn't got a talking machine he is pretty likely to buy one.

Things like this happen all the time. A group of young people are sitting around listening to a radio concert. "Hot Lips" or "Three o'Clock in the Morning" comes syncopating via radio. One of the boys grabs a girl and they go one-stepping around the room. "That certainly is the stuff," someone says. They are simply crazy when the thing stops. They can't turn it on again as they can a record, possibly played by the same instrumental organization which did the broadcasting.

"Better conditions are being created right now," said Mr. Schlau. "I cannot agree for a minute with anyone who thinks that radio is going to hurt the talking machine business. While I know my views will be questioned by many I believe that ultimately the great talking machine companies will arrange for the broadcasting of the voices of the exclusive artists in order to stimulate the sale of the records of these artists."

CHICAGO RADIO SHOW SUCCESSFUL

Display Was One of Nation's Best—Exposition Lasted Eight Days

CHICAGO, ILL., November 6.—The Chicago Radio Show, the first ever endorsed by the National Radio Chamber of Commerce and the radio division of the National Electric Manufacturers, which closed on October 21, proved to be one of the largest trade expositions ever held in this city. When the doors of the Coliseum were thrown open to the public on October 14 practically every large manufacturer of radio apparatus was represented. It was, so to speak, the first time the manufacturer had ever taken the opportunity to meet the jobber, dealer and public at the same time. It was a great get-together convention for all persons interested in radio. Dealers, jobbers and radio fans from all over the Middle West were present and meetings of the more important committees of the National Radio Chamber of Commerce were held at the same time. Throughout the entire week everyone was entertained by an elaborate musical program. There was a society night, a ladies' ball, children's afternoon and other features. All told, the show was a success from one end to the other and the "bugbears," viz., the loud speaker elements, which caused so much bother during other shows throughout the country, were handled in a very diplomatic and pleasing way, and there was no terrific din of squawks and squeals. At the beginning no one could figure out how this particular bit of business could be handled, but through the ingenuity of both U. J. Hermann, managing director, and Jas. F. Kerr, manager, everything came off in ship-shape manner and everyone was satisfied.

Among the exhibitors were the following: Precision Equipment Co., Cincinnati, O., manufacturers of Ace radio products; Electrical Research Laboratory of Chicago, Earla parts; American Hard Rubber Co., New York, Radion hard rubber insulating mctal; Allen-Bradley Co., Milwaukee, Bradleyometers; Metric Metal Works, Erie, Pa., parts; Illinois Radio Engineering Co., broadcasting radio equipment; Federal Telephone & Telegraph Co., Buffalo, combination receiving and amplifying sets; The Benson Co., Chicago, radio phone receivers; New York Coil Co., radio frequency, amplification; Illinois Radio Engineering Co., radio frequency, tuners, detectors, etc.; American Radio & Research Corp., complete Amrad line; Collin B. Kennedy Corp., St. Louis, radio receiving equipment; Harmony Mfg. Co., radio frequency receivers; Pacent Electric Co., New York, radio essentials; Clearstone Radio Co., short wave tuners, detectors and two-stage amplifiers; The Dayton Fan & Motor Co., variometers, etc.; Cook Electric Co., protective devices; Lyradion Mfg. Co., full line of Lyradion instruments, including elaborate art console models and Seabrook am-

(Continued on page 114)

KIMBALL PHONOGRAPHS

ORDER NOW

FOR CHRISTMAS TRADE



Style J
Mahogany
Walnut



Style G

Buy the best and supply your Trade with Kimball Phonographs. Let them hear the Kimball and they will want no other. They play all records and satisfy in TONE and visible beauty—also exclusive features appeal to buyers.

Ask about territory and agency terms.

Kimball Phonographs

a complete line; variety of designs in *Console* and *Upright* types; wide range of prices; reliability of product; play all records; visible beauty; correct construction; natural TONE.

W.W. KIMBALL CO.

Established 1857

Kimball Hall, 306 S. Wabash Ave.

CHICAGO

Manufacturers of Phonographs, Pianos, Player Pianos, Pipe Organs, Distributors of O'keh Records



New Console
Model S—Mahogany

Kimball Phonographs Play ALL Records

CHICAGO RADIO SHOW SUCCESSFUL

(Continued from page 113)

plifying horn; The Worklite Mfg. Co., Cleveland, loud speakers and radio parts; Cunningham-Forrest-Remler, a combined exhibit of Cunningham tubes, Remler radio apparatus and Forrest radio products; New York Coil Co., Inc., New York, variocouple-variometers and other radio parts; The Winkler-Reichman Co., Chicago, loud-speaking Thorophone receivers; The Automatic Electrical Devices Co., Cincinnati, home chargers; Crosley Mfg. Co., Cincinnati, radio frequency amplifiers and parts; Burgess Battery Co., Madison, Wis., batteries; Jewell Electrical Instrument Co., complete line of radio apparatus, such as rheostats and lightning arresters; C. Brandes, Inc., New York City, head sets; De Forest Radio Telephone & Telegraph Co., Jersey City, De Forest receiving sets and other high-grade material; A. H. Greve & Co., Inc., regenerative receivers, amplifiers, detector-amplifier units; E. D. Mfg. Co., Philadelphia, loop antennae and receiving apparatus; Frank A. D. Andrea & Co., F. A. D. A. line; Chicago Radio Laboratory, Zenith DeLuxe models which combine several types of three-circuit regenerative receivers of unique construction and design; The Kellog Switchboard & Supply Co., a full line of radio equipment; The Bristol Co., Waterbury, Conn., audiophone loud-speaking units; Cruver Mfg. Co., Chicago, radio instruments, such as detector and two-stage amplifier units; Walbert Mfg. Co., univerniers.

The great Claire Duc, soprano and exclusive Brunswick artist, is again scoring in opera.

OGDEN EQUIPMENT ORDERS BOOM

Orders for Demonstration Rooms, Record Racks, Counters, etc., Keep Ogden Sectional Cabinet Co. Working to Capacity

LYNCHBURG, VA., November 2.—Although the Ogden Sectional Cabinet Co., of this city, has only marketed its talking machine wareroom equipment, consisting of demonstration rooms, record racks, counters, etc., for a short period of time, the plant of the company is very busy. J. B. Ogden, president of the company, states that this end of the business has now compelled them to put on expert workmen as fast as they can be secured in order to keep abreast with orders. He stated that the September announcement which appeared in The Talking Machine World created considerable interest in the equipment from jobbers in general, and orders have been coming in very satisfactorily.

A large demand is also reported for the stands for portables and table models. Mr. Ogden attributes this increasing demand to the desire on the part of a large number of owners of portable models to use them in conjunction with stands during the Winter months. This would also apply to owners of table models as well. Another contributing feature of their increasing sales, Mr. Ogden believes, is their desirability as holiday gifts to friends. A large amount of new wareroom equipment being installed has also had its effect in the increased demand for service tables for demonstration rooms. The entire line, including the sectional record cabinets, is going big and Mr. Ogden is very enthusiastic and optimistic over the future.

**Our A A A Quality
India Ruby Mica
DIAPHRAGMS**

Are, without doubt, the finest Diaphragms manufactured.

Samples and Prices on Request

WILLIAM BRAND & CO.

27 East 22nd Street New York City

Telephone, Ashland 7868

PRaise VIOLIN SPRUCE REPRODUCER

Scientific American Refers to Its Use in Broadcasting—Twenty-six Dealers in Cleveland Commend It—Attractive Literature Sent Out

CLEVELAND, O., November 8.—The Diaphragm Co., of this city, manufacturer of the Violin Spruce reproducer, is meeting with very pleasing success in the introduction of this reproducer to the trade throughout the country. Although the company only began the actual sale of its reproducer the early part of September, it has already established itself in many of the leading trade centers and in Cleveland has won exceptional popularity. A recent advertisement in Cleveland newspapers featured the Violin Spruce reproducer over the signatures of twenty-six of the leading talking machine dealers in this city, all of whom are handling this reproducer and are enthusiastic regarding its sales possibilities.

Paul H. Bradley, manager of the Diaphragm Co., has been an important factor in the sales and publicity policies of the company. Under his direction attractive literature has been prepared and the dealers have been furnished with every possible means of co-operation. The company has shipped its reproducer broadcast throughout the United States on a ten days' trial basis, and from a total of 600 reproducers shipped to music lovers on this basis less than twenty were returned. In the majority of these returns the reproducers had been damaged in transit and new ones were accepted by the consignees.

The Violin Spruce reproducer was the subject of a very interesting article in the November issue of the Scientific American and the reproducer was also tested on a special talking machine constructed for Cleveland's wireless broadcasting station. The results from the use of this reproducer were so satisfactory that it is now being used for all concerts transmitted from this broadcasting station.

The Diaphragm Co. manufactures different models of its reproducers for the various types of tone arms and in order to co-operate properly with Edison dealers has designed a reproducer for playing lateral cut records on the Edison Diamond Disc phonograph.

USES CLEVER AND ORIGINAL SIGN

Missouri Concern Adopts Railroad Crossing Sign for Advertising Purposes

St. Louis, Mo., November 6.—The West Frankfort Housefurnishing Co., of West Frankfort, Mo., has adopted a clever sign, the originality of which has made a strong appeal to newspaper columnists as well as to the public at large. The sign is placed at the railroad crossings and bears a large skull and crossbones at the top. Underneath the text reads: "Railroad Crossing. Beware. Drive Slowly or We May Lose a Customer."

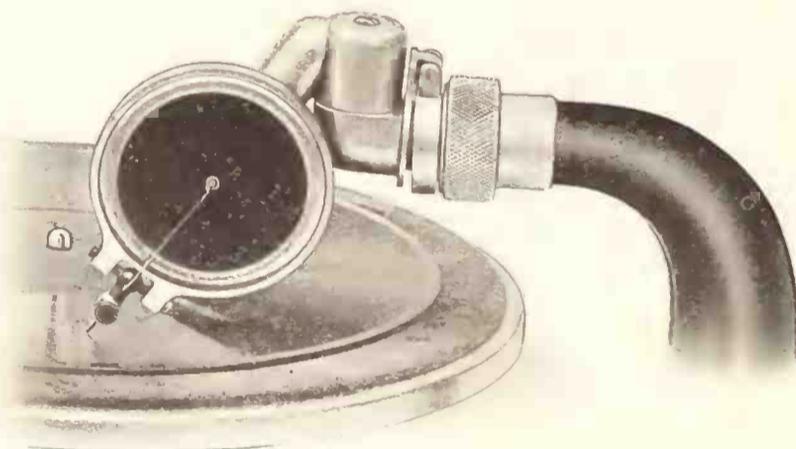
SELLS ENTIRE CARUSO CATALOG

John D. O'Malley, of Root's, Victor dealer in Terre Haute, Ind., recently had the pleasure of selling to one customer every Caruso record in the catalog, including all duets, trios, quartets, etc., in which Mr. Caruso sang.

**THE NEW ORO-TONE
CONCERT EDISON EQUIPMENT**

No. 2-E. C.

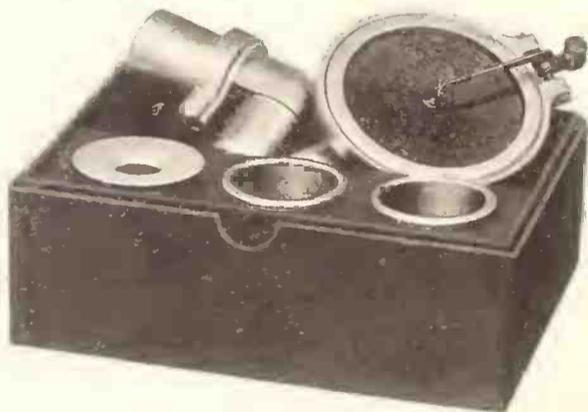
MAY
WE
SEND
SAMPLE
ON
APPROVAL?



You and Your Customers will be Delighted with the Deep, Powerful Tone Quality Operated with the raising and lowering lever the same as the regular Edison reproducer.
Retail price—Highest grade nickel plate..... \$7.25
Retail price—Highest grade gold plate..... 9.25

Usual Discount to Dealers

The above prices include this very essential and attractive needle cup case. Substantial and durable mahogany color leatherette. Fitted with gun metal finish needle cups as shown. Just what every Edison phonograph requires for needles and to hold either reproducer when the same is not in use. These cases will be supplied separately at 25c. each, less the usual discount.



Order Your Sample To-day—It Will Be Sent on Approval
Send for Folder Showing Wireless Equipment

THE ORO-TONE CO.

Manufacturers of Highest Grade Phonograph and Wireless Equipment

1000 to 1010 George Street, Chicago, Ills.

NEW ORLEANS

Business Better But Uneven—Dealers Branching Out in All Departments of the Industry—Many Add New Lines—Other News

NEW ORLEANS, LA., November 7.—Business has not been quite up to expectations during the past month in the downtown retail music stores, although information from the country trade and the wholesale departments here indicates a tendency toward better business. Sales managers for the Southern districts have had very good results all through the past month. The Columbia country dealers are stressing advertising in their town papers, while the Edison agents are taking advantage of the State and Interstate fairs. The Victor dealers are steadily forging ahead, but are being held in check somewhat by a scarcity of goods.

Many New Edison Accounts

W. W. Twigg, sales manager for the Edison Co., reports the opening of many new agencies through Louisiana and along the Gulf coast. Among them is P. H. Rodrigue, who is handling the Edison in Pascagoula and who is now going to open an exclusive Edison shop in Biloxi, Miss. He plans to serve the entire Gulf coast by truck. Mr. Rodrigue has a reputation of being a thorough canvasser and is a firm believer in advertising, and these policies have successfully built up his fine business. Another Edison agency was secured in Abbeville with the Bourque Furniture Co. At Oakdale, La., Dr. M. G. Hargrave, with the assistance of Roy Clark, has opened up an Edison agency.

Look Forward to Special Victor Release

The local Victor dealers are looking forward to the release on November 18 of the record, "I Wish I Could Shimmy Like My Sister Kate," played by the Virginians, but written by A. J. Piron, a local negro, director of the popular band playing at Tranchinas, a famous suburban restaurant. This record will be a special release and is expected to go over big.

Many of Dwyer Force Ill

At the Dwyer Piano Co. illness has been playing havoc with the sales force. Both Mr. Allen, manager of the Victrola department, and Mr. Fried, manager of the piano department, have been ill. Activity of other members of the force has been curtailed for this reason.

Edison Exhibit at Shreveport Fair

Mr. Twigg has just returned from the Shreveport Fair where the Edison was the only phonograph having an exclusive exhibit. The Booth Furniture Co. featured period Edison consoles and many sales resulted from this exhibit.

C. K. Mansfield a Local Visitor

C. K. Mansfield, Edison agent at Mansfield, a good sized town located in the center of the oil district, was a visitor at Edison headquarters here recently and reported a big increase in his October business over September. He is enthusiastic over the outlook for the Winter.

Diamond Disc Shop Adds to Staff

J. L. Billet, manager of the Diamond Disc Shop, has added two new men to his sales force and a truck for his repair man. Shortage of stock has been the main difficulty in supplying the Edison demand, according to Mr. Billet. The Chippendale and baby console models are being sold as fast as they arrive.

Fine Business at Philip Werlein, Ltd.

Philip Werlein, Ltd., seems to be the one bright light in the retail line. Mr. Rosenbaum reports business good, better than last month. Sales have shown no let-up within the past thirty days, according to Mr. Rosenbaum. Record sales also have been excellent and it was found necessary to add another young lady to the sales force. That lady is Miss Thelma Kellier.

Remodeling New Columbia Headquarters

The new Columbia headquarters on North Peters street are being remodeled and the work is rapidly nearing completion.

Mr. Sparrow, general manager, has just returned from a trip through Southern territory,

where he has been putting forth a number of sales plans for the Christmas season.

New Columbia Dealers

At El Dorado Max Shilling has found the Columbia line so profitable that he is opening an exclusive Columbia store. Other new dealers just placed are R. T. Wallace, Tchula, Miss.; J. M. North, Wayside, La., and Sackler Furniture Co., Hattiesburg, Miss. Conditions in southwest Louisiana and east Texas, Mr. Sparrow reported, are unusually good.

Columbia Activities

The Columbia district sales conference of all salesmen in the Atlanta, New Orleans and Dallas territories is to be held here the present

week. Robert Porter, field sales manager, will be present to outline the next year's plans.

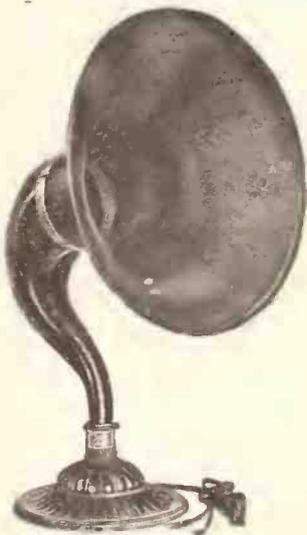
George Hopkins, general sales manager of the Columbia Co., was a visitor here recently. He addressed the salesmen of this district, presenting plans for this year as well as outlining plans for 1923.

Oswald Arrow, chief accountant, and Mrs. James Leitch, assistant bookkeeper, have just been added to the Columbia office force.

Victor Displays at Fairs

Victor dealers have been very active at the State Fairs. Particularly at the New Iberia and the Alexandria Fairs. Fine Victor displays resulted in the sale of many machines. "His Master's Voice" was also at Donaldsonville, Florida parish, Southwest Louisiana, Mississippi State and Mississippi-Alabama Interstate Fairs.

The Sonora Shop is the name of a new talking machine establishment opened by James J. Mead and W. J. Simpson at 20 West Sixth street, St. Paul, Minn.



Satisfy Yourself

ASK any reliable Radio Dealer to demonstrate the Music Master on your set at home. The severest test leaves no doubt of perfection.

Fits any set, no extra batteries or current needed, makes headsets useless. Everybody can listen to any program. Speech or music—both are heard through the Music Master, each tone and emphasis is exact.

Fourteen-inch Aperture (Home Model) \$35.00.

Twenty-one inch (concert, dancing, etc.) \$45.00.

Send us the dealer's name so that we can be sure that he is supplied with a Music Master to show you.

The MUSIC MASTER —RADIO— AMPLIFIER

TRUE TONE AT LAST!

Music Master Horn Conquers "Screech" and "Snarl" and "Howl" and makes listening a joy!

JOBBERS---DEALERS

Sample Horn shipped to responsible members of the Radio or Phonograph trade with full privilege of return.

Prices and full details on request.

"GERACO" LINE

Includes everything of tested merit in Radio apparatus and supplies.

Write for prices and literature. The Geraco Phonograph Attachment makes your Victor or Columbia an excellent loud speaker for Radio.

Interchangeable With Sound Box, \$10.

The General Radio Corporation

Walter L. Eckhardt, President

Makers and Distributors of High-Grade Radio Apparatus

624-628 Market Street, Philadelphia

806 Penn Avenue, Pittsburgh

DISTRIBUTORS FOR
Okeh Records, Strand Phonographs and Gold Seal Record Repeaters
in Pennsylvania, Southern New Jersey, Maryland, Delaware,
District of Columbia, Virginia, West Virginia



NEW MUSIC HOUSE IN MEMPHIS

Henry Witzman, Formerly of E. Witzman Piano Co., Organizes New Music House With L. M. Stuber as Partner and Sales Manager

MEMPHIS, TENN., November 6.—Henry Witzman, formerly of the old E. Witzman Piano Co., which operated for years throughout the South, together with L. M. Stuber, also connected with the same company, has organized Witzman-Stuber, Inc., and opened an exclusive music house in this city, featuring among other lines Brunswick phonographs and records.

A. J. HARTER BUYS FINE STORE

ALTOONA, PA., November 7.—Andrew J. Harter, one of the veterans in the music business in this section of the State, who has been in business for more than a quarter of a century, recently moved from his old quarters at 1435 Eleventh avenue to a large three-story modern building at 913 Chestnut avenue which he has

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 { JEWEL and STEEL. (Bulk or Packed)
PHONOGRAPH NEEDLES
GENUINE RUBY BENGAL MICA

D. R. DOCTOROW

Vanderbilt Ave. Bldg.
51 East 42nd Street, New York
Tel. Vanderbilt 5462
Murray Hill 800

purchased. The interior has been fitted to the needs of the music business and contains all the latest devices, including sound-proof booths, record racks, etc. The Edison line is featured on the main floor.

A discharge in bankruptcy has been granted Daniel S. Rogers individually, and The Song Shop, of Jamestown, N. Y., operated by him.

NEW PLANT TO TURN OUT "KODISK"

Metal Recording Disc Co. Secures New York Factory—"Kodisk" Sales Increase

The Metal Recording Disc Co., manufacturer and distributor of "Kodisk," a metal record for recording and reproducing in the home, reports that the demand for this little record has been far beyond expectations, and at the present time it is being sold by talking machine dealers throughout the country. Dealers handling the "Kodisk" are very enthusiastic and report brisk sales.

In order to better handle the large amount of business on hand and also the expected increase this Winter the company has found it necessary to acquire an additional plant in New York City where "Kodisk" will be manufactured. This plant will be known as the New York City plant, the other factory being in Plainfield, N. J., where "Kodisk" has been manufactured heretofore. The new plant will be located at 227 West Sixty-first street, a few blocks away from the company offices at Fifty-seventh street.

NEW BOOK ON "RADIO RECEPTION"

Harry J. Marx and Adrian Van Muffling Collaborate in Production of Timely Volume Published by G. P. Putnam's Sons

"Radio Reception" is the title of a timely volume just issued by G. P. Putnam's Sons, New York, which presents a comprehensive explanation of the principles of radio telephony and methods of radio reception. The volume is by Harry J. Marx, technical editor of the Radio Digest, and Adrian Van Muffling, consulting engineer. The text is illustrated by over ninety pictures and thirty-eight diagrams, sufficiently simple to be understandable by the amateur.

TEGO RECORD BRUSH LIKED

Big Sales Campaign in Rochester Disposes of 10,000—Reaching for National Support

ROCHESTER, N. Y., November 6.—The Sturgis Novelty Co., manufacturer of the Tego brush, which automatically cleans the record of dust while playing, reports that its business during the past two months has been exceptionally good. This brush has been distributed in a short time in many cities throughout the country, and talking machine dealers are very enthusiastic about it and report a lively demand from their customers. Recently, in the city of Rochester, the company carried on an extensive selling campaign which disposed of over 10,000 brushes to talking machine owners. John Goodbody, general manager of the company, personally took charge of this campaign, which, he stated, was carried on most successfully and proved without a doubt that this little brush can be sold as an accessory that appeals to the talking machine owner. During this campaign members of the new Eastman Theatre Orchestra purchased brushes for their talking machines. Officials of the company state that present plans call for an intensive drive throughout the Winter, and it is expected that in the next few months the Tego brush will be placed in the leading talking machine stores throughout the country.

Victor Talking Machine Co.

Declares

600%

Stock Dividend

I recommend Victor Stock as a sound investment that should steadily increase in market value.

Full information upon request.

FRED. W. KNIGHT

INVESTMENT SECURITIES

Widener Bldg.

PHILADELPHIA

The Trade in PHILADELPHIA and LOCALITY

PHILADELPHIA, PA., November 8.—While the talking machine dealers of the Quaker City report sales increasing most satisfactory and are united in agreeing that the prospects for the holiday and Winter trade are very bright, the large majority of the dealers are complaining of a shortage in stock that is said to be unparalleled in this city.

Naturally, the distributors for the various talking machine companies are the first to feel the effects of this shortage of instruments and while they are doing everything in their power to fill the orders sent in by their dealers they find that the only fair way is to let each of their dealers have a pro rata share of the machines available. In this way they are trying to satisfy, in part, the demands for machines that are pouring in from their dealers. Many of the leading distributors, however, while taking a most optimistic view of the prospects for business throughout the trade, do not hesitate to predict that the present scarcity of stock is merely an indication of the conditions that will prevail to greater extent during the latter part of this month and during the month of December.

Arthur W. Rhinow Discusses Situation

In discussing plans to alleviate this shortage of machines that is so general and not confined to only one or two manufacturers, Arthur W. Rhinow, of the Girard Phonograph Co., said that their only worry at the present time was occasioned by the shortage of Edison phonographs to fill the orders from their dealers that are being received day by day in continually increasing numbers. In its efforts to effect an improvement in this situation the Girard Phonograph Co. has inaugurated a special auto

trucking service to bring the New Edison machines directly to this city from the Edison Laboratories at Orange, N. J.

"We have always had the Edison Re-creation records sent by trucks to our local offices from the factory at Orange, N. J., but only a few days ago we contracted for this new service whereby we will have the Edison machines sent to this city by the same means in order to avoid the freight embargoes that are in force in many parts of the country," said Mr. Rhinow, in telling of these unique caravans of talking machines that will help to relieve the prevailing shortage.

"On account of the numerous requests that we have received from our dealers, who ask that Edison tone-tests be held in their respective localities," Mr. Rhinow continued, "we have been obliged to engage another group of artists to take up this work, so that now, for the first time, we will have two troupes of artists on the road for this purpose. One includes Helen Davis, soprano, and Victor Young, pianist, while the second is made up of Marie Morrissey, soprano, Jacques Glockner, 'cellist, and Walter Chapman, pianist. Their season has been extremely successful so far and the dealers in the localities in which the tone-tests have been held up to the present all declare that they aroused unusual interest in the New Edison machines and records, with the result that their sales have been nearly doubled as a direct result of these tests."

Both Mr. Rhinow and P. R. Hawley visited the Edison factories at Orange on several occasions recently for the sole purpose of trying to secure sufficient machines to fill the demands

of their dealers, especially in the new console models which have become very popular.

Victor Dealers' Association Meets

On October 12 the Victor Dealers' Association of Philadelphia held its first meeting of the present season after having remained inactive during the Summer months. An unusually large number of Victor dealers turned out for the occasion. One of the features of the meeting, held in the Bellevue-Stratford Hotel, and which was presided over by G. W. Hoover, the president of the organization, was the address by Mr. Lange, of the A. W. Shaw Co., of Chicago, on the subject of "Intensive Selling." Following this address the dealers mapped out the Winter campaign to be followed by the organization. According to Mr. Hoover, who is the head of the G. W. Hoover Co., 1031 Chestnut street, he is arranging for a series of talks to be given at each meeting of the Association by men prominent in the talking machine industry. The next meeting will be held on November 9.

Discusses Brunswick Activities

A serious shortage in Brunswick machines is reported by O. F. Jester, the genial manager of the local Brunswick headquarters. This scarcity, Mr. Jester asserts, is due in part to the prevailing freight embargoes in many parts of the country and also to the heavy demand that is being made by both the dealers and the public for the New York model of the Brunswick machines, which sells at \$150 and has only appeared on the market very recently.

Among the many new dealers who have taken on the Brunswick are the Lipkin Furniture Co.,

(Continued on page 118)

Are You Prepared?

Two months ago we advised the need for preparation for an increasing demand for Victrolas. This demand has arrived and will continue to increase, fulfilling our prediction that the big problem later on would be to secure enough goods.

The Holiday demand is almost upon us—If you have not done so, order *Victrolas* now. It may be too late but we pledge ourselves to give the best possible service to all our dealers, recognizing of course the responsibility we have to those who co-operated with us by placing orders early.



THE LOUIS BUEHN COMPANY
OF PHILADELPHIA

Cable Address Reg'd
"Fillasse-Phila."

Send for Samples and Special Quantity Quotations

Long Distance Phone
Baring 0535

IMICO INDIA RUBY MICA DIAPHRAGMS

International Mica Co.

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

THE TRADE IN PHILADELPHIA AND LOCALITY—(Continued from page 117)

of Bethlehem, Pa., and the Reifsnyder Music House, of Lebanon and Reading. Recent visitors seen by Mr. Jester were J. I. Monroe, of Williamsport, Pa., and Miss Edna J. Mentzer, in charge of the Brunswick department at Watt & Shand's department store, of Lancaster, Pa. Miss Mentzer informed Mr. Jester of the many favorable comments that were heard concerning an original and very unique window display which was arranged under her direction and which featured both the Brunswick machines and the Halloween festivities.

T. F. Mentz, of the Commercial Investment Trust Co., of New York, whose firm finances many of the Brunswick dealers, arrived in Philadelphia a few days ago for the purpose of making a survey of conditions in the talking machine trade of the Quaker City territory. He will be here for several weeks.

Mr. Jester is well pleased with the success that has followed the Brunswick billboard advertising campaign which he launched here recently and which has attracted widespread attention and commendation. He also reports that eight freight carloads of Brunswick machines are now on their way to Philadelphia and it is hoped that if they are successful in avoiding the freight embargoes this big shipment should temporarily help to satisfy the demands of local dealers for Brunswick machines.

Wittlin Co. in New Quarters

The Wittlin Musical Instrument Co., Starr phonograph distributor, has just moved from its former location at Seventh and Chestnut streets to its new and up-to-date store at 804 Walnut street.

Assisting in Welfare Work

The sales force of the Penn Phonograph Co. is doing a great deal to assist in securing contributions to their Welfare Fund campaign now under way here for the purpose of financing the work of many charitable organizations during the next year.

Tie Up With Van and Schenck

Van and Schenck, exclusive Columbia record

artists, headed the bill at Keith's Theatre the week of October 23 and they were the big hit on the bill. A large cut-out of this "Pennant-winning Battery of Songland" was placed in the lobby of the theatre announcing that Van and Schenck were exclusive Columbia artists. Columbia dealers tied up with this popular duo's appearance and the sales of Van and Schenck records were greatly stimulated.

Junior Sales Representatives Meet

Columbia junior sales representatives from Philadelphia, Boston and Baltimore attended a sales conference held at the Philadelphia branch of the Columbia Co. Robert Porter, field manager of the Columbia Co., instructed the junior salesmen on the finer points of selling.

New Columbia Dealer

George Ross, a progressive Columbia dealer, has opened his new store at 4666 Frankford avenue. Mr. Ross' personality has won him the title of "The Smiling Columbia Man" in Frankford. A deserved compliment.

W. A. Wilson, manager of the educational department of the Columbia Co., was a recent visitor to the local branch.

Talker Men as Masqueraders

While his many friends would scarcely be likely to think of Mr. Jester, of the Brunswick Co., as a pirate, nevertheless, he admits that he is no amateur Captain Kidd when it comes to masquerade dances. In his high hip boots and armed with a wide variety of cutlery of the more deadly type, Mr. Jester was one of a number of talking machine and piano trade men who attended a masquerade dance that was given on Halloween at Estey Hall, Seventeenth and Walnut streets, by Mr. and Mrs. L. F. Quimby, who conduct the piano and phonograph departments of the Estey Piano Co. Among the other guests at this entertainment were Mr. McCormick, of Louis Buehn Co., and Mr. Wise, of H. A. Weymann & Son.

T. W. Barnhill Reports Progress

An excellent report of business for the past month is given by T. W. Barnhill, president of

Xmas Presents That Are Different

Xmas Greeting Records A New Gennett Xmas Package

- 1700 { Always Xmas (Recitation)
Silent Night (Criterion Quartette)
- 1701 { God Bless Us All (Recitation)
Adeste Fideles (Chimes and Sterling Quartette)

These two Xmas packages are Different. The front of the folder contains a neat Xmas design and on the inside of the cover is a Xmas Greeting Card. The third and fourth pages constitute the record holder. \$1.25 each, including cover and mailing box (usual discounts). We'll guarantee the sale of the above if you mention this ad.

"Xmas Joy"—25,000 of these Xmas music rolls were sold last Xmas.

"Coming of Santa Claus"—20,000 of these large Xmas music rolls were on the player-pianos last Xmas.

From the advance orders already received for both of these rolls, which are boxed in beautiful holly boxes and are "so different," yet so inviting and full of good Xmas cheer, we will triple last year's sales. We'll guarantee their sale if you mention this ad.

Include in your order Gennett Records, Canonized Rolls, Pianostyle Rolls, Sheet Music, Brilliantone Needles, Player Pumps.

Radio equipment—we carry them all. Buy all from one source.

N. B. If you intend to install a sheet music department we'll give you a full return privilege for two months

UNITED MUSIC STORES
619 Cherry Street PHILA., PA.

the Penn Phonograph Co., who declares that their October sales were far ahead of those made during the same month of last year and that in his estimation the prospects for business during the coming months are exceptionally bright. Mr. Barnhill recently has been presented with some decorations for his new offices in the Penn Building on Arch street. Included among these new ornaments for his desk is a large and beautiful basket of American Beauty roses that have been made from feathers by Monroe Johnson, the progressive Victor dealer whose store is located at 5441 Germantown avenue. Hundreds of these unique imitation flowers, made by Mr. Johnson, are being purchased by local talking machine dealers for the purpose of providing an unusual and attractive decoration for their window displays.

Among the recent visitors seen by Mr. Barnhill was H. A. Gupty, of Sherman, Clay & Co., of Seattle, Wash., who was making his first visit to the East. Mr. Barnhill escorted Mr. Gupty to many points of historical interest throughout the city and also took his guest to the top of City Hall's tower in order to secure an unequalled bird's-eye view of the Quaker City.

Henry F. Miller, secretary and treasurer of the Penn Phonograph Co., has been at Atlantic City for the past two months while he is recuperating from a severe attack of rheumatism.

Vocalions for Broadcasting

One of the latest and most attractive Vocalion models has just been furnished by H. O. Rogers, head of the Lincoln Business Bureau, local representatives for the Vocalion Co., to Durham & Co., the dealers and manufacturers of radio supplies, for use in the new Durham radio broadcasting studio, which is located in the store at 1936 Market street. This will constitute an excellent advertisement for the Vocalion, Mr. Rogers points out, as the broadcaster at the Durham radio station will announce after the rendition of each record on the Vocalion both

CHRISTMAS IS COMING

Are you prepared? Every indication points to big Holiday Victor business. If you can let us know your approximate requirements *now* it will enable us to render the maximum of service at that important time.

H. A. WEYMAN & SON, INC.

1108 Chestnut Street

Philadelphia, Pa.

VICTOR WHOLESALERS

Authorized distributors of

BUESCHER TRUE TONE

Saxophones and Band Instruments

Manufacturers of

WEYMAN "KEYSTONE STATE"

String Instruments

Wholesale distributors of

Q·R·S
PLAYER ROLLS

SELLING VICTROLAS

Most salesmen sell what you do not have

The Victor Dealer who puts his selling efforts back of the Victrolas available at this time, does not worry how many No. 240 he could sell if he had them. We speak from experience.

The Talking Machine Co.

Victor Wholesalers

1025 Arch Street
Philadelphia, Pa.

"LET PHIL FILL 'EM"

THE TRADE IN PHILADELPHIA AND LOCALITY—(Continued from page 118)

the name of the composition and also the fact that the Vocalion records and machine were provided through the courtesy of Mr. Rogers and the Lincoln Business Bureau. As this radio station has often been heard in Denver and other far Western cities, this announcement will be heard by thousands of people in all sections of the United States.

A big sale of records is being held by Gimbel's under the direction of Robert McCarthy, the head of the piano and talking machine departments, at this store and more than 1,000,000 records were on hand during the sale. Mr. McCarthy reports that all records for the sale of phonograph records at Gimbel's were broken.

New Department Wins Compliments

Many favorable comments have been heard concerning the up-to-date Victor department which was opened recently under the direction of Frances Eastburn, at Stern & Co.'s new store at 712 Market street.

Reports Increased Business

The United Music Stores, wholesaler and jobber of talking machine records, accessories, music rolls, sheet music, etc., is receiving its share of the increased business of the season. O. Kearns, general manager of the company, is an indefatigable worker and has already instituted a Fall and holiday campaign which is showing appreciable results. For the holiday season this company is featuring for the dealer talking machine records and music rolls of the Christmas theme with the suggestion that the dealer in turn feature these as "Christmas Presents That Are Different." The line includes Christmas greeting records and also music rolls on the Christmas subject. The records are attractively boxed for the season.

Louis Buehn's Welfare Campaign Work

In the Welfare Campaign, which has engrossed the attention of every Philadelphian, Louis Buehn, president of the Louis Buehn Co., Victor wholesaler, has been appointed captain of a team of ten men in raising funds for this worthy and charitable work. It is planned to raise \$3,000,000, which will be distributed among 124 hospitals and charitable institutions

throughout the Quaker City. Mr. Buehn's team consists of ten men well known throughout Victor circles. They are as follows: F. B. Reincke, Harry Peirce, Frank Ransley and Thomas Hower, of the Louis Buehn Co.; Ed Hipple, Lin Brown and Messrs. Krygier and Mayberry, of the Penn Phonograph Co., and George A. Tatum and Carl Sandman, of the Talking Machine Co., all Victor distributors.

C. E. Sheppard, of the Buehn traveling staff, who is now covering the territory formerly covered by William H. Nolan, has entered the holy bonds of matrimony and recently returned from a week's honeymoon in New England.

ISSUES HANDSOME CATALOG

Everybody's T. M. Co. Issues Comprehensive Catalog of Its Products—Completeness of Book Gives It Practical Value

PHILADELPHIA, PA., November 9.—The Everybody's Talking Machine Co., of this city, has just issued its 1923 catalog of repair materials for talking machines and accessories. Excellently printed on glossy stock and bound within an attractive cover, this catalog ranks among the most distinctive pieces of literature issued

to the trade. It is said to be the most complete listing of talking machine repair material ever compiled. The front page carries the well-known "Honest Quaker" trade-mark of the company with the quotation: "He Profits Most Who Serves Best." The slogan, "Worthy merchandise at a fair price—nothing inferior at any price," is presented. The half-tone illustrations are profuse and show a complete line.

In the price list is shown practically every conceivable part used in the building of the talking machine. In addition to the smaller parts there are listed tone arms, "Honest Quaker" main springs, Umantone needles, the "Repairman's Friend" (a combination of tools), graphite, motors, "Quaker Ideal" attachments to play all lateral-cut records on Edison machines, Ideal sound boxes, "Quakercut" turntable felt, "Quaker Mica" diaphragm chart, Wall-Kane needles, sapphire balls for Pathé, sapphire points for Edison, diamond points and hardware. This complete catalog will undoubtedly serve as a prized reference book for the trade during the coming year.

The Everybody's Talking Machine Co. has built up an excellent reputation in this field and its steadily increasing business reflects the satisfaction that its service and products are giving.

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.

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

IN PITTSBURGH

Delays in Getting Stock Only Hindrance in Complete Development of Business Possibilities—Review of the Month's Trade

PITTSBURGH, PA., November 10.—With a marked revival in business, the one outstanding hindrance to a full and complete optimistic tone in the talking machine circles of Pittsburgh is the fact that it is difficult for the dealers to get the desired merchandise on time. Many of the prominent talking machine dealers of the Steel City have been handicapped by the tardiness in which talking machines, records and other accessories to the trade have been coming in, due largely to the congestion of freight on the railroads. One prominent dealer stated that it took twenty-two days for a shipment of talking machines to reach Pittsburgh from New York. And the seriousness of the situation is further intensified by the frank statement of some of the railroad officials that, with the advent of cold weather, the efficiency of the railroads as far as the handling and transportation of freight is concerned will be cut from 35 to 45 per cent.

The dealers, and there are a few here, who took advantage of the situation some time back and hearkened to the advice of their jobbers, have ample supplies of talking machines on hand, while others, who hesitated and halted, are now facing what appears to be a very brisk season with the stern reality of having a decided shortage of desirable lines of talking machines. From every angle the outlook for a brisk season from now on for the dealers in talking machines and records is most bright. The industrial situation has clarified to a remarkable degree and with busy mills, mines and factories there will soon be placed in circulation hundreds of thousands of dollars, some of which ultimately will find its way into the coffers of the talking machine merchants. The fact that there is a shortage of skilled and unskilled labor in the Pittsburgh district totaling, according to the State Industrial Board, some 25,000 men, indicates at what high pressure local industry is now operating.

Trade Prospects Reviewed

As to the stability of the talking machine trade here, it was emphasized by John Henk, the well-known proprietor of the Columbia Music Co., Columbia and Edison dealers, who said: "There will always be a field for the

live and energetic talking machine dealer. With new houses being built in practically every section of Pittsburgh and the suburban localities on all sides being added to with substantial apartment houses and dwellings, leads me to the inescapable conclusion that the motto, 'A talking machine in every home,' is one that the present-day talking machine dealer will take to heart and exploit to his utmost skill and perseverance. I feel that there is bound to be a very brisk business in talking machines in this city and vicinity this month and all of December, especially the period just before the holidays. The augmented activity in the iron and steel mills, coal mines and other industrial enterprises of Western Pennsylvania insure its prevalence with some certainty. The Columbia Music Co. is well equipped with hearing and demonstration rooms on both the first floor and the balcony. The volume of sales of foreign records, such as German, Polish, Slavish, Italian, Greek, French and other nationalities is quite large. A special department is set aside for this line of merchandising. C. B. Hewitt, well known in the local trade, is floor manager.

Looks for a Shortage

In reviewing the situation as far as the C. C. Mellor Co. is concerned, Thomas T. Evans, the manager of the wholesale Victor department, said: "From all indications there is bound to be a shortage of certain styles and types of Victor talking machines. We are doing all that is humanly possible to take care of the requirements of our customers. Hesitancy on the part of many dealers to place orders in sufficient quality to care for their needs has made it rather difficult at this late date to get for every dealer just what Victor machines he desires. On the whole, it appears to me that the season we are now entering will be a very big one from the standpoint of a Victor jobber."

New Edison Dealers Appointed

The Buehn Phonograph Co., Edison jobbers, report the following new Edison retail dealers as established during the past month: Decosta Bros., Jeannette, Pa.; L. C. Milheim, Butler, Pa.; C. Luther Lowe & Son, Punxsutawney, Pa.; Steel & Harris, Johnstown, Pa.; the Millman Co., Zelienople, Pa., and the Brown Music

Co., Ford City, Pa. A. A. Buehn, treasurer of the company, said: "The outlook for business in the Edison line is excellent. There are unmistakable signs of a revival in business that augurs well for the Edison dealers and we believe that the holiday season will be a highly satisfactory one." Mr. Buehn stated that a series of tone tests would be held in the Pittsburgh zone starting November 20, with the Fleming Sisters Trio and Joseph Phillips as the stars.

Four Successful Stores

The S. Hamilton Co. featured at their four stores the Diamond Juvenile Console, the talking machine for children. The talking machine department, Victor exclusively, is under the direction of T. E. Shortell. He stated to The World representative that there was every indication of a very brisk sale of Victor goods this Fall, basing it on the revival of activity in the various industries that help to make Pittsburgh famous. The main store of the S. Hamilton Co. is located at 815-817 Liberty avenue. The handsome East Liberty store at 6006-08 Penn avenue is under the supervision of H. R. MacHendry. The Bellevue store at 467 Lincoln avenue is directed by Miss M. Maeder, while Miss Hazel McLean is in charge of the Wilkesburg store at 902 Wood street. All handle the Victor line exclusively.

New Joseph Horne Co. Store

A. R. Meyer, manager of the talking machine department of the Joseph Horne Co., is now located on the fourth floor of the new building with his talking machines, records and sales staff. How long he will remain there is a question, owing to the shifting and changes being made as the construction work draws to an end. However, when the new Joseph Horne Co. building is completed the talking machine department will be one of the beauty spots of the new establishment and Mr. Meyer and his staff are eager to take possession of it, if at all possible, before the holiday season rush starts.

Brief But Interesting

J. C. Roush, president of the Standard Talking Machine Co., Victor jobbers, was a visitor to New York and the Victor plant at Camden, N. J., during the past month.

S. H. Nichols, manager of the Pittsburgh branch of the Columbia Graphophone Co., is quite elated over the outlook for business this month and December and stated that all signs pointed to a huge volume of Columbia goods being sold by the retail dealers in and about Pittsburgh. He also stated that the new process Columbia records would have a very large sale.

The J. M. Hoffmann Co., Brunswick phonograph dealers, are advertising the Brunswick Console styles very extensively. Edward Hoffmann stated that there was a good demand for the Brunswick line.

Schiff Bros., proprietors of the Fifth Avenue Music Shop, 1304 Fifth avenue, Columbia dealers, report a very excellent volume of sales during October. Their advance sales of the new process Columbia records was larger than anticipated.

The Rosenbaum Co. utilized considerable newspaper space the past week calling the attention of the public to the line of Sonora phonographs they were selling. C. R. Parsons, the manager of the talking machine department, stated that he anticipates a highly satisfactory volume of sales for November. Mr. Parsons also stated that the sales of Victrolas and Victor records were of an exceedingly satisfactory volume.

The Lechner & Schoenberger Co., Victor, Edison and Columbia dealers, in their daily newspaper publicity are carrying this slogan: "Place Your Christmas Order Now."

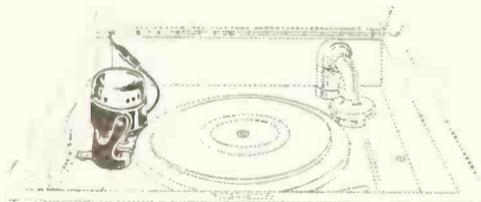
The best sellers the past month in records were as follows: Columbia records—"Tomorrow," "Homesick," "Oh, Is She Dumb?"; Victor records—"Tricks," "Are You Playing Fair," "Dixie Highway"; Vocalion records—"Georgette," "Three o'Clock in the Morning," "Hot Lips"; Brunswick records—"Hot Lips," "Dancing Fool," "Blue," and Edison records—"Hot Lips," "Georgette," "Dancing Fool."

New Profits for You

SHELTON VIOLET RAY

Every family in your city whose house is wired may be a customer for Shelton Violet Ray.

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.

Many Talking Machine dealers have had remarkable success selling Shelton Violet Ray, which has the endorsement of the medical profession.

Shelton Violet Ray sells itself. Just attach an outfit to any socket and let your customers try a treatment.

Be the first in your city to show Shelton Violet Ray! Write today for catalog and prices.

SHELTON ELECTRIC CO., 13 East 42nd Street, New York



The Emerson Phonograph

\$30
Each

*Equivalent
to a 78
Per Cent
Discount off
the original
trade price.*

*An unusual
value for
the money.*



Emerson Phonograph

STANDARD MODEL No 11

SPECIAL PRICE INDUCEMENT

FASHIONED in Fumed Oak; Golden Oak.
*Equipped with Emerson
Music Master Spruce Horn;*
Emerson Thrush-throat Universal Tone-arm;
Emerson True Tone Reproducer; Emerson
Special Bevel-edge Clamp-ring Turn-table;
Emerson Perfect Tone Control; Emerson
Flush Motor-board.

*A surplus production permits us to sell
1,000 of the Number Eleven standard
model at \$30 each in carload lots—
F. O. B., New York, or at \$32 each in
smaller quantities.*

Here you have a standard high-grade
phonograph with many exclusive features that
will sell well at a reduced price.

A proposition that will turn rapidly for
Christmas selling or to move even more rapidly
through a special sale. Please remember there
are only a limited number to be sold at this
price.

Before you turn this page — at least in-
vestigate the value that is being offered. A
wire or letter will assure your order receiving
prompt and careful shipment. Write or wire
your order NOW—as the limited number
offered are subject to prior sale.

Phonograph Jobbers Corporation

MANUFACTURERS and DISTRIBUTORS

105 West 20th Street, New York

We also carry this machine in artistic (Japanned) decorated form at
an attractive price. Write for illustration and terms.

VALUE OF SHEET MUSIC DEPARTMENT IN TALKER STORES

Campaign of the Music Publishers' Protective Association to Induce Talking Machine Retailers to Install Sheet Music Departments Proving Most Successful—Interest Aroused

The campaign of the Music Publishers' Protective Association arranged for the purpose of inducing talking machine retailers to open up sheet music departments, or at least stock the current record successes in sheet music form, has brought hundreds of responses to the offices of the Association.

Numerous talking machine stores, which have operated sheet music departments successfully, have also written to the Association for the purpose of receiving the co-operation of that body and its members on furthering the activities of their music departments. The Association feels that the returns on the initial announcement have been most gratifying. Interest has been aroused, which demonstrates that many talking machine retailers are anxious to co-operate with the publishers and at least give the proposition a trial.

The Association has placed before the talking machine retailer the many advantages which accrue to the establishments stocking sheet music, particularly of a popular variety. While it is true that sales of sheet music at retail allow a good margin of profit and justify the handling of such merchandise, the real big advantage, according to those actively interested in the campaign, is the fact that it proves a strong attraction, drawing customers to the windows and into the store and not only creating sales for the sheet music itself, but adding to the volume of sales of the strictly talking machine line.

It has been pointed out that many talking machine stores are in the habit of stocking goods other than that of musical variety. Not a few stores handle kodaks and some dealers have departments devoted to the sale of sporting goods. It is the contention of those who are interested in the present campaign that any dealer who feels the need of increasing his

sales by the stocking of merchandise other than talking machines and records, and their accessories, should give thought to the stocking of sheet music, inasmuch as it is closely related to their industry and, naturally, adds to the value of the store from a musical standpoint. Any dealer who is desirous of adding to his stock sales and volume of business should give thought to making his establishment headquarters for music of all kinds. Certainly sheet music and musical merchandise is a better adjunct for the talking machine dealer than merchandise that has no relation to music.

Of course talking machine dealers who do a large business in the sale of talking machines and records may look upon the stocking of sheet music as "small potatoes." It is true that while the profit on each sale of sheet music is substantial, naturally it does not compare with the sales of talking machines which often run into hundreds of dollars.

The really big thing to consider is that sheet music is an important item for it is sheet music that makes possible the large sale of popular records. To a great extent the vogue of the popular song makes possible the sale of musical merchandise of all kinds, including talking machines, and it has been found that the purchasers of records, more often than not, desire sheet music. Particularly is this true of the sale of dance records. Vocal records, of course, answer the purpose of giving the record buyer the lyrics of the song, but with a popular dance tune there comes a desire to also have the words of the popular number which is considered the success of the moment.

Aside from the profits from the sale of sheet music there is behind the stocking of such goods the idea of serving the public and serving them with a musical product. It might also be borne in mind that while the sales might

Start Your Sheet Music Department—At Our Risk!

We will start you with a \$50 assortment of the best selling popular hits in sheet music. To assure your sales success we will allow you to return to us, during the two months following shipment, any of these copies that you may desire to return provided that they are in saleable condition. You assume no risk.

Display Racks

We furnish 20 pocket metal display racks for sheet music at a nominal charge of \$4.50 each.

Service

"Plaza Service," the most efficient offered by any distributor, is sure to make this venture profitable for you.

Write us today!

PLAZA MUSIC CO.

18 West 20th Street
New York

RICHMOND SERVICE

Mr. Maurice Richmond has been identified with the music jobbing field for twenty years!

Will be your most valuable asset if you are contemplating establishing a sheet music department.

In order that the enterprise be a complete success, you must have the CO-OPERATION of an EFFICIENT JOBBER in sheet music as you now have for Talking Machines and Records.

We will select your initial order, which will amount to approximately Fifty Dollars (\$50.00) and send the merchandise to you on a guaranteed sale basis for a period of sixty days.

Consecutive orders will be filled and shipped within two hours after their receipt here.

Our plant is the newest, most modern and most thoroughly equipped throughout the country.

If given a trial, "RICHMOND" will mean "EVERYTHING IN SHEET MUSIC" to you.

Our bulletins are interesting—may we send you one?

Richmond Music Supply Corporation

133 West 41st Street

New York City

not be as heavy as the average talking machine dealer experiences with his other goods there need be little thought or attention given to the sheet music department. Where self-service display racks are used the selections are made by the customers with little or no attention on the part of the salesman. It is not necessary to carry a large stock of goods, probably fifty current titles will answer the average dealer's needs.

Such goods can also be reordered overnight from music jobbers in territory close to the dealer's store. It is not necessary, and the Music Publishers' Protective Association is not encouraging the dealer, to deal direct with the publisher. It is naturally far better for the dealer contemplating the sale of sheet music to get all his titles from one source. This obviates the necessity of dealing in a very small way with twenty or thirty publishers.

Another thought that should be given consideration is the drawing power of sheet music. Its value in this direction was never better demonstrated than the experiences of the various syndicate stores. Such organization as the S. H. Kress stores and S. S. Kresge stores have, in the past, found the sale of sheet music not only to be quite profitable, but also a means of creating sales in other lines. To show the power of a sheet music department the arrangement of the department in such syndicate stores, as noted above, is worthy of note. The sheet music department is either placed in the basement, on a rear balcony, or in the back of the store. The purpose of this is that the playing of the piano in an out-of-the-way portion of the store lures the shopper to sections

(Continued on page 124)

LOOK!
HE'S RIGHT!

CITY		STATE
NAME OF STORE AMERICAN PHONOGRAPH EXCHANGE		
STREET ADDRESS The Earliest Store with the Latest hits in Music		
NAME OF MANAGER Louis Grumann		
Do You Handle Sheet Music Now?	Yes with Big Results	Would You Be Interested In Handling If Shown to Be Profitable?
How Many Blocks Distant is Nearest Sheet Music Store?	3	Will You Use Window Display Ad Matter? Yes.
What Brands of Records and Rolls Do You Handle?	RECORDS Victor - Columbia Vocalion - Okeh - Pathe	ROLLS Q.R.S. U.S. & Globe
REMARKS: <i>5 & 10¢ stores the biggest injury to the sheet music trade to day cutting prices</i>		

STATISTICS!

Tiresome things—but they sometimes tell interesting stories.

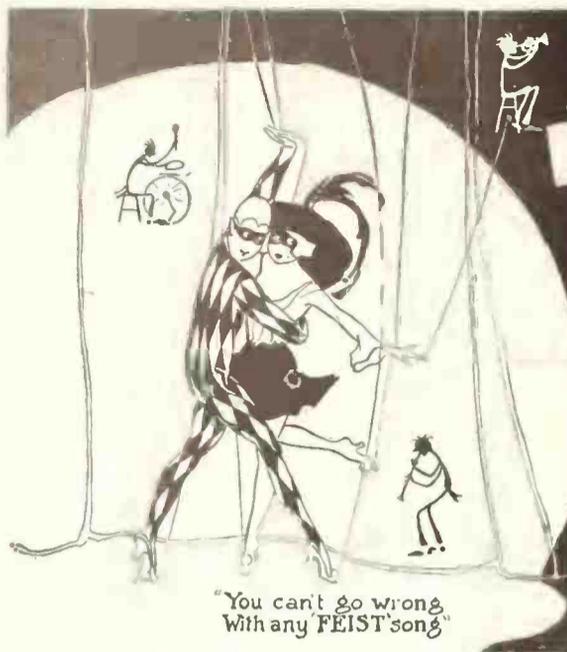
47½% Phonograph Shops NOW HANDLE Sheet Music—Why? Because It Pays!

26½% Don't handle it, but have written that they want to—Why? Because It Pays!

We want to show you—to prove to you—that you ought to try it!

Fill in this form and Mail It—TODAY—Mail It

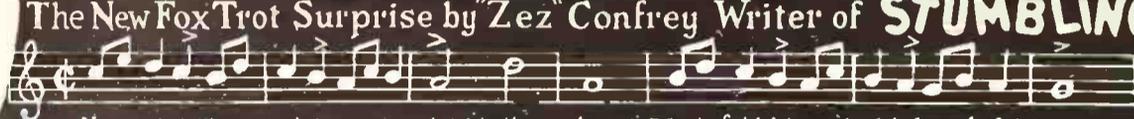
To E. C. MILLS, Music Publishers Protective Association, 56 West 45th St., New York City		
City	State	Street Address
Name of Store	Name of Manager	
Do You Handle Sheet Music Now?	Would You Be Interested If Shown to Be Profitable?	



The Tune That Sticks

TRICKS

The New Fox Trot Surprise by "Zez" Confrey Writer of **STUMBLING**



Very cute tricks, very cute tricks, very cute tricks they played, Wonderful tricks, quite a lot of wonderful tricks,

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

VALUE OF SHEET MUSIC DEPARTMENT
(Continued from page 122)

of the establishment that would otherwise be overlooked. Naturally, for instance, placing the sheet music department in the basement, with a piano demonstrating current selections, will draw customers to that portion of the store which, under more ordinary circumstances, they might avoid.

The Music Publishers' Protective Association has not suggested that the talking machine store place sheet music in the out-of-the-way sections of his establishment. Most of the retail talking machine stores are not large enough to need to draw customers to various sections of the wareroom. As far as the talking machine stores are concerned, those who have made a success of such departments have found that the placing of the sheet music racks near the forward part of the store, or at the wrapping counter, gets the best results. The idea of placing sheet music racks near the counter where the sales for records and machines are closed has a two-fold purpose. The sheet music is not brought to the customer's attention until after the sales of machines and records are made, and, therefore, it in no way interferes with the sales of records. While the customer is awaiting his or her purchase the multi-colored title pages of the sheet music attract attention and more often than not results in the sale of one or more copies of sheet music, some titles of which have had a particular appeal.

According to the music publishers a representative stock of sheet music can be installed in a talking machine store for approximately \$50. This is a small investment and no doubt many dealers will give the proposition a trial.

Ansell, Bishop & Turner, Victor dealers, with headquarters at 1221 F street, have opened an attractive branch store at 900 H street, N. E., Washington, D. C.

ROBT. HOOD BOWERS WITH COLUMBIA

Appointed Musical Director of the Company—
Well Known in Musical Circles

R. F. Bolton, director of the recording laboratories of the Columbia Graphophone Co., New York, announced this week the appointment of Robert Hood Bowers as musical director of the company. Mr. Bowers succeeds Charles A. Prince, whose plans in connection with new



Robert Hood Bowers

activities will be announced in the near future. Robert Hood Bowers is well known in musical circles throughout the country and is the composer of a number of successful selections, among which is the "Chinese Lullaby," featured by Miss Florence Reed in the dramatic success now playing in New York, "East of Suez." Mr. Bowers' musical knowledge assures his success in his new post and incidentally it is interesting to note that Mr. Bowers was identified with the Columbia organization a few years ago as associate musical director.

ZIMMERMAN-BITTER CO. BUSY

Several Installations of Store Equipment Rapidly Nearing Completion—Secures Many New Contracts for High-class Equipment

The Zimmerman-Bitter Construction Co., manufacturer of store equipment, New York City, is now completing several jobs which were started during the past month. The company is also busy getting ready equipment for new contracts which have been recently closed. The latest addition to the list of new contracts secured is that of Blumenstein's department store at 125th street, New York City, which is to be one of the finest jobs yet produced by the company. A handsome new talking machine department is being created, new artistic booths installed to be done in solid walnut, finished off with an inlay of black ebony. When completed it will represent one of the finest talking machine department equipments in the city, and officials of the Zimmerman-Bitter Construction Co. are very much gratified in securing this contract.

NEW QUARTERS IN STEUBENVILLE

The Robinson Music Co., of Steubenville, Ohio, opened its new place of business, at 141 North Fourth street, that city, on October 12 and 13. The Robinson Music Co. handles the Victor talking machine and Victor records. Thomas T. Evans and H. H. Fleer, of the C. C. Mellor Co., attended the opening. One of the messages of congratulation received by the firm was from the Victor Talking Machine Co.

PERFECTION PHONO. CO. CHARTERED

The Perfection Phonograph Co., of New York City, has filed articles of incorporation in New York State, with a capital of \$10,000. Incorporators are B. Rothblatt, D. Liebowitz and H. Podel.

QUALITY WORK — QUICK SERVICE — RIGHT PRICES

Is the Reason Why

Our Original Artistic Decorations Are Found In Leading Talking Machines



Robichek's art work is recognized by such houses as Wurlitzer, Bloomingdale Bros., Abraham & Straus and many others—as the most original and best obtainable.

Every bit of work is executed by a real artist—and is guaranteed to satisfy the most discriminating customer. No job too difficult or particular—We guarantee to please.

SPECIALISTS IN

Japanese and Chinese Lacquer—Antique Reproductions—Period Designs in any Finish—Polychrome—Expert Gilding.

We call and deliver all work. We can interest you. Write or telephone us for prices.
From Oct. 1, 1922 in Our New Studios, 156 Fifth Ave.

Rudolph Robichek
Works of Art
123 Fifth Ave.
Telephone, Lexington 2643.

SAINT LOUIS

Sales Volume Grows Steadily—Demand Centers Around Better Class of Instruments—Review of Dealer' Activities—The News

ST. LOUIS, Mo., November 6.—All's well with the St. Louis talking machine world. Meaning that business grows apace, as it should in the ides of November. People are buying talking machines better than they have bought since along about this time last year, and all the signs are that they are going to keep at it, and increasingly, until the eve of Christmas. And they are buying the better class of machines, consoles and the large sizes of conventional models. Small models are the only ones that are hard to sell. Records have held up well all along and they are doing even better now. Not in St. Louis alone, but throughout the Eighth Federal Reserve District is improvement marked, according to William McC. Martin, Federal Reserve agent.

Announcement by the Columbia Graphophone Co. of the New Process records has created marked interest and increased orders at the local Columbia branch.

There was another big crowd at the appearance of the Gene Rodemich orchestra in November Brunswick releases at the Scruggs, Vandervoort & Barney auditorium.

Victor dealers of St. Louis had a get-together dinner on the night of November 2 at the Missouri Athletic Association, at which fraternalism and optimism reigned.

Brunswick dealers are complaining of a scarcity of the York \$150 models, for which the demand exceeds the supply.

Manager F. S. Horning, of the Stix, Baer & Fuller talking machine department, has a new radio department, adjoining the talking machine department, in which several makes of receiving sets and a complete line of accessories are offered. The radio branch of the business is rapidly developing.

Manager J. F. Ditzell, of the Famous & Barr Co. talking machine department, conducted, in the latter part of October, a sale of phonographs at which 2,000 instruments were offered at attractive prices and a large business done.

H. B. Levy, wholesale manager of the Aeolian Co.'s Vocalion department, Chicago, was here recently.

The Eight Victor Artists are booked for November 15 at the Orpheum, under the auspices of the Tri-State Victor Dealers' Association, and the advance sale indicates a packed house.

The Club Royal Orchestra, which appeared

here last month, was brought to the city by Manager J. F. Ditzell, of the Famous & Barr talking machine department. He has arranged also for the appearance on November 11 at the New Grand Central of the Benson Victor Record Orchestra from Chicago.

President Brightson, of the Sonora Phonograph Corp., passed through St. Louis recently on a return trip from the West.

Arthur A. Trostler, of the Schmelzer Co., Kansas City, and Fred B. Jenkins, manager of the wholesale Victor department of J. W. Jenkins' Sons Music Co., Kansas City, passed through St. Louis on their way back home from a visit to the Victor factory.

H. A. Keach, Hopkinsville, Ky.; T. J. Price, Belleville, Ill., and Mr. and Mrs. William Vetter, Cape Girardeau, Mo., Edison dealers, were recent visitors to the Silverstone Music Co.

Sybil Sanderson Fagan, whistler, and George Wilton Ballard, tenor, will give an Edison tone test November 18, at the Pershing Theatre.

O. A. Reynolds, traveling representative of the Silverstone Music Co., has recently opened ten new Edison accounts in his territory. This company is closing out its radio stock, having decided to concentrate on talking machines.

The new talking machine department of the Trorlicht-Dunker Carpet Co. is to be equipped with sixteen Unico demonstration booths of the most modern type.

George Marsh, in charge of the Brunswick Shop operated by Vogelsanger Hardware Co., Cape Girardeau, Mo., was a visitor to the Brunswick office recently.

H. H. Sheldon, who was connected with the St. Louis Brunswick organization for over two years, has been transferred to the Baltimore office. J. W. Helbling, of the Baltimore office, succeeds Mr. Sheldon at St. Louis and now travels southern Illinois and Missouri. Another new Brunswick traveling representative is W. F. Nipper, who will travel northern Mississippi, Tennessee, Kentucky and Arkansas.

The Lehman Music House, of East St. Louis, has been making very extensive improvements in its store; in fact, the rearrangements make it a completely new place of business. The Victrola department has been placed in a more accessible part of the store and equipped throughout with Unico booths, record racks and counters. This department now has a depth

of 120 feet, with six hearing rooms and five machine demonstration rooms, each of which is 9 by 12. These rooms have solid walls, felt deadened, to make them absolutely sound-proof. Mr. Lehman plans an elaborate opening of an entire week's duration, with everything, from a children's parade, with ten whistlers, in which the marchers will "Toot for Lehman," to personal appearance of Victor artists.

Plans are practically complete for the Victor record salesmanship classes to be held by F. A. Delano in St. Louis on November 13, 14, 15 and 16. The enrollment has been heavy considering the time of year.

The new York Brunswick console model, recently announced as added to the Brunswick console line, met with instantaneous and tremendous success and appears to be the sensation of the year from a standpoint of popular approval.

Fred Wymore, of Wymore Bros., Fulton, Mo., was a visitor to the St. Louis office of the Brunswick Co. recently. Other recent visitors were Gus Grob, of Grob Bros., Columbia, Ill., and Mr. McMackin, of C. L. McMackin & Son, Salem, Ill.

Among the recent visitors to the St. Louis branch of the Columbia Graphophone Co. were the following: H. A. Hampton, Hampton, Lane Drug Co., Christopher, Ill.; C. M. Danner, Winchester, Ill.; W. E. Kidson, Louisiana, Mo.; E. C. Milliken, Rolens & Milliken, Murphysboro, Ill.; I. E. Parkhurst, Plytheville, Ark., and Mr. Boverie, Boverie Store Co., St. Genevieve, Mo.

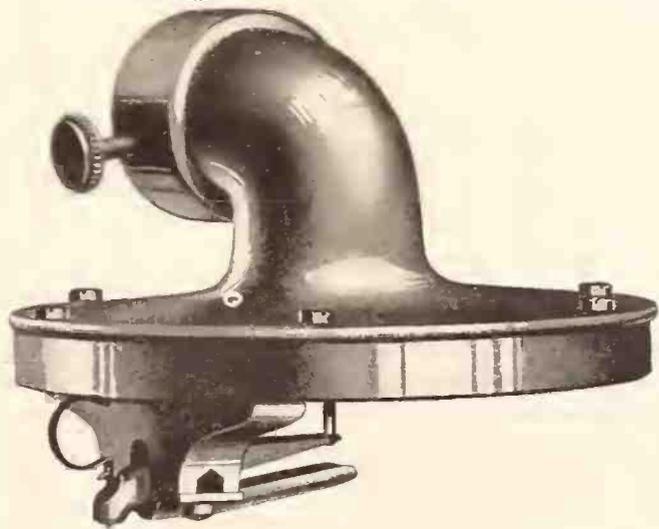
VICTROLAS FOR PUBLIC SCHOOLS

The public schools of Fulton, Mo., have been supplied recently by Baker & Ashurst, of that place, with two Victrolas and a working list of Victor records. Miss Airy, of the service department of the Koerber-Brenner Co., spent two days in the schools, giving some practical demonstrations of the use of the records in educational work. Miss Vance, music supervisor, plans extensive music appreciation work for the year.

NEW VOCALION DEALERS IN ST. PAUL

ST. PAUL, MINN., November 7.—The appointment of twenty-five new dealers who will feature Vocalion records has been announced by the Stone Piano Co., Vocalion distributor for the Twin Cities. Many of the leading dealers, including the Billman Furniture Co., Dayton's and Donaldson's, have added these records. An intensive sales drive on machines and records has been started and results are already apparent in greatly improved business.

Brings A New Enjoyment of the Phonograph



CLARAVOX
CLEAR VOICE

Instantly Attached

Diamond Pointed

Youngstown

OHIO

Attach a CLARAVOX Reproducer to your Victor, your Sonora or your Silvertone—put on some pleasing Edison Record and you'll listen to music the equal of which you've never heard on a phonograph.

Remember, the CLARAVOX is *not* just another reproducer constructed to simply *play* Edison Records. The CLARAVOX reproduces these records *correctly* with no loss of those rich, melodious overtones and with volume seemingly equal to the original selection.

No record library is complete without a few of those choice Edison Gems and no demonstration is as effective and profitable as an Edison Record played by the CLARAVOX on your own talking machine.

Order a sample CLARAVOX today. Demonstrate it on the phonographs you handle and you'll enjoy the best Christmas talking machine business in your history.

THE CLARAVOX CO.

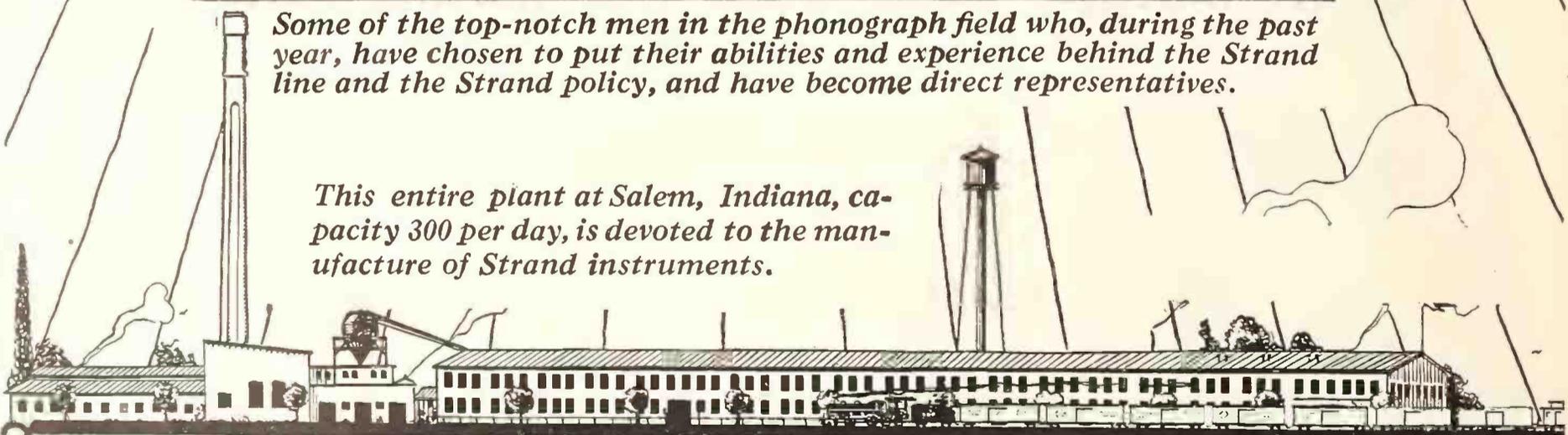
STRAND

Reg. U. S. Pat. Off.



Some of the top-notch men in the phonograph field who, during the past year, have chosen to put their abilities and experience behind the Strand line and the Strand policy, and have become direct representatives.

This entire plant at Salem, Indiana, capacity 300 per day, is devoted to the manufacture of Strand instruments.



MANUFACTURERS PHON

95 MADISON AVENUE

in One Year a Leader!

1921

1922

Our Policy

Proven by Twelve Months' Test

1. Quality and Design:

To build none but first class instruments and to concentrate on correct flat-top consoles, every instrument guaranteed.

2. Low List:

So that you may offer better values, make sales easier and oftener and increase your rate of turnover.

3. Long Discounts:

To give you a liberal profit on each sale and make it doubly attractive to handle Strand Consoles.

4. Trouble Proof Shipping:

Prompt, safe deliveries assured by ample output and a trouble-proof shipping system.

5. Protection:

Exclusive territory; you are protected against dividing your trade with nearby competitors.

GEO. W. LYLE
PRESIDENT

"It's The Dealer's Turn Now"



Strand Queen Anne
Period Console; Lists at \$125

BRIGGS

OGRAPH

COMPANY, INC.

NEW YORK CITY

BROOKLYN DEALERS ENJOY GROWING BUSINESS

Optimism of Merchants Justified by Better Trade—High-priced Instruments Lead the Demand—Theodore Jospe Opens Remodeled Store—C. W. Keith on Trip—Verbach Bros. Open Fine Establishment—Miller's Shop Adds Sonora Line—Recent Store Changes

Business for the past month in the talking machine field in this section has been gratifying as regards sales of both machines and records. Dealers in all parts of Brooklyn and Long Island have been able to show an increase over previous months and in most cases this increase has been far greater in total sales than for the same month last year—a sign that talking machine business is well on its way to normal. An interesting fact in connection with the growth of business has been the orders for high-priced models which dealers have been receiving from all classes of customers, rather than for the more conservatively priced types of upright models. This, in itself, constitutes an attitude on the part of the buying public which bespeaks a holiday trade that will in all probability be greater than any previous year. The popular console type of machine has been in great demand and dealers state that from now until the holiday season is over it seems to be a question of getting enough of these popular designs to meet requirements. Wholesalers of talking machines catering to this territory have made efforts to impress on the dealer the necessity of ordering these machines early and they have been able to make deliveries to dealers of many types ordered in the past two months. However, some dealers have disregarded these suggestions and in consequence even now they are finding themselves short of particular models which they failed to order in time. Wholesalers are making every effort to give the dealers a representative amount of machines, so that no one will suffer any great loss in sales by not having ample stock.

At the present time there is a lot of adverse criticism over the fact that some talking machine houses in Brooklyn are finding it necessary to announce in the daily papers a sale of popular-make talking machines at a greatly reduced price from list. All dealers whom this sale affects are bitter in their criticism of the action of these houses. When every dealer

Every Victor Dealer

SHOULD HAVE HIS STOCK OF MACHINES AND RECORDS COMPLETE THIS MONTH.

DO NOT PUT DELIVERIES OFF UNTIL DECEMBER.

TAKE EVERYTHING YOU CAN GET—THAT YOU WILL NEED, BEFORE THE END OF THE YEAR, DURING THE MONTH OF NOVEMBER.

THIS IS GOOD ADVICE

AMERICAN TALKING MACHINE CO.

BROOKLYN, N.Y.
VICTOR WHOLESALE



is getting a harvest of sales through the normal well-established methods it seems entirely unnecessary for any concern to resort to cut-price methods of getting business. The fallacy of the policy of these dealers is evident through the growth of competitive price-cutting sales which compels them to resort to further price reductions in order to get their share of the business. The result in some instances has been price reductions of such a drastic nature that there has been no margin of profit. Many of the merchants are making strenuous efforts to stop this kind of business and it is earnestly hoped that these dealers will see the injustice to the talking machine business in general by resorting to these tactics.

From all indications this Winter will find business in this section far beyond expectations, and when sales are totaled up for the fiscal

year it is expected they will show an appreciable increase.

Ordering of High-priced Records Significant

The American Talking Machine Co., Victor wholesaler, is having its hands full this month taking care of its many dealers throughout the territory as regards the timely delivery of machines and records. The demand for machines has been very great, stated R. H. Morris, general manager of the company, but more gratifying has been the large number of records which dealers are stocking, in anticipation of the holiday trade. These records have been ordered in the Red Seal class, which indicates that dealers are going to concentrate on the sale of this class of record, which, without doubt, is commendable on their part and will materially help in increasing their total sales. Charles Offerman, who covers Long Island for this company, is spending the greater part of his time with the dealers, helping them prepare their organizations and stores for the holiday trade, and he reports that never has he seen a more optimistic attitude on their part, which certainly indicates a prosperous season. In a chat with The World Mr. Offerman proudly related the fact that his son, William, who is a freshman at Columbia University, is a regular member of the freshman football team and is regarded by the coaches as a first-class player. The boy is about eighteen years of age, weighs 230 pounds and no doubt is desirable material for football. He probably will be heard from later as a member of the varsity team.

Formal Opening of Jospe Store

Theodore Jospe, who last month purchased the talking machine stock and fixtures of Groebl Bros. at Oyster Bay, has completed the renovation of the store and formally opened it this month with a concert, which he gave in the auditorium located on the second floor of the building. Mr. Jospe and his family are well known in Brooklyn as musicians of merit and the program included selections by several members of the family. The concert in the evening was attended by a large number of people and served to introduce this new store and its Victor talking machines and records to the people of Oyster Bay in an admirable manner. "The success of this concert was so great," stated Mr. Jospe, "that we are planning to conduct several more during the Winter at stated times, which we believe will materially increase our sales in both machines and records



THE INSTRUMENT OF QUALITY

Sonora

CLEAR AS A BELL





THE more experience you have as a Phonograph Dealer the more you will appreciate the service we are prepared to render as Distributors of Sonora Phonographs in this territory.

We invite correspondence or calls from Dealers who have come to recognize the distinct value of the Sonora line.

Why not find out for yourself what Sonora is doing for other Dealers under conditions more or less like your own?

Any communication from you will have our prompt and careful attention.

LONG ISLAND PHONOGRAPH CO. INC.

150 Montague Street, Brooklyn



and create an interest in our store which is bound to help us." These concerts, no doubt, are beneficial to the dealers in many ways and afford ample returns for the expense and trouble incurred in arranging them.

Making Every Effort to Care for Dealers

The offices of the Long Island Phonograph Co., Sonora wholesaler, are teeming with activity this month, as Sonora dealers all over the territory are flooding them with larger orders for machines than ever before. This demand is for every model in the Sonora catalog and especially for the console types which the Sonora Co. placed on the market a short time ago. R. H. Keith, general manager of the company, remarked that it looks like one of the busiest and most prosperous seasons talking machine dealers have yet enjoyed, and added: "We are prepared to give our dealers every assistance possible and every effort is being made to supply dealers with enough machines to meet the demand. From all indications it seems that we will be unable to furnish everybody with as many machines as they would like, but they can be assured of delivery of as many as we can possibly get our hands on. New shipments are being sent us from the factory every week and we are making an effort to expedite the arrival of these shipments so that we can place them in the dealers' hands as soon as possible."

C. W. Keith on Important Trip

C. W. Keith, president and treasurer of the company, who has recently joined the company in an active way, spent considerable time this month in the Pittsburgh territory conferring with dealers and the Sonora wholesale representative there. Mr. Keith intends to study carefully conditions in this territory and make plans accordingly to take care of everybody as well as possible. Before his return home Mr. Keith plans to extend his trip to the factory of the Sonora Co., at Saginaw, Mich., where he will spend considerable time looking over the plant and conferring with officials there on delivery of machines. He will be met at the factory by J. J. Schratweiser, sales manager of the company, who has recently taken over transportation activities and who is going to the factory to meet Mr. Keith and confer with Sonora officials there on ways and means for quick delivery of their shipments. Mr. Schratweiser plans to make several stops in upper New York State en route to Michigan in an effort to locate car shipments from the factory which had been lost track of.

Vorbach Bros. Open New Store

The latest addition to the talking machine retail dealer field in Brooklyn is the shop recently opened by Vorbach Bros., at 10927 Jamaica avenue, which is located on a desirable corner in this section and fitted up with new fixtures and a very attractive display window. The store is featuring the Sonora phonographs and Vocalion records. To introduce this store to the people of this vicinity a beautiful window display of Sonora models was made which attracted a large number of people into the store. J. J. Schratweiser, of the Long Island Phonograph Co., spent considerable time in arranging this new store and helped materially in giving it a proper start. Both of the Vorbach brothers are live-wire merchandisers and no doubt will make a success of this new venture.

Fred Becht's Attractive Establishment

Fred Becht, who conducts a Victor retail business at 2587 Atlantic avenue, has just completed the renovation of his store. New fixtures and equipment have been installed and the store presents a most attractive appearance. Mr. Becht enjoys a reputation as a live-wire

VICTOR
RECORDS

RECORD KNOWLEDGE

We are equipped to give Victor retailers practical and efficient record service, and if you have any record problems to solve our facilities and resources are at your command.

Every member of this organization is particularly well qualified to assist Victor retailers in developing record sales, for a thorough knowledge of the dealer's record requirements is included in the experience of each member of our sales staff.

VICTOR
RECORDS

G.T. WILLIAMS CO. Inc.

272 Flatbush Avenue Extension Brooklyn, N. Y.

dealer that has built for him a business of the highest character, and these improvements will materially assist him in giving an additional service to his clientele and increase his prestige and standing with them.

Increases Booth Equipment

Edward C. Wellman, who conducts an exclusive Victor shop in Floral Park, has just completed the addition of several booths and has redecorated the entire store. An attractive show window has been installed where Victrola models can be displayed to advantage. Mr. Wellman started as a Victor dealer in a modest way and in a surprisingly short time he has increased his sales to such an extent that additional room was necessary to take care of it.

Miller Takes on Sonora Line

One of the best accounts yet established by the Long Island Phonograph Co., Sonora wholesaler for this territory, is that of Miller's Music Shop, at 110th street and Liberty avenue, Richmond Hill, which is to carry the complete line of Sonora phonographs exclusively. Mr. Miller recently acquired a very desirable location in this section of Brooklyn. He has fitted his store with every modern equipment and fixtures and has one of the best-equipped shops in this borough. Mr. Miller will carry, in addition to the Sonora phonograph, the complete Vocalion record catalog as well as sheet music and musical instruments. J. J. Schratweiser, sales manager of the Long Island Phonograph Co., was responsible for the addition of this new account and stated that it is expected that this store will become one of the best-known in Brooklyn in a very short time.

New Sonora Representatives

The latest addition to the Sonora dealer list established by the Long Island Phonograph Co. is that of Weber Bros., who conduct a talking machine business at 2202 Eighty-sixth street. A complete line of Sonora models is being featured this month in newspaper advertising and in attractive window displays in their store.

Another new dealer established by this company is B. Hirschlein, who has conducted a retail store at Carlton avenue in Central Islip, L. I., for a long time past. Lee Coupe, representative of the Long Island Phonograph Co. for this territory, is responsible for the acquiring of this desirable account.

J. J. Schratweiser, sales manager of the Long Island Phonograph Co., secured this month an agency for Sonora phonographs in the person of Harris Hermelein, who conducts a store at

1441 Broadway. Mr. Hermelein decided this month to take on the complete line, which he is showing in an attractive window display.

Salesmanship That Sells

Sam Goldman, manager of the Jacobs' Bros. store in Jamaica, is a progressive salesman of the finest type and through his efforts this store is showing a gratifying increase in sales every week. Recently Mr. Goldman sold a high-priced model Victrola through intensive salesmanship that probably would not have materialized for some time to come. After demonstrating the machine to the lady of the house at the store one day she promised to return with her husband, who was at business, some evening later on when they would decide which model they would purchase. However, instead of waiting for that eventful evening to come, Mr. Goldman that same evening placed the model which had interested his lady customer on the store truck and had it sent to this woman's home in ample time to be there on the arrival of the husband. The instrument was demonstrated then and there and the sale consummated before he left, and in consequence one more desirable sale was added to his large total, bearing out the policy that the time to sell a customer is when that particular customer is interested.

Pays to Keep After the Prospect

An important sale recently made by the Freeport Music Shop, of Freeport, was that of a \$2,600 Welte-Mignon piano, which was sold in conjunction with a large high-priced Victrola model. The purchaser became a prospect in the early part of the Summer before he left for his vacation, and on his return steps were immediately taken to interest him to the buying point which happily materialized in this important sale this month.

The L. J. Everett Co. department store, which has just opened in Roosevelt square, Jamestown, N. Y., has arranged a prominent place for talking machine records, which department will be one of its leaders.

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.

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 rancid. Remains in its original form indefinitely.

Put up in 1, 5, 10, 25 and 50-pound cans for dealers. This lubricant is also put up in 4-ounce cans to retail at 25 cents each under the trade name of

EUREKA NOISELESS TALKING MACHINE LUBRICANT

Write for special proposition to jobbers

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

DETROIT

Unprecedented Business Smashes Sales Records—Good Basis for Optimism—Changes in the Trade

DETROIT, MICH., November 10.—October was the greatest month of the first ten months of 1922, according to the majority of talking machine dealers in Detroit and vicinity. Records established during war-times and immediately following the close of the war, which were never expected to be equaled or even approached, went by the board, were smashed, completely shattered by the volume of business during October, 1922. It was an exceptional month and dealers' faces are wreathed in smiles as they reflect on that fact.

Until last month had rolled around and left everyone gasping over the volume of business it brought with it, October, 1919, had been one of the peak months in the history of the local

trade. As a result of the exceptional showing of last month dealers are looking forward to one of the greatest holiday seasons it has ever been their lot to enjoy. November and December, always two big months, are expected to far surpass anything of previous years. Those dealers who had the courage to predict as far back as four months ago that the Fall business would be the best in Detroit's history are now wearing an "I-told-you-so" expression and are busy setting the stage for the holidays.

Substantial Reasons for Optimism

The manager of one of the leading phonograph shops, who did not wish his name used, said: "If the next two months of the year prove to be as good as we expect them to be we will smash our 1919 record to pieces. At the present time the record for the first ten months of 1922 is very close to that for the entire twelve months of 1919." So that's the situation in Detroit. Business is good and is going to be better from now on to the end of the year.

New Jewett Dealers

A. A. Fair, sales manager of the Jewett Radio

& Phonograph Co., made a very extended business trip to Boston and other Eastern cities during the latter part of October. On his return he announced the opening of new accounts in the following cities: New Haven, New Britain and Hartford, Conn.; Newark, N. J.; Boston, Mass.; Worcester, Mass.; Philadelphia, Pa., and Indianapolis, Ind. Mr. Fair said that things were progressing nicely with the Jewett people and that they are making very satisfactory progress. He also reports a shortage on some upright and console models, together with the statement that the new William and Mary console is making a very decided hit with the trade.

The company has started a big advertising campaign in which their No. 10 Jewett console is being featured. On November 1 forty large billboards throughout the city carried Jewett advertising. This form of advertising will be maintained for some time.

Established in New Location

The Brunswick Co. has announced the securing of a new account in Detroit, the Henry S. Doran Co., located at 1416 Washington boulevard. The Doran Co. is an old-established firm in Detroit and was formerly located at 153 Michigan avenue. The company recently held the formal opening of its new location on Washington boulevard. The new store is a most attractive one, and, as the company enjoys an excellent reputation, it should be a big asset to Brunswick-Balke-Collender interests.

Edison Baby Consoles Popular

Peter C. Sweeney, of the Edison Shop, announces the receipt of several of the new Hephelwhite model consoles. These are the baby consoles, which have so long been eagerly awaited by dealers. Mr. Sweeney expects the model to be a very popular one with his trade, as interest in it is running very high. Asked about business conditions, he said that the Edison Shop had been enjoying a wonderful business, of late especially, although the business for the year has been most satisfactory.

Good Edison Record Service

The record department of the Edison Shop has been releasing popular records at the rate of one or two each week, and then including these in the monthly release list. As a result of this superior service the record sales have jumped immensely. Owners of Edisons who are devoted followers of the latest up-to-the-minute dances and songs have been enabled to get some new recent hits each week and thus keep abreast of the market. Owners of other makes drop in and hear the latest records considerably in advance of the release date of their own makes. This idea of having something new for the patron to hear whenever he or she drops in has been very popular. In Detroit Edison rarely fails to have new records first on the market.

New Brunswick Dealers

Brunswick announces the securing of several new accounts out in the State. Among these are the Davis Music House, of Saginaw, and W. K. Cummings, of Lansing, Mich.

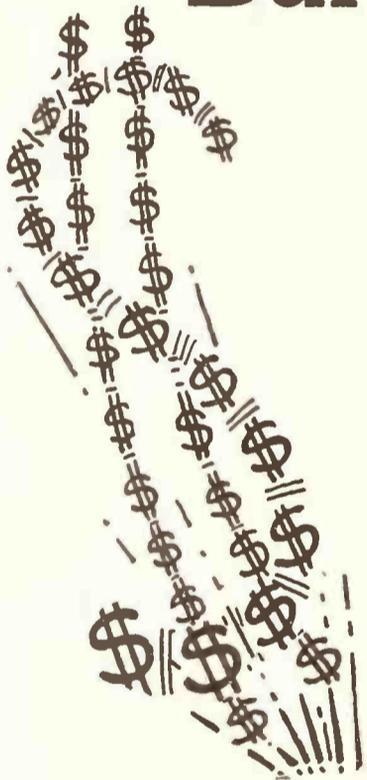
Night School for Salesmen

A night school course covering various subjects of interest to persons in selling positions was started recently at the Cass Technical High School. This is in line with the efforts of the Retail Merchants' Bureau to provide better business education for the vast number of retail sales people in Detroit. Among the subjects offered in the night course are Store Organization, Beginning Merchandising, Advanced Merchandising, Advertising, Retail Buying, Principles of Salesmanship, English and Salesmanship for Beginning Salespeople. The Retail Merchants' Bureau is composed of the leading merchants of the city and numbers among its members practically every phonograph or music dealer in Detroit. These latter were especially anxious to see the course installed, as they use salespeople of a very high type, and such a course will do much to develop that type.

Max Strasburg Has Been Ill

Max Strasburg, head of the firm of Max Strasburg & Co., has been confined to his home for several days of the present week by illness.

The Bubble That Bursts Into Money

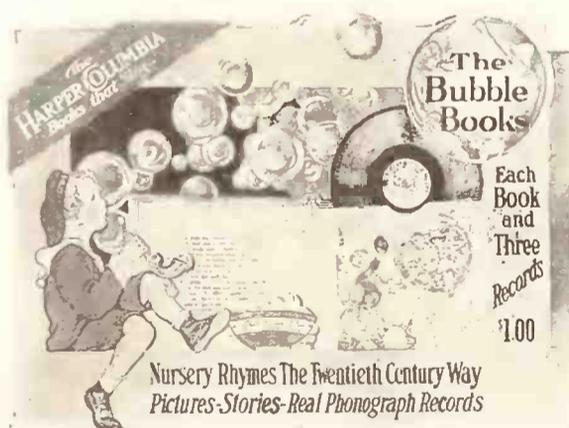


Here's a new kind of Bubble.

When Bubble Books burst into a store it is good luck for somebody's pocket—especially at Christmas time.

Bubble Books sell well the year round but at holiday season they fairly outdo themselves. *No wonder*, for if there ever was an ideal gift for children, it's Bubble Books.

Sell them hard now and you'll continue to reap a golden harvest all next year—for every customer that buys now will be back again for more—and soon, too!



BUBBLE BOOKS "that Sing"

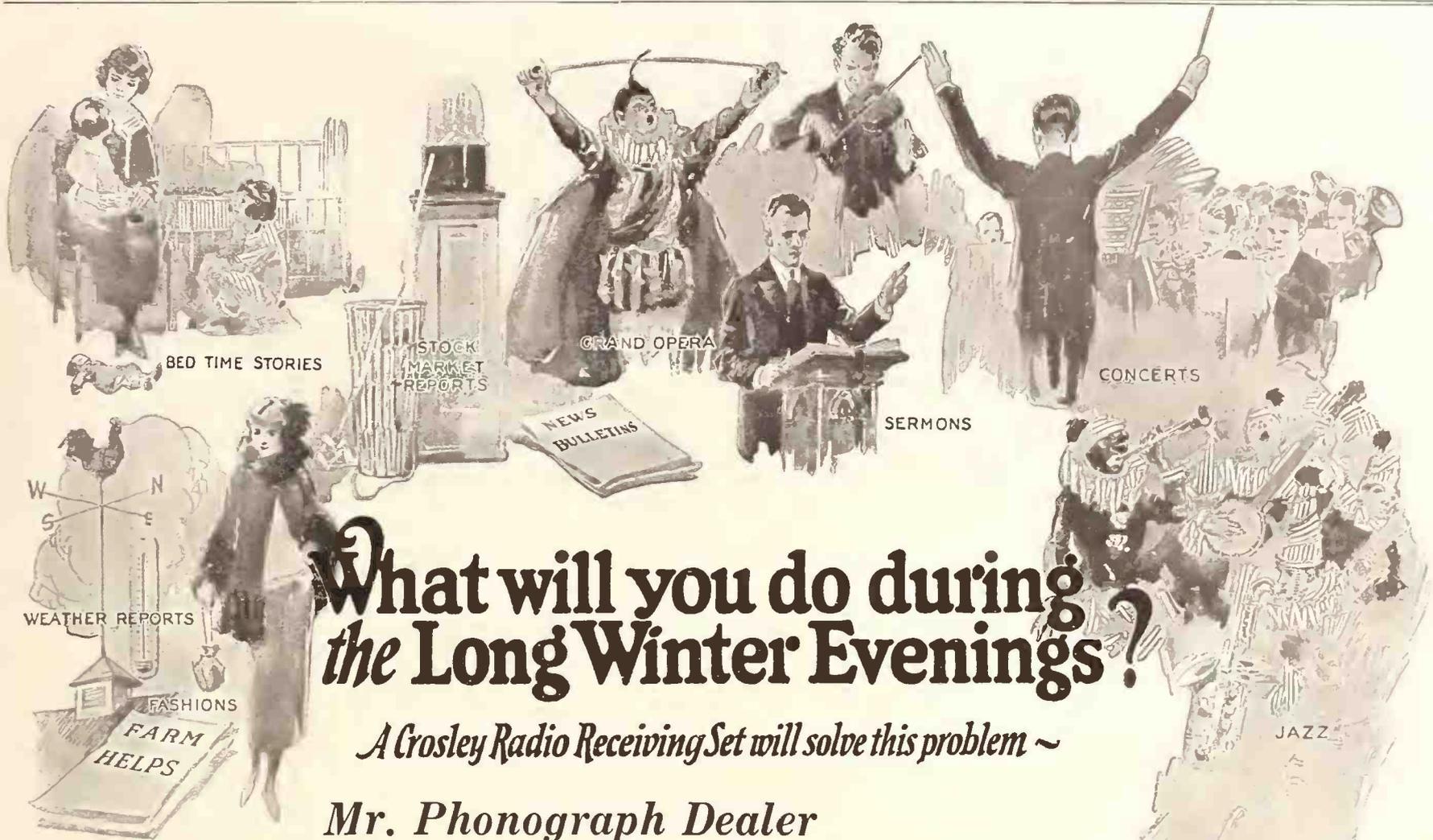
By RALPH MAYHEW
and BURGESS JOHNSON

Illustrated by Rhoda Chase

Now retail at \$1.00 each

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, N. Y.



What will you do during the Long Winter Evenings?

A Crosley Radio Receiving Set will solve this problem ~

Mr. Phonograph Dealer

Progressive Phonograph dealers are now waking up to the fact that there is money to be made in the Radio Field. Their reasoning is logical. The phonograph dealer, of all the trades, is the best equipped to handle Radio Products. An extensive knowledge of Radio is not necessary. It is your ability to demonstrate that sells goods. This experience in displaying, demonstrating and merchandising music-reproducing instruments of similar types and values will make the Phonograph dealer a leader in the sale of Radio Apparatus.

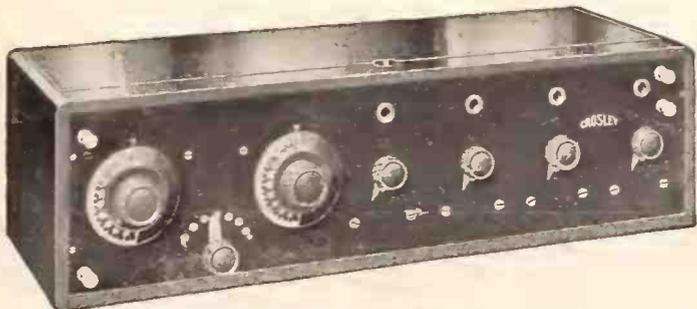
Many Radio Enthusiasts have had to forego the pleasures of a Radio Receiving Set because of the high first cost—practically all radio sales in the past have been for cash. By selling Radio Outfits on a time basis, an entire new field will be opened up that has never been touched.

Again, the Phonograph dealer is the logical outlet. You and your accounting and credit systems are equipped to sell on a time basis. The first man to enter the Radio field on the extended payment plan will be the man to reap the harvest of dollars that are sure to come.

Tuned Radio Frequency Amplification has met with universal success wherever it has been used. It simplifies tuning, increases range and eliminates interference. The Crosley Manufacturing Company was the first to bring this feature on the market and has developed it to its highest degree. This is the feature of our two and four tube sets. You can be assured of permanent satisfaction if you sell Crosley Instruments.

The advertisement that appears on this page and others of a similar nature are appearing in all the leading Radio and Electrical publications. Combined with our previous national advertising and the popularity of our instruments, a great demand has been created for Crosley Radio Apparatus and Parts.

CASH IN ON IT



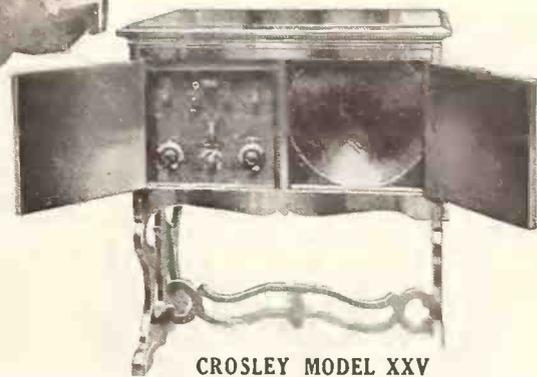
CROSLY RECEIVER MODEL X. A four-tube outfit the same as shown in the above scene. It consists of tuner, one stage of Tuned Radio Frequency Amplification (the feature that has made this instrument so popular), Detector and Two Stages of Audio Frequency Amplification in a beautiful mahogany cabinet. It will bring in distant stations loud and clear. Price without phones, batteries or tubes.....\$55.00

Write for our catalogs, literature and discounts

CROSLY

BETTER-COST LESS

RADIO



CROSLY MODEL XXV

This beautiful mahogany cabinet is equipped with a four-tube panel incorporating the same units as the Model X, but the panel is in a different shape, as will be noticed from the illustration. This cabinet is arranged to take the Model R-3 Magnavox, which can be quickly installed and hooked up in the set, but the Magnavox is not furnished at the price quoted below. Cabinet also contains space for "A" battery and "B" battery and battery charger, if desired. A throwover switch is provided to change from head phones to loud speaker. It is guaranteed to bring in broadcasting stations up to one thousand miles or more loud enough to be heard all over the room. This beautiful instrument, without tubes, batteries or phones, sells for\$150.00

CROSLY MANUFACTURING Co.

Dept. TMW1

Cincinnati·Ohio



NOVEMBER ROSE

GOOD-BYE

A Beautiful Ballad by **JACK SNYDER**

Sung, Played and Danced Everywhere

CHAS. K. BENNETT BACK IN FOLD

Popular Victor Man Joins Beckwith-O'Neill Organization—Ideally Qualified to Fill Important Post—Veteran of the Trade

MINNEAPOLIS, MINN., November 6.—George C. Beckwith, president of the Beckwith-O'Neill Co., of this city, Victor wholesaler, announced his week that Chas. K. Bennett, one of the



Charles K. Bennett

best-known members of the talking machine industry, would join the company's staff as general manager on December 1. As announced recently in The World E. F. O'Neill has retired from this company, leaving Mr. Beckwith in sole charge.

Victor dealers in this territory will undoubtedly welcome with enthusiasm the news that

Chas. K. Bennett has become associated with the Beckwith-O'Neill Co., for Mr. Bennett's experience in the Victor trade dates back for practically a score of years. He was associated with the Victor Talking Machine Co. for many years, occupying important sales positions, and for over five years was general manager of the Eclipse Musical Co., Cleveland, O., Victor wholesaler, where he won the esteem and friendship of the dealers throughout his territory. He retired from the Victor trade a short while ago, becoming associated with his brother, who operates a dairy products farm at Hudson, N. Y. However, Mr. Bennett has always maintained a love for the Victor trade that could never be supplanted and his association with the Beckwith-O'Neill Co. will enable him to rejoin the industry he loves so well.

TAKES OVER THE CIROLA PORTABLE

Zenith Mfg. Co. Will Manufacture and Market Popular Portable—Extensive Sales Campaign Featuring Cirola and Encore Replayer—Wm. Huguley President of Company

The Zenith Mfg. Co., Newark, N. J., manufacturer of the Encore Record Replayer, has just taken over the name, good-will and other assets of the Cirola Talking Machine Co. and contemplates marketing this portable machine on an extensive scale. The Cirola machine has been on the market for several years and thousands of them are now in use. Under the manufacturing plans arranged by the Zenith Co. the production is to be increased considerably and an advertising campaign arranged for the further exploitation of this product. Several improvements have been made in the equipment and this is to be placed in a high-class quality cabinet.

The Zenith Mfg. Co. also announces a national advertising campaign on the Encore

Record Replayer, and it is planned to use a series of ads in the Saturday Evening Post during the next twelve months. The first of these will appear in issues just prior to the Christmas holidays. A plan of dealer co-operation, in conjunction with this national advertising, has also been arranged.

William C. Huguley, an executive of long experience in the manufacture of mechanical devices, heads the Zenith Mfg. Co. The company has purchased its own building and contemplates manufacturing a series of products which will have particular appeal to the talking machine industry.

Mr. Huguley is a mechanical engineer of practical training who began his career by serving an apprenticeship with R. Hoe & Co., printing press manufacturers, as a machinist. He rapidly advanced to the tool-making ranks and worked for a few years with some of the leading concerns in the East. Just prior to the war he started a machine and tool-making business in New York under the name Automat Tool Works, where he designed and built labor-saving devices and automatic machinery. The business was then consolidated with the Specialty Products Co., of Newark, N. J., of which he became vice-president and general manager. During the war this latter firm executed some large contracts for the United States Navy. Later he organized a tool-making shop known as the Zenith Tool Co., of Newark, N. J., with a partner, Henry W. Grewe. This business quickly outgrew its quarters at 23 Marshall street and the new home of the company at 292 Chestnut street, containing 15,000 square feet, is equipped for the manufacture of mechanical devices of all kinds on a large scale.

The French Music & Art Shoppe, Columbus, Neb., has been successful in placing a number of Victrolas in the local schools. The concern is aggressively pushing the Victor line.

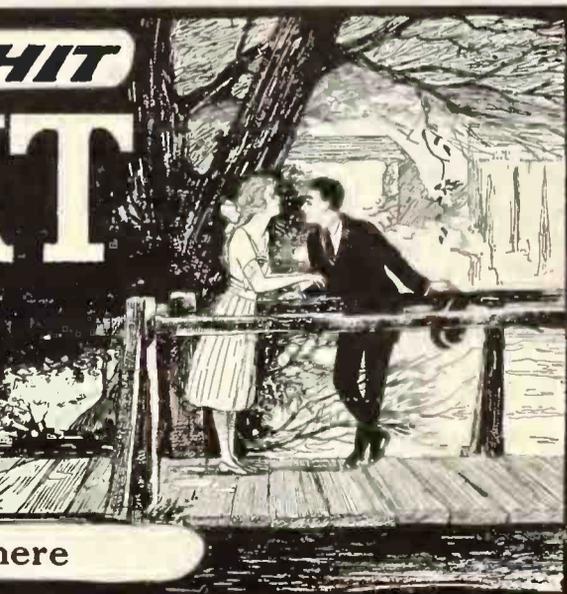
NOVELTY FOX-TROT HIT

MEET ME NEXT SUNDAY

BY JACK SNYDER

(I'LL WAIT FOR YOU)

Sung, Played and Danced Everywhere



GLEANINGS *from the* WORLD *of* MUSIC

WOULD-BE REFORMERS SPREADING ERRONEOUS IDEAS

Propaganda Ostensibly Intended to Raise the Character of American Music Often Fails to Do Any Constructive Good Because of the False Ideas Upon Which It Is Based

Those who have taken upon themselves the burden of purifying American music and purging it of what they term jazz and other forms of degrading music continue to be active in putting forth propaganda that is calculated to reflect upon American music as a whole, although perhaps the reformers are more or less sincere in their attitude from their own viewpoint.

The latest piece of propaganda is found in a dispatch from Atlantic City which reads:

ATLANTIC CITY, N. J., Oct. 13.—Jazz is threatened by a musical counter-revolution, led by Professor Peter W. Dykema of the University of Wisconsin, famous musical authority of the United States, who this week startled the country by his declaration that the majority of Americans are no better than African savages in their use of musical instruments.

Delegates attending the Ninth Recreation Congress under the auspices of the Playground and Recreation Association of America and Community Service today passed a resolution declaring "it is vital that immediate stimulus be given to creation of a song literature embodying the finer ideals of American life." The resolution appealed to the "poets and composers of the United States to devote themselves to creating more worthy songs of the people."

"We are musically undernourished," declared Professor Dykema. "America needs good music as badly as Austria needs good food. What better proof of this fact could one ask than the haste with which the public turns quickly from one bad popular song to another in unconscious search for the songs which will lastingly satisfy their musical hunger? Good popular songs are those which stress some fine and desirable aspect of American life and by both music and words awaken a sincere response in the hearts of the people."

"I do not mean that good songs need necessarily be 'high brow' songs. Let us have lots of songs in lighter vein, songs of humor, sport, friendship, love; songs that express any ideal of American life, not only its loftier moments."

A committee of five was chosen to direct the campaign, including Professor Dykema, C. M. Tremaine, Director of the National Bureau for the Advancement of Music; Sigmund Spaeth, Mrs. Fred W. Ahott, Managing Director of the Philadelphia Music League, and Kenneth S. Clark of the Bureau of Community Music of the Community Service.

The report reproduced is only one of similar character that has appeared in daily papers the past couple of years. Everyone appreciates the desirability of the development and greater appreciation for high-class music, but that is not

to say that all the so-called popular music of the day is fit only for the trash basket. As a matter of fact there is no real necessity for any reform movement in American music, for there is little or no jazz music being published at the present time, 95 per cent of all current songs being either melody numbers or popular novelties.

While it is said that there are over 500 orchestra combinations appearing on the vaudeville stage these aggregations are following in the footsteps of Paul Whiteman, Vincent Lopez and Paul Specht, who long ago departed from the rendition of jazz. It is true that they play lively music as well as much of the better class, but there are invariably no jazz numbers on their programs. They, themselves, term their organizations "Symphonic Syncopators" and they are capable of playing, and do play, the very best music with a popular appeal.

Only recently an advance report was given out covering the Fall activities of Paul Whiteman and his orchestra and the various combinations

under his direction. It shows that Whiteman alone has eleven bands working in New York, seventeen on the road and forty throughout the country. Vincent Lopez also has a number of orchestras under his direction and Paul Specht not only directs a great number of orchestras in this country, but has booked five or six combinations to appear in European centers during the coming season.

The point is that these, and other orchestra leaders of like calibre, set the pace for the entire country and the orchestras, even in the very smallest centers, try to conform to the standards of these combinations. This is easily done by following the modern orchestra arrangements issued by the popular music publishers and by paying close attention to the leading talking machine records made by Whiteman and others.

Some two years ago there may have been some need for a concerted movement to bring about the elimination of jazz. Now there is little or no foundation for any such movement. It might be well for one of the publishers' organizations to ask these propagandists to be a little more specific. If this is done we think the reformers will look elsewhere for their newspaper publicity.

FEIST SONG THE WINNER

"Why Should I Cry Over You?" Wins First Prize in Songwriter's Contest

Roseland Dancing Academy, the popular New York resort for the younger set, held a songwriter's contest on Thursday evening, October



The Roseland Cup

19, offering as a prize a beautiful silver loving cup suitably inscribed to the winner. The cup was won by Bob Miller and Herbert Steiner, representing Leo Feist, Inc. Each contestant was limited to one song, singing the verse and two choruses. The Feist number which won the cup was "Why Should I Cry Over You?" Other publishers represented in the contest were Irving Berlin, Inc., with the song "Homesick"; Jerome H. Remick & Co., "Indiana"; Stark & Cowan, "Blue"; Jack Snyder, Music Publisher, Inc., "In Maytime I Learned to Love"; M. Witmark & Sons, "Carry Me Back to Carolina"; E. B. Marks Music Co., "Little Red

Schoolhouse," and Shapiro, Bernstein & Co., Inc., "Georgette." While the Feist song "Why Should I Cry Over You?" is undoubtedly one of the best of this season's offerings, the fact that Bob Miller, who rendered the song, was in splendid voice and is an excellent show man must be given some consideration. Herbert Steiner, who accompanied him upon the piano, operated in a manner which brought forth much comment.

NEW JENKINS NUMBER

"Martha," New Fox-trot, Jumps Into Immediate Popularity

The J. W. Jenkins' Sons Music Co. has issued a new fox-trot song called "Martha," which seemingly has met with instant favor. The professional and band and orchestra departments of the company have, through its reception, been induced to inaugurate a special publicity campaign. This is now well under way and will cover every channel of musical activity. Although "Martha" has only been in the hands of the trade a short time the sales have shown much activity and the firm reports a constant increase in the size of repeat orders. "Martha," together with "Lonesome Mama Blues," will be the outstanding features of the Fall catalog.

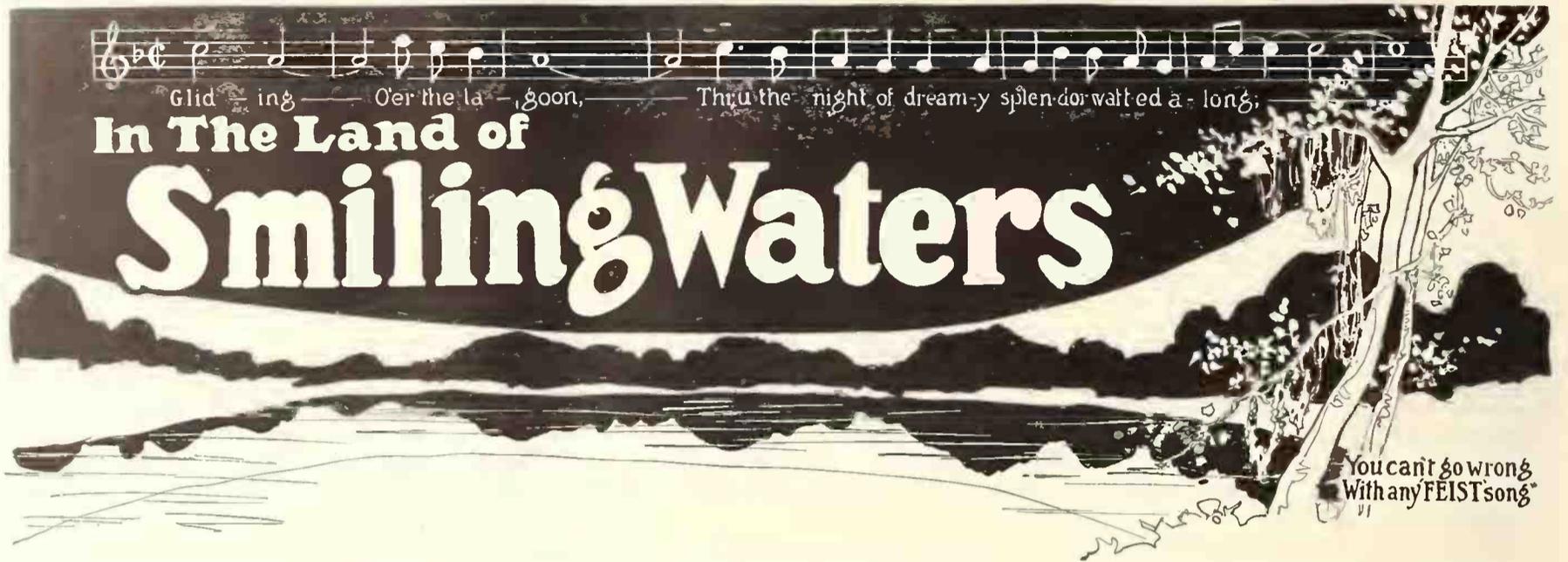
AN ABSOLUTE NOVELTY

WALTZING the BLUES

by Clarence Gaskill Writer of "Kentucky Blues"

M. WITMARK & SONS · WITMARK BUILDING · NEW YORK





FEATURING "NOVEMBER ROSE"

Jack Snyder, Music Publisher, Inc., to Concentrate on That Number During Season

The latest Jack Snyder song hit, "November Rose," is proving one of the most popular successes ever offered by this young writer. This song, in connection with "In May Time" (I Learned to Love), will be the feature of the catalog of Jack Snyder, Music Publisher, Inc., during the Fall season.

Al Livsey, business manager of the company, has arranged a special publicity campaign on these two numbers and the plans call for the expansion of the professional activities of the company. Besides the various branch offices and representatives now covering the country for this publishing house, the firm further contemplates the opening of offices in other important cities in the Middle West and on the Pacific Coast.

Many leading vaudeville headline artists are singing "November Rose," and it has been recorded by leading talking machine record and player roll companies. There is little doubt but that it is what can be termed an established success.

The publisher has issued some novel advertising material on this song, including a reproduction of a red rose, which is being distributed by the thousands. On the leaf attached to the stem of the rose is embossed in gold letters the title of the song.

JACK GLOGAU MAKES CHANGE

Jack Glogau, who was formerly connected with Fred Fisher, Inc., having charge of that firm's mechanical reproductions, is now connected with the Harry Von Tilzer Music Co. Mr. Glogau is also the writer of a number of successful songs.

FEATURE FEIST NUMBER

"Why Should I Cry Over You?" Basis of Attractive Window Display

Volkwein Bros., one of the leading retail music establishments of Pittsburgh, Pa., have for many years given particular attention to their window dressings. On several occasions the



Window Display of Feist Hit

displays in the Volkwein establishment have not only created comment in the city of Pittsburgh, but have attracted the attention of merchants in other parts of the country.

Herewith is shown the Volkwein Bros. window of "Why Should I Cry Over You?" which was the means of adding considerably to the sales of this popular number during the week in which the showing was made.

Leo Feist, Inc., is the publisher of "Why Should I Cry Over You?" The number is one of the biggest successes as a vocal number on the vaudeville stage. As a fox-trot it has met with favor with both the orchestra leaders and dance enthusiasts and its sale has justified many dealers in giving it special window displays.

SEVERAL POPULAR RELEASES

Shapiro, Bernstein & Co. Catalog Contains a Number of Popular Hits

Among the new songs issued by Shapiro, Bernstein & Co., Inc., are: "Lost, a Wonderful Girl," "True Blue Sam" (The Traveling Man) and "Are You Playing Fair?" The first number is being sung by a large number of vaudeville stars. It has a melody a little better than the average class. "True Blue Sam" is a novelty which was recently introduced by Belle Baker at the Palace Theatre, New York. Other vaudeville performers are including this song in their programs and it is also being heard as a fox-trot.

Another novelty issued by the same company is "Where the Bamboo Babies Grow." This, too, is a popular dance. "Cuddle Me" and the latest song by Mary Earl in waltz time, entitled "Mississippi Ripples," complete the list.

NEW BERT GRANT NUMBER

Waterson, Berlin & Snyder Featuring New Waltz Song by Bert Grant

Waterson, Berlin & Snyder have accepted for publication a new novelty waltz song entitled "Tricky Little Tunes." The number is by Bert Grant, who wrote the music for several revue parts of "Shubert Units," now playing as vaudeville attractions under the titles "Town Talk" and "Jimmy Hussey's Funmakers." The above concern will also publish the "Units" scores.

FEIST TO PUBLISH "JENNIE"

"Jennie," a new novelty fox-trot song, has been accepted for publication by Leo Feist, Inc., which announces its early release. The song was written by Cliff Friend and Con Conrad, who have several successes to their credit.

"Just a plain old fashioned name"
 Now selling like
 "HOT CAKES"

Fox Trot Song

Martha

POSITIVELY
 A GUARANTEED "HIT"
 AND SURE FIRE SELLER

Another big hit "Lonesome Mama Blues"

J.W. JENKINS SONS MUSIC CO. KANSAS CITY MO.

FIVE SONG GEMS

F R O M

IRVING BERLIN'S SECOND ANNUAL MUSIC BOX REVIEW

CRINOLINE DAYS

PORCELAIN MAID

Lady of the Evening

**PACK UP YOUR SINS
AND GO TO THE DEVIL**

Will She Come From The East?

IRVING BERLIN, Inc., 1607 Broadway, New York

NEW POST FOR SHEFFIELD

Becomes Manager of Mechanical Reproduction Department of E. B. Marks Music Co.

George Sheffield, formerly manager of the recording department for the Vocalion Division of the Aeolian Co., has been appointed manager of the mechanical reproduction department of the Edward B. Marks Music Co.

Mr. Sheffield is well known in music publishing and recording circles as well as in the concert and vaudeville fields. He is an excellent musician and concert singer and spent many years in the music centers of Europe. He is well equipped for his new post and his experience as a recording expert as well as his familiarity with music trade conditions should stand him in good stead.

The Edward B. Marks Music Co. announces the reorganization of its standard publishing department and greater stress is to be laid upon the needs of the concert star and better class singers generally as well as the teaching profession. This will not in any sense reduce the activities of the popular field. It rather means an expansion of the departments of what is sometimes termed better class music.

Eddie Lewis, prominent in musical and theatrical circles in Chicago, has been appointed manager of the Chicago office of Jack Mills, Inc.

"HOMESICK" WEEK PLANS COMPLETED

Big Campaign to Be Conducted Week of November 18 to 25 on Berlin Hit

Final plans for the week's campaign for the Irving Berlin success, "Homesick," which has been arranged for the week of November 18 to 25, inclusive, have been closed. Much display advertising material is being shipped to the trade for the use of sheet music, talking machine record and player roll dealers. The co-operation of all the mechanical reproducing companies, orchestras, theatres, dance halls and motion picture houses and others who will take part in the campaign has been assured.

The fact that the Berlin organization makes a very wise selection of the number for these national drives assures those who are interested of their success. Those who have taken part in such campaigns as those arranged for "All By Myself" and "My Mammy" hardly need to be induced to co-operate in the forthcoming "Homesick" Week.

NEW FEIST BALLAD FEATURED

Leo Feist, Inc., has just issued a new song entitled "In a Corner of the World All Our Own." The words are by Gus Kahn and the music by Jesse Crawford. This ballad is being featured in Ballaban & Katz's Chicago theatre, the largest motion picture house in the world.

FEATURE WITMARK HIT

"Say It While Dancing" Basis of Attractive Window Display in Los Angeles

In connection with the big fox-trot success, "Say It While Dancing," the publishers, M. Witmark & Sons, are conducting a big publicity campaign among the dance halls of the country with some very remarkable results. "Say It While Dancing" is both a hit and a slogan, and its sales are prodigious. Dealers everywhere are featuring it with striking window displays. Not the least effective among them is the one which was so artistically arranged by Johnston's "Ye Harmony Shoppe" in Los Angeles recently. It held the attention of that hustling city for three solid weeks—an unusual tribute to pay to a popular hit—and resulted in an excellent demand for the number.

HAVING REMARKABLE POPULARITY

"The Parade of the Wooden Soldiers" is being continued in the new production of "Chauve Souris." This was one of the outstanding songs in the past season and its popularity does not seem to diminish. All of the talking machine record and music roll manufacturing organizations have issued it in one or more forms and the trade reports it as having a steady sale. The Edward B. Marks Music Co. is the publisher.



SENSATIONAL FROM THE START
Carry Me Back To My
Carolina Home
A FASCINATING FOX TROT
 by BENNY DAVIS and ABNER SILVER Writers of **ANGEL CHILD--SAY IT WHILE DANCING**
M. Witmark & Sons · Witmark Building · New York



Swanee Smiles

The New Sensation

With the Smiling Warmth
of the Sunny South

Published by
Sam Fox Pub. Co.
CLEVELAND NEW YORK

THE SECOND "MUSIC BOX REVUE"

Irving Berlin's Latest Revue a Gorgeously Staged Spectacle Replete With Tuneful Music—Show Praised by Both Press and Public

Sam H. Harris presented Irving Berlin's new Music Box Revue last month at the Music Box, and it fascinated its first audience—the most distinguished seen at a theatre for several months.

The magnificence of the offering may be imagined when it is known that more than \$350,000 had been expended on its preparation.

A scene of great beauty and cleverness is "Satan's Palace," which closes the first act. The lighting and mechanical effects in this scene are remarkable. In this scene is introduced the song, "Pack Up Your Sins and Go to the Devil," sung by John Steel.

"The Forest" is a scene of exquisite loveliness and introduces scores of pretty girls, representing birds. "The Little Red Lacquer Cage,"

sung by the entire company, adds further to the beauty of this scene. They make their entrance from the stump of an old tree. Still another scene which won admiration is "Housetops," which shows a miniature city at night. John Steel here sings, accompanied by the chorus, "Lady of the Evening."

"Crinoline Days" is probably the outstanding song of the whole show. It shows Grace LaRue at her best and the effective setting in which the Crinoline Girls appear is not to be forgotten.

While it is true John Steel sings several songs, his most successful number is "Will She Come From the East?" This, as the title suggests, is a love song showing a girl from Broadway, a girl from the regions of the ice and one from the heart of the West and the inevitable girl from the land of cotton.

"Bring on the Pepper," sung by the McCarthy sisters and the entire company as well as what are known as the Pepper Girls, is not to be overlooked as one of those songs which will be heard frequently during months to come.

THE FORSTER CONSOLIDATION

Forster Music Co. and Forster, Music Publisher, Inc., Consolidated for Greater Efficiency

CHICAGO, ILL., November 9.—The F. J. A. Forster Music Co., doing business since 1903 as jobbers in sheet music, and Forster, Music Publisher, Inc., organized in 1916, publishers of the same, both of Chicago, have consolidated with a capitalization of \$250,000, fully paid, and will be conducted at 235 South Wabash avenue. The stock in both concerns is owned by F. J. A. Forster, who will henceforth be in a position to directly supervise the executives of these concerns and so assure even better service.

The combined business per annum has been something over a million and a half and the steady growth has made two establishments rather unwieldy. Additional space to the extent of five thousand square feet being made available, the equipment improved and the personnel placed more comfortably in contact with one another, a very high degree of efficiency will be found possible.

F. J. A. Forster will now have his entire forces where daily association can keep him in touch with them. With these advanced facilities and the increased capital a new era opens for the Forster Co.

FEIST SECURES AMERICAN RIGHTS

Leo Feist, Inc., has secured from Francis, Day & Hunter, London, England, the American publishing rights for the song, "If Winter Comes" (Springtime Will Soon Be Here). This is a composition by Melville Gideon and sung by him in the musical show, "Co-optimists." Inasmuch as there are apparently more than one of a similar title, Francis, Day & Hunter have distinguished their song by adding the above sub-title. This English publication is one of the biggest successes in England at the present time, and realizing that there is a real demand for the number Leo Feist, Inc., has decided to immediately make available copies of the song for the American public.

"IN A LITTLE TOWN NEAR BY" SCORES

One of the latest additions to the famous Black & White Series of M. Witmark & Sons is a song entitled "In a Little Town Near By," by Florence Turner Maley and Amy Ashmore Clark. It was sung last week at the Strand Theatre as the feature prologue and the music theme to the showing of the photoplay "The Bond Boy," in which Richard Barthelmess is starred. The music, seemingly, fitted the picture perfectly. The prologue was staged and sung in the usual artistic manner and scored a big hit with the audience.



WELL! What Wonders NOTE! New Numbers

1 No Use Crying FOX-TROT SONG HIT OF NINE COUNTRIES—VINCENT LOPEZ feature	1 Sonja RUSSIAN BALLADE (INTERNATIONAL SUCCESS) WILLIE HOWARD'S—HIT in "PASSING SHOW"
2 Parade of the Wooden Soldiers FOX-TROT SONG—CHARACTERISTIC Instrumental	2 The Pelican PARISIAN DANCE SENSATION BIGGEST HIT in WEBER and FIELDS' RE-UNITED
3 Little Red School House SEASON'S NOVELTY HIT	3 Plant Myself IN MY OLD PLANTATION HOME VAN and SCHENCK'S SOUTHERN SONG SENSATION
4 Jolly Peter —BUMMEL PETRUS EUROPEAN NOVELTY FOX-TROT SONG	4 Rose of the Underworld PAUL SPECHT'S ASTOR ROOF SENSATION
5 Whenever You're Lonesome MARVELOUS SONG and DANCE TUNE	5 Typical Tangle Tune MAL HALLET'S BROADWAY DANCE CRAZE
6 Love's Lament INTERNATIONAL WALTZ HIT	6 Tropical South Sea Isle HIT in W. B. FRIEDLANDER'S FOUR NEW SHOWS
7 Wonderful You FOX-TROT GUS EDWARD'S latest SMASH	7 Vaughn de Leath's Susan FOX-TROT 5000 RADIO FEATURE sung in 20 SHOWS

STOCK THE ABOVE IN-SHEET MUSIC, RECORDS AND ROLLS
WRITE FOR SPECIAL OFFER AND COMPLETE CATALOG OF SHEET MUSIC
Edward B. Marks Music Co., 223-25 W. 46th St., New York



I GAVE YOU UP JUST BEFORE YOU THREW ME DOWN



Being played and sung everywhere
Released soon on all records and rolls

WATERSON, BERLIN & SNYDER CO.
STRAND THEATRE BLDG NEW YORK

MAURIE SHERMAN USES NOVEL SONG-ANNOUNCING DEVICE

Leader of Prominent Orchestra at the Bismarck Hotel, Chicago, Features the Title of Each Number Played by Means of an Attractive Sign—An Excellent Method of Popularizing Songs

During the June convention of the National Association of Sheet Music Dealers much discussion was indulged in pertaining to the advisability of having dance orchestras announce in some form the titles being rendered. The



Maurie Sherman

music publishers, too, have long held the opinion that an announcement of a title in conjunction with the rendition of a song or dance selection was quite a valuable asset in the exploitation of any given number. The successful carrying out of such an idea, it has been said, would result invariably in a considerable increase in sales.

All of which makes it doubly appropriate to mention and give credit to the introduction of such a plan by Maurie Sherman, who, with his orchestra, is playing at the Bismarck Hotel, Chicago, Ill. Under Mr. Sherman's arrange-

ment there is in full view of the audience a stand upon which a sign twenty-two inches wide by fifteen inches high is displayed. This is painted in blue and white. The background of the sign proper is blue, and in white letters on the upper half portion of the sign is printed, "Maurie Sherman and His Orchestra Now Featuring." Below this is a space seven inches high by twenty inches wide in which the song titles are inserted. The lettering is similar in design to the announcement that appears above it. With the introduction of each selection its name is slipped into the space and the audience thereby knows the title before the opening bars are played.

Mr. Sherman has been congratulated on his innovation, not only by publishers, but the dancing public has been quick to compliment him upon the idea. The carrying out of his plan is very inexpensive and considering that the public is quick to respond the plan should be adopted by orchestra leaders everywhere.

SOUSA FEATURES WITMARK HITS

Sousa and his band have featured prominently all the Witmark big popular hits at their annual season at Willow Grove Park near Philadelphia. Among the most-played and frequently played-over-again numbers were the "Shuffle Along" selection, "Angel Child," "Where the

Maurie Sherman
Now Featuring

"TOOT-TOOT-TOOTSIE"

Novel Sign Used by Maurie Sherman to Announce Song Titles

Volga Flows," "All Over Nothing at All," "Say It While Dancing" and "I'm Just Wild About Harry." They are among the steady-selling popular favorites of the catalog.

Among the songs now featured by Vincent Lopez and his orchestra that are to be found in the catalog of M. Witmark & Sons are "Say It While Dancing," "Where the Volga Flows" and "All Over Nothing at All."



Haunting Blues



The Outstanding "Blues"
Hit of the Season

Waterson, Berlin & Snyder Co.
STRAND THEATRE BLDG NEW YORK

SPECIAL VICTOR RECORD MADE BY PRESIDENT HARDING

Two Patriotic and Inspiring Speeches Made by the President of the United States on Noted Occasions Recorded on Double Disc—Royalty to Be Assigned to American Red Cross

The Victor Talking Machine Co. has recently announced the release of a Thanksgiving Special, which is none other than a double-faced record made by Warren G. Harding, President of the United States. This new release, needless to say, is of a very momentous character, and there are many features about it which are very interesting.

On one side is recorded the address which the President made at Hoboken, May 23, 1921, on the occasion of the return for burial of 5,212 American soldiers, sailors, marines and nurses. On the other side is recorded the address which the President made in Washington on the occasion of the opening of the International Conference for the Limitation of Armament on November 12, 1921. The patriotic and idealistic sentiments expressed in these two addresses, as well as the simple dignity of their delivery, give to this record an institutional character. It will, without question, be received with great enthusiasm by the schools and educational institutions of the country, as well as in practically every American home.

The royalty from this record President Harding has assigned to the American Red Cross, and the label on each record bears a notice to this effect: "I direct that the royalty accruing from the sale of this record be given to the American Red Cross—Warren G. Harding."

These records are also being marketed without profit to the Victor Talking Machine Co., and the whole idea represents a very commendable effort to present two important historical utterances of the President of our country in a form in which they can be perpetuated, and, at the same time, to accomplish this end without monetary gain other than that for the American Red Cross.

In view of this record being recorded by the

President, and the American Red Cross being the beneficiary therefrom, it is not being handled in any way in a commercial manner. The ordinary commercial publicity and promotion work will be entirely dispensed with, both by the manufacturer and the retail trade. The announcement to the public will be confined to the label on the record, which includes a portrait of the President and his statement regarding the royalties; and to a very handsome poster, which has been approved by the American Red Cross and which contains a portrait of the President, a description of the addresses which have been recorded, a reproduction of the record with label and a statement to the effect that this record was recorded at the White House, May 24, 1922, and that it is being marketed without profit to the Victor Co.

It goes without saying that the Victor trade will handle the entire proposition in a manner befitting the dignity of the maker of the record and will confine its publicity activities entirely to the label and the poster, or reproductions thereof.

COLUMBIA RECORDS BROADCASTED

SAN FRANCISCO, CAL., November 4.—Columbia Symphony records and popular hits from the Columbia catalog are broadcasted daily by the KUU radio station, owned and operated by the San Francisco Examiner. P. S. Kantner, manager of the local branch of the Columbia Co., was instrumental in arranging this splendid tie-up with Columbia records and each day the program is arranged by the Columbia Co. The KUU station is one of the most powerful broadcasting stations in the West and thousands are enjoying daily the music sent out from this station.

INTRODUCES NEW ACCESSORY

The "Melo-Tone," Invented in Portland, Ore., Declared to Be of Much Value in Reducing Surface Noises and Improving Record Tone

PORTLAND, ORE., November 4.—A. C. Sherbert, of this city, has just perfected a clever device known as the "Melo-Tone" attachment, designed to reduce surface noise and harshness and to eliminate any metallic or throaty tone in reproducing records.

The device was recently tried out at the big radio broadcasting station at the Meier & Frank store, this city. A record was put on a standard machine and radio fans informed that half the record would be played as was, and the last half with the "Melo-Tone" attached. In a short time many telephone messages were received giving unstinted praise to the performance of the "Melo-Tone."

The new device can be attached or detached while the record is playing and is offered at a popular price. L. D. Heater, of 357 Ankeny street, Portland, is jobbing the "Melo-Tone" for the Pacific Coast, but no jobber has as yet been appointed in the East.

CLAYOLA GAINS IN POPULARITY

Bristol & Barber, Metropolitan Distributors, Find Demand Growing—Console Models Favored—Fifth Avenue Shops Exhibit Line

Bristol & Barber, New York City, are doing particularly good business with the Clayola line of talking machines, of which they are distributors. This line, made by George Clay Cox, Rochester, N. Y., is individualistic to a high degree and has a decided quality appeal. The line now consists of five particularly attractive models, three upright and two console. Several of these models are also equipped with radio. Both the talking machine and radio equipment is of the finest and the models are furnished with electric motors and are electrically lighted. Another striking feature of the Clayola line is the cabinet work. Each model is a work of art and well designed to grace any home no matter how pretentious. Many highly favorable comments have also been made on the exceptional tonal value of the Clayola as well.

N. G. Barber, of the Bristol & Barber organization, states that a number of representative talking machine dealers in the metropolitan district have already taken on the line. A number of these retailers are displaying the line on Fifth avenue. At the present time the two console models seem to be in the ascendancy. Shipments are now coming through from the factory in good quantities and it is expected that the Clayola line will provide an excellent selling proposition for the Christmas trade.

MCCORMACK RECORDS POPULAR SONG

In line with its policy of making recordings by distinguished artists of popular numbers that have real musical merit the Victor Co. is releasing a recording by John McCormack of that popular waltz, "Three o'Clock in the Morning." All indications are that this record will be received with great enthusiasm by the American public, as whenever the Victor Co. has adopted a similar policy in the past the American people have been quick to take advantage of the opportunity of manifesting their appreciation.

DECATUR, ILL., FIRM ENLARGES

DECATUR, ILL., November 7.—William Gushard Dry Goods Co. has enlarged its phonograph department, taking in considerable additional space. The department now almost covers the mezzanine floor. G. C. Hawkins, manager of the department, found it necessary to urge the officials of the company to increase the space occupied by his department as a result of greatly increased business.

The Public Is Buying VIOLIN SPRUCE REPRODUCERS

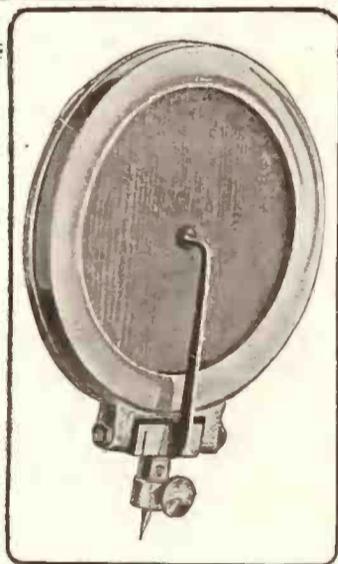
Foresighted dealers who prepared to meet the demand are making nice profits right now.

The Violin Spruce Reproducer is accepted as *the perfect reproducer* by artists, manufacturers and dealers who have tested it.

Don't delay! The sooner you stock up—the sooner your profits begin, because we have proved that phonograph owners are waiting for this notable improvement. Get set now so that you will be ready for the big Christmas Gift trade.

Write To-day for Detailed
Information and Discounts

THE DIAPHRAGM COMPANY
5005 Euclid Avenue, CLEVELAND, OHIO



VIOLIN SPRUCE
REPRODUCER

Fits any good phonograph.
Eliminates all metallic sounds.
Reproduces voice perfectly.
Individualizes all instruments.
Improves by use, like a violin.
Not affected by dampness.

Retails for
\$7.50



REMODELING STERLING WAREROOMS

Fine Brooklyn, N. Y., Quarters of Sterling Piano Corp. Soon to Be Completed

Renovations are going on apace at the new quarters of the Sterling Piano Corp., 81-87 Court and Livingston streets, Brooklyn, N. Y. When completed this will be one of the largest musical merchandising houses in metropolitan New York.

One of the features of the renovated store will be an artistically designed and spacious talking machine department on the main floor. A separate entrance to this department on the Court street side of the building has been constructed, making for convenient access to the display rooms, where complete stocks of Victor, Sonora, Columbia and Pooley machines are on display. The sheet music and music roll sections adjoin the talking machine department. In addition to the lines mentioned above, the Sterling Piano Corp. handles a complete stock of musical instruments and Sterling, Goetz and Huntington pianos.

DEALERS APPROVE K-E AD STUNT

Imprinting of Dealer's Name on Record Cleaners by the Kirkman Engineering Co. Proves an Exceedingly Popular Innovation

The new policy of the Kirkman Engineering Corp., New York City, to imprint the dealer's name on its K-E and Simplex circular record cleaners, has already met with much approval. These record cleaners, which have been on the market for many years, have always enjoyed a good demand and the additional advertising value added by the imprinting of the dealer's name has resulted in a decided stimulation of sales.

The sale of K-E automatic stops has shown an unmistakable increase within the last few months. The demand is heavy and in most cases for immediate delivery, and the Kirkman plant in this city is very busy taking care of the orders.

APPRECIATE VICTOR EXCHANGE

A great many letters have been received from Victor dealers located in every part of the country setting forth their individual appreciation and gratitude for the large scale exchange recently put through by the Victor Co. on a large number of Victor records. A great many dealers have, through this action on the part of the Victor Co., been able to improve their inventory through replacing the slow-moving stock with records that are in immediate demand.

PURCHASES RECORD FACTORY

The Cameo Record Mfg. Co., New York, manufacturers of Cameo records, has purchased the record plant at Jersey City, N. J., formerly owned by the Brunswick-Balke-Collender Co. The production of Cameo records at this plant will be started immediately and the Bridgeport factory will also be continued as heretofore.

A. C. GOURLIE BUYS MIAMI STORE

TAMPA, FLA., November 7.—A. C. Gourlie, proprietor of the Gourlie Music Co., of this city, has completed arrangements for the purchase of Ye Music Shoppe in Miami. The new acquisition will be operated as a branch store. Mr. Gourlie is restocking the Miami store with a complete line of Columbia Grafonolas and Columbia records. Chickering pianos are also handled.

E. E. BUCHER VISITS CHICAGO

E. E. Bucher, sales manager of the Radio Corp. of America, manufacturer of RCA radio product, left New York Wednesday for a short Western trip, his objective being Chicago.

Notice to the Trade—Letters have been sent to some of our customers in which it is alleged that the Encore Record Replayer is an infringement and warning them not to handle it. Our patent claims have been scrutinized by able counsel and pronounced sound. We advise all who receive such intimidating letters to ignore them. We are prepared to protect their interests against any legal entanglements.



The only steel repeater retailing at
\$1.00

The Wonderful New Encore Record Replayer

Is the fastest selling music device in the world

The manufacturers of the Encore began at the beginning and have built up an absolutely new repeater in every detail. There is not now—nor has there ever been—anything like it since the phonograph was invented. It is a perfect mechanism of nickel-plated steel, simpler, more compact, more flexible in operation, and more readily salable, than any other repeater ever produced. It does not touch the playing surface of the record, nor does it injure the reproducer. Besides, by means of the unique adjusting feature, it is possible to play ALL the record—every line of it. The Encore is not only entirely new—it is so far superior to any other repeating device that right now it is fast displacing all others. Everywhere, Encore is taking the lead and waltzing home the winner. The advantages of the exclusive features of the Encore are so readily apparent to any one that he sells himself as soon as he looks at it. This is the experience of dealers everywhere. The small price never stands in the way. The Encore is just what you have needed to freshen up interest in phonographs and records in general, and to keep up sales during all seasons. Dealers who are demonstrating it in their windows are not waiting for people to come in and buy—they are cashing in big money.

Advance orders for Christmas are coming in so fast that we shall soon be taxed to the limit to satisfy the demand. Avoid disappointment—send your order in RIGHT NOW. First come, first served.

ACT AT ONCE!

Some territory still open for live jobbers

Encore Sales Corporation

Sole Manufacturer's Representative

6 Church Street, New York

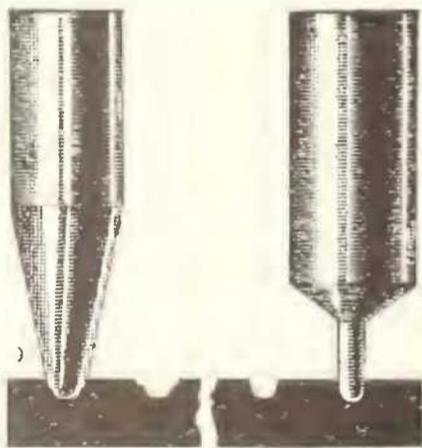
Every Holiday Purchaser Will Buy a Package of these Needles If You Display Them

Sonora Semi-permanent Needles are one of those little essential refinements that careful holiday purchasers like to add. Tell your customers how much more enjoyment can be obtained from a phonograph by the use of

THE INSTRUMENT OF QUALITY
Sonora
CLEAR AS A BELL

Semi-Permanent NEEDLES

The dealer who neglects to stock them will be missing a substantial profit during the next two months.



Note how the Sonora S. P. Needle does not injure record while the ordinary needle (to the left) does.

Sonora Phonograph Company, Inc.

GEORGE E. BRIGHTSON
President

279 Broadway New York

Canadian Distributors:
Sonora Phonograph, Ltd., Toronto

INDIANAPOLIS

Need of General Sales Policy—Constructive Ideas Pay—Business Improves—New Agencies—General Review of Situation

INDIANAPOLIS, IND., November 6.—Victor dealers in this city recently have been making fruitless efforts to get together on the question of a general sales policy. A dinner and get-together meeting was held October 25 at the Athenaeum ostensibly for the purpose of extending the hand of fellowship to the newest Victor dealers, the Peoples Outfitting Co., but, in fact, to discuss formally suggestions for placing each of the eight Victor dealers of the city on a common basis of doing business.

Reports from the meeting vary somewhat, but they disclose the fact that each dealer in the city is facing the necessity of getting the business by such means as he sees fit regardless of what his fellow dealer may be doing. Unsuccessful efforts were made after the meeting at the Athenaeum to promote a second meeting, to be held three days later, for the purpose of perfecting a permanent organization.

Competition among the dealers of late has taken the form of unprecedented reductions in amount of initial payments, offers having been made of sixty-nine cents, thirty cents, five cents and nothing down with subsequent payments as low as \$1 a month. Dealers who have made these offers say an instrument seldom goes out without a substantial initial payment. Other dealers say, however, that the effect of the advertising is bad, regardless of what may actually be collected.

A concert by Sousa's band provided the central theme for a page of co-operative advertising in local newspapers by the Victor dealers the latter part of October.

The Fuller-Ryde Music Co. is promoting a Christmas plan which calls for the payment of \$2 the week of October 22 and the payment of \$3 a week until December 20, for which any machine up to \$150 in value will be delivered at Christmas.

Makes Hit With Personal Records

F. R. Follis, manager of the talking machine department of L. S. Ayres & Co., reports his business for October well ahead of that for October, 1921, despite the fact that his expenditures for advertising were nominal. The business was stimulated, Mr. Follis thinks, by development of interest in personal phonograph records made through arrangement with the Starr Piano Co., at Richmond. This feature was introduced at a musicale in the tea room of the store. A feature of the entertainment was the staging of the process of recording as it is done in the laboratories. Mrs. Florence Kinnaird, an Indianapolis singer, was soloist for the occasion. She and Fred Newell Morris, another local singer, spoke on the subject of music.

In connection with the promotion of the personal record idea Mr. Follis sent a letter to a selected list of musicians to whom invitation was extended to attend the musicale.

The store sells the personal records mainly to accommodate the artists concerned, Mr. Follis says. While the volume of sales is not large the advertising and good-will gained by the innovation are assets well worth going after, according to Mr. Follis.

Features Special Record

The D. H. Craft Co. sold more than 1,000 records made for it by the American Harmonists, entertainers at the Colonial Motion Picture Theatre. The record was made at Richmond, Ind., and featured a song, "Count the Days," which gained wide popularity as part of the theatre's musical program. Mr. Craft reports that the investment in the record proved immediately profitable and that the record continues to be a good seller.

Incidentally, Mr. Craft is using a blackboard sidewalk sign to good advantage in advertising

his records and rolls. He applies his own artistic ability in illustrating the songs he wishes to feature and by making the drawings humorous he combines considerable pleasure with the profit he gains thereby.

Fewer Dealers But More Business

T. H. Bracken, manager of the Starr Piano Co., reports that October was the biggest record month his store has experienced. This was in spite of the fact that the store's distributing territory has been reduced to the extent of forty dealers in the southwest part of the State, including Evansville. This territory has been attached to that served by the Caldwell-Lyons Co., of Shelbyville, Ky. Mr. Bracken also has made use of the personal record service to promote the record business. As to his business in both records and machines he says the outlook is better than it has been in the last two years.

Ned Clay Now Retail Sales Manager

Ned Clay, who has been manager of the outside salesmen of the Starr Piano Co. for several years, has been promoted to the position of retail sales manager, with headquarters in this city. He succeeds R. S. Kinnaird, who resigned to accept a position with the Indianapolis branch of the B. F. Goodrich Rubber Co.

What Enthusiastic Employes Accomplished

Enthusiasm of the sort that employers dream about in connection with their sales forces recently gave Widener's Grafonola Shop one of its most profitable days in the sale of records and also one of the most satisfactory bits of advertising the store ever had. Credit for the success of the occasion, W. G. Wilson, manager of the store, gives unreservedly to Miss Dorothy Ranshaw and Miss Dorothea Jones, of the sales staff.

The enthusiasm of these two young women took form in persistent appeals to the sales representative of the Columbia Co. for an early delivery of J. Russell Robinson's popular number, "To-morrow." Their interest in the number was due to the fact that Robinson is a native of Indianapolis and favorably known in the city, as elsewhere, through the popularity of "Margie." The appeals of the two young women resulted in a special release which placed the number in the Widener stock before any other store in the city had received it.

Encouraged by the success of their efforts to obtain the number Miss Ranshaw and Miss

FULTON No. 35 MODFL
THE HIGHEST-CLASS TABLE MACHINE IN
THE PHONOGRAPH INDUSTRY
TODAY. Sample Price to Dealers **\$12.50**



Mahogany, 16x16x10, Double Spring, Universal Tone
Arm, Back Casting and Metal Horn
Send for Sample To-day
Phonographs and Accessories, Repair Parts
for All Makes.

Best Steel Needles of American
Manufacture at 30c. per M.
ASK FOR CATALOGS and Price Lists of our
No. 50 and 75 Machines. It will pay you.

FULTON TALKING MACHINE CO.
253-255 Third Ave., New York City
Between 20th and 21st Streets

WANTED

We are opening a chain of stores and want a good, popular priced line of large and small phonographs, cabinets, records and musical instruments on a commission basis preferred. State your proposition in full, in first letter, together with catalogs, price lists, publicity being done, etc.

NATIONAL RADIO PRODUCTS CORP., 509 Fifth Ave., New York, N. Y.

Jones obtained the services of H. C. Lorenze, of St. Louis, representing Waterson, Berlin & Snyder, publishers of the song, and of Bert Renick, a local singer, for the purpose of entertaining Saturday afternoon and evening downtown crowds. They also procured from the Fox Film Co. the first reel of "Silver Wings," showing that week at a local motion picture theatre, and procured from the Circle Motion Picture Theatre the art slides for "Tomorrow," which was scheduled to be shown at that theatre the following week. Thus equipped the Misses Ranshaw and Jones had the display window trimmed to represent a stage and the stunt was a great success from the noon hour until late Saturday night when crowds that blocked the sidewalk and interfered with automobile traffic watched the photoplay and the art slides and listened to the singers, who made the program snappy with both solos and duets.

Cheney for Secretary of State

H. A. Brown, manager of the talking machine department of the Pearson Piano Co., reports as the most noteworthy event of his October business the sale of a Cheney period model to Ed. Jackson, Secretary of State. The sale was made, he reports, in keen competition with other lines. Mr. Brown is featuring period models more than has been done before in the Pearson store and his orders for Christmas

holiday stock include one for twenty-five distinctive Vocalion period models.

New Edison Agencies

J. M. Van der Voort, assistant manager, in charge of the Phonograph Corp. of Indiana, Edison distributor, reports that several new agencies were organized in the State during October and that nearly all dealers are doing big business because they are going after it in the manner of pre-war days. "They have learned," he said, "that only by concentrated canvassing can sales be made in a worth-while way. Their experience is that people have plenty of money, but they hate to be separated from it."

H. G. Anderson, sales promotion manager of the corporation, returned the latter part of October from an extended trip over the Edison territory served by the Indianapolis branch. He reported that business was particularly good among the dealers in Illinois, where sales of the last three months were shown to have been twice as much as during the first nine months of the year.

A fire in the warehouse of the Edison Shop recently caused \$2,000 damage to machines, according to W. O. Hopkins, manager. It is thought the fire was caused by crossed wires. The damage was covered by insurance. Mr. Hopkins reports that he cannot get enough of the new Edison console models to supply the

demand and this situation will curtail his holiday trade, he thinks.

Recent Meeting of Sonora Dealers

Reports received during the annual meeting of Indiana Sonora dealers, held last month, indicate an exceptionally big business, according to Edward L. Mayer, manager of the Sonora department of the Kiefer-Stewart Drug Co. George E. Brightson, president of the Sonora Co., in an address at the meeting said that in a trip over the territory between San Francisco and Indianapolis he had received reports of big business from the majority of dealers. The factory is thousands of machines behind in its orders, he said.

Brunswick Business Growing

Business in Brunswick machines and records is increasing steadily and consistently, according to Walter J. Baker, of the Brunswick Shop, and C. P. Herdman, manager of the talking machine department of the Baldwin Piano Co. The sale of Brunswick records has been stimulated remarkably by the appearance of Claire Dux, Brunswick artist, in an entertainment sponsored by the Matinee Musicale. The two dealers are anticipating a marked increase in record sales as a result of the appearance in this city on November 12 of the Ukrainian National Chorus.

Fred Binger With Granby

Fred Binger, formerly salesman in northern Indiana for the Chicago branch of the Columbia Graphophone Co., was a visitor at the Widener store the latter part of October. He is now representing the Granby Phonograph Co., with headquarters at Fort Wayne, Ind.

EVANSTON BRUNSWICK SHOP FORMED

A charter of incorporation has been granted to the Evanston Brunswick Shop, Inc., 1611 Sherman avenue, Evanston, Ill., under the laws of that State, to manufacture and deal in musical instruments and talking machines, with a capital of \$5,000. Incorporators are R. R. Bronson, B. F. Hobbs and John Dragamier.

HOMOPHONE

Do you know what it is? Have you heard it?
If not, get acquainted before Christmas.
Only successful home record maker.
Renews interest and adds a
new entertaining feature
to Phonographs.



*Sold by the following
Leading New York Stores*

Central Talking Machine Co.
Cool & Shaller, Inc.
Herbert & Huesgen Co.
Landay Bros., Inc.
Lord & Taylor
McCreery's
Wanamaker
Wurlitzer
Cabinet & Accessories Co.
(New York Jobber)

For Particulars Address

THE HOMOPHONE CO.

293 Plane Street, Newark, N. J.

I don't know why I should cry o-ver you, sigh o-ver you, e-ven be blue,

The Big Waltz Ballad Hit

Why Should I Cry Over You

It's Another "I'm Sorry I Made You Cry"

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

HEAR IT NOW!

TOLEDO

Hard Work in Sales Field Pays Handsomely—The Activity of Toledo Dealers Proves This

TOLEDO, O., November 8.—Talking machine merchants are working hard and closing a good Fall volume of business. Those dealers who are aggressive and are employing advertising and salesmanship to the fullest extent are, of course, closing the largest volume. They are backing up newspaper publicity with direct-by-mail matter in generous proportions. Letters, leaflets, blotters, circulars and small inserts are employed. Every piece of outgoing mail carries an extra burden of advertising literature.

Business doesn't come easy, but these hustlers are finding it to be obtained if they will work to uncover it. One large retailer relates that he recently sold five talking machines in an adjacent town by simply going after the business and that community boasts a dealer who refers to trade as being slow. Similar experiences are coming to the surface almost every day. It's a market for go-getters—not for drones.

Retailers are finding that hooking up with movie attractions produces a worth-while number of sales. "School Days," "The Eternal

Flame," "Remembrance," "Blood and Sand" and other productions, all make it possible to sell music appropriate to the screen story. Far-sighted dealers find sales lead in almost every timely or current event.

Further, dealers are doing much buying and extending their activities. At least four have added new lines of talking machines, including the Vocalion, Columbia, Granby and Pooley.

At the Toledo Talking Machine Co., Victor wholesaler, sales are good. The demand is brisk and models are shipped out almost as soon as received, Charles H. Womeldorff states. The company, in common with other Victor jobbers, is experiencing a distinct shortage of certain machines. Stocks are broken and it is sometimes difficult to fill orders completely. This situation will become more acute as the holiday season approaches and buying increases. Wide interest is shown in the five special Victor records to go on sale Saturday, November 18.

At the J. W. Greene Co. sales are far in advance of any similar period and outside workers are closing a very satisfactory volume of trade. Solicitors are canvassing nearby small communities and are meeting with good results. Often machines are placed in homes for a short trial and this plan is usually successful in making the sale. Furthermore, the Christmas talking machine clubs have already achieved considerable success.

The new "Greene's Three Best Sellers Record

Service," introduced to customers by means of a direct mail drive, has produced good returns. The plan is this: Each month, at no extra charge, the best selling new records are sent to a list of people, which has grown to number many hundreds, and the records are charged to their accounts. There is no bother and no inconvenience and they receive the choicest numbers on the first day the records are released. Any or all of the records may be exchanged within forty-eight hours if they do not prove pleasing. The dealer soon learns the type of music that suits the individual taste and then sees to it that the three records sent to the customer are of the type he likes best.

At Grinnell Bros. machine sales have shown such an improvement that the total for the past three weeks was nearly double that for the same period a year ago and records sales have increased to the extent of 30 per cent. While this showing is highly gratifying, the fact that a shortage of Victrolas already exists and will grow more pronounced as the season advances is one of the discouraging elements in the talking machine situation. However, volume will be maintained in spite of the fact that models of all types will, without much doubt, be swept from the floor before the holiday demand is satisfied, Manager R. C. Elwell declares.

At the LaSalle & Koch Co. Victrola Shop sales are in advance of a year ago. The Fall outlook continues good. It is the opinion of R. O. Danforth, manager, that the holiday sales volume will equal any yet experienced. The three-section listening counter recently installed is proving a valuable asset in facilitating record service to the patron. Collections are good. The store plan of keeping in close touch with contract customers seldom permits of a repossession.

The Da-Lite Electric Display Co. is bringing out a new sign design, Harry Cuddeback states. The size will not be altered, however, and panels now in use will fit the new sign. November releases are "Suez," "When the Leaves Come Tumbling Down" and a combination panel of "I'll Build a Stairway to Paradise" and "I Found a Four-leaf Clover," also "You Remind Me of My Mother" and "All Over Nothing at All."

The Home Furniture Co., large installment house, has added the Columbia line. This concern also has a branch house in Detroit, and between the two stores a very good volume of phonograph trade is carried on. The announcement of the Columbia as a feature was made through the newspapers and by means of windows gayly decorated with Halloween novelties. Besides the Columbia Grafonolas, Brunswick's are dealt in. The latter line was acquired a few months ago. Helen Canfield is in charge of the department.

Rae & Maxwell, Columbia dealers, coupled their store with the film production, "School Days," by means of the cut-out display signs of a school boy holding a slate. Upon this slate the records "Little Red School House"



"We Serve the South"

We carry a complete stock at all times of every record in the Okeh Catalogue. This stock insures prompt delivery of re-orders as well as the latest releases.

Okeh Records

Best serve the popular demand because Okeh releases each month more dance music than any other company.

Write us regarding an Okeh Agency

Wholesale Phonograph Division

J. K. Polk Furniture Co., Inc.

Office and Showrooms

294 Decatur St.

Atlanta, Ga.

and "Down at the Old Swimming Hole" were featured.

The Goosman Piano Co. recently became the agent for the Granby phonograph in this territory. This line, in addition to the Columbia and Vocalion, is featured in window displays, cut-outs, signs, etc. Fred N. Goosman states the house is also working in conjunction with the new Vocalion local campaign.

The Ignaz Fischer Music Co. has added the Vocalion phonograph to its line and is going after trade with a comprehensive direct drive. The Aeolian Co. is conducting a newspaper and poster campaign in co-operation with dealers.

Four of the local Brunswick dealers, the J. W. Greene Co., John Veler, B. H. Broer Co. and Compton Bros. Record Shop, are co-operating to bring the exclusive Brunswick orchestra, Oriole Terrace, to Toledo, shortly, for a program of dancing. These merchants are convinced that once the music-loving public becomes familiar with the excellence of the work of this group of musicians sales of their records will increase very materially.

The local appearance of the Benson orchestra of Chicago here on November 26 is the subject of much interest among Victor dealers. They are all lending their efforts to make this event a complete success. Roy Bargy, the director, is a well-known Toledoan.

The Sonora phonograph is reaching out for wider local distribution and this machine is being broadly advertised in the newspapers and upon the billboards. Frank Frazelle, local Sonora dealer, is coupling his advertising and sales promotion work with that of the manufacturers and reports excellent returns.

Frank K. Dolbeer, head of the traveling department of the Victor Co., was a recent visitor.

At the Lion Store Victrola rooms sales for the current week were the largest since last December, A. J. Pete reports. The store is celebrating its sixty-fifth anniversary and in connection with this event Victrolas are being sold on a convenient down-payment. This plan gives a membership in the Lion Store

Sixty-fifth Anniversary Club and entitles holders to select any Victrola in the store and have



it delivered immediately, the balance to be paid in weekly or monthly installments.

The department is making extensive preparations for the annual Victrola show which will be conducted November 8 to 18. The Victor



Co. has sent one of the original trade-mark machines for demonstration purposes; also one of the new glass machines. Parts of a Victrola cabinet will also be on exhibition to show just how a Victrola cabinet is fitted together. A display of the Hall Fibre Needle Co., Chicago, is another interesting exhibit. It shows the entire needle manufacturing process from the bamboo pole to the finished needle.

WIDENER'S, INC., IN PROVIDENCE

PROVIDENCE, R. I., November 2.—Announcement is made that the Victor department of the Flint-Adaskin Furniture Co. has been purchased by Widener's, Inc. The stock has been transferred to the Callander McAusland & Troupee Co., located in Westminster street, where Widener's will operate a Victor talking machine department. This latter concern is commonly known in Providence as the Boston Store.

PAUL WHITEMAN A BENEDICT

Paul Whiteman, famous orchestra leader, was married on Saturday, November 4, to Miss Mildred Vanderhoff, of New York, daughter of Herbert Vanderhoff. The wedding was attended by many friends of the bride and groom and they left immediately after the ceremony for a brief honeymoon.

WHITNEY STORE DESTROYED BY FIRE

SPRINGFIELD, VT., November 1.—There is general regret locally over the heavy loss sustained last night when Fred W. Whitney's Pharmacy was destroyed by fire. This store has long been the headquarters for the Victor and Columbia lines. The fire came at a bad time, for the store was well stocked with merchandise in anticipation of a big holiday business.

G. B. POWELL JOINS MARTIN BROS.

SPRINGFIELD, MO., November 6.—G. B. Powell, formerly of New Orleans and for years affiliated with the talking machine industry, both in the wholesale and retail fields, has taken charge of the phonograph department of Martin Bros. Piano Co.

Miss Fleata Trout, recently in charge of the record department of the Taylor Music Co., of Columbia, Mo., has been placed in charge of the Victrola department of the Cline Drug Co., at Herrin, Ill.

SPEAKS FOR ITSELF

Our DeLuxe Needle is always ready and glad to speak for itself. If you wish to enjoy entire satisfaction from your Talking Machine,

Always Insist on Getting

DE LUXE NEEDLES

Sample Needles Gladly Furnished

DUO-TONE COMPANY, INCORPORATED

Sole Manufacturers of De Luxe Needles

ANSONIA, CONN.



Full Tone

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



Medium Tone

Three for 30 cents (40 cents in Canada)

GENNARO PAPI TO DIRECT VOCALION OPERATIC RECORDS

Prominent Metropolitan Opera Conductor Assumes Important Post With Vocalion Record Studio of Aeolian Co. and Will Direct All Vocal Operatic Selections in Co-operation With T. P. Ratcliff—Aeolian Concert Orchestra Organized to Record Standard and Operatic Numbers

A most interesting and important addition to the Vocalion recording organization of the Aeolian Co. is Gennaro Papi, one of the leading conductors of the Metropolitan Opera Co. and a particular authority on Italian opera.

Mr. Papi, who joined the Vocalion organization on November 1, still retains his connection with the Metropolitan Co., his service to the Aeolian Co. being largely in an advisory capacity. Mr. Papi will have general direction of all vocal operatic selections recorded for the Vocalion and will co-operate with T. P. Ratcliff, director of standard and operatic recordings at



Gennaro Papi

the Vocalion Studios, in the choice and presentation of various numbers.

The securing of Mr. Papi's services is due to the efforts of Mr. Ratcliff and is an important step in the program for the material enlargement of the catalog of Vocalion operatic records to which much attention will be given in the future. With Mr. Papi will come the services of the Metropolitan Opera Orchestra for such recordings as he directs.

The ambitious plans for the building up of a very substantial standard and operatic catalog of Vocalion records has also resulted in the organization of the Aeolian Concert Orchestra, which will devote its efforts to the recording

of standard symphonies and concert numbers, the first record by the new organization being the "William Tell" overture. Other standard numbers will follow in quick succession until the list of standard Vocalion records takes in practically all the worth-while selections.

UNIT CONSTRUCTION CO. EXPANDS

Announces Addition of Unico Wall Rack, Unico Supplement Display and Unico Audition Room Bench to Its Extensive Line

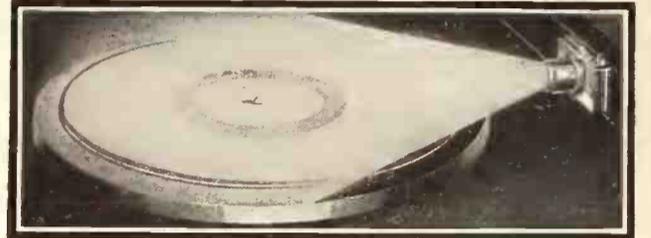
Several new items have been added to the product of the Unit Construction Co. Although the biggest business of this company is founded on audition rooms, record racks, etc., the line has been widened in scope considerably within the past few years until practically every furnishing for the audition room has been included. Announcement is now made of the Unico wall rack, Unico supplement display and the Unico audition room bench. The Unico wall racks are made in three sizes to accommodate four, eight and twelve records, respectively. The Unico supplement display is a decidedly useful, as well as ornamental, fixture for the audition room. The Unico bench is five feet long, sixteen inches wide and eighteen inches high and accommodates a cushion two inches thick. It is claimed that considerable saving of space is effected in the audition room by the use of this bench as with it three customers are comfortably seated in the space formerly used for two.

The Unit Construction Co. has announced special dealer prices on various cabinet stands for audition rooms, these prices being applicable to November orders only and graduated according to quantity. The stands listed are the Unico No. 50, the Unico 4-6 and the Unico 4-6S cabinet stands.

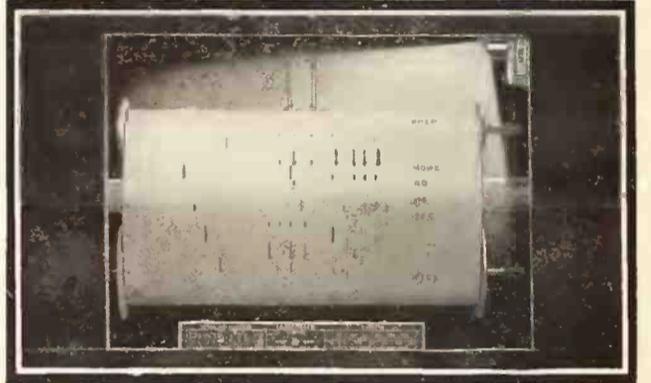
As was announced last month the Unit Construction Co. anticipated last-minute orders for equipment for holiday service and accordingly kept its plant busy even during quiet periods through the Summer months and stored stock. Orders for quick installation are given very prompt attention and many additional records for quick installation have been added to those listed last month.



Should be on Every



Phonograph and Player Piano



Beautifully finished in Nickel or Gold

It applies perfectly to every phonograph and player piano, no instrument is complete without it.

For phonographs this light makes cumbersome operations easy and simple in darkest corners where phonographs are usually placed. It prevents scratching of records and makes setting of automatic stop positive and simple.

For player pianos it is indispensable, gives an abundance of illumination for singing or inserting music rolls.

Easily and quickly attached, comes complete ready for use, no electricity or wiring necessary.

RECORD FLASHERS last indefinitely and are fully guaranteed. Batteries last from 6 to 12 months in service. Renewals can be had at 75 cents.

Prices { Nickel Plated with Battery - - \$3.00
Gold " " " " - - 3.75

Special Discounts to Dealers and Manufacturers
Write for descriptive circular

Standard Accessory Corporation

Sole Manufacturers and Patentees
1015 Third St. Milwaukee, Wis.

DEATH OF E. H. MOBLEY REGRETTED

ROSLYN, PA., November 3.—E. H. Mobley, Jr., of the Mobley Mfg. Co., of this city, is carrying on in an energetic manner the business which was founded and brought to its present success by his father, E. H. Mobley, Sr., whose recent death was a great loss to the industry. Mr. Mobley, Sr., was the inventor of the first metal diaphragm and manufacturer of the Mobley reproducer and other reproducers which he made to order. This and other talking machine parts was Mr. Mobley's line of endeavor since 1899, during which time he had patented many new and useful improvements on the reproducer and parts of the phonograph. Mr. Mobley, Jr., states that in the future the company intends to specialize on the reproducer and parts pertaining to the same. An attractive folder has recently been prepared for the trade.

KERR'S REMODELED STORE OPENED

FRANKLIN, MASS., November 11.—The formal opening of George L. Kerr's enlarged and remodeled store in this city took place yesterday and to-day. There were afternoon and evening concerts in charge of Miss Thelma Cohen, of the Steinert Co. There was a large attendance, which included Kenneth Reed, of Boston.

A VISITOR FROM ENGLAND

A recent visitor to New York was the Hon. Noel Pemberton-Billing, inventor of the gramophone record controller, which is now being marketed in England by the World Record, Ltd. Mr. Pemberton-Billing came to the United States primarily to take steps toward the exploitation of his invention in America.

Ring Up \$15.00 On Your Cash Register

WALLACE REDUCING RECORDS

Every time you hear the tinkle of the cash register bell on a Wallace sale you know it is \$15.00, not 75c or \$1.00. And you know, too, that the profit on the sale is \$6.00 or more. Sweet music, indeed.

Thousands of sets of Wallace Reducing Records are being sold by dealers because the demand is being created by an advertising campaign in national publications, costing more than \$100,000 a month. It brings the public to your store. Get started—send your order for one of the unit shipments which includes advertising material for store use.

Retail Price \$15.00

Discounts to Dealers as Follows

In Lots of 6 Sets—\$9.00 each In Lots of 12 Sets—\$8.55 each
In Lots of 25 Sets—\$8.10 each In Lots of 100 Sets—\$7.50 each

WALLACE INSTITUTE

630 South Wabash Avenue, CHICAGO
62 Albert Street, WINNIPEG, CANADA



Answering That Eternal Question: “How Can I Make More Money?”

IF you are interested in a large sales volume and a more rapid turn-over—you will take advantage of this opportunity.

We made an unusual deal and you can “cash in” on our foresight in taking over—**2,500,000** fine standard records. Every record is guaranteed to be in perfect condition.

Now, these standard 10-inch records retail at the regular list prices and they are the best known and most advertised throughout the country

—and we offer them as long as they last at from **15 cents**
—according to the quantity ordered. **to 21 cents** *each*

You know and we know that at this price they cannot last long. We therefore advise you to wire or mail your request for our catalogue and details as promptly as you can.

The selections are all superlative numbers in popular vocal, instrumental, operatic, sacred, standard and popular dance music. The artists are all first rate and actually the same talent producing the records that cost you a good deal more.

Naturally, in making shipments, it's a matter of “first come, first served,” and therefore, we suggest your immediate response if you are interested in getting some of these fine standard records.

Write or wire immediately for our catalogue and details.

PHONOGRAPH JOBBERS CORPORATION

Manufacturers and Distributors - - 105 West 20th Street, New York



Here is a pair of fox-trots that will prove as contagious as measles in a kindergarten. Ted Lewis and His Band give them a swing and dash that would make a mummy cut capers. "Homesick" for the come on, and "Tomorrow" for an encore till the candles burn out. A-3709.

Columbia Graphophone Co.
NEW YORK

DEVELOPING A BIG DEALER CO-OPERATIVE CAMPAIGN

J. J. Apatow Becomes Advertising and Sales Manager of the Emerson Phonograph Co.—Plans Perfected for Aggressive Campaign in Advertising and Dealer Service Fields

The Emerson Phonograph Co. has advised the trade that it is planning an aggressive campaign to build up its regular accounts and to stimulate new representatives in certain selected cities. Instead of developing a general magazine and newspaper advertising campaign each individual representative will receive personal co-operation to build up his local following, working in the direction of a large volume of repeat business for each city.

The sales promotion service will be "individualized" to meet the conditions of each locality. For instance, the newspaper advertising has been divided into three distinct divisions. First, to assist the retailer in selling his store and service as a local "institution." Through this means, states the company, the dealer cultivates a "stronger" good-will among his regular patrons and stimulates a spirit of friendship among prospective customers.

In this first series of newspaper advertisements the purpose will be to build up yearly accounts rather than individual purchases. Attention will be called to the personnel side of the store and the desire to render a maximum service. Since this first series of "talks" will be to build good-will or store friendships, little or no merchandise will be featured.

The second part of the campaign will give more attention to the individual requirements



J. J. Apatow

of the retailer. Such goods as he may prefer to advertise will be featured and, incidentally,

the trade-mark of the Emerson Phonograph Co. will be included as a part of each advertisement in the second series.

In the third part of the campaign stress will be placed on the features and sales advantages of the new Emerson record. There are some 5,000 vocal and instrumental numbers available and special numbers will be "played up" to fit the conditions of each individual store. In addition, there are a number of direct mail campaigns that have been prepared for the specific needs of the retailer.

Educational work to stimulate the interest and enthusiasm of retail sales people will be conducted along a new line. The Emerson plan will be to increase the productivity of the retail clerk in his own interest and in that of his firm. There will be some distinctive display cards and considerable other supplementary material of value in developing local business.

In order to conduct this new sales promotion department as efficiently as possible J. J. Apatow, former wholesale sales promotion manager of the Aeolian Co., has been appointed advertising and sales manager of the Emerson Phonograph Co. Mr. Apatow has had some fifteen years of experience as an advertising man and as an executive in sales promotion work. Hundreds of dealers have used his copy and other co-operative material to good advantage. Incidentally, he has served as a clearing house or central source for the solving of retailers' selling problems.

He was also connected with the Fred Gretsch Mfg. Co. and while with that organization developed a plan of working with dealers to build up their local sales volume. Previous to that Mr. Apatow was associated with the Chicago house of Sears, Roebuck & Co. as an advertising writer, and later as an editor of sales promotion copy. While with that organization he was in charge of research work and introduced a psychological process of testing advertising copy and plans. This tended to eliminate inefficient copy and served to strengthen the productivity of the copy of some fifty men employed in producing advertising and plans.

Some thirty well-known corporations are working in co-operation with the scientific men of the foremost universities to conduct research work in human reaction. Broad experiments are being developed to forecast the productivity of certain types of advertising, methods of cultivating retail business and processes of increasing the efficiency of retail salespeople. The organization is known as the Economic Psychology Association and Mr. Apatow has been its secretary since 1915.

OPEN COLUMBIA DEPARTMENT

The Apollo Drug Co., of Gary, Ind., has opened an exclusive Columbia Grafonola and record department. New sound-proof hearing rooms with comfortable furnishings are being installed by Mr. Hanley.

A Leader for YOUR Store

The E. A. COUTURIER Line of Brass Band Instruments

The prestige of carrying the best is a positive asset that no live merchant can ignore.

In the field of Brass Band Instruments the COUTURIER line bears (and lives up to) the strongest guarantee ever put behind a line of brass band instruments—a guarantee of 100% Perfect Intonation!

The exclusive COUTURIER Continuous Conical Bore—the biggest improvement of a century of fine instrument-building—that's the secret!

A Couturier agency becomes more valuable every day, as one musician after another discovers that the Couturier horn represents his dream of what a horn should be.

As a merchant you'll be interested in our proposition for dealers. A post-card request brings you full information

Valuable Territory Still Open in the Following States:

Maine	New York	North Carolina
Vermont	New Jersey	South Carolina
New Hampshire	Delaware	Georgia
Massachusetts	Pennsylvania	Alabama
Connecticut	Virginia	Mississippi
Rhode Island	West Virginia	Tennessee

Can't We Get Together?

The FRED. GRETSCH MFG. CO.

*Wholesale Distributors in the East and South
for E. A. COUTURIER Band Instruments*

60 BROADWAY BROOKLYN, N. Y.

Okeh Records

Artists of national and international fame are today entering the homes of the American public through Okeh records. Dealers who have not given close consideration to the wonderful quality of these records, both as to the fame of the artists and the perfection of reproduction, are not keeping in touch with their best interests.

We are prepared to ship orders the same day as received and aid our dealers with selling plans that are effective—in fact, we offer a proposition that is of advantage and interest to you.

The Artophone Corporation

1103 Olive Street, ST. LOUIS, MO.

307 Kansas City Life Building, Kansas City, Mo.

Wholesale distributors of Okeh Records for the South and Southwest

AMERICAN PHONOGRAPHS FOR JAPAN

This Country Supplied Ninety-five Per Cent of All Such Instruments in 1921

WASHINGTON, D. C., November 6.—That American musical instruments are popular in Japan is indicated by the fact that in 1920 we supplied 95 per cent of the phonographs and 70 per cent of the musical instruments imported into that country, according to figures just received at the Department of Commerce from Consul Dickover, Kobe. Detailed statistics for 1921 and 1922 are not yet available, but it is thought that while the percentage for 1921 probably was not as high as that of 1920, 1922 promises to be even larger.

The increasing demand for phonographs and musical instruments is due partly to a genuine interest in Occidental music, which has been developing in Japan for years, and partly to a more recent dance craze, which promises to do much toward increasing the popular liking for our music.

NEW EXTRA LOUD JAZZ NEEDLE

A new special extra loud jazz needle has been placed upon the market by the Wall Kane Needle Mfg. Co., Inc., of Brooklyn, N. Y., which N. Cohen, president of the company, states is something distinctly out of the ordinary. The new needle differs from the balance of the Wall Kane line, which permits ten playings with each needle, in that the new needle is to be used but once for each record. It is stated that it is made in this country of highest grade American steel. It is attractively packed in envelopes, cartons and display cards and other dealer helps have been arranged. The new needle will be distributed, as are the other needles in the Wall Kane line, through the jobbing trade. Territories are now being awarded to applicants.

JEWELRY-MUSIC SHOP OPENS

CHISHOLM, MINN., November 6.—The Jewelry-Music Shop was recently opened here at 100 West Lake street by C. Bazzani and Peter Grosso. The new store is the outgrowth of a former music and jewelry business conducted by these two prominent local business men. The quarters have been attractively remodeled to meet the demands of the enterprise.

Reinhardt's and the Haverty Furniture Co., Columbia dealers in Memphis, Tenn., decorated their windows to excellent advantage recently in connection with the appearance in their city of Miss Rosa Ponselle, famous operatic soprano and exclusive Columbia artist.

H. L. WILLSON SAILS FOR EUROPE

H. L. Willson, president and general manager of the Columbia Graphophone Co., sailed on the "Olympic" Saturday, November 4, for a business trip abroad. Mr. Willson's first stop will be London, where the Columbia Graphophone Co. maintains factories and offices, and after surveying the field he plans to return home as quickly as possible.

F. A. Schoenberg, talking machine dealer of Benton Harbor, Mich., is remodeling his store on State street, adding several demonstration booths to take care of increased business, and a large stock is carried.

PERRY B. WHITSITE

Records Make Ideal Gifts

Every Victor dealer should teach his community to accept this fact.

It will sell records the year around as well as in the holidays and it will sell Victrolas as well.

COLUMBUS ~ OHIO

VICTOR DISTRIBUTORS



MELODY CONSOLE

Height 36½, Width 36, Depth 20½. Heineman No. 77 Motor, Improved Blood Tone Arm and Reproducer. Genuine Mahogany. List Price \$125.00. Dealers' Price, \$60.00.

MELODY NATIONAL SALES CO.

190 N. State Street, Chicago, Ill.

Manufacturer

MELODY PORTABLE PHONOGRAPH

CHANGES IN THE DIRECTORATE OF THE VICTOR CO.

Eldridge R. F. Johnson and Levi L. Rue Elected to Membership of the Board of Directors Following the Resignations of Charles K. Haddon and Louis F. Geissler

CAMDEN, N. J., November 3.—At the general offices of the Victor Talking Machine Co. announcement was made today of the recent retirement of two veteran members of the Board, Charles K. Haddon, director and vice-president, and Louis F. Geissler, director and formerly general manager. It was also announced that the vacancies caused by the retirement of Messrs. Haddon and Geissler had been filled by the election to the Board of Eldridge R. F. Johnson, son of President Eldridge R. Johnson, and Levi L. Rue, president of the Philadelphia National Bank.

In discussing the above changes officers of the Victor Co. recalled that Mr. Haddon had spent practically his entire business life in the Victor organization. He served his apprenticeship in the same machine shop where Mr. Johnson was also an apprentice and later, in

1897, took employment as assistant foreman with Mr. Johnson, who by that time was well established in the business from which the Victor Co. has since developed. After a short time Mr. Haddon was placed in charge of the shop office and later in charge of record production. He was one of the incorporators of the Victor Talking Machine Co. in 1901 and since that time has been an active officer, advancing through the grades of purchasing agent and treasurer to the office of vice-president. Mr. Haddon's desire to retire is in part due to conditions of health, but more particularly in order that he may indulge in a long-standing wish to travel extensively. At the present time he is preparing to start with Mrs. Haddon on a trip around the world, which is expected to occupy six months or more.

It was also learned that Mr. Geissler's desire to retire had been known to his associates in the Board for more than four years, but that he had been persuaded to retain his directorship during the readjustment period following the war. Prior to coming with the Victor Co. in 1905 Mr. Geissler had been for many years associated with Sherman, Clay & Co. on the Pacific Coast. Before the incorporation of Sherman, Clay & Co. Mr. Geissler was a junior partner and later one of the very active officers of that company. As general manager of the Victor Co. from 1905 to the end of 1918 he had entire charge of the marketing of a tremendous volume of the Victor Co.'s output. Mr. Geissler's work in behalf of the Victor Co. and the trade at large, coupled with his genial personality, won for him the friendship and admiration of those associated with the music industry at large in various capacities. It was during his regime as general manager that there was witnessed the tremendous development of the Victor Co. which, incidentally, still persists, and it was during that period that the talking machine came into its own as the greatest educational factor in the musical world.

Eldridge R. F. Johnson is the only son of Eldridge R. Johnson. He completed his education at the University of Pennsylvania two years ago, since which time he has been with the Victor Co. under the tutelage of Vice-president Royal for the purpose of acquiring a good, practical foundation for his future activities.

Mr. Rue's selection is a natural sequence of his personal and business friendship with Eldridge R. Johnson, who, as is known, has for some years been a director of the Philadelphia National Bank, one of the largest banks in the country, of which Mr. Rue is president.

MOHAWK WORKS OF ART VERY BUSY

Forced to Add to Staff to Meet Growing Demand for Decorated Talking Machines

Decorated talking machines seem to be in particularly great demand. The Mohawk Works of Art has considerably increased its staff of decorating artists in order to take care of the large volume of business and inquiries which are coming its way.

M. E. Estrin, head of the organization, reports that most inquiries have turned into actual orders and that in practically every case where work was done it was followed by the shipping of a large number of additional machines to be decorated in the same manner. Dealers report that the decorating of talking machines not only makes pleased customers, providing them with standard make talking machines decorated in a manner that particularly harmonizes with the color scheme of the room, but also provides the dealer with additional profits on the decorating work. Arrangements are also being made with several manufacturers whereby the concern will decorate models for them.

BOOKED MANY SUBSTANTIAL ORDERS

JOHNSTOWN, PA., November 8.—Edward E. Hohmann, manager of sales of the Modernola Co., Inc., this city, recently returned from Cleveland, O., where he established a number of new representatives for the Modernola line. Mr. Hohmann reports that business has increased in a remarkable manner and that the company looks forward to excellent trade for the balance of the year.

OPENS NEW STORE IN BROOKLINE

BROOKLINE, MASS., November 2.—E. A. Robart & Son, Inc., a Victor dealer at 311 Washington street, this town, has opened a second store here, the new one being located at 327 Harvard street, in the Coolidge Corner section of Brookline. This also is an exclusively Victor store.

J. A. Kieselhorst, of Alton, Ill., has enlarged his store equipment and facilities to accommodate the Brunswick line, which he has recently taken on.

MUSIC ROLL CABINETS

AT A SPECIAL PRICE



An attractive cabinet, 27" wide, 56" high, holding about 225 rolls. Finished in mahogany or English Brown, at

\$25.00 Dealer's Price F. O. B. N. Y. C.
Many other styles ranging from \$13.00 upwards

Write for our 100-page encyclopedia containing illustrations and prices of all accessories

PORTABLES

Outing, Swanson, Plymouth, Orpheus

Our new line of

STANDARD Phonographs

Console and Upright Models

Attractive in Design
and Price

Now Ready

Send for Illustrated Price List

THE CABINET AND ACCESSORIES CO.

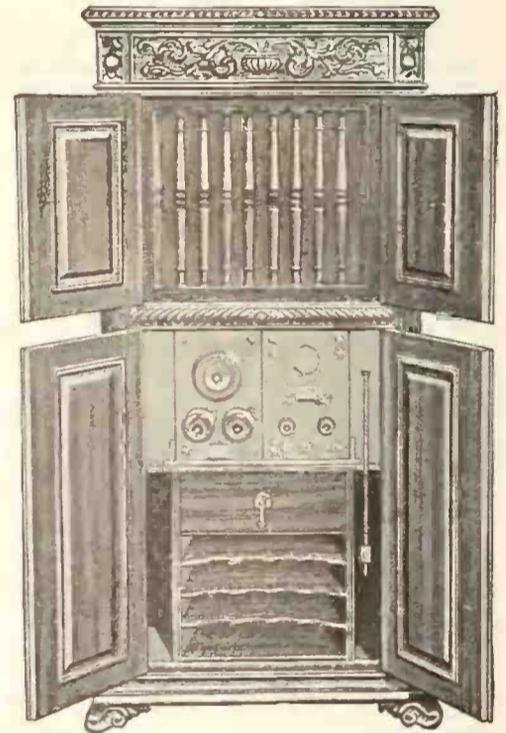
Incorporated

OTTO GOLDSMITH, Pres.

3 West 16th Street, New York
(near Fifth Avenue)

Telephone Watkins 2777-2778

Radio and phonograph combined in the LYRADION— your customers will prefer this line



Lyradion Italian Renaissance

Combination radio and phonograph. A beautiful hand-carved cabinet in polychrome finish for large homes and clubs. Wired for Westinghouse "set" or complete with Lyradion 5 stage non-regenerative set. All instruments and batteries completely housed.

Radio enthusiasts are expressing their preference for the Lyradion line of attractively housed radio sets in no uncertain terms. While the lady of the house has tolerated the old method of placing batteries and sets on the library table and floors as a matter of necessity in the past, she is now demanding the attractive Lyradion combination radio and phonograph completely housing instruments and batteries and offering dual and perpetual entertainment features. Besides these attractive cabinets harmonize with the furnishings of the modest as well as the most luxurious home surroundings.

The wonderful Seabrook amplifying horn used on all models is responsible for the remarkable reproducing qualities of Lyradion instruments. This horn employs entirely new principles of sound reproduction which are fully protected by basic U. S. patents.

Lyradion cabinets can be furnished wired complete for Westinghouse two-stage R. C. sets or with Lyradion five-stage non-regenerative receiving sets.

Territory is being rapidly allotted—dealers or jobbers should write or wire immediately for proposition.

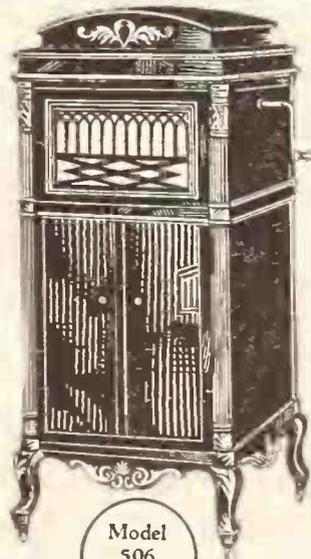
Lyradion Manufacturing Co.
Mishawaka, Indiana

KENTON W. MIX, Director



STEGER

*the finest reproducing
Phonograph in the World*



Model
506
\$200

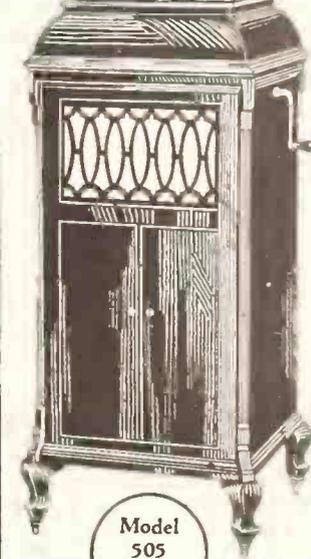
AS a mirror reflects a happy face—so the incomparable Steger Phonograph mirrors the charm of music, reproducing it with all the vivacity and beauty of the original singing or playing. All disc records are played correctly on the Steger, without change of parts, because of the unique counter-balanced Steger tone-arm. Purity of tone-reproduction is insured by the wonderful Steger tone-reproducer and tone-chamber of even-grained spruce.

The Steger Will Win Sales for You!

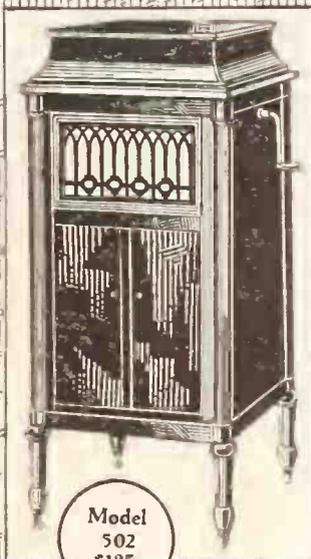
A demonstration of the Steger will merit the enthusiastic commendation of any true lover of music. Wide-spread interest in the Steger has been created by our extensive merchandising and publicity campaigns. Very desirable territory open. Write today for our attractive proposition.

Phonograph Division
STEGER & SONS
Piano Manufacturing Company
Established by John V. Steger, 1879

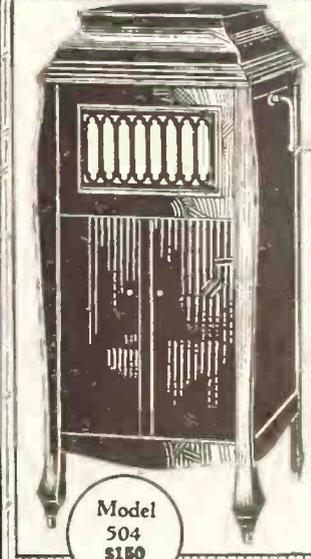
Steger Building, . . . CHICAGO, ILL.
Factories: Steger, Illinois, where the "Lincoln" and "Dixie" Highways meet.
"If it's a Steger—it's the most valuable Piano in the world."



Model
505
\$165



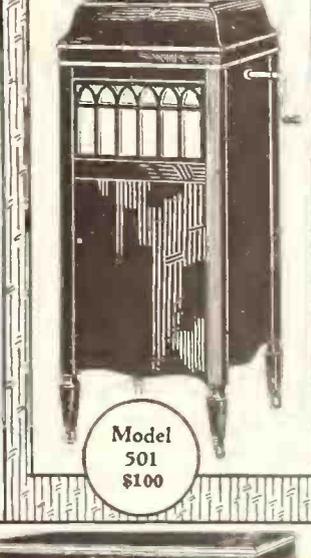
Model
502
\$125



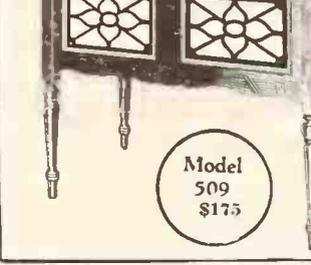
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504
\$150



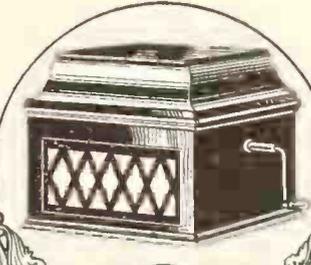
Model
503
\$135



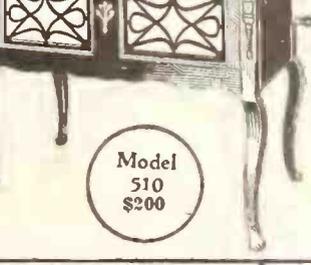
Model
501
\$100



Model
509
\$175



Model
500
\$50



Model
510
\$200

LOS ANGELES

E. P. Tucker Elected President of the Music Trades Association of Southern California at Annual Meeting—Month's News

LOS ANGELES, CAL., November 4.—The annual meeting of the Music Trades Association of Southern California held last month was the occasion for the election of officers for the forthcoming year. E. A. Geissler, past president, chairman of the nominating committee, reminded members that this was the fourth year of the present Association which had succeeded the old Los Angeles Talking Machine Men's Association, the work of which, together with a broadened scope, including all other branches of the industry, had been thus carried on. He stated that his committee after careful consideration nominated: E. P. Tucker for president, H. N. Briggs for first vice-president, E. E. Smith for second vice-presi-

dent, G. B. Epstein for treasurer, and A. G. Farquharson for re-election as secretary. There being no further nominations advanced, a unanimous vote declared them elected.

E. P. Tucker, who is Los Angeles manager of the Wiley B. Allen Co., acknowledged the honor paid him by his election and, after recounting some of the excellent services rendered by his predecessor, J. W. Boothe, and by the other past presidents, assured the members that he would faithfully carry out his duties and fulfil them to the best of his ability. He was of the opinion that many difficult problems would arise as in the past, but he felt sure that they would be successfully met.

J. W. Boothe, retiring president, who was

accorded a vote of thanks for services rendered, spoke of the future of the trade, especially of the talking machine business, declaring that it was still in its infancy in respect to volume. He told the members that the increasing interest in period model talking machines had been fostered to a very large extent by the interior decorators of furniture houses who recommended types of instruments which would harmonize with their other furniture.

Frank Anrys, president of the Wiley B. Allen Co., who was the special guest of the evening, addressed the members, congratulating them on their fine organization work, which he declared was the best in the entire country, and the banner which had been awarded them as winners by the National Association was well merited. He attributed their success to the splendid spirit of co-operation which existed in southern California and to their selection and retention of an experienced secretary, whose services are of great value.

Platt's New Victor Department

The enlarged and newly decorated store of the Platt Music Co. was formally opened last month and created much favorable comment from the public and on the part of members



Platt's Victor Department

of the trade. On the opening day the large store was literally filled with bouquets of flowers sent by friends of the retail and wholesale trade, conspicuous among them being a beautiful offering from the Victor Talking Machine Co. The Victrola department, which occupies the greater part of the main floor, is the "last word" in elegance and convenience; the sound-proof demonstration rooms, of which there are about thirty, are exceptionally well built from an acoustic standpoint, as well as being absolutely sound proof; a large oval record serving counter, with the record racks in the center, stretches fifty feet down the middle of the room. Department Manager Beck reports a wonderful increase in record sales daily since the installation of this new department.

Brunswick Goods Coming Fast

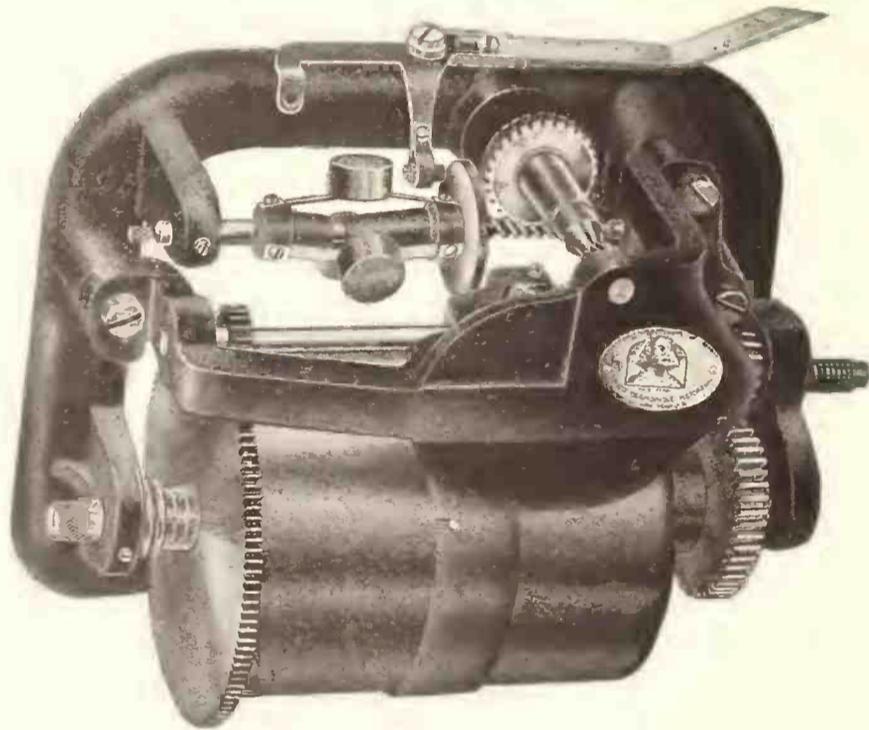
Howard Brown, branch manager of the local Brunswick phonograph division, has been obliged to increase his sales force considerably by adding several well-known phonograph men, the latest addition being William R. Piper. Goods are coming in on time, no less than nineteen carloads reaching here within ten days.

Charlie Chaplin Interested

Persons living in Hollywood become used to seeing famous motion picture stars strolling around the streets and the Forrest Victrola Studio in that town frequently sells Victor records and Victrolas to screen favorites of national and international reputation. Leah A. Ullom, manager, reports that recently she had placed a Victrola at the entrance to the store with a Phonoreel over the record which showed the adventures of Charlie Chaplin with a bulldog. As the machine worked along came Charlie himself, who stopped and looked at the little moving picture of himself with interest for a moment or two, then with a smile and wave of his hand he went on his way—possibly with thoughts of royalty from Phonoreels.

Long Music Co. House-warming

The Long Music Co., of Pasadena, has just completed important alterations and improvements. A large floor has been added and numerous sound-proof demonstration rooms installed. The new store presents an exceptionally attractive appearance and Mr. and Mrs.



*A motor designed to stand
the strain of hard usage*

CONSTRUCTED by Engineers with
the highest Engineering Skill.

Operated with uniformity, constant in
speed and built to run smoothly and
noiselessly under varying conditions.

Write for Prices



Sphinx Gramophone Motors Inc.

21 East 40th St.
NEW YORK CITY

WASTED SPACE TURNED INTO MUSIC SALON

Broad & Market Music Co.
 ARGYRIOU BROS. PROP.
 163 MARKET STREET
 Newark, N. J., Oct. 27th, 1922, 192

Zimmerman Bitter Construction Co.
 325 East 94th Street.
 New York City.

Dear Sirs:- I want to take this opportunity to tell you how well pleased I am with the work you just finished on our new department in the basement of our store.

I had no idea when you started the job that we could have such a wonderful looking place in so short a time and I wish to say that I am very much satisfied with the results and will soon have some more work for you as we are opening several more new stores throughout the state and as soon as we are ready, I will have you come and figure on the work.

If there is anything we can do for you in the way of recommendation we will be glad to do so, as the work you have done for us is surely worth all the praise we can give.

Very truly yours,
 Broad & Market Music Co.
Thomas P. Argyriou



OLD CONDITION



NEW CONDITION

HEARING ROOMS—RECORD RACKS
 SERVICE COUNTERS—DISPLAY CASES
 MUSICAL INSTRUMENT CASES, *Etc.*

ZIMMERMAN-BITTER CONSTRUCTION CO.

Office, Factory and Warerooms: 325-327 East 94th Street, New York City

Long received the congratulations of many friends and well-wishers on the opening day, which was made the occasion of a reception and dance attended by hundreds of people. The event was voted a huge success.

Death of Dan C. Voorhies Regretted

The news which appeared in the last issue of *The World* of the death of Dan C. Voorhies, of the Brunswick Co., was received with great sorrow and regret by all members of the music trade in southern California, where he was well known and greatly beloved. He was a frequent attendant at the meetings of the Music Trades Association of Southern California and was, therefore, known by others besides Brunswick dealers. A silent toast was drunk to his memory by members of the Association at the last meeting.

Victor Cut-out Record Exchange Appreciated

The Victor record exchange cut-out list, with its large assortment of numbers, was received

with great appreciation by Victor dealers in this section of the country and has been made the occasion of a special letter to the Victor Talking Machine Co. from the Music Trades Association of Southern California which reads as follows:

"The Victor Dealers' Committee of this Association wish to express to you, as a body, their appreciation of the consideration which you have shown to them through the latest cut-out record exchange. They consider that this is an excellent policy and a protection for dealers as well as for the Victor product in general and they also realize the financial investment which is incurred by you. Such splendid policies as these go a long way toward assisting the dealer in meeting some of the increased overhead expenses which he has to bear; we cannot permit this most generous act to pass without expressing to you our acknowledgment and thanks."

sixty-eight feet deep, devoted to his rapidly growing business.

As the accompanying illustration shows the front of the building is most attractive in every particular and Mr. Krause has taken advantage of the fact that there is considerable open space at the side to have painted on the wall a large and attractive Vocalion sign, he being an exclusive Vocalion dealer.

The store is located in one of the better residential sections of Chicago and caters to a very substantial neighborhood trade.

NEW STORE OPENED IN ANN ARBOR

Stofflet's, Brunswick dealer in Ann Arbor, Mich., on November 2 opened a beautiful new branch store in the Nickel Arcade, directly across the street from the campus of the University of Michigan. Unico booths and construction were used throughout in the new shop. To help put the formal opening across in a striking manner, the Oriole Terrace Orchestra was brought to Ann Arbor for the occasion, which excited considerable interest.

HANDSOME NEW STORE IN CHICAGO

W. P. Krause Holds Formal Opening of New Quarters at 4611 Lincoln Avenue, That City, Where He Handles the Vocalion Line

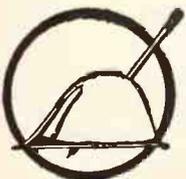
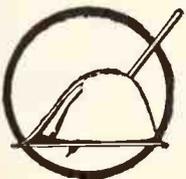
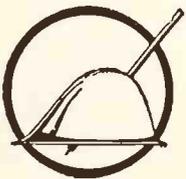
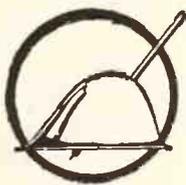
CHICAGO, ILL., November 6.—W. P. Krause, who has been in the music trade in this city since



Krause's Handsome New Establishment

1911 and has met with much success, recently held the formal opening of his attractive new

phonograph and musical instrument store at 4611 Lincoln avenue, where he has an entire two-story building, twenty-five feet wide and



Superior Tone Quality

Bell Hood Needle

does it

Most natural tone reproductions

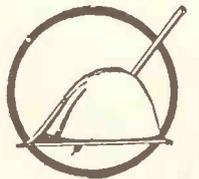
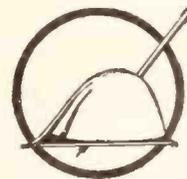
Try your favorite record with a Bell Hood Needle

Plays Many Times Without Changing

Now selling at 15 cents per package

BELL HOOD NEEDLE COMPANY

183 Church Street, New Haven, Conn., U. S. A.





Syn-co-pate your feet you dog-gone strut-tin' hound,

No-one can com-pete when you are strut-tin' 'round.

Struttin' at the Strutter's Ball

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

A Creole Fox Trot

HEAR IT NOW!

OTTO HEINEMAN WAS THE GUEST

At Halloween Party Held at Offices of the General Phonograph Corp on October 31—Attended by Members of Executive Offices

Otto Heineman, president of the General Phonograph Corp., was the guest of honor at a Halloween party held at the company's offices in New York on Halloween day, October 31. With his usual good fellowship, Mr. Heineman joined in the festivities with keen enjoyment and was one of the most important factors in the success of the event.

Every member of the General Phonograph Corp.'s organization at the executive offices was included in this party with the exception of W. C. Fuhri, general manager of the Okeh record division, who happened to be out of town when the party was given. A buffet luncheon was served on the twelfth floor, where the company maintains its Okeh offices, and after luncheon Okeh records furnished music for the

dancing devotees until 3 o'clock in the afternoon. All of the usual Halloween favors were on hand and prizes were distributed for the



Halloween Party Given Forces of General Phonograph Corp. different contests staged during the afternoon. A considerable measure of the success of this

Halloween party may be attributed to the efforts of J. A. Sieber, advertising manager of the company, who, with Miss Constable, secretary to W. C. Fuhri, and Mrs. Willets, of H. A. Budlong's staff, arranged all of the details incidental to the festivities and were indefatigable in their efforts to make the event a success. The twelfth floor was appropriately decorated with Halloween ribbons and streamers and every employe in the organization thoroughly enjoyed the interesting program from the beginning to the end.

GRETSCH LINE FOR THE HOLIDAYS

Famous Line of Musical Merchandise Selling Well Throughout Country—Walter Gretsch Returns From Trip to European Markets

The Fred. Gretsch Mfg. Co., Brooklyn, N. Y., manufacturer of musical instruments, states that business is continuing very good. All records of last year are being surpassed and it would seem as though musical instruments would constitute a very substantial part of the coming Christmas business. Although the entire line is selling well there seems to be a particular demand for tenor banjo-mandolins, saxophones and drums. The increased business that is being received consists not only of larger orders from regular dealers, but every day sees new dealers taking on the Gretsch line, many of whom did not carry musical merchandise at all in the past.

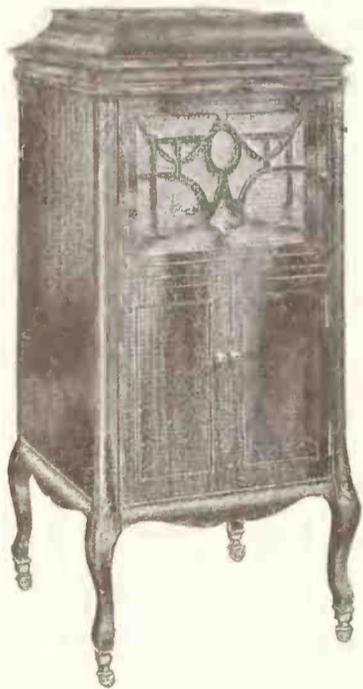
E. E. Strong, sales manager of the company, is optimistic over the continuance of the good business which has been experienced in the past and believes that final records will mark 1922 as one of the biggest, if not the biggest, year in the history of the Gretsch organization.

Walter Gretsch, who has been in Europe visiting the various markets for several months, has returned to Gretsch headquarters.

L. H. JONES CO. IN NEW QUARTERS

SIoux CITY, IA., November 6.—The L. H. Jones Piano Co., one of the oldest music houses in this section of the State, has opened attractive quarters at 317 Fourth avenue. Among the instruments handled by this concern are Vose & Sons and Story & Clark pianos and a line of talking machines.

The Yuba Drug Co., of Yuba, Wis., will carry Columbia Grafonolas and records, having received the agency for these products a short time ago. A complete stock of records and Grafonolas will be kept on hand at all times.



When You Know This Price— You'll Act!

WE can't give you the price on this beautiful Emerson Model 20 here, but we can assure you that it will surprise you. A card or letter will bring you the price. You'll want it right away when you know it. The Emerson Model 20 is finished in antique brown mahogany. Emerson spruce Music Master horn; swinging hinged grill; Emerson thrush throat universal tone arm; "True Tone" reproducer; extra heavy double-spring precision-made motor; exposed parts gold-plated; 75-record patented filing system; perfect tone control—this is a beautiful machine, worth very, very much more than the almost ridiculously low price we are asking for it. Write today and find out what a wonderful bargain this is.

The UDELLWORKS

Twenty-eighth Street and Barnes Avenue, Indianapolis

"DECA-DISC"

AUTOMATIC PHONOGRAPH

"PLAYS TEN RECORDS CONTINUOUSLY"

"DECA-DISC" enables you to place ten records at one time in the machine, press a button, sit down and enjoy a musical program of your own selection without any interruption.

"DECA-DISC" will also play a series of ten records, or any less number, continuously, which makes it a very desirable machine, when continuous music is desired. Ideal for Dancing, Entertaining and Dinner Parties.



MODEL A

"DECA-DISC" IS MORE
SIMPLE TO OPERATE
THAN THE ORDINARY
TYPE OF PHONOGRAPH

The "Deca-Disc" Phonograph is the first practical machine of this kind ever made for home use.

The simplicity of its mechanical construction, together with the rich quality of tone, has made a tremendous appeal to the public.

NOTE—We also build a Nickel-in-the-Slot Machine. Send for Circular of Model E.

MANUFACTURED BY

DECA-DISC PHONOGRAPH CO.

WAYNESBORO, PENNA.

C I N C I N N A T I

Start of Business Boom This Month Indicates Record-breaking Winter Trade—Retailers and Distributors in Optimistic Mood

CINCINNATI, O., November 3.—October marked the beginning—and a very fine beginning—of what virtually every dealer in talking machines and records regards as a record-breaking Winter trade. The splendid increase over September business was heartening indeed. Some dealers say that this is the best October that they have had in years, and that, in spite of the fine outdoor weather that marked the entire month.

There is no particular type of machine that

is unusually popular. All are being sold in quantities, although the console type continues to rule a slight favorite in buying from wholesalers. All of the retailers are laying in a greater variety and supply of stock than has been the case for a very long while, and all wholesalers are accepting shipments on every machine they can get from the factories.

Leading Distributors Tell of Activity

A. H. Bates, of the Ohio Talking Machine Co., dealer in Victrolas, is among the most

enthusiastic of the wholesalers. "Our October business," said Mr. Bates, "and the trade done by retailers handling our accounts, was one of the best in years. We have an enormous stock of Victrolas and records, and have not the slightest doubt but that we shall dispose of all of them. The fact that retailers are acquiring large stocks, and not allowing the jobbers to take the risk, is a very good sign. It is evident that business is going up, and that the next two months will produce something really big in the talking-machine trade."

The same sentiment is expressed by Mr. Oelman, of the New Edison Co., who said: "Throughout the Cincinnati district Edison business is in splendid shape. October was an excellent month, and so far as I can see November and December should really be exceptional. Retailers are asking for large stocks of goods, and we are hardly able to supply enough of new Edison models, which are very popular."

From the Cincinnati branch office of the Columbia Co. comes the report that wholesale business in Columbia goods is on the boom. After a dull, or at best only fair, September, October leaped into prominence as one of the best months in recent years. The very great number of Columbia retailers throughout the district who are asking for substantial shipments, and the prospects for November and December are good enough to celebrate about.

S. Reis, of the Brunswick Co., also reports an excellent wholesale trade during October. The month, according to Mr. Reis, was far above expectations, and augurs so much, after the dullness of preceding months, that the company believes the rest of the Winter is likely to set a record for wholesale and retail sales. The Brunswick record business during October was very good.

Retailers Encouraged Over Outlook

Among the retailers trade is equally encouraging. The definite settlement of the various industrial troubles and the shipment into Cincinnati of sufficient coal to insure the continued operation of virtually all industries are looked upon by dealers as causes for the October increase. Moreover, the great activity in building trades and other indications of returning prosperity incline tradesmen in every line of business to the belief that the Winter of 1922 and 1923 is not by any means to be the "Winter of their discontent."

Howard L. Chubb, one of the most progressive dealers in the city, whose Sixth street store attracts considerable attention, is among the most optimistic. His window displays for the most part are the feature of the talking machine trade here, and his foresight in discovering value in risks which some dealers hesitate to take is being adequately proved. Mr. Chubb said: "Our October business was fine, and I believe that our November and December business will be much better still. People have money, it seems, and if our recent trade is any criterion they are quite willing to spend it on talking machines, records, radio apparatus and the like. We look for an excellent Winter." The Chubb-Steinberg Music Shop is one of the most successful dealers in radio apparatus in the city.

At the Baldwin Victrola Shop business is booming. Machines and records have sold in encouraging quantities all through October, and November looms ahead as a month of remarkable trade. Since Mr. Craig took charge of the Baldwin Victrola Shop business there has been, on the average, really good, even during the dull months.

Morris Fantel, of Widener's Grafonola Shop, also reported a fine trade during October. "All of our lines of talking machines and records, Granby, Columbia and Victor," Mr. Fantel said, "have sold remarkably well. We are doing a fine business in Victrolas, in spite of the fact that the account is comparatively new with us. Record business has been fine. November and December, I am sure, are going to be in the nature of record-breakers."

HALLET & DAVIS PIANO CO.

ADOPTS THE SILENT MOTOR

HALLET & DAVIS PIANO CO.

PIANOS AND THE VIRTUOLO PLAYER-PIANO

ESTABLISHED 1839 FACTORIES: BOSTON
BOSTON OFFICE 146 BOYLSTON ST.

Silent Motor Corporation,
321 Dean St.,
Brooklyn, N.Y.

Att'n of Mr. O'Malley.

Dear Mr. O'Malley:

Now that you have completed shipment to us of the first 3,000 motors for our Hallet & Davis phonographs, we wish to thank you for the very fine cooperation and service that you have given us from the beginning.

Better still, however, we wish to tell you that we already have about 1,000 of our phonographs, either in customers' homes or dealers' stores, and have yet to receive a complaint on the motor.

The writer has had a good deal of experience with phonographs and phonograph motors in the past ten years and is frank to admit that he never dreamed of finding a phonograph motor which is so absolutely fool-proof as your Silent motor.

With very kindest regards, I am

Yours very truly,

HALLET & DAVIS PIANO CO.



Secretary.

Motors manufactured in three models which are guaranteed to play in excess of two, three and five records. Samples and prices on request.

THE SILENT MOTOR CORPORATION

CHARLES A. O'MALLEY, President

321-323-325 Dean Street

BROOKLYN, N. Y.

SUGGESTS PLANS FOR LARGER RECORD SALES

Abram Davega Delivers Instructive Talk at Monthly Record Recital and Sales Meeting of the Knickerbocker Talking Machine Co.

The outstanding feature of the monthly record recital and sales meeting held under the auspices of the Knickerbocker Talking Machine Co., Victor distributor, New York City, at the Knickerbocker auditorium on Thursday, November 2, was an interesting and spirited address by Abram Davega, president of the company, on the subject, "The Modern Way of Playing the Victrola." Mr. Davega stressed the importance of the expansion of the retail dealer's business through the selling of more records and of keeping up the interest of every Victrola owner in the use of his talking machine. Considering the already large number of turntables in existence and the continuous growth and output each year he pointed out that the sale of records should show a tremendous increase. Mr. Davega stated in part: "It is our opinion that the opportunity for developing the record end of the business has only just commenced. Judging by the sale of records, a large percentage of talking machine owners play them to a limited degree. These same owners have available, however, through the Victor record catalog, practically every form of entertainment that there is to be had. Showing your customers how to get the most out of the Victrola means greatly increased record business for you. We suggest a selling system that will educate new purchasers of Victrolas, as well as former purchasers, in the proper way to arrange the playing and selection of their Victor records and the classifying of the records that they own so as to see what form of entertainment they lack. We would suggest that the talking machine dealer and his employes arrange a campaign in the following manner. Place a streamer on the window saying: 'Step inside and we will gladly show you the modern way to play your Victrola' and then when the prospect enters your store show him or her how records from the Victor catalog can be arranged as, for instance, 'An Evening at Vaudeville,' 'An Evening at the Concert,' 'An Evening at Grand Opera,' etc., etc. It would be well to have suggested weekly programs for distribution to your customers, with a full explanation on the modern way to play records, always in program order. These programs must be arranged in such a way that they constitute only the very best form of entertainment. There should be no two records of a similar nature on one program."

Mr. Davega at this point referred to a streamer which appeared on the Knickerbocker stage illustrating the point he brought out, and also called attention to the printed folders which had been distributed throughout the auditorium and which contained a suggested vaudeville program of ten numbers carefully selected from the catalog. Mr. Davega stated that for the convenience of the dealers he had a large quantity of these printed up, provision being made on the back cover for the dealer's imprint.

These he offered to the dealers on a less than cost basis and stated that it was the intention of the Knickerbocker Talking Machine Co. to put out several more interesting programs of this character in the near future. After the idea was thoroughly started, however, it was his opinion that individual dealers could better arrange their own programs from the stock of records on their shelves.

In referring to this program, Mr. Davega continued: "There are very many other titles which can be chosen and the records arranged in the proper playing order for their customers. It would be very desirable to have them play their records in exactly the same order as arranged on the program and keep them in albums, each album being an evening's entertainment. If the dealers will get out programs each week numbering these programs so that they can be used over and over again for the different customers they will find that in a year's time they will have featured 500 records. They will also find that the customers will get more entertainment out of their Victrolas and they will buy more

records and it will be the rule rather than the exception for customers to purchase ten records, or a complete program."

In concluding his address, Mr. Davega stated that the business of the Knickerbocker Talking Machine Co. had shown a continuous growth. He also stated that the policy of the company to help dealers sell more merchandise was bearing fruit and that this same policy would guide the destinies of the company for years to come.

After Mr. Davega's address the dealers were guests of the Knickerbocker Talking Machine Co. at a luncheon served at the Hotel Theresa.

ASKS THAT SUPPLEMENTS BE READ

Realizing the necessity of salesmen and saleswomen to be familiar with the record releases each month as soon after the supplements are received by dealers as possible so that they can intelligently make sales, the Victor Talking Machine Co. has sent out letters to dealers urging that every member of the sales staff be compelled to study the supplements.

"One handle handles it"

Outing

Creator of Christmas Cheer



MOVABLE MUSIC

ALL YEAR 'ROUND RUN OF SALES

Size: 8 in. x 14 in. x 15 in.

Patent Pending

MORE CONVENIENT than TABLE Machines.
TONE Quality EQUAL to LARGE Machines.
Finish Same as Any Large Phonograph.

A Wonderful GIFT

Outing

TALKING MACHINE CO., Inc.

Oak and

A. J. COTE, President

MT. KISCO, N. Y.

Mahogany Finishes

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

JOBBERS:

GENERAL PHONOGRAPH CORP.
New York Distributing Division
15 West 18th Street
New York, N. Y.

GEO. C. ULRICH & CO.
56 Estey Bldg.,
Philadelphia, Pa.

VOCALION CO. OF OHIO
Cleveland, O.

M. & M. DISTRIBUTING CORP.,
5 So. Wabash Ave.,
Chicago, Ill.

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

ART EMBROIDERY CO.
Louisville, Ky.

BURNHAM, STOEPEL & CO.
101 East Larned St.,
Detroit, Mich.

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

BRISTOL & BARBER
3 East 14th St.,
New York, N. Y.

IROQUOIS SALES CO.
210 Franklin St.,
Buffalo, N. Y.

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

RICHMOND SPORT & SPECIALTY SHOP
(Newton Corp.)
616 E. Broad St.,
Richmond, Va.

A. C. ERISMAN CO.,
174 Tremont St.,
Boston, Mass.

UTICA'S GIFT & JEWELRY SHOP
Utica, N. Y.

STEWART T. M. CO.,
Indianapolis, Ind.

DAVENPORT PHONO. & ACCESS. CO.,
217 Brady St.,
Davenport, Ia.

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

Representatives Wanted R. D. CORTINA CO.

originators of the phonograph method of language instruction desire representation in all principal cities.

Our National Advertising is producing inquiries from every part of the country. We refer these inquirers to our nearest representative.

This offers an exceptional opportunity to leading phonograph shops.

We solicit your correspondence

R. D. CORTINA COMPANY
105 West 40th Street New York City

HAPPENINGS IN THE DOMINION OF CANADA

ONTARIO TRADE OPPOSES COMMERCIAL AGREEMENTS ACT

Delegation of Manufacturers Registers Protest Against Proposed Legislation—Electric Phonograph Motor Co. Enters Radio Field—Changes and Expansions in the Trade—The News

TORONTO, ONT., November 8.—In connection with the bill before the Ontario Legislature introduced by Hon. W. E. Raney, Attorney-General, known as "The Commercial Agreements Act, 1922," a committee of the House, comprising twelve members from the Government and from the opposition, held, during the third week of this month, a three-day session in consultation with delegations from the various industries. From the talking machine trade there were present Messrs. E. M. Berliner, Berliner Gramophone Co., Ltd., Montreal; N. H. Conley, Mason & Risch, Ltd., Toronto; R. H. Murray, His Master's Voice, Ltd., Toronto; E. C. Scythes, Scythes Vocalion Co., Ltd., Toronto; O. Wagner, R. S. Williams & Sons Co., Ltd., and president of the Canadian Phonograph Manufacturers' Association, and James G. Merrick, secretary Canadian Phonograph Manufacturers' Association.

The key to the proposed legislation is in this clause: "Every agreement entered into between the vender and purchaser of any article, or by either or both with any third person, the object or effect of which is to establish, set or maintain any stated, fixed or common re-sale price of such article, or re-sale price which may later become stated, fixed or common, is hereby declared to be unlawful and shall be null and void."

Before the committee Mr. Merrick pointed out that in his twenty-odd years' close association with manufacturers and groups of manufacturers he had not known of a case where any group had combined or had discussed combining to fix a common re-sale price. In commenting on the question to your correspondent Mr. Merrick observed that any legislation of the nature of that proposed should be the decision of the Dominion Government and not of any provincial government. The bill before the committee would seek to impose upon manufacturers in one section of the country conditions that the same class of business men in the other provinces would be free from, which would lead to chaotic conditions. Mr. Merrick also noted that the opinions expressed by all the delegations were in opposition to the bill, none favoring it. Edgar M. Berliner, on behalf of the talking machine and record industry, in addressing the committee, presented effective argument against the proposed legislation. He pointed out that the experience of many years had demonstrated that on a policy of fixed retail prices the consumer received a better article for less money; that higher quality and more efficient service are possible than could prevail under conditions of haphazard prices. Competition, he pointed out, took care of prices and in this law of economics the public had better protection than anything else could give. Efficient manufacturers preferred the larger production that only lower prices made possible, hence reductions were always made when conditions permitted. Asked by the chairman of the committee if he had ever voluntarily reduced prices Mr. Berliner was able to refer to the decrease made in the price of His Master's Voice records from 85 cents to 75 cents earlier in the month as an evidence of the practice of the principle advocated in fixed prices. In reply to the chairman's query as to whether the decreases were dictated by altruistic motives, Mr. Berliner promptly but good-naturedly refused credit for altruism. The reduction, he assured the committee, was solely a business proposition, made

possible by increased manufacturing efficiency and by the certain likelihood of sufficiently large increases in the number of records being purchased by the public because of the lower price. Mr. Berliner pointed out that the retailers of his firm's products preferred the fixed prices because of the clean, straightforward and safe business methods promoted. This policy also made possible the continuing in business of the small dealer, a most desirable feature in the interests of the consumer. Altogether, Mr. Berliner made a telling and well-delivered contribution to the case presented by the opposing forces.

Sensing the demand for a reliable and complete radio outfit at a popular price the Simplex Electric Phonograph Motor Co., Ltd., this city, makers of the well-known Simplex electric motor, are about to enter the radio field with complete radio sets for both local use and long-distance range. The popular price of these sets will, it is believed, place them within the reach of everyone and should be the means of interesting talking machine dealers throughout the Dominion of Canada in these radio sets.

The Gold Medal Radio-Phonograph Corp., Ltd., is adding to its lines electric talking machines and combination radio-receiving and phonograph sets. They also have control of a new silent, enclosed and self-lubricating motor which, they consider, is partly responsible for largely increased sales of Gold Medal phonographs.

Paderewski's reappearance in recital has been definitely fixed for November 17 in Massey Hall, this city.

An interesting and tried-out proposition for Brunswick retail salesmen has been introduced by the Musical Merchandise Sales Co. This is a savings bank in the form of a miniature Brunswick phonograph. The idea is to use it as the reason for a return call when a previous call has not resulted in a sale. It is presented to the prospect with the suggestion that it affords the means of making the purchase possible at a later date with no outlay other than the saving of small change.

The Columbia Graphophone Co., this city, announces a reduction in the price of its ten-inch double-faced records from 85 to 75 cents.

Among recent visitors to Toronto was W. F. Hitchcock, of the Phonomotor Co., Rochester, N. Y., accompanied by his wife. While in the city Mr. and Mrs. Hitchcock gave a dinner party to some of their Toronto friends, among whom were A. B. Beverley, of the National Cabinet Co., and wife, James Pollock and Robert Dearth, of the G. L. Laing Co.

The "Impresad," for which the Musical Merchandise Sales Co., 79 Wellington street, west, is sole Canadian distributor, is making a hit

with the trade and orders are coming in freely for this outfit.

During the Summer months plans for an intensive campaign were completed by O. C. Dorian, who is trading under the name Manufacturers' Sales Co., with office and showroom on the second floor of the Tycos Building, 110 Church street. Mr. Dorian, who is wholesaling the "Strand" console line of phonographs, is widely known in the Canadian industry. Associated with Mr. Dorian in special sales work is E. H. Van Gelder, well known from coast to coast through his previous Sonora connection.

Alton F. Parkes, who has been connected with Gourlay, Winter & Leeming, Ltd., for the past fifteen years, has opened the Yvonne Music Shoppe at 2058 Danforth avenue, where he is handling His Master's Voice and Gourlay lines.

W. H. Banfield & Sons have arranged to manufacture completely in Canada various articles of the Oro-Tone range of phonograph equipment. Among these will be the O. G. Tone-Arm, which will be known as the No. 100; the No. 0 concert reproducer and the L. S. reproducer. "These are lines," says E. M. Jones, general sales manager, "that have taken well with the trade in Canada and we can reduce the cost of production and thus give the trade high-grade equipment at fair prices."

The Ventrilophone is a new talking machine made in Canada by the Britannia Cabinet & Phonograph Co., of this city. Its inventor is C. H. Larsson, who utilizes the space usually given over to record storage as a sound chamber.

In co-operation with the Commercial Investment Trust, of New York, and the Brunswick Co., the Musical Merchandise Sales Co., the exclusive Brunswick distributor in Canada, has worked out a plan to provide dealers with a means of doing more business with a given capital. This is a method of discounting their paper at reasonable rates. The plan was satisfactorily tried out in the United States by the Brunswick Co. to its satisfaction.

Samples of Starr phonographs and records were shown at the recent Ottawa fair, the two new Console models, XVIII and XIX occupying a place of prominence on the stand. A large Starr phonograph in ivory and gold proved a strong magnet for capturing public attention.

MONTREAL BUSINESS IMPROVES

Steady Betterment Creates Optimism Regarding Business During Winter Months

MONTREAL, QUE., November 7.—The outlook for business in this city shows a steady betterment, and dealers feel that the demand will be of satisfactory volume during the Winter season.

It is stated that the Quebec Legislature has approved of a tax not exceeding \$200 to be levied on any person carrying on any business

(Continued on page 158)

Talking Machine Springs and Repair Parts

NONE BETTER IN QUALITY NONE LOWER IN PRICE

THE RENÉ MANUFACTURING CO.
MONTVALE, NEW JERSEY

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.

NEWS FROM DOMINION OF CANADA
(Continued from page 156)

in a private house by means of advertisements or otherwise. This should prevent gyp dealers from doing business in illegitimate ways and prove a boon to dealers who pay taxes, etc.

The Foyer Musical, Levis, Que., is going strong after the sale of Columbia classical and operatic records, and has in view a number of ways of educating the public to their value. This firm has been appointed sole Canadian representative for the distribution of Glo-Rite Polish.

The Berliner Gramophone Co., Ltd., Montreal, has announced the reduction of "His Master's Voice" 10-inch, double-sided records, from 85 cents to 75 cents.

Mischa Elman, "His Master's Voice" exclusive artist, and always a favorite in Montreal, added to his local successes by a brilliant recital recently at the St. Denis Theatre.

Layton Bros., Ltd., has been pushing the York console Brunswick model with success.

A Victor console model No. 240 is a big seller with Brown's Talking Machine Shop. Prospects are exceptionally bright with this firm.

Richard Bonelli and Dorothy Jardon, of the San Carlos Opera Co., exclusive Brunswick artists, played a week's engagement in this city during which Brunswick dealers took advantage of the opportunity to push the sales of these artists' listings.

"Ye Olde Independente Firm of Compo," as it is known in Lachine, Que., reports good business in Apex and other records, and H. S. Berliner, of that firm, expressed himself as highly pleased with the results of the season now opening up.

VICTOR ARTISTS DRAW ENTHUSIASTS

WOONSOCKET, MASS., November 6.—Paul Whiteman and his orchestra were featured in a concert at the leading theatre in this city through the efforts of La Roe's Music House, one of the most prominent Victor dealers in this sec-



No. 35861—Holly Wreath, natural prepared, each \$1.25; lasting for 25 years; cost is \$.05 per year. XMAS CATALOG No. 35 with illustrations in colors of Artificial Flowers, Plants, Vines, Baskets, Trees, Holly and Poinsettias mailed FREE FOR THE ASKING.

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

tion of the State. The theatre was crowded to capacity, many Victor enthusiasts being included in the audience. A group of Victor boosters came down from Boston, among them Kenneth Reed, manager of the wholesale Victor department of M. Steinert & Sons Co. Other concerts in which Victor artists will appear are being planned by this progressive dealer, one of which will feature the Eight Famous Victor Artists. On December 4 a concert will be staged at Milford under the joint management of La Roe's and Reynold's music stores, the latter a Victor dealer of Milford. A concert to be held at Fall River is also being planned.

TALKING DOLLS INTEREST TRADE

At the recent merchandise fair held in New York one of the most attractive exhibits was the line of "Madame Hendren" dolls, which feature as part of their mechanical equipment talking machine records reciting nursery rhymes and singing songs. Talking machine dealers who visited the fair evinced keen interest in these dolls, not only from a sales viewpoint,



The Latest Talking Doll but with the idea in mind of using them in window displays to attract the attention of passers-by. The doll shown in the accompanying illustration is known as the "Dolly-Rekord" model and is equipped with a small motor, which, when operated, plays various records with songs making a particular appeal to small children. Madame Hendren dolls, which are manufactured by the Averill Mfg. Co., New York, are being advertised extensively through various forms of publicity.

REPORTS LARGE FOREIGN DEMAND

The Mutual Phono Parts Co., manufacturer of Mutual tone arms and sound boxes, is enjoying heavy demand for its product. Every month during this Fall sales have run ahead of the business of the same period of last year. A. Frangipane, secretary of the company, reports that the foreign business of the company is also showing marked improvement. In one week as many as five inquiries were received from foreign countries.



EMERSON'S FOUR BEST MODELS



Model 17
Former Price, \$200
New List Price, \$100

**With Revised List
And New Prices**

STOCK LIMITED TO PRIOR SALE

Nothing can be said that has not already been said, concerning the quality of this remarkable phonograph.

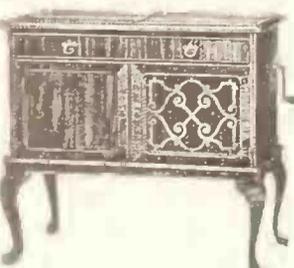
The Cabinet-Work is of Grand Rapids construction and workmanship. The finish and tone are wonderful.

The equipments are all gold-plated, with the round amplifying horn, and carry the record-filing album device.

*Write us for Special Dealers'
Discount and act quickly!*

Model 20
Former Price, \$250
New List Price, \$135

Player-Tone Talking Machine Co.



**Offices and
Salesrooms**

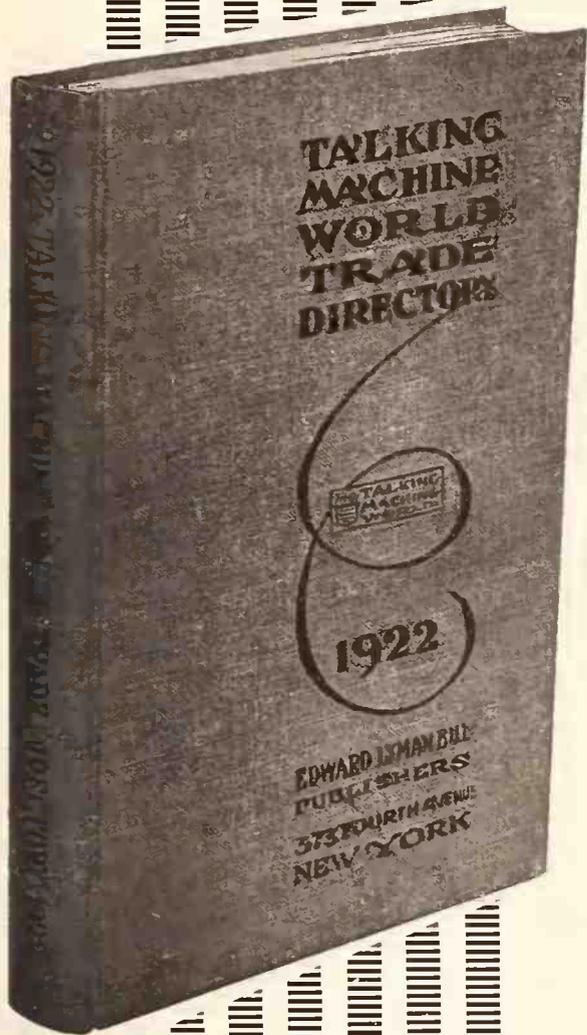
967 Liberty Ave.

**PITTSBURGH
PENNA.**



Model 40
Former Price, \$350
New List Price, \$150

Model 30
Former Price, \$285
New List Price, \$135



Just 50 Cents

HOW MUCH DO YOU EARN PER DAY?

How much does that make your time worth per minute?

If you were only earning \$20 a week the *Talking Machine World Trade Directory* would save you more than a week's income a year because this directory is essentially a time-saver.

It gives you the what, where, when and who of every phase of the industry. If you count the time you spend looking up any piece of data for yourself and then multiply by the number of times you hunt for data each month, you will get a fair idea of what this handbook can do for you.

Real economy, real efficiency and good sense, all tell you to invest in this great time-saver—this authoritative directory of the firms, products, etc., of your industry—this reference volume that has cost us many thousands of dollars to collect, prepare and assemble for your convenience and advantage.

**SAVE YOURSELF
TIME *and* MONEY
USE THIS
COUPON NOW**

Send Stamps or Check

EDWARD LYMAN BILL, Inc.,
373 Fourth Ave., New York City.

Gentlemen:

Please send me postage prepaid a copy of the latest edition of The Talking Machine World Trade Directory, in payment for which I enclose 50 cents.

Name

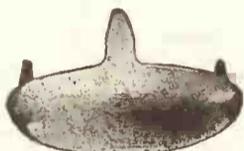
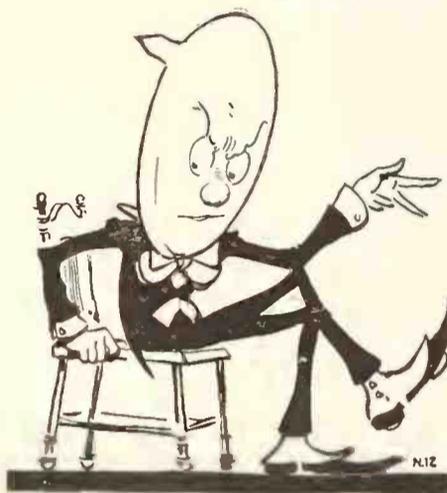
Firm

Street

City and State.....

Made of High Grade
Hardened Steel
Specially Treated
to Give
Frictionless Surface

Reg. U. S. Pat. Off.
No. 995748 which will
be strictly enforced



Extra Heavy
Size—1 1/8 in



3/8 in.



3/8 in.



3/8 in.



1/2 in.



1/2 in.

Furniture Footwear Protection

The protection of furniture bases, floors and rugs in the home, showroom, factory or office is important. No one likes chipped furniture, scratched floors or torn rugs. The use of

DOMES of SILENCE

GIVES PROPER PROTECTION

a great quality, but these slides have other equally important qualities, which ordinary devices do not possess:

- Economy
- Simplicity
- Silence
- Invisibility
- Adaptability—Suitable for covered and uncovered floors alike.
- Service— Long wear.

Protection to furniture, floors and rugs.
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

F-73

What we say above about Furniture applies also
to Phonographs

ANNOUNCES GLOBE RECORD PLANS

M. E. Schechter, President of Globe Distributing Corp., Gives Details of Distribution Plans—Library Now Ready—Dealers Appointed

The recent announcement made by the Globe Distributing Corp., 30 Church street, New York, as to its plans for merchandising Globe records, has attracted the keen interest of the trade and the first announcement in The Talking Machine World last month has produced inquiries from dealers throughout the country and even abroad. The company's plans are progressing rapidly and M. E. Schechter, president and general manager of the company, is personally in charge of all the details incidental to distribution. Mr. Schechter is well known in the talking machine industry, having been Eastern sales manager for the General Phonograph Corp. for four years and prior to that time having occupied the important post of purchasing agent for the Sonora Phonograph Corp. He is, therefore, thoroughly familiar with every phase of the industry and brings to his new position an invaluable experience that will be placed at the disposal of dealers handling Globe records.

Associated with Mr. Schechter in the Globe Distributing Corp. are J. A. Scattergood, who has been elected vice-president of the company, and W. C. Dixon, who has been elected treasurer. Mr. Scattergood was formerly vice-president of the Gotham National Bank and also was an executive of the National City Bank. He is well known in banking circles and will be an important factor in the executive plans of the Globe Distributing Corp. Mr. Dixon is identified with several successful commercial enterprises.

In a chat with The World Mr. Schechter stated as follows: "We are planning to emphasize the five exclusive features of Globe records in every possible way. We have perfected a new and improved type of record that we will guarantee to play at least 250 times and which

will last longer than any record now on the market. We have practically eliminated surface noises and the list price of Globe records (sixty-five cents) will undoubtedly be a powerful sales stimulant. Regular monthly lists will be issued and the Globe library will consist of popular and standard numbers. We are working at a distinct advantage with this new record inasmuch as we already have an extensive library that can be merchandised immediately.

"At the present time we are working out our plans for the wholesale distribution of Globe



M. E. Schechter

records and full details regarding these plans will be ready in the near future. In all probability our plans for the wholesale distribution of these records will involve new merchandising ideas that will provide Globe dealers with maximum service and co-operation."

The Dubuque Music House, Dubuque, Ia., recently opened a branch in the Ruote Drug Store there.

LOPEZ CONCERT AT GIMBEL'S

Okeh Artist Appears at Concert on Election Day—Several Thousand Enjoy Program

Vincent Lopez and his orchestra, exclusive Okeh artists, entertained several thousand people at the piano salons in Gimbel's department store, New York, on Election Day. This concert, which was arranged through the courtesy of the General Phonograph Corp., proved a signal success, and M. Max, manager of the department, was congratulated by the executives of the Gimbel establishment upon the splendid audience which was attracted to the concert.

Vincent Lopez and his orchestra have won recognition as one of the leading dance organizations in the country and the Lopez Okeh records have attained phenomenal success. With his usual co-operation Mr. Lopez consented to give a portion of his vaudeville act that is a headliner on the Keith circuit, and this act, coupled with the rendition of selections featured on Okeh records, won the enthusiastic applause of the visitors on Election Day. Paul L. Baerwald, Eastern sales manager of the General Phonograph Corp., collaborated with Mr. Max in the preparation of the program and the details incidental to the concert.

A short while ago Mr. Max arranged to handle Okeh records in the Gimbel talking machine department and during the past few weeks the sale of these records has exceeded all expectations.

ROBERT WINTER ENLARGES STORE

IRWIN, PA., November 7.—Robert Winter, well-known music dealer, of this city, has enlarged his store by adding the second floor of the McClellan Building, which is being thoroughly remodeled. New features of the business will be a spacious reception and display room which will be devoted exclusively to the display of talking machines and the record library.

A SENSATIONAL OFFER

There still remain 975 of the original

2100

High Grade Phonographs to be disposed of immediately at a

Tremendous Sacrifice

if taken

AT ONCE

These Beautiful Instruments are the product of the Famous Knittel Co.'s Quincy, Ill., factory.

We have purchased the entire output of this well-known concern and must dispose of it immediately.

The chance of a lifetime if taken at once. These instruments may be had with or without motors, tone arms, etc. The assortment consists of 75% mahogany finish and the balance in oak.

WRITE—WIRE OR CALL TO-DAY.



Model E. 50" High, 23" Wide, 24" Deep



Model C 46" High, 20" Wide, 21" Deep

THE CHICAGO PHONOGRAPH REALIZATION

1427 Carroll Avenue CHICAGO, ILL.

Appointments may be made with our Chicago Office for Meetings at Quincy.

FOR THE HOLIDAYS

No Store is Complete Without

**DURRO VIOLINS—BOWS—
STRINGS**

DUSS BAND HARMONICAS

LESTER and SALANTI ACCORDEONS

S. S. STEWART

GUITARS—BANJOS—UKULELES, Etc.

ABBOTT

SAXOPHONES and BAND INSTRUMENTS

THE AMERICAN BOY'S
FAVORITE



DUSS BAND HARMONICAS

BE READY

The Holiday demand this year, to all indications, will be the greatest in the history of the Music Trade.

Prepare to meet this demand by selling the best advertised instruments on the market.

ONLY 5 WEEKS MORE

FOR YOUR HOLIDAY BUSINESS
LOOK OVER YOUR STOCK AND ORDER

NOW!!!

If you haven't our No. 120 Catalog
Write at Once



BUEGELEISEN & JACOBSON

5-7-9 Union Square
NEW YORK

ACTIVE SONORA BUSINESS

Greater City Phonograph Co. Establishes New Accounts—Shortage of Product a Handicap

The Greater City Phonograph Co., New York, Sonora jobber in metropolitan territory, has been closing phenomenal business during the past few months and Maurice Landay, president of the company, states his chief trouble at the present time is a shortage of merchandise. This concern has been co-operating with its dealers to splendid advantage and the service that it has been offering the dealers has been an important factor in its success.

During the past few weeks quite a number of new Sonora accounts have been opened in metropolitan territory, among the recent ones being James Brooks, well-known Bronx dealer; the Samuel Mulwitz Furniture Co., Portchester, N. Y., and the Gotham Shop, 17 John street, New York. Mr. Landay is making plans for the biggest Sonora year in history, and judging from indications his optimism is justified.

ARTHUR BERGH ENDS EUROPEAN TRIP

Resumes Duties as Recording Manager of the Regal Record Co.

Arthur Bergh, who for many years was manager of the recording department of the Emerson Phonograph Co., recently returned to the United States after a four months' tour of European musical centers. While in Europe Mr. Bergh met many leading concert artists and musical directors and gathered many ideas for future use. He states that the experience gained in the art centers of the continent were of inestimable value.

Mr. Bergh has been appointed recording manager for the Regal Record Co. and he assumed his duties on November 1. To a great extent he was responsible for the development of that popular record, having been in charge of the recording of that product until June 1 of this year. The Regal Co. feels that his return as active manager of the recording of its records will assure the highest standard musical product.

C. P. CHEW WITH GRANBY CO.

NORFOLK, VA., November 6.—The Granby Phonograph Corp., this city, has announced a reduction in prices of several models of the line. An instance is found in the Sheraton model of the Granby phonograph, the list price of which was formerly \$175. This attractive model now lists at \$125.

Announcement is also made of the appointment of C. P. Chew as special representative of the Granby Phonograph Corp. with headquarters in this city. Mr. Chew is a well-known, experienced talking machine man, having served for a number of years as manager of the Philadelphia talking machine department of the Brunswick-Balke-Collender Co. Mr. Chew is bringing with him to the Granby organization tremendous enthusiasm and is making extensive plans for the sales promotion of his new line.

IN CHARGE AT FREDERICK'S

PITTSBURGH, PA., November 8.—Fred J. Drake, who is well known in Victor talking machine circles, is now in charge of the retail Victor department of the W. F. Frederick Piano Co.'s main store, 635 Smithfield street. The Victrola department is one of the most extensive in the city and there are a number of demonstration booths on both the first and second floors.

ELECTED TO DIRECTORATE

W. C. Fuhri and Raymond Gloetzner Become Directors of General Phonograph Corp.

Otto Heineman, president of the General Phonograph Corp., New York, announced this week that at a meeting of the board of directors of the company held a few days ago Wm. C.



Wm. C. Fuhri

Fuhri and Raymond Gloetzner had been elected members of the board in recognition of the services which they are rendering the company.

Wm. C. Fuhri, who is one of the most popular and capable members of the talking machine industry, is general manager of the Okeh record division of the General Phonograph Corp., and Mr. Gloetzner, whose technical knowledge has been acquired through many years' experience abroad, is general manager of the company's Newark plant.

The H. Janssen store at Gothenberg, Neb., recently won first prize for the most attractive float in a business and industrial parade. The float featured the Victor products.

SHELTON BROOKS

MAMIE SMITH

Record Exclusively for

Okeh Records

These are only two of the many popular colored artists recording for Okeh. Okeh Records are supreme in the negro field. You can profit tremendously by this supremacy. We carry a complete stock of every record, which assures you of prompt service on short notice.

Write us now for particulars
regarding an Okeh agency

INDEPENDENT JOBBING CO.
122 E. Centre Street, N. GOLDSBORO, N. C.

WARNING!

Be sure you buy metal disc blanks having the trade mark, KODISK, the only Metal Recording disc legally protected by U. S. Patent No. 1,421,045 issued June 27, 1922. This patent covers every basic principle of sound recording on a metal disc with a steel needle on any phonograph and is your protection as well as our protection against unfair competition.

KODISK can be bought from our authorized distributors and every KODISK bears our registered trade mark, KODISK, and the number of our patent and the date it was issued. We will protect our rights by prosecuting all infringers. You are liable if you sell merchandise not properly protected by granted Government Patents.

**Protect Yourself From Liability to Expensive
and Troublesome Lawsuits**

**BUY RECORD BLANKS MARKED
KODISK**

"Snapshots of Your Voice"

a silvery disc made of a special metal on which you can record any sound clearly and distinctly on any phonograph, using the sound box and a KODISK steel needle as a recorder and reproducer.

The record blank KODISK is the greatest profit producing gem on the talking machine market—simple and attractive, an article which meets a long-felt want and which sells itself. The greatest merchants in the country are selling and featuring "KODISK" because they recognize its power to create new customers and profits. KODISK record blanks should be your feature number. TAKE ADVANTAGE of its quick selling qualities.

DON'T BE THE INNOCENT BYSTANDER. BUY discs marked "KODISK" AND BE PROTECTED AGAINST INFERIOR QUALITY AND UNLAWFUL MANUFACTURE.

Prices and samples on request.

Get the facts. Get KODISK. Get the Profits.

METAL RECORDING DISC CO.

Manufacturers

Fisk Building, 57th St. and Broadway

NEW YORK

DISTRIBUTORS

Donald Fether, Downey, Cal.; (Distributor for Pacific Coast). Phonovations Co., Inc., 37 E. 18th St., New York City; (Distributor for New York State). Fox Philadelphia Co., 723 No. 26th St., Philadelphia, Pa.; (Distributor for Eastern Pennsylvania). M. & M. Distributing Corp., 1308 Mollers Bldg., 5 So. Wabash Ave., Chicago, Ill.; (Distributor for Illinois). Iver Johnson Sporting Goods Co., 155 Washington St., Boston, Mass.; (Boston distributor). Rosen Talking Machine Co., 11 School St., Boston, Mass.; (Boston distributor). S. & F. Distributing Corp., 72 James St., North, Hamilton, Ont., Canada.; (Distributor for Canada.)

EDISON ADOPTS NEW POLICY OF RELEASING RECORDS

Inauguration of New Plan in February Will Abolish Monthly Group Record Releases Now in Common Use—New Schedule Provides for the Releasing of Each Record as a Separate Unit

Thomas A. Edison, Inc., has just announced a new plan for releasing records that is radically different from that now being used by any of the record manufacturers and it is a plan which involves many meritorious points that presage its being received by the trade and public with a great deal of enthusiasm.

This new plan, which will be introduced in the month of February, 1923, is revolutionary in that it abolishes entirely and completely the idea of a different group of records being identified with a particular month of the year. Whereas it has been the policy of the Edison Co. for many years past to issue a monthly list of records at a different date each month, the Edison Co. will, with the inception of the new policy, release each new record as a single unit.

In other words, just as soon as a new popular number has proved its merit or its ability to attain popular favor it will be promptly released without reference to any monthly list. According to the schedule now laid out, the Edison Co. will release, each month, six or more "Flashes from Broadway," the new designation for Edison popular records, and six special numbers which will include selections of standard pieces, etc. In addition to these there will be each month other general releases of an unusual character. There will be no specific day of the month when any of these records will be released, and they will, in fact, be spread throughout the entire month, and as released will be classed under one of the three following headings: "Flashes from Broadway" Group, Special Group or General Group.

The idea is, of course, to give the Edison dealer records that will be as readily marketable as possible and to eliminate, in the public mind, the thought that certain records are identified with months that have elapsed and that they

are out of date, resulting in a loss of sales.

Along this line of speeding up the turnover of records for the retailer and of keeping the dealer record inventory as low as possible, the Edison Co. will supply its dealers with advertising and promotion material which dovetail with each new record release. There will be a large streamer for the top of the store window which will read, "Edison Recent Record Releases," under which will be room for pasting the name of each new release that comes out during the current month. A record bulletin, with a similar title, will be supplied for display in the store and in the record booths, and the bulletin will also have a space for adding the names of the new records as fast as they come out.

As soon as the window display and the store bulletins contain a list of twelve records a new display and a new bulletin of new releases will be started and the dealer will be supplied with a special booklet which features the last twelve selections to appear on the release bulletin. The dealer will then start to build up a new list of twelve numbers on the bulletin and on his window display and this program will be continued.

There will be nothing contained in the booklets which will designate them as belonging to a particular month, so that whenever any prospective record purchaser picks up any of the booklets all of the pieces featured therein will appear as live numbers. These booklets will, in make-up, typography, etc., resemble the former monthly record supplements.

Under this plan of merchandising records the Edison Co. and the Edison dealers will conduct a vigorous campaign to impress upon the record-buying public the thought that they should be continually dropping into Edison

The MELO-TONE

A fast selling specialty. Reduces surface noise. Gives any lateral type phonograph a soft, sweet, mellow tone. Retail 25 cents. Fifty in attractive display case \$6.25. Sample 25 cents.

L. D. HEATER

JOBBER

357 Ankeny St., Portland, Ore.

stores to see what the new selections are, and not confine their investigations about new releases to the monthly visits which are now prevalent. In this way the personal contact will be multiplied to a large degree and the opportunity to sell a greater volume of records presumably greatly enhanced.

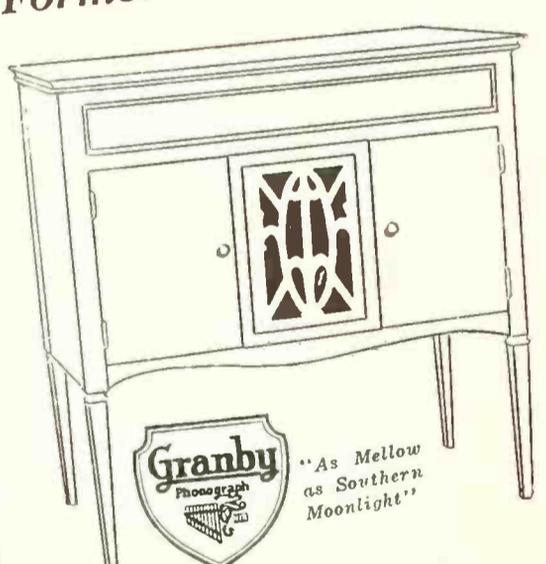
SMITH & GEARY OPEN STORE

NEW BEDFORD, MASS., November 8.—Smith & Geary, 118 Kempton street, this city, are the latest addition to the music firms here. Mr. Geary, a member of the firm, was for many years associated with the local Steinert store and is widely experienced in the merchandising of musical instruments. The concern handles Sonora phonographs, Vocalion records, pianos and musical instruments.

ISSUES TIMELY PUBLICITY

Collings & Co., well-known Victor distributors of Newark, N. J., in the November issue of their house organ, The Record, carry some timely suggestions regarding Christmas records. For the purpose of encouraging their dealers to give unusual attention to such goods they have forwarded to the trade a special order blank in which is incorporated a complete and timely list of appropriate Christmas records.

Model 250 Sheraton Console
Former List Price \$175



NOW the List Price is \$125

Granby "As Mellow as Southern Moonlight"

List Prices Reduced!

Now you can undersell competition by giving your customers the advantage of exceptionally low prices—and offer them an instrument of first quality:

THE Granby PHONOGRAPH

The phonograph of guaranteed construction, with the five-ply, three-quarter inch veneered cabinet and a clear, mellow, true-to-life tone.

And note these new Granby list prices:

	Was	Now		Was	Now
Sheraton Upright	\$140	\$120	Adam Console	\$275	\$200
Early Virginian Upright	200	175	Louis XVI Console	325	250
Louis XVI Upright	275	235	Queen Anne Console	375	250
Early Virginian Console	225	175	Chippendale Console	475	325

And with the liberal Granby discounts your profits are more satisfactory than ever. Write and ask for our attractive dealer proposition.

Granby Phonograph Corporation

Capital \$2,500,000.00

Offices and Factory: NEWPORT NEWS, VIRGINIA

New York Branch: 37 WEST 20th ST., NEW YORK, N. Y. Tel. Watkins 4508

SIAM SOO—does the Hootchie Koo.

Action brings crowds and crowds contain customers. Siam Soo doing a workout in your window will crowd the sidewalk. \$1.00 net from Columbia Branches.

**Columbia Graphophone Co.
NEW YORK**



ATLANTA

*Good Business Begets Optimism—
Shortage of Medium-Priced Machines Felt—Review of Trade*

ATLANTA, GA., November 8.—Business conditions generally in Atlanta and adjacent territory are showing rapid and steady improvement and many of the larger music houses state that October was the banner month of the year with much good business still in prospect for the holiday season.

Talking machine dealers throughout the Atlanta territory, which takes in sections of adjacent States, are all in an optimistic frame of mind and a number of them have installed new equipment and remodeled their establishments to take care of the growing demand.

George W. Lyle, president of the Manufacturers' Phonograph Co., New York, was a recent visitor to Atlanta, making his headquarters while here with the company's representative in the South, M. E. Lyle. During his visit Mr. Lyle found time to look up a number of his old acquaintances in the trade. His schedule from here was New Orleans and Dallas, with a stop-over of a day at Birmingham.

A. C. Boatman, who has been manager of the Victrola department of Chamberlain-Johnson-DuBose Co., is now devoting his time exclusively to his work as a teacher of music.

Wm. F. Standke, who was recently appointed district manager of the Brunswick-Balke-Collender Co., with headquarters in Atlanta, Ga., is well known to the talking machine trade in the South, as for seven years he was manager of the Columbia Graphophone Co.'s wholesale branch in New Orleans. He was also identified with the Grafonola Shop in Kansas City, Mo., for three years, and is recognized as exceptionally well qualified to co-operate with the dealers in this section of the country.

There is a shortage already apparent in machines at moderate prices. This is especially true of the console type, several of the more popular models being completely sold out with many sales hanging fire.

The dealers who are handling the Okeh record, "Tune In With My Heart," are finding their sales limited only by their supply. Ernest Rogers, a member of the Journal staff, is featuring this song during his engagement at one of the local theatres.

M. E. Lyle has recently returned from a visit to the Strand factory at Salem, Ind., where he attended the convention of Strand representatives and helped celebrate the first anniversary of the Strand consoles. He has been expecting samples of the new Heppelwhite Strand Console, listing at \$100, and the new "Consolette" for the Victor VI and the Chippendale, which will sell for \$175.

A recent addition to the sales force of the local Brunswick branch is H. Kaliski, who has

had long experience in the talking machine trade in the South, as he traveled for years for the Columbia Phonograph Co.'s New Orleans branch.

In Chattanooga the Clemmons Furniture Co. has moved into its new store. The attractive booths are Unico equipment and conveniently located on the main floor. The building itself is as fine a furniture store as any in the entire South.

The Southern Standard Music Co. has recently become Victor dealer and looks forward to a season of excellent business, since all the principal industries of Chattanooga are working full time.

The R. B. Broyles Furniture Co. is now located in its new store nearer the center of Birmingham's business district.

The Williams Piano Co., Sioux Falls, Neb., has inaugurated a strong campaign among local schools in behalf of the Victor line. The drive is meeting with considerable success.

REORGANIZE DANON RECORD CO.

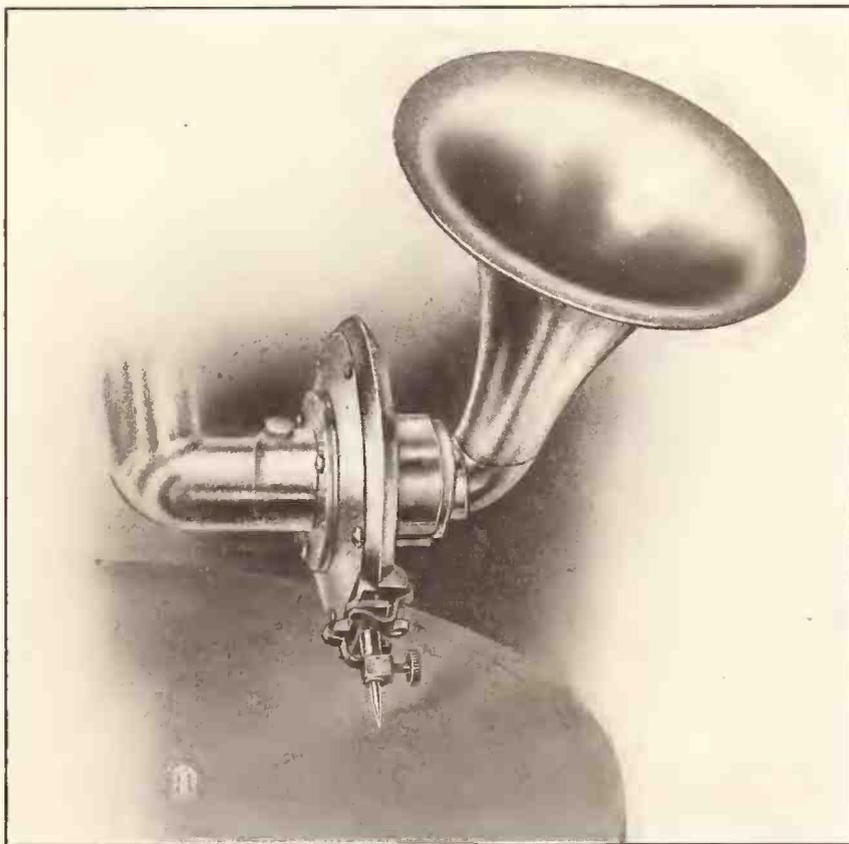
The Danon Record Co., New York, manufacturer of Rekord Rekordo discs for making records in the home, has been reorganized and the new president of the company is Julius H. Roos, well known in talking machine circles throughout the country. Associated with Mr. Roos are Nestor Roos, who is treasurer of the company, and Ely Nahoum, who is secretary. In addition to making Rekord Rekordos this company is the exclusive sales agent for the Lamp-o-fone, a new combination lamp and phonograph that has been on display at the Hotel Claridge, New York.

W. J. BAGSHAW A VISITOR

W. J. Bagshaw, secretary of the W. H. Bagshaw Co., well-known needle manufacturer, of Lowell, Mass., was among recent visitors to New York City. Mr. Bagshaw reported that the plant is working at full capacity and that the demand this season has been exceptional.

ADD-A-TONE
REGISTERED U S PATENT OFFICE

A Tone Amplifier



**A Revelation
in Sound
Reproduction**

The wonderful results obtained cannot be appreciated unless heard.

Price \$7.50

Regular Dealers
Discount

For dancing—
incomparable.
Doubles the
volume.

A demonstra-
tion means a
sale.

Dealers are
now stocking
this wonderful
amplifier.

PACKED IN A HANDSOME DISPLAY BOX

Samples from your jobber—(If for Columbia state so)

UNIQUE REPRODUCTION CORP.

32 Union Square

New York City

Jobbers—Write Us for Attractive Proposition.

PATHE FRERES PHONOGRAPH & RADIO CORP. OPERATING

Following Reorganization Eugene A. Widmann Becomes President of New Corporation With M. Emil Pathé as Director—Splendid Work Accomplished by Mr. Widmann and Mr. Leeming

Under the name of the Pathé Frères Phonograph & Radio Corp. the reorganization of the Pathé Frères Phonograph Co., Brooklyn, N. Y., has been completed. Creditors of the Pathé Frères Co. agreed on November 6 in the Federal Court in Brooklyn to accept stocks and bonds totaling \$3,500,000, which equals the sum owed, in the new Pathé Phonograph & Radio Corp. Federal Judge Edward L. Garvin signed an order directing the receivers for the Pathé Frères Corp. and counsel for the creditors to complete the arrangements.

This reorganization in the comparatively short period in which the Pathé Frères Phonograph Co. has been in the hands of a receiver in equity is a distinct tribute to Eugene A. Widmann, who was president of the old company, later one of the receivers in equity in association with the Hon. William Redfield and Benjamin M. Kay, and who is now president of the new organization. Within a short period of about ten months this reorganization to safeguard the interests of the creditors has been accomplished. The detailed plans of the reorganization were printed in a recent issue of The World. Schedules showing that the entire indebtedness of the corporation would be paid in full in cash and new securities were submitted to the United States District Court which resulted in a discontinuance of official supervision by that court.

Mr. Widmann was the first president of the Pathé Frères Phonograph Co. and through the greater part of its history its only president. For a few months previous to the receivership Mr. Widmann retired in favor of W. W. Chase. However, realizing Mr. Widmann's thorough knowledge of the details of the company and his unselfish interest in its progress, he was appointed as one of the receivers in equity. His plans for the new company have been very

carefully laid and are most extensive in scope.

It is announced that M. Emil Pathé, of the French house of Pathé Frères, will become a director in the new company and that abundant capital for the execution of extensive opera-



Eugene A. Widmann

tions has been acquired. It is also said that the concern will be maintained as a close corporation and it is planned to expand the company's operations in several important ways. Production of Pathé and Actuelle phonographs and records has been maintained without interruption during the past year. During that period a reduction in the price of Actuelle records was announced which has resulted in an exceptional demand and a corresponding remarkable increase in record production. It is now stated, as may be surmised from the name

of the new company, that radio apparatus will be added to the line. A large amount of experimental work has been conducted in the past toward this end and it is expected that it will only be a short time before the radio end of the business will be in full swing.

A large amount of credit is also due to H. T. Leeming, who, as general manager of the Pathé Co., has contributed much to its increased business. Under the expert supervision of these two executives and their experienced staff of co-workers it is safe to predict a bright future for the new company.

FINE BRILLIANTONE NEEDLE DEMAND

Byron R. Forster Reports Encouraging Conditions Throughout Country on Recent Trip

Byron R. Forster, president of the Brilliantone Steel Needle Co., New York City, returned to Brilliantone headquarters after an extended trip throughout the West. Mr. Forster brought back with him encouraging reports of good business being done throughout the entire country which were substantiated by large orders for Brilliantone needles. Mr. Forster stated that the demand for Brilliantone needles is exceptional and that a tremendous volume of business has been transacted during the past few months in these needles.

The plant of the W. H. Bagshaw Co., Lowell, Mass., of which the Brilliantone Steel Needle Co. is sole selling agent, is working at full capacity and overtime to keep up with the tremendous demand.

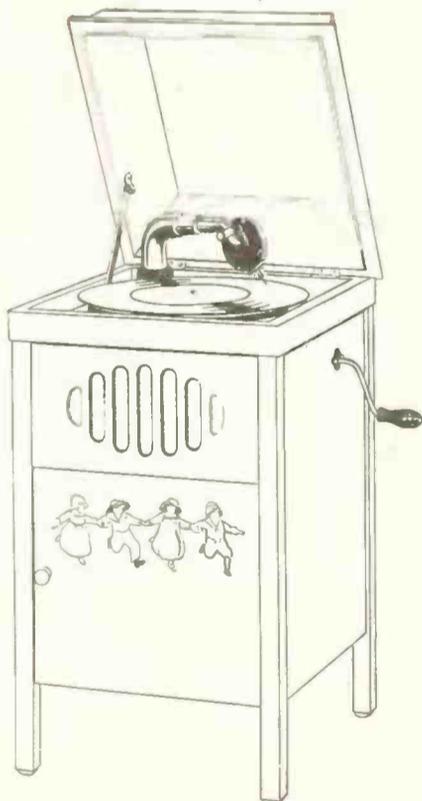
NEW "REPEAT-O-VOICE" AGENCY

The Plaza Music Co., New York City, has closed arrangements whereby it becomes sole selling agent for the "Repeat-O-Voice," a metal disc record which, without extra attachments, can be used for home recording. The record is six inches, double faced, and is retailed at a popular price.

CHILDREN'S PHONOGRAPHS FOR CHRISTMAS PROFITS

Now is the time to feature these phonographs, suggest them as the Ideal Christmas Gift.

We offer below a wide selection.



Baby de Luxe Plays 10" records. 23" high, 12 3/8" wide, 13 3/4" deep. Mahogany and Ivory Finishes.

Price \$25.00

DIAMOND JUVENILE CONSOLE

A real musical instrument for children



Specifications: 14" deep, 24" high, 28" long. Plays 10" records. Ivory, Blue, Gray and Mahogany Finishes.

Price \$25.00

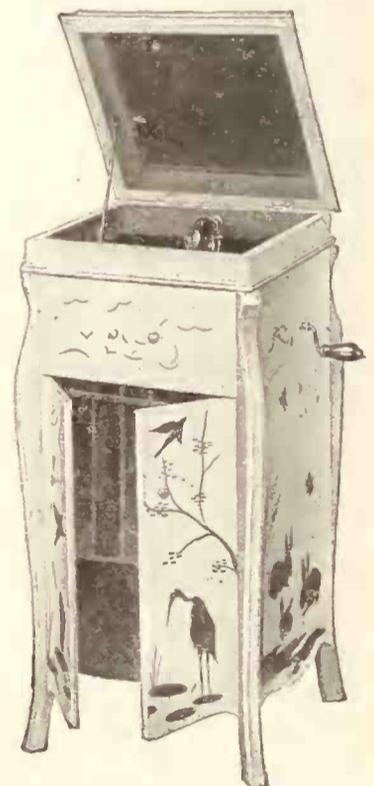
CHILDREN'S RECORDS

Bubble Books Nos. 1-14

Bobolink Books — All Issues

To Retail - - - At \$1.00 Each

Regular Dealer Discounts



Bobolink Sr., in Ivory and Blue. Plays all children's records.

Price \$18.00

Bobolink Jr., Price \$10.00

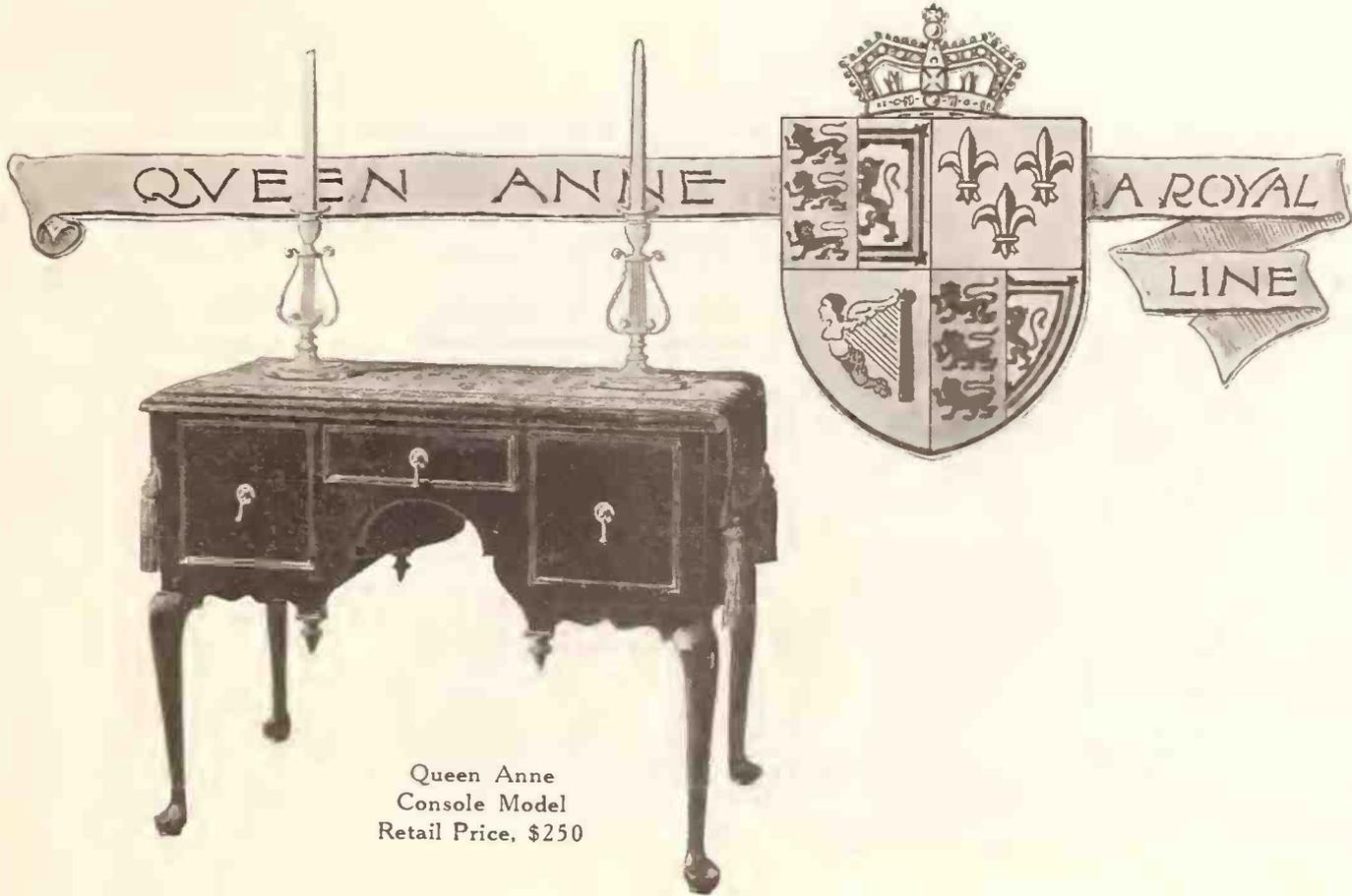
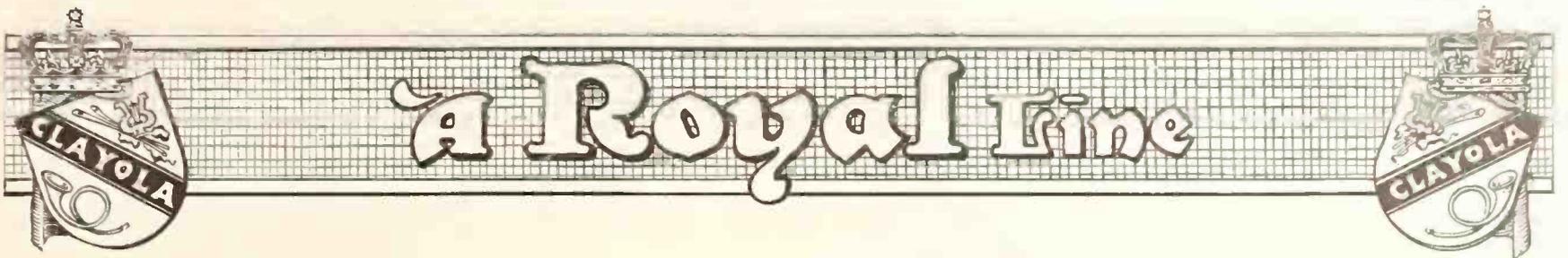
THE CABINET AND ACCESSORIES CO., Inc.

OTTO GOLDSMITH, President

Telephone Watkins 2777

3 WEST 16th STREET

NEW YORK



Queen Anne
Console Model
Retail Price, \$250

TO appeal to the most exacting tastes in both music and cabinetry this line of phonographs has been produced. Our representatives are able to state with confidence that there is nothing equal in design, mechanism, or tone to be had in phonographs.

CLAYOLA

Cabinets are the design of America's greatest furniture makers and cabinet craftsmen, Irving & Casson, of Boston. The tone chamber is of wood from the same identical stock that is used in the sounding boards of the Steinway pianos. The motor is electric, adapted to both types of current, and has proved itself through years of severe use, and there is an electrically operated non-set brake device, which is exclusive to these instruments. Another important exclusive feature is the "swing out" motor and turntable unit at one end with the tone chamber running the entire length of the table, leaving the top always undisturbed for regular table uses.

In addition to such better known styles as Queen Anne, and William and Mary, the line includes some writing desk and corner cabinet models, of unique beauty and originality. There are special designs that can be had with or without radio equipment.

EXCLUSIVE FEATURES

Cases specially designed by Irving & Casson of Boston.

Horn of Steinway piano sounding-board stock.

A universal electric motor.

Automatic Non-set Electric brake.

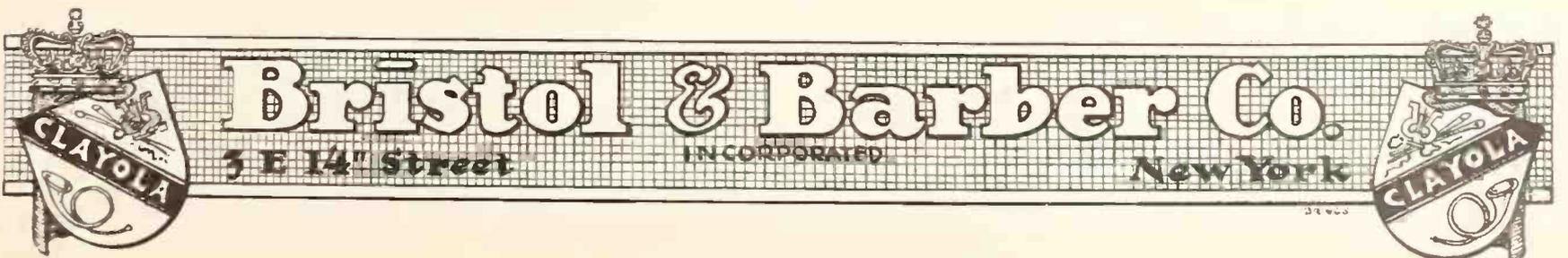
"Swing out" turntable and motor unit at end, giving extra long tone chamber.

Non-raising top, giving undisturbed table use.

For territorial rights communicate with

GEO. CLAY COX, 73 State St., Rochester, N. Y.

Eastern Distributors



CELEBRATE FIRST STRAND ANNIVERSARY AT SALEM, IND.

Representatives of the Manufacturers' Phonograph Corp., Inc., Journey From All Parts of Country to Attend Two Days' Session at Salem Plant to Celebrate and Plan Future Business

In honor of the first "Strand" anniversary, sales representatives of the Manufacturers' Phonograph Corp., Inc., located in all parts of the country, met at the plant in Salem, Ind., on October 27 to 28 for a two days' session. Although this is the busiest season of the year, these representatives assembled not only to celebrate the end of a most successful first year,

one found an opportunity to discuss important matters with George W. Lyle, president of the company; Ford Smith, factory manager, and other officials. Late in the afternoon the entire party visited West Baden, where dinner was served.

The next day was given over entirely to business sessions, and important conferences were



Attendants at Two Days' Convention of Manufacturers' Phonograph Co.

but with the hope that some way might be found whereby a large allotment of Strand product might be secured for each one's individual needs.

Friday was "get-together" day, the various groups arriving throughout the day, one contingent from the North and West coming down in the morning from Chicago, while the Easterners arrived in the early afternoon by way of Cincinnati. Each group was promptly taken in hand and given a trip through the plant, seeing all operations in proper sequence, from the arrival and storage of the lumber, through the different stages, from dry kilns to the final inspection, packing and shipping. As no formal session was scheduled for the first day every-

held on policies, product, plans, etc. As a result of the day's meetings the Manufacturers' Phonograph Co. will probably have several important announcements to make in the very near future, all of which will aim to give Strand dealers maximum service and co-operation.

The success attained by the Manufacturers' Phonograph Corp. in the brief space of twelve months is one of the outstanding features of talking machine activities this year. When George W. Lyle, president of the company, announced his plans for the introduction of the Strand phonograph it was freely predicted that his expectations would not be realized, as the company was formed at a time when the business situation was decidedly unimpressive. How-

ever, Mr. Lyle inaugurated sales policies and ideas which soon produced results and gradually a sales organization was formed that comprised some of the best-known men in the industry.

The Strand plant at Salem, Ind., is one of the finest talking machine factories in the country, with an equipment that is absolutely perfect and facilities that are unexcelled. It was thought at first that the tremendous output of the plant would soon result in overproduction, but the energy and aggressiveness of the Strand sales organization, coupled with the merits of the product, soon proved otherwise. In fact, there is a decided shortage of Strand consoles and consolettes this Fall, with every indication that the company will close a healthy and successful year in 1923.

The Strand representatives who attended this conference were as follows: George W. Lyle, president of the company; Arthur C. Erisman, Walter L. Eckhardt, R. H. Arnault, Mervin E. Lyle, Ben L. Brown, E. A. Fearn, R. J. Jamieson, Walter S. Gray, A. Schielie, S. M. Wirts and Messrs. Hanover, Schoenwald and McGrath. The factory executives who were present were Arthur L. Stone, Oscar F. Mehorney, Ford Smith and W. C. Shanks. W. C. Fuhri, general sales manager of the General Phonograph Corp., happened to be in Salem, Ind., during the convention period and was invited to attend the informal meetings.

USES TIMELY ADVERTISING

Columbia Dealer Uses Painted Sign to Advantage—Publicity Produces Results

ST. JOSEPH, Mo., November 6.—Louis Deitsch, manager of Scanlan's Hardware Co., in this city, is a firm believer in advertising and he is making the people of South St. Joseph and vicinity recognize the fact that a complete stock of Columbia records is carried by this store.



Columbia Sign That Attracted Attention

Included in this campaign is a painted sign at the corner of the Scanlan Hardware Co.'s building, featuring a large Columbia record with an all-star Columbia cast at the bottom. Mr. Deitsch has named this record "The Illinois Avenue Blues," partly due to the fact that Illinois Avenue is the street on which the store is located. "The Illinois Avenue Blues" is frequently played by the Scanlan Trio of the American Legion Post.

BIG CALL FOR PHONO PARTS

A decided improvement in business is reported by William Phillips, president of William Phillips Phono Parts Corp., New York. The first two weeks of November would indicate that the remarkable October record will probably be surpassed this month. It is noticeable that practically all orders request immediate delivery, which would indicate that the talking machine manufacturer is in turn receiving a considerable amount of rush orders from the dealer. This condition illustrates the healthy state of the industry.

REGINA

PHONOGRAPH DE LUXE

The instrument of incomparable tone, that plays any record better than you have ever heard it played before.

Complete line of table, upright and console models.

Prices to the Trade Range from

\$8.50 to \$125.00

Cabinets of beautiful design and finish, improved motor equipment.

Dealers write us: The Reginas now in homes are making lots of friends; people come in and ask for them. Watch us increase our sales.

Cash in on the Regina; now is the time. Also Regina Music Boxes with or without phono. attachment.

Regina Saxophones and Mandolin orchestrions.

Regina tune discs and parts for any instrument ever manufactured by the Regina Co.

Send for particulars on territory arrangements.

MUSICAL INSTRUMENT SPECIALTY CO.

Manufacturers

RAHWAY

NEW JERSEY

LYRADION CO. OPENS WAREROOMS

New Wholesale and Retail Warerooms at 620 North Michigan Avenue, Where Full Line Is Shown, of Great Convenience to Retailers.

CHICAGO, ILL., November 9.—The Lyradion Manufacturing Co. has opened wholesale and retail warerooms at 620 North Michigan avenue, with L. C. Barnett as manager. The complete Lyradion line, comprising twenty models of straight phonographs and radio models and combinations of both, is exhibited at the new headquarters. The models are shown in upright, console and art types.

The new warerooms will prove of great advantage to Lyradion dealers in this territory who, when they have prospects for high-priced instruments, can bring them to the store and display the various models, thus enabling the dealers to make sales without the expense of carrying the full line.

DEATH OF E. E. DAVIDSON

The trade was shocked to learn of the recent passing of E. E. Davidson, who has been a member of the sales promotion department of the phonograph division of Thomas A. Edison, Inc., since 1897. Mr. Davidson died of pneumonia at the age of 63 and is survived by his wife and three daughters. During the years of his business activity Mr. Davidson made a great many friends in the trade on account of his genial personality and his marked ability along the lines in which he specialized.

CONVINCING PROOF OF ACTIVITY

The Dealer Service Department of the Victor Talking Machine Co. reports a very large increase in the demand for electrotypes and cuts of Victor trade-marks of the different models of Victrolas, the Victor borders and Victor advertising illustrations. A similar increase in activity is growing as regards window displays and window display material. All of this activity shows that the Victor dealers throughout the country are going out after business in a more aggressive manner than has been the case until the Fall season opened up so encouragingly.

Now that business is to be had the retailers evidently feel convinced that it is worth while going after through aggressive publicity efforts and the increased demand for dealer service material is, without question, a barometer of the fact that the retail business is improved to a remarkable extent and that the outlook is very fine.

PRICE SITUATION REVIEWED

Max Willinger, president of the New York Album & Card Co., New York City, reports that both plants of the company situated in Chicago and New York are very busy. Mr. Willinger states that paper, cloth and other commodities used in album manufacturing have been increasing rapidly in price and predicts that this increase in price on raw materials will have its ultimate effect in the increased cost of complete albums. At the present time, however, through the farsightedness of Mr. Willinger, the New York Album & Card Co. is still in possession of a fair stock of raw materials which was purchased at the previous prices. Following the long-established policy of this house it will not raise prices while this stock lasts.

NEW EDISON SHOP IN WARREN, O.

WARREN, O., November 7.—Another unit has been added to the music stores of this city in the new Edison Shop, recently opened on the second floor of the Packard Block here. Complete record and machine departments have been installed, together with an attractively furnished rest room. Several tone tests were featured in the opening ceremonies.

The New DANCE TONE

Of all Extra Loud or Dance Tone Needles the newly created Vallorbs Dance Tone Semi-Permanent is far and wide above all others when used on dance records for dancing purposes, and the greatest needle demand as dealers all know is for this very needle.

Fine display boxes of 100 cards to the box. A box for the show window and one for the counter will ring up sales over the holidays.

Also supplied in loud, medium and soft tones.

Buy your Diamond Point Needles from the firm who invented the Diamond Point.

Get our prices on Diamond and Sapphire Needles.

DIAMOND

POINT NEEDLES FOR EDISON RECORDS

LANCASTER, PA., U. S. A.

SAPPHIRE

POINT NEEDLES FOR EDISON RECORDS

"TALKER" AND RADIO FIRM FORMED

The Radio Motion Picture & Phonograph Corp., of Fall River, Mass., and New York City, manufacturer of talking machines, motion pictures, radio apparatus, etc., has been chartered under the laws of Massachusetts, with a capital of \$300,000. Incorporation papers were filed by F. X. Perron, F. F. Berseron, J. H. Levesque and others.

The Music Shop is the latest addition to the music stores of Helena, Ark.

G. W. EDWARDS WITH REFLEXO

The Reflexo Products Co., Inc., New York City, maker of "Reflexo" talking machine needles and other brands, has announced the appointment of G. W. Edwards to its sales staff. Mr. Edwards was formerly sales representative of Joe Morris, New York music publisher, and will represent Reflexo products in New England. He has already begun his first trip throughout the territory. Mr. Edwards is well known to the trade and his wide experience will prove valuable in his new connection.

RECORDING
PERSONAL AND COMMERCIAL
AT REASONABLE RATES

No charge for test record which must meet your approval.
Artistic results guaranteed.

Send for full particulars

J. B. ALLISON, Recording Laboratories, 21 East Palisade Ave., Englewood, N. J.

BALTIMORE

Shortage of Machines Acts as Detriment to Complete Trade Development—Sales Double Last Year's Figures—Trade Changes

BALTIMORE, MD., November 10.—The talking machine business here has resolved itself simply into a question of delivering the goods, as practically all the wholesalers in the city are entirely cleaned out and have a large number of unfilled orders on their books.

Business 110 Per Cent Ahead of Last Year

W. T. Roberts, manager of E. F. Droop & Sons, Inc., said to-day that never in the history of the firm have they been sold out as completely or so far behind in their orders as they are to-day, with the one exception of the abnormal war-time prosperity prevailing during 1918.

"We have orders on file now for upright and console types which cannot be filled before next March at the present rate we are receiving them from the factory," said Mr. Roberts. "Our business was 110 per cent last month ahead of October, 1921, and I look for this condition to continue, if not improve, right along until after the holidays." Mr. Roberts' optimism reflects the sentiment prevailing among the other jobbers in the city.

J. C. Shaw, manager of the local Brunswick branch, reports being hard put to keep anywhere near up with orders being booked for the Brunswick, especially the new console type, the York, which has made a phenomenal hit in this section ever since it has been put on the market, and he has been able to supply less than half of the orders booked for this machine while the Columbia agency reports to be in a little better shape insofar as deliveries are concerned. They also are behind in their orders for not only the current, but for the holiday trade.

Southern Conditions Satisfactory

W. S. Parks, who has just returned from a trip through the southern portion of the Baltimore territory, says the business outlook through the South, especially in North Carolina, as very good, due to the increase in the price of cotton and tobacco which growers have been receiving for their products for some time past.

Brunswick for Lansburgh & Bros.

Manager Shaw was greatly pleased the past week over the landing of a contract for the sale of the Brunswick products from Lansburgh & Bros., one of the largest department stores in Washington, D. C. Stanley Lansburgh, one of the members of the firm who has charge of the talking machine department, is featuring the Brunswick machine in all the company's advertising and has installed one of the most complete stock of Brunswick products in this section of the country, including both machines and records.

Mr. Shaw has just closed a contract for the erection of the largest billboard advertisement

in the city. The sign, which will be 115 feet by 25 feet, is to be erected opposite the Union Station and will be visible from all the trains passing through Baltimore on their way to the nation's capital and the South.

Flooded With Nondescript Machines

Baltimore is being flooded with sales of no-name talking machines just at present which are being featured by many department stores at bargain prices ranging from \$49 for uprights to \$99.75 for consoles of various types. These machines, which are extensively advertised without the name or the make being used, are being offered with liberal inducements as to cash payment and monthly payments in addition to a number of records being given free. The payments are as low as seventy-five cents a week on some of the machines.

H. T. Bosse to Go Into Business for Himself

H. T. Bosse, sales manager for Cohen & Hughes, Inc., has resigned to go into business for himself. I. Son Cohen, the head of the firm, is looking after the work formerly done by Mr. Bosse and the position of sales manager will not be filled, at least until after the first of the year.

Columbia Educational Records Popular

Sales Manager Swartz, of the Columbia Co., reports the big increase in the sale of educational records following a visit of Miss Margaret R. Martin, of the educational department of the Columbia Co., to Johns Hopkins and other institutions of learning in Virginia, West Virginia and North Carolina.

A Budget of Brieflets

Mrs. Kirkwood, in charge of the Grafonola department at Murphy's on Lexington street, reports a big advance sale for holiday goods.

W. L. Baker, formerly of the Duroflex Co., Inc., of Baltimore, is now in charge of the Washington sales department of the Columbia Co.

The Voluma Corporation, which in addition to improving the Voluma reproducer has also started the manufacture of talking machines, has just opened in a large, commodious and handsome showroom in the Academy of Music Building on North Howard street.

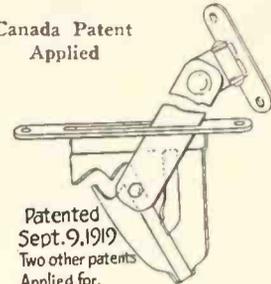
The Hamman-Levin Co., 212 North Howard street has just opened a fully equipped musical instrument department in connection with its piano and talking machine business. The Martin Hand Craft band instruments will be featured.

The Phonolamp talking machine agency here has moved into new and larger quarters at 111 North Green street.

Trout's Musical Shop, of Highlandtown, placed the largest single order for the Columbia record, "Homesick," of any house in the Balti-

SECOND YEAR SUCCESSFUL LEADER

Canada Patent Applied



Patented Sept. 9, 1919
Two other patents Applied for.

flexible and bent.

Samples on request.

The Most Dependable and Inexpensive Lid Support on the Market

The bottom plate is constructed of one piece of metal and it works automatically perfect. No parts to go out of order. The hinges are made in two styles—

STAR MACHINE & NOVELTY CO.

81 MILL STREET

BLOOMFIELD, N. J.

G. L. LAING CO., Canadian Distributor
41 Richmond St., East, Toronto, Ont.

more territory. This shop, which is located in the extreme eastern section of the city, is one of the most progressive and places larger orders than any of the large downtown music shops. It is a sample of the enterprise and hustling ability of the owners, Jerome and Leonard Trout.

The Columbia branch reports large sales and advance orders for the new Columbia record which has just been placed on the market here. The agency is doing some extensive advertising of this new record, full-page ads being used in the daily papers of the big cities throughout the Baltimore territory.

S. & K. Snyder have just opened their new and enlarged music shop on East Monument street, where they have one of the handsomest and best-appointed talking machine establishments in the city.

H. H. Sheldon, who recently joined the local branch of the Brunswick Co., has just returned from a trip to North Carolina and reports excellent business in that territory.

NEW STORE IN LEETONIA, O.

LEETONIA, O., October 30.—The Webber Music Store, of Lisbon, will open a branch store on Main street this week. An informal opening will take place during the week and all ladies attending will be presented with favors. The store will be in charge of Miss Helen Flodding, of Leetonia. The Webber Co. has for more than a year conducted a successful retail store at Lisbon, featuring the Edison line of phonographs and records.

W. J. STAATS BACK FROM EUROPE

W. J. Staats, treasurer of the Victor Talking Machine Co., of Camden, N. J., and Mrs. Staats returned last week from Europe on the "Mauretania." Colin E. Cooper, president-director of the Gramophone Co., of England, and also a director of the Victor Talking Machine Co., returned at the same time.

John Vandewalle has purchased the music business of Chas. Steinwedel at Seymour, Ind.

Premium Departments, Jobbers, Chain Stores, Large Dealers

We Make Records Under Your Special Label

Our plant is complete under one roof.
Recording, plating, pressing, label printing.

We can furnish you a complete printed catalogue under your trade mark or label—including Standards, Vocal, Late Dance Numbers, Hawaiian, Sacred, Operatic, and Popular Songs of the day.

Quantity to Suit—Quality the Best—Quick Service—Write or Wire

**Fletcher Record Co., Inc., 156 Meadow St., LONG ISLAND CITY
NEW YORK**

KANSAS CITY

J. W. Jenkins' Sons Music Co. Extends Unique Ad Service to Dealers—Artophone Corp. Opens Offices—News of the Month

KANSAS CITY, Mo., November 6.—The J. W. Jenkins' Sons Music Co., of this city, is rendering its dealers a unique service this Fall in presenting each one with a Jenkins Ad-service booklet. Fred Jenkins states that nearly every dealer in the territory is his own manager, decorator, advertising-man and salesman. Thus, there is little time to arrange advertisements of the appropriate, seasonal type. To make them attractive is an art beyond the average man. Many of the dealers also had trouble in knowing how to order the electrotypes the Victor Co. furnishes on request. The prepared plan was arranged by the advertising department of the J. W. Jenkins' Sons Music Co. to abolish all these troubles and unsuccessful advertising campaigns. Carefully worded advertisements with the electrotypes placed proportionately to attract the eye have been worked out for each week from now until the end of the year. The dealer has only to write the advertising department of the Victor Talking Machine Co. for the electrotypes, giving the number indicated in the copy. There is no charge for the use of the electrotypes except the postage. When they arrive the dealer tears the prepared sheet from the booklet and presents it with the electrotypes to the printer.

Edison Co. Adds Piano Line

Manager Blackman, of the Edison Co., has just returned from New York, where he has been in the interest of his company. He has opened his piano department in the retail Edison Shop and is featuring this week in his advertising and show windows the Bond reproducing grand piano.

Artophone Corp. Opens Local Offices

The Artophone Corp., whose manufacturing plant is in St. Louis, Mo., has located its offices in the Kansas City Life Building on Grand avenue, this city. E. W. Guttenberger is general manager. Foreign records of all nations made by the Okeh Co. are handled as the leader in the record line. Though the company has been in Kansas City but a short time, a rapid growth has been enjoyed and the outlook is exceedingly bright.

Wunderlich Music Co.'s Interesting Contest

The guessing contest being held by the Wunderlich Music Co. is going splendidly, according to Miss McArthur, manager of the record department. It is surprising the number of people that can be interested in this way, she says. The person guessing the serial number or the number nearest the record displayed in the show window receives a record of his choice. The Wunderlich Music Co. recently added the records of the original Sacred Harp Singers, who are now recording for Brunswick, to its already large variety of records.

Sings for Radio

Velma Lyons Weer, of the record department of the Wunderlich Music Co., sang for the Kansas City Star radio broadcasting station recently. Mrs. Weer was the first person to sing over the radio after the change from the 360 to the 400 meter wave length. All her selections were enjoyed. Every one "listening in" remarked the great difference in tonal quality when the radio station changed the meter. Mrs. Weer sang "Smilin' Thru'."

Brunswick Manager Reports Trade Optimism

F. M. Briggs, district manager of the Brunswick Co., returned recently from a business trip through southern Kansas and Missouri, where he called on the trade. Mr. Briggs reports an enthusiasm among the music merchants of these towns which was surprising to him. Since the settlement of the mining trouble in that territory business has shown a decided improvement.

The exclusive Brunswick artist, Mario Chamlee, appeared in Lawrence and Topeka, Kan.,

recently. Additional orders from dealers in this territory for records of this tenor have helped to make the past month a very busy one for the Brunswick people.

Persistent work has enabled Mrs. O. H. Kinman, Columbia dealer at Mankato, Kan., to achieve a record that will be difficult to beat. During a period of only one year she has sold fifty-six Grafonolas to the schools in her territory and when it is realized that the schools in north central Kansas in the vicinity of Mankato are widely scattered her achievement is all the more remarkable.

Besides selling the Grafonolas to the schools Mrs. Kinman also devised plans whereby the schools might raise the money to cover the

purchase of the Grafonolas and Columbia records, and she has followed very closely the suggestions advanced by the educational department of the Columbia Graphophone Co. One of the most important factors in the success achieved by Mrs. Kinman in this school work is the use of form letters and invitations which she sends to the teachers regularly, showing the advantages of the Grafonola and Columbia records for school work and promising active cooperation in the plan for financing the purchase of these products.

Duci de Kerekjarto, famous Hungarian violinist and exclusive Columbia artist, appeared in this city recently as a headline attraction at the Orpheum Theatre. He received unusually favorable newspaper notices and played to capacity houses. At several performances his appearance at the theatre lasted nearly a half hour, which is a remarkable tribute to a vaudeville act of this type. All the local dealers reported a noticeable stimulant in the sale of Kerekjarto records and his appearance here has made him

(Continued on page 172)




Distributor for

Radio Corporation of America

WORLDWIDE WIRELESS
WOLWORTH BUILDING - NEW YORK CITY

Phonograph Dealers Can Get the Cream of Radio Profits

RADIO is YOUR asset. Cash in on this permanent popular craze through the R. C. A. LINE of RADIO Equipment, including Westinghouse A. R. C. Senior and Junior Sets. General Electric A. R. 1300, A. A. 1400, A. A. 1520, 3-stage frequency Amplifiers:—U. V. 200, 201 and W. D. 11 Vacuum Tubes, and all other items in widest demand.

You Need No Technical Training To Sell Radio Right

Use our expert advice, our super-service, and stock what expert and amateur alike buy and praise. Let us put you right on the way to profit from Radio NOW. Install a Radio Department at once. It PAYS.

Wire for Special Offer

GENERAL RADIO CORPORATION

WALTER L. ECKHARDT, President

624-628 Market St., Philadelphia 806 Penn Ave., Pittsburgh

Makers and Distributors of High Grade Radio Apparatus.

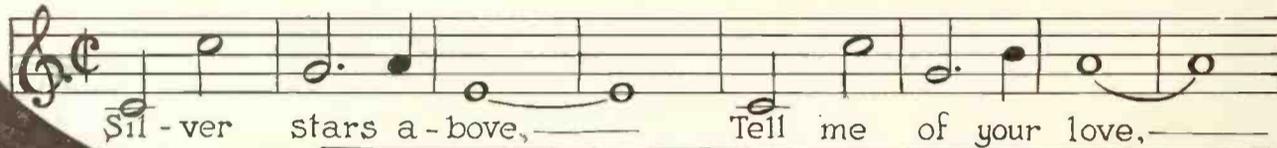
The Music Master Radio Amplifier and Geraco Proven Radio Products.

Distributors for Okeh Records, Strand Phonographs and Gold Seal Record Repeaters in Pennsylvania, southern New Jersey, Delaware, Maryland, District of Columbia, Virginia and West Virginia.



Your Feet Won't Keep Still When You Hear —
“SILVER STARS”

Percy Wenrich's New Fox Trot Hit—Hear It Once - Remember It Always



TRADE HAPPENINGS IN KANSAS CITY
 (Continued from page 171)

one of the most popular artists in the Columbia catalog.

George W. Hopkins, vice-president and general sales manager of the Columbia Graphophone Co., was the guest and speaker at a recent joint meeting of the Co-operative Club and the Advertising Club at a luncheon given at the Hotel Biltmore. Mr. Hopkins' subject was "High Pressure Selling" and the largest attendance ever known by the Co-operative Club was gathered at this luncheon.

Standke's Grafonola Shop, 1120 Grand avenue, and the North Mehorney Furniture Co., Eleventh and McGee streets, both report greatly increased sales of the Columbia records made by Frank Westphal and his orchestra as a result of their appearance at the Main Street Theatre in this city. Mr. Standke placed two Grafonolas in the lobby of the theatre during the entire week and also carried timely advertising announcing the fact that Frank Westphal and his Rainbo Orchestra are Columbia artists exclusively.

CHANGES NAME TO "ADD-A-TONE"

Within the past week, and since the first forms of this issue went to press, the Unique Reproduction Corp., New York, has announced a change in the name of its product, which will hereafter be known as the Add-a-Tone, instead of the Uniqtone. There has been no change in the company's name, or in the personnel of the organization.

BURGESS SCORES IN SALES

Seventeen cabinet Victrolas sold in one month is the record of F. O. Burgess, Victor dealer of Sydney, Neb., a town of 3,000 people.

T. F. GREEN IN COMPLETE CONTROL

President of Silas E. Pearsall Co. Purchases Pearsall Interests—Plans for Expansion Contemplated—Personnel of Organization Remains Unchanged—An Important Move

The members of the local Victor trade were delighted to learn this week that Thos. F. Green, president of the Silas E. Pearsall Co., New York, Victor wholesaler, had purchased the Pearsall



Thos. F. Green

interests in this company and had, therefore, acquired complete control of this well-known organization. In a chat with The World, Mr. Green stated that no changes of any kind were being contemplated, except that plans for ex-

pansion and development were being worked out which would be announced in the near future.

Thos. F. Green is one of the best-known and most popular members in the Victor wholesale industry. Since 1914 he has been president of the Silas E. Pearsall Co., and prior to that date was associated for a number of years with the sales division of the Victor Talking Machine Co., Camden, N. J. He numbers among his friends Victor dealers and wholesalers from coast to coast, and his intimate familiarity with every phase of Victor merchandising has enabled him to attain phenomenal success with the Silas E. Pearsall Co. Under his able direction this company's business has increased rapidly, and to-day it is recognized as a leader in the Victor wholesale field. Mr. Green has devoted his entire time to the Pearsall activities, being ably assisted by Lloyd L. Spencer, sales manager of the company.

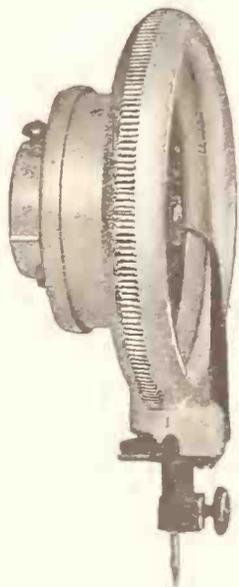
WHITEMAN TO GO ON TOUR

Famous Orchestra Leader and His Men to Start on Six-week Concert Trip

Paul Whiteman and his orchestra are booked for a six-week concert tour, which will net Whiteman \$120,000 for himself and fifteen musicians.

Whiteman has made arrangements with Paul Salvin, who holds a contract for Whiteman's services for the Palais Royal, New York, to give the Whiteman Band a six weeks' leave of absence.

During Whiteman's absence one of his orchestras will replace him at the Palais Royal. At the present time Whiteman has eleven bands working in Greater New York, seventeen on the road and forty bands throughout the country receiving the Whiteman music service. His income is over a million dollars annually from his many activities.



A QUALITY SOUND BOX

Here is a sound box that has won a reputation for its quality features of design, construction and tone.

It reproduces a full, mellow, resonant tone of unrivalled volume and clearness.

Good enough for the highest-class phonographs and cheap enough for the lowest-priced machines.

Get acquainted with the superior qualities of the Presto rubber-hub sound box and you will realize why it has been adopted by the leading independent manufacturers.

PRESTO PHONO PARTS CORPORATION

124-132 Pearl Street

Brooklyn, N. Y.

Let us figure on your **TONE-ARM** requirements. We have something new and better



HOLIDAY DISPLAY WINDOW FOR USE BY EDISON DEALERS

Thomas A. Edison, Inc., has prepared a very effective window display for use of Edison dealers during the holiday season. The display consists of a series of very richly colored and appropriately designed posters which convey brief but pertinent holiday messages regarding

very effective plan is to take the instrument out of the window entirely, but to leave the display otherwise as shown in the illustration, except for the fact that the small cards at the extreme right and left should be moved in close to the mounted stand and the two next larger



Display Window for Yuletide Season Prepared by Thos. A. Edison, Inc.

the part which the new Edison can logically play during the holiday season from a gift standpoint.

The illustration shows one plan for using these posters in connection with two models of the new Edison and a number of Edison Re-Creations. There are, of course, many other combinations which can be worked out and one

cards should be moved out to the extreme left and right.

The advantage of this window is to convey to passers-by the relation of music to the Christmas season, the appropriateness of the new Edison as a gift and the fact that this musical instrument is an ideal solution of the "family gift" problem.

MONTANA VICTOR DEALERS MEET

Many Instructive Addresses and Interesting Demonstrations Feature First Annual Meeting of the Victor Dealers of Montana

BUTTE, MONT., November 3.—The first annual meeting of the Victor Dealers of Montana, which was held in this city October 25, may be counted a decided success. The morning and afternoon sessions were filled with highly instructive addresses and demonstrations, covering Victrola construction, window trimming, ordering, selling and other topics which proved to be of deep interest to all present.

The day opened with an address by a noted Western surgeon, Dr. T. C. Witherspoon, who is conversant with the business conditions of the State and who did not hesitate to promise great things for the immediate future of Montana. Fred A. Bain spoke on advertising, driving home his message with pertinent and timely illustrations. Miss Minnie Tennis, of the Hennessey Co., enthusiastically described the fruitful results of Music Memory Contests she has fostered and carried out in Butte and other cities of the State. Leonard Waters, of the A. W. Hunt Music Co., chose "Selling Points" for his subject and revealed the secrets of his success as a Victrola salesman. Knight B. Owen, representing the Victor Talking Machine Co., brought an illuminating view of the factory's problems to the attention of the retailers. Other speakers of the day were: John Elliott Clark, Newton Congdon, of Orton Bros.; E. W. Softley, Miss Bess B. Jackson and Miss Beth Ericson. The business of the day ended with a general discussion.

In the evening a banquet and dance was held at the Silver Bow Club, at which the dealers and their ladies were guests of the John Elliott Clark Co., which has recently opened a wholesale house in Butte.

It is highly encouraging to find the dealers optimistic regarding Christmas business after the long period of depression they have been passing through. Prospects for the coming year are bright and the dealers are looking forward with a great deal of interest to another such meeting next Fall.

The C. D. Grubbs Music Co., of Houston, Tex., has been opened at 902 Capitol avenue. The new concern will feature Victor talking machines and records exclusively.

H. BILLINGS NEW CABLE MANAGER

Now Directing Activities of Aurora, Ill., Branch of the Cable Piano Co.

AURORA, ILL., November 8.—Henry C. Billings, of the Staffnote Roll Co., Milwaukee, formerly in the retail piano business in that city, has resigned to become manager of the local branch of the Cable Piano Co. With his wide experience in the player-piano selling field and an intimate knowledge of the music business, Mr. Billings' re-entrance into the retail field augurs success from the start. He presides over a well-located store with the exclusive Victor line and complete stocks of Cable and Mason & Hamlin pianos.

RETIRING VICTOR DIRECTORS DINED

PHILADELPHIA, PA., November 8.—The officers and board of directors of the Victor Talking Machine Co. tendered a dinner to Louis F. Geissler and Charles K. Haddon, who recently retired from the directorate of the company, at the Ritz-Carlton Hotel here last night. Eldridge R. Johnson, president of the Victor Co., presided, and in the course of the evening handsome gifts were presented to the guests.

MOVES TO NEW QUARTERS

The Laman & Johnson Music Co., Denver, Col., has moved from 35 Broadway to 60-64 S. Broadway.

PORTLAND MUSIC WEEK SCORES HUGE SUCCESS

Talking Machine Dealers Co-operate With Committees in Making the Event an Outstanding Success—Business Shows Improvement—P. H. Rector in New Post—Other News

PORTLAND, ORE., November 8.—Music merchants of all kinds, including talking machine dealers, are co-operating with the various committees and clubs in the celebration of Music Week, which began on November 5 and will end on November 11 with a great Music Week Ball underwritten by prominent business men and designed to cover the expenses of the celebration. Mayor Baker issued a Music Week proclamation urging all citizens to co-operate in the movement.

General business conditions throughout the Portland district show much improvement and the talking machine dealers have excellent reports to make, the only fly in the ointment being the probable scarcity of machines at holiday time due to freight delays and other causes.

Elmer Hunt, wholesale manager of Sherman, Clay & Co., says: "Business conditions this Fall have improved wonderfully, but unfortunately we are again confronted with the usual Fall shortage. All Victor dealers are demanding goods and we naturally are keen to fill their orders. Shipments have again started to come in larger quantities and from now on we will be better able to supply their increasing needs."

Mr. Hunt announces three new Victor agencies in the Oregon district as follows: B. P. Bratt, of Baker, Ore., who has recently opened a complete new music store; R. E. Mitchell, a druggist, of Hermiston, Ore., and the Linnton Pharmacy.

Mr. Hunt is receiving the congratulations of his many friends on the arrival of Elmer Hunt, Jr., at his home.

Stanton Rowell, of Grant's Pass, Ore., and W. E. Bullard, of Ione, Ore., were two Victor dealers to pay Portland a visit during the past month.

Arthur W. Stein, manager of the Victrola department of Sherman, Clay & Co.'s store, reports a wonderful business which far exceeded that of last year. Sales of the better class of records are increasing, due, Mr. Stein says, to the concert season being here again. Geraldine Farrar and Mme. Margaret Matzenauer, two Victor artists, appeared in concert at the public auditorium during the past month and sang to packed houses.

J. H. Dundore, manager of Sherman, Clay & Co., and Mrs. Donald Spencer, business man-



Display Racks for Sheet Music

Sheet Music Practically Sells Itself When Well Displayed

Talking Machine dealers who are adding sheet music departments, as well as others not familiar with Universal display fixtures, are invited to investigate our line

Sheet Music Displays from \$4.00 Upwards

The illustration shows No. 516, a triangular revolving music rack. Capacity 225 sheets of music. Complete \$18.00.

Send to-day for our complete catalogue or apply to your jobber

UNIVERSAL FIXTURE CORP.
135 West 23rd St. New York

ager of the Portland Symphony Orchestra, have together fixed up an attractive list of symphonies, overtures, suites, etc., to be played by the Portland Symphony Orchestra during the coming season and announce that the majority of them can be heard on the Victor records and also on player rolls.

P. H. Rector, formerly of Schaff Bros., of Huntington, Ind., has joined the Sherman, Clay & Co. Victrola department, and Catherine Dresser is the new cashier on the main floor.

A new and attractive little music shop has opened up for business at 354 Yamhill street, to be known as "The Music Shop." L. A. Willard, for seven years connected with the music department of Lipman, Wolfe & Co., and Bert Guisness are the owners and will handle the Sonora phonograph, the Starr line of pianos, the Gennett and Columbia records, sheet music and small goods.

James A. Stitt, Pacific Coast representative of the Hallet & Davis Co., was a recent visitor and did big business with the Reed-French Piano Co., exclusive Hallet & Davis representa-

tive here. This concern is now featuring the Hallet & Davis phonographs.

The G. F. Johnson Piano Co. put on an attractive display of the Cheney phonographs and Victrolas at the Oregon Health Exposition held at the auditorium.

George Bohlen, Pacific Coast representative of the W. W. Kimball Co., was a recent visitor to the McCormick Music Co.'s store, assisting Mr. McCormick with an introductory sale of the Kimball phonograph, the agency of which the McCormick Co. has recently acquired. The McCormick store has been completely renovated and is in fine shape for displaying its line of Kimball pianos and phonographs.

The Kohler & Chase warerooms and offices have both been moved to 86½ Broadway.

J. P. Carney, Oregon representative of the Columbia Co., reports excellent business and says in the last sixty days twenty-five new Columbia accounts have been opened up throughout the State.

The talking machine department of the Wiley B. Allen Co. has increased its sales force to

NEW 12-INCH GOLD SEAL REPEATER

EVERY DEALER WHO HAS SOLD THE GOLD SEAL 10-INCH REPEATER CAN DUPLICATE HIS SALES AND PROFITS WITH THE NEW

GOLD SEAL REPEATER

The only 12-inch Repeater on the Market, and it sells for \$1.00 (dealer's discount 40%)

DISTRIBUTORS OF GOLD SEAL REPEATERS

- Baltimore, Md....Cohen & Hughes.
- Boston, Mass. ...Lansing Sales Co.
F. C. Henderson & Co.
Iver Johnson.
Eastern Talking Machine Co.
Sherman Sales Co.
- Buffalo, N. Y....Buffalo Talking Machine Co.
C. N. Andrews.
- Burlington, Vt. ...American Phonograph Co.
- Chicago, Ill.....Lyon & Healy.
Walbert Mfg. Co.
- Cincinnati, O....Sterling Roll & Record Co.
Ohio Talking Machine Co.
- Cleveland, O.....Cleveland Talking Machine Co.
- Columbus, O.....Perry B. Whitsit.
- Detroit, Mich....Grinnell Bros.

- Elmira, N. Y....Elmira Arms Co.
- El Paso, Tex....W. G. Walz Co.
- Jackson, Fla....French Nestor Co.
- Kansas City, Mo..J. W. Jenkins' Sons Music Co.
- Los Angeles, Cal..Munson-Raynor Co.
- Mobile, Ala.....Wm. H. Reynolds.
- Newark, N. J....Collings & Co.
- New York, N. Y..Blackman Talking Machine Co.
Emanuel Blout.
C. Bruno & Son, Inc.
Silas E. Pearsall Co.
Greater City Phonograph Co.
Bristol & Barber.
Plaza Music Co.
Cabinet & Accessories Co., Inc.
S. B. Davega.
- Oklahoma City, Okla.....Oklahoma Talking Machine Co.

- Philadelphia, Pa..H. A. Weymann & Son, Inc.
Penn Phonograph Co.
The Talking Machine Co.
A. J. Heath Co.
Louis Buehn Co.
General Radio Corp.
- Pittsburgh, Pa....Standard Talking Machine Co.
W. F. Frederick Piano Co.
- Rochester, N. Y. E. J. Chapman.
- St. Louis, Mo....Artophone Corp.
- St. Paul, Minn...W. J. Dyer & Bro.
- Syracuse, N. Y...W. D. Andrews.
- Toledo, O.....Toledo Talking Machine Co.
- Washington, D. C.Cohen & Hughes.
E. F. Droop & Sons Co.

GOLD SEAL CO., Inc., 105 West 40th Street, New York City



CUTS FOR XMAS ADVERTISING

Talking Machines, Pianos and All Other Musical Instruments

In one and two colors

SUITABLE FOR NEWSPAPERS, CIRCULARS, ETC.

Send for proof sheets (postage 4c.)

CRYSTAL ART SERVICE, INC.,

152 W. 42nd St., New York

take care of the increasing business, adding Ed Johnson, John T. Carr, formerly factory representative of Mason & Risch, Ltd., of Regina, Sask., and R. V. D. Pue, formerly with the Matthews Music Co., of Calgary.

E. B. Hyatt, of the Hyatt Talking Machine Co., reports a greater demand for the console models of all makes than can be supplied. Dealers declare that the console type is the machine demanded by the majority of their customers and those with the upright models wanting to trade in for consoles.

Edward G. Gust, formerly assistant sales manager of the Bush & Lane Co., has transferred his affiliation to the G. F. Johnson Piano Co.

G. F. Johnson, of the G. F. Johnson Piano Co., announces the appointment of Carl Jones as Oregon and Washington sales manager of the Cheney phonograph, with headquarters at the Johnson Piano Co.

The handbook, "Music Appreciation for Little Children," issued by the Victor Talking Machine Co. for the use of teachers and parents, has been added to the music department of the Portland Public Library and has been in constant demand since being put on the shelf.

The Wiley B. Allen Co., which attractively advertised the set of ten lessons for the "Chick" Evans Golf Secrets on the Brunswick records, is contemplating putting in a golf demonstrating room for the golf bugs who come to the store with a bag of clubs to "try out" the various records to see if they are practical. Furniture and lights have been endangered by these customers, who cannot resist the temptation to swing their clubs while listening to the instructions of "Chick."

HANDLING OF TARIFF QUESTION

United States Tariff Commission to Deal Directly With All Requests or Petitions for Action or Relief Under Flexible Tariff

WASHINGTON, D. C., November 8.—The United States Tariff Commission will deal directly with those matters relating to tariff placed under its jurisdiction by the new tariff law, under instructions which have been issued by President Harding. The President has ordered that all requests, applications or petitions for action or relief under the flexible tariff provisions of the law shall be filed with or referred to the United States Tariff Commission direct for consideration and such investigation as is to be made. Within a few days the Commission will make an announcement of its plans for working out the duties under the new law. Tentative regulations governing its procedure have been drafted and the various members of the Commission are studying them. The personnel of the Commission is also being increased.

NEW ALTO AUTO-PNEUMATIC STOP

CHICAGO, ILL., November 10.—The Alto Mfg. Co., of this city, has just brought out a new automatic stop, which is something out of the ordinary in that it works pneumatically, being controlled entirely by the swinging of the tone arm. It embodies a non-set principle which is said to be very reliable and accurate in that it plays any record without setting regardless of whether it is hill and dale or lateral cut. The mechanism is easily attached to any talking machine. It is held in place by one or more screws to the motor board immediately under the turntable. Patents have been allowed on this new Alto auto-pneumatic stop in the United States, England, Canada and Germany.

The fellow who forgets is soon forgotten.

WORKING FOR BETTER ADVERTISING

A. L. Walsh, of Thos. A. Edison, Inc., Believes Advertising Contest for Music Merchants Will Have a Strong Elevating Influence

A. L. Walsh, advertising manager of the phonograph division of Thos. A. Edison, Inc., who is one of the executives in the advertising contest for music merchants conducted by the Music Industries Chamber of Commerce, declared himself to be highly in favor of any movement calculated to improve the retail advertising of musical instruments and in that connection says:

"The Music Industries Chamber of Commerce is to be congratulated on its initiative in being the first trade association to conduct a contest for the improvement of retail advertising among its members. Certainly, if ever the advertising of retail music merchants should be elevated to a higher plane, it is now with the music industry just emerging from a period of depression. Extreme care in the preparation of advertisements that bear their names must be observed by both national and retail advertisers if the music industry is to forge ahead again to a period of lasting prosperity.

"The time has passed, if it ever existed, when the advertising of a small retailer can be a paying proposition if handled in a haphazard, hit-or-miss manner. Each day the wise, old American public grows more discriminating and more eager to possess only the most selective merchandise. I do not refer only to the readers of a quality group of magazines, but to the subscribers of the small-town weeklies.

They have been educated to an appreciation of good advertising because bad advertising has been overdone. We all like to quote Lincoln and his statement that 'You can't fool all the people all the time.' Untruthful, exaggerated claims that were unnecessary have caused a lot of people to expect too much of a product and have resulted many times in the manufacturer losing that greatest of all advertisements—a satisfied customer.

"The retailer who is building for permanency should devote a good portion of his appropriation to prestige-building advertising. It is unfortunate that a lot of retailers still consider anything but the 'drag 'em in' brand of advertising worthless. Happily, though, for the good of the music business, this condition is gradually changing.

"Not long ago a representative of one of the big publishing companies canvassed the homes of hundreds of phonograph owners in various sections of the country. I don't remember the exact figures, but an alarming percentage of these owners had not played their phonographs for three months. Doubtless the same condition prevails in the player-piano field. Rather appalling, isn't it? and indicative that a lot of record and player roll business is being lost.

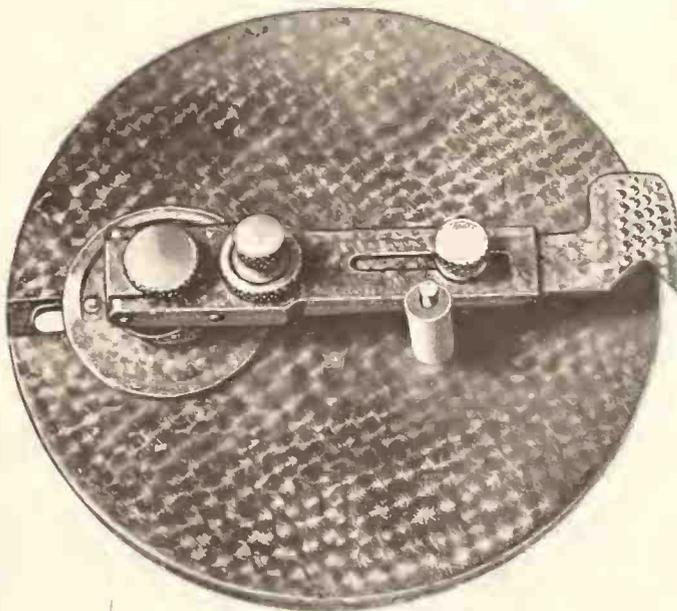
"Better advertising—concerted effort by all music merchandisers would change that situation. The idea that music is necessary in the home, that education is incomplete without it, must be sold.

"The Music Industries Chamber of Commerce has set the pace in arranging this contest and I believe we shall find many other trade associations falling in line. Let's see better advertising among you retailers—advertising that doesn't start the public talking about the other fellow's defects, but about your virtues."

The College Book Store, of Kirksville, Mo., has built a new Victor department in the front of its store and plans to expand the business this Winter. This new department is spacious and attractive.

Announcing a NEW REPEATING DEVICE!

RAPID REPEATER



Wonderfully simple—cleverly constructed, overcomes and eliminates objections to other repeaters. Will not mar or scratch the record. Made of metal—will last a lifetime. Adjustable for 10" or 12" records. No attaching, no complicated parts.

Retail Price **\$2.00**

Repeats any record instantly—no break between ending and starting, thus providing continuous music. Here is a sturdily built Repeater that you can

sell for almost the same price as celluloid or other flimsily made machines. Fully guaranteed—fits all makes of phonographs.

Send for Sample

and discounts. Agencies now being established. Write quickly for our attractive proposition.

THE RAPID REPEATER CO.

266 Van Alst Avenue

Long Island City, N. Y.

REPEATER PATENTS IN COURT

E. S. Geer Files Suit Against Zenith Mfg. Co.—Counterclaim Also Filed by Defendant

A suit was filed recently in the United States District Court, Newark, N. J., by Edmond S. Geer against the Zenith Manufacturing Co., of Newark, N. J., manufacturer of the Encore replayer. In this suit Mr. Geer, who is the inventor of the Geer repeater, asks for a permanent injunction, accounting and damages, alleging that the defendant has infringed patent No. 1,173,501, issued to Mr. Geer on February 29, 1916. Geer repeaters, which are being manufactured by the Walbert Manufacturing Co., Chicago, and Gold Seal repeaters, manufactured by the Gold Seal Co. under a license agreement with Mr. Geer and the Walbert Manufacturing Co., are made under this patent.

In filing its answer to this suit the Zenith Manufacturing Co. has filed a counterclaim against Mr. Geer asking for a permanent injunction, accounting and damages, claiming that the

Geer repeater infringes the Leisenring patent No. 1,143,289, issued June 15, 1915, and which the company states it now owns. In all probability, the action will be argued in the very near future. Mr. Geer is represented by Duell, Warfield & Duell, New York, and the Zenith Manufacturing Co. by Albert F. Nathan, Newark, N. J.

MISS FRIEDA HEMPEL ARRIVES

Miss Frieda Hempel, the famous soprano and Edison artist, who scored such a sensational success in concert in London, arrived recently from Europe and left at once for Montreal to sing with the Boston Symphony Orchestra. She will be heard in fifty concerts this season.

CONGRATULATIONS

G. L. Bunt, Victor dealer, Sioux City, Neb., recently became the proud father of a son, George Edward Bunt. Mother and son are doing well.

TALKING MACHINE MEN TO MEET

O. W. Ray, of Aeolian Co., and Others to Address Meeting on November 15

The regular monthly meeting of The Talking Machine Men, Inc., at the Cafe Boulevard on November 15, following the usual luncheon at 12:30, promises to be most interesting. One of the chief speakers will be O. W. Ray, manager of the wholesale Vocalion record department of the Aeolian Co., who will talk on the future of phonograph records, and another speaker will be Frederick N. Davidson, assistant director of music of the public schools of New York, who will discuss the Musical Appreciation Contest to be held shortly in New York schools under the auspices of the organization. Irving Berlin, Inc., will send several demonstrators to the meeting to introduce the latest Irving Berlin song hits.

STANLEY MUSIC CO. ENTERS FIELD

New Haven, Conn., Store Announces Opening With Complete Hallet & Davis Line

NEW HAVEN, CONN., November 6.—The formal opening of the Stanley Music Co., Chapel and State streets, this city, was announced recently through the medium of large display space in the local newspapers. The advertising was of exceptional character, announcing that the Stanley Music Co. had secured the exclusive agency for the Hallet & Davis line of phonographs and that the complete line is on display at the ware-rooms of the company.

G. H. Appel, who has been engaged in the retailing of musical merchandise here for the past twenty-five years, has been engaged as manager for the new concern and he is planning an extensive campaign in the interest of the Hallet & Davis phonographs.

ATTRACTIVE STARR CO. EXHIBIT

H. Wallace Carner, distributor for the Starr Piano Co., in Richmond, Va., handling the company's entire line of pianos, phonographs and Gennett records, had an elaborate exhibit at the Virginia State Fair held in that city recently, and attracted much attention from the many visitors who attended. Some hundreds of Gennett records were given away to visitors in accordance with a special plan evolved by Mr. Carner and special discount coupons providing for a 25 per cent allowance on record purchases were also distributed, many of them having since been redeemed by dealers in the territory.

DEATH OF WILLIAM A. CONDON

The death of Wm. A. Condon, president of the Condon Co., New York, who passed away on November 9 following an attack of acute appendicitis, will be a shock to the members of the talking machine trade. He had been ill but a short time and was apparently in the best of health until a few weeks ago.

FINE BRUNSWICK RECORD DISPLAY

ATLANTA, GA., November 9.—The Julian Prade Co., featuring the Brunswick line, has rearranged its phonograph department to better handle its growing trade. J. B. Ragsdale, manager of this department, recently staged an effective, if gruesome, window display featuring the record "Danse Macabre" (Death Dance), with a skeleton, grave and tombstone in evidence, tying up with this musical number in one of the local theatres.

The Sonora Co. sent out a Clara Kimball Young Sonora moving picture slide for the month of November, which shows the famous film star in an artistic pose admiring the new Sonora Queen Anne model. The slide is beautifully colored and is by far one of the most artistic which has yet been furnished Sonora dealers by the company.

THE SAFETY CINEMA

A NEW SOURCE OF PROFIT *for* the TALKING MACHINE DEALER

The Safety Cinema can easily be sold to many of the customers now on your books. And in addition it opens up broader fields and new prospects for the talking machine dealer that yield generous profits and satisfied customers.

**Models
\$40.00
TO
\$250.00**



The Safety Cinema is the simplest projector on the market. Absolutely safe—approved for use without booth by the National Board of Fire Underwriters. Connects direct to ordinary electric light socket.

The Safety Cinema has a strong selling appeal to homes, churches, schools, clubs and community centers—the very type of prospects that now claim your attention. You are equipped through experience and facilities to turn this new field into dollars of profit.

Our film libraries place more than 1,200 different subjects at the command of Safety Cinema owners on a rental basis—many notable stars as well as the leading religious and educational films. Film rentals may also yield the dealer a profit with no investment.

Write today for complete information and our special proposition to talking machine dealers. It will point the way to bigger profits for you.

UNITED PROJECTOR & FILM CORP.

69 W. Mohawk Street, Buffalo, N. Y.

Safety Standard Film Libraries in Twelve Principal Cities

Here is the *only real* improvement in RECORDS

Your people want improvements—*real* improvements.

The Globe Record is the first *real innovation* in the way of new and improved records since double-faced records came out twenty-five years ago.

The Globe is neither a paper nor a laminated record.

That is why Globe Records sell; why—at 65c—they are the greatest value that can be offered.

Globe Records are clear, virtually noiseless, far more durable, marvelously rendered and thoroughly up-to-the-minute every minute.

New distributing methods—as sweeping as the physical improvements in the record—make Globe Records *the outstanding money maker for every talking machine merchant.*

Globe Record Distributing Corporation
30 Church Street New York

better
than
STANDARD
65c

NOTE the five
exclusive
features

1. New, improved type of record.
2. Back to pre-war price—65 cents.
3. Practically free from surface noise.
4. Greater durability.
5. Special system of quick service.



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—American, 18 years' experience in talking machine laboratory. I can handle the work from the wax through to the finished stamper or matrix. Wish to hear from any company in need of an experienced man and capable of supervising. Address "Box 1221," care The Talking Machine World, 373 Fourth Ave., New York, N. Y.

WANTED—Salesmen calling on talking machine dealers everywhere to carry the Tego record brush on a liberal commission basis. Sample furnished with literature. A chance to make some easy money. Write us for particulars and territory you cover. Sturgis Novelty Works, 218 Central Building, Rochester, N. Y.

WANTED—Two salesmen, to travel throughout country, on commission basis, representing article being handled by every jobber in United States and Canada, product so well established that not even sample is required. Weekly salary of at least \$100 assured right man. Address "Box 1223," care The Talking Machine World, 373 Fourth Ave., New York, N. Y.

WANTED—Salesmen that have been or are calling on electric or radio trade. See Mr. Rice, 6311 N. Clark St., Chicago, Ill.

POSITION WANTED—Recording expert, 28 years' experience, latest methods with his own outfit, is open for engagement. Address "Box 1224," care The Talking Machine World, 373 Fourth Ave., New York, N. Y.

ELECTRIC VICTROLA SIGN

Something entirely different in a Victrola sign. 14 feet long, 30 inches high; 12 inch flexlume letters reading Victrolas. On each end of sign is 25 inch wide, oval "dog" house, containing a regular sized Victor dog, with lights to reflect on them. Circle of rotating lights surrounds dog on each end and running in opposite directions. Colors green and red; very striking sign; single faced, complete with motor and flasher. Cost \$300; sell for \$150, at \$25 a month; used only ten months. Tri-State Talking Machine Co., El Paso, Tex.

FOR SALE

Complete model talking machine ware-room equipment consisting of two 6x9 rooms of double glass construction; 5 record rack sections, a 9x12 machine alcove supported by pillars and ornamental cornice. Rooms equipped with accessories, service pockets, flood lighting, etc. Equipment finished in white ivory. Apply "Box 1220," care The Talking Machine World, 373 Fourth Ave., New York, N. Y.

FOR SALE

Music and gift store carrying the Victor and Brunswick lines of machines and records. Town of 5,000. Fine building and location. Further particulars to person interested. Address "Box 1222," care The Talking Machine World, 373 Fourth Ave., New York, N. Y.

"RECORDION" PHONOGRAPH

of standard value—past and present—five upright—three console—1923 models. Offering the greatest dealer's opportunity.

At Your Service

COLUMBIA MANTEL CO.

175-177 Powers St. BROOKLYN, N. Y.

Real merit wins—The "Recordion" has it.

SPRINGS

VICTOR		
1 1/4"x.022x18' 6" marine ends.....	No. 3014	\$.58
1 1/4"x.022x17' marine ends.....	No. 3014	.55
1 1/4"x.022x17' bent arbor.....	No. 5362	.57
1 1/4"x.022x13' bent arbor.....	No. 5423	.50
1 1/4"x.022x9' bent arbor.....	No. 5427	.42
1 1/4"x.022x9' bent each end.....	No. 6546	.42
1"x.020x13' 6" marine ends.....	No. 2141	.32
1"x.020x15' marine ends.....	No. 3335	.35
1"x.020x15' bent arbor.....	No. 5394	.38
1"x.020x15', bent each end.....	No. 6546	.43
3/8"x.020x9' marine ends.....	No. 988	.29
COLUMBIA		
1"x.028x10' Universal.....	No. 2951	.33
1"x.028x11' Universal.....	No. 2951	.35
1"x.030x11' hook ends.....		.45
1"x11' for motor No. 1.....		.35
HEINEMAN		
1"x.025x12' motors.....	No. 33 & 77	.33
13/16"x.026x19', also Pathé.....		.75
13/16"x.026x17'.....	No. 4	.59
MEISELBACH		
3/4"x10' motors.....	No. 9 & 10	.29
1"x9' motors.....	No. 11 & 12	.29
1"x16' motors.....	No. 16, 17 & 19	.49
SAAL-SILVERTONE		
1"x.027x10', rectangular hole.....	No. 144	.42
1"x.027x13', rectangular hole.....	No. 145	.48
1"x.027x16', rectangular hole.....	No. 146	.58
BRUNSWICK		
1"x.025x12', rect'glar hole, regular...	No. 201	.45
1"x.025x18', rect'glar hole, regular...	No. 401	.85
1"x.025x16', rect'glar hole.....		.58
KRASBERG		
1"x12' motor 2A, pear-shape and rect. holes.		.49
1"x16' motor 3 and 4 on outer end.....		.60
EDISON DISC		
1 1/2"x.028x25', regular size disc motors....		1.47
1"x.032x11', Standard.....		.55
15/16", Home.....		.70
15/16"x18' type A 150, old style disc.....		1.28
1" Amberola 30-50-75.....		.56
SMALL MOTORS		
3/8"x.023x10', marine ends, Hein. Col., etc....		.29
3/8"x.025x10', marine ends, Hein. Col., etc....		.27
3/8"x.020x9', marine ends.....		.21
1/2"x.020x9', marine ends.....		.18
Victor Gov. springs, No. 1729.....	per 100	.95
Victor Gov. spring screws, No. 3304.....	per 100	.92
Victor Gov. balls, n/style, No. 3302.....	each	.07
Victor Gov. spring screw washer.....	per 100	.72
Columbia Gov. springs, No. 3510.....	per 100	.95
Columbia Gov. spring screws, No. 439.....	per 100	.92
Columbia Gov. spring screw washers.....	per 100	.72
Columbia Gov. ball, lead, flat and spring...		.08
Columbia Gov. ball, new style & spring...		.08
Turntable felts, all wool, green, 10", round.		.15
Turntable felts, all wool, green, 12", round.		.18
Terms, 2% cash with order.		

TALKING MACHINE SUPPLY CO., PARK RIDGE, N.J.

REPAIR PARTS

Main springs and repair parts for Victor, Columbia, Brunswick and any other make of machine. Just mention quantity of articles you are interested in. Magic Phono. Supply Co., 261-273 Lorimer St., Brooklyn, N. Y.

PHONOGRAPHS WANTED CASH

I want 50 of the best machines that \$1,000 cash will buy. Address "Box 1226," care The Talking Machine World, 373 Fourth avenue, New York, N. Y.

PHONOGRAPH BOOTHS FOR SALE

4 complete booths in chestnut—finished in white enamel, 6 ft. x 6 ft. 20 sections, single plate glass in each section, wood ceiling. Price \$250. F.O.B. Philadelphia. Fred A. Brown, 203 West Allegheny Ave., Philadelphia, Pa.

FOR SALE

2,000 new Edison Blue Amberol records in original cartons. \$20.00 per hundred. H. H. Leopold, 1566 Main St., Bridgeport, Conn.

FOR SALE

Established music store in Western Pennsylvania railroad and manufacturing town. Draw from 20,000 population. Exclusive of country districts. Pianos, Victor and Edison agencies. New clean stock. No junk. Will sell at invoice. Excellent reason for selling. Address "Opportunity," care The Talking Machine World, 373 Fourth Ave., New York, N. Y.

SALESMAN WANTED

If you call on the talking machine trade you can add to your income by handling our line of accessories and specialties. We want a man in every State to represent us also in the following cities:

Chicago	Brooklyn	St. Louis
Cleveland	New York	Minneapolis
Pittsburgh	Detroit	San Francisco
Boston	Baltimore	Kansas City

Write at once for full particulars

INTERSTATE SALES COMPANY
Manhattan Bldg. Milwaukee, Wis.

FOR SALE

Manufacturer of motors and sound boxes wishes to dispose of the tools, jigs, dies, etc., as well as the stock of finished and unfinished parts, as he is specializing in the manufacture of another article.

This is a splendid chance for a party who intends to enter this line, as he can obtain the tools and appliances at a fraction of what it otherwise would cost him. "Box 1227," care of The Talking Machine World, 373 Fourth Ave., New York.

FOR SALE

A well established music house in city of 50,000 in Michigan, handling nationally known instruments, phonographs a specialty. Best of reasons for selling. Possession at once for holiday trade. Address "Box 1225," care The Talking Machine World, 373 Fourth Ave., New York, N. Y.

CARVED LEGS

Eight designs in gum, oak and mahogany. Prices reduced. Send for circular. Klise Mfg. Co., Grand Rapids, Mich.

AKRON ENJOYS FINE BUSINESS

One Blot on the Holiday Business Horizon Is Impending Shortage of Machines

AKRON, O., November 6.—With the volume of retail business in Akron increased 12 per cent as compared with the same period in 1921, retail music dealers anticipate continued improvement in business this month and predict that the holiday season will be one of the busiest of the entire year. Jack Moore, secretary of the Akron Merchants' Association, in his monthly summary, announces a 55 per cent increase in music store sales for October over the same month a year ago.

Dealers anticipate their only trouble from now until the holiday season will be the inability to get merchandise. Some shops are keeping one model of a particular make on the floor and are making sales, but are not guaranteeing delivery. Record trade has picked up somewhat, but dealers say this particular phase of the business should be better, especially at this season of the year.

In connection with the forty-fifth anniversary sale of the M. O'Neill department store, the talking machine section offered for the week a number of specials and according to Miss Ethel Baer an immense volume of business resulted.

Several modern record booths are being installed in the rear of the main floor of the F. W. Van Scoyoc Music Co., South Main street, and soon after November 15 it is planned to open a complete record department featuring Vocalion records.

The George S. Dales Co., which concern recently acquired the entire third floor of its South Main street building, will open an enlarged and modern talking machine department on the second floor of the building about November 15. Mr. Savage announces many innovations in the talking machine shop will be introduced when the department is formally opened.

KIDDIE REKORDS BEING MARKETED

Kiddie Rekord Album Now Ready for Trade—
Extensive Sales Campaign Under Way—Vic-
tor H. Emerson President of Company

The Kiddie Rekord Co., with executive offices in the Fisk Building, New York, has just launched an aggressive campaign featuring the Kiddie Rekord album. This album, which makes a particular appeal at this season of the year, features six nursery rhyme records, sung by well-known artists. The sales appeal of the album, however, lies in the fact that on the reverse side of the record there is presented an artistically colored drawing in harmony with the title of the record. These multi-colored drawings cannot fail to make a favorable appeal to children, and the record album itself is also artistically decorated with colored figures in keeping with the character of the records.

Album No. One features the following standard nursery selection: "Three Little Kittens," sung by Miss Young; "Old King Cole," sung by Mr. Hare; "Mary Had a Little Lamb," sung by Miss Edna Emerson (daughter of Victor H. Emerson); "Jack and Jill," sung by Miss Young and Mr. Harrison; "Little Bo Peep," by Miss Edna Emerson, and "Tom Tom, the Piper's Son," by Mr. Hare.

Victor H. Emerson, president of the Metal Recording Disc Co., and one of the foremost figures in the talking machine industry, is the inventor of the Kiddie Rekord, and is responsible for the perfection of the idea. Mr. Emerson is president of the company, and associated with him are Fred C. Lounsbury and Jesse Lounsbury, both of whom are well known in New Jersey business circles. The Kiddie Rekord album is already being handled by dealers throughout the country, who are featuring it exclusively as a gift for the children. It is expected that volume No. One will shortly be followed by another series of records, and a complete library will be available shortly.

JOIN HEPPE & SON'S SALES FORCE

PHILADELPHIA, PA., November 9.—The sales staff of C. J. Heppe & Son, Victor distributors of this city, has been augmented through the appointment of two new representatives, William J. May and William E. Trout. Mr. May will cover New Jersey, Delaware and Maryland, and Mr. Trout will cover eastern and southern Pennsylvania.

INTRODUCING NEW JEWETT CONSOLE

DETROIT, MICH, November 9.—The Jewett Phonograph Co., of this city, announced recently that it is considerably behind in orders, and that, with the exception of two models, it is sold up till the first of the year. In the very near future the company will announce a new console retailing at \$125 or less and another one retailing at approximately \$150. With the addition of these two models, the Jewett line will have five consoles ranging in price from \$125 to \$225 and four uprights, from \$95 to \$175.

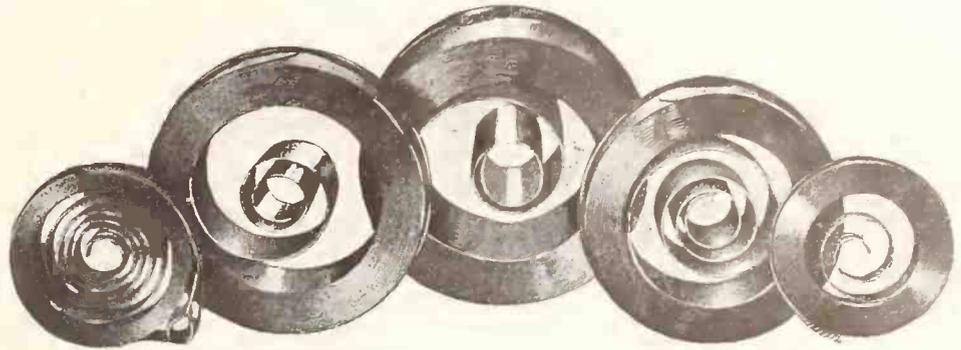
H. G. NEU FINDS BETTER BUSINESS

H. G. Neu, sales manager of the Regal Record Co., 18 West Twentieth street, New York City, made a two weeks' trade trip through Eastern territory early in November. Mr. Neu states that the sales of Regal records have shown substantial increases during recent months and from all indications the holiday business will tax the capacity of the manufacturing plant.

CHICAGO CONCERN FILES PETITION

CHICAGO, ILL., November 7.—The Phonograph Records Exchange, at 35 South Dearborn street, conducted by Harry Arney, recently filed a voluntary petition in bankruptcy. The concern lists liabilities of \$13,821.01 and assets of \$12,113.84.

FAVORITE MAIN SPRINGS
OF HIGHEST QUALITY



and Phonograph Repair Parts, Motors, Tone Arms
Sound Boxes, Cabinet Hardware and Accessories

Main Springs

	Price each
2 in. x 0.22 x 16 ft., Meisselbach No. 18.....	\$1.25
2 in. x 0.25 x 16 ft. for Edison	1.25
1 1/4 in. x 0.22 x 17 ft., reg. for Victor.....	0.60
1 1/4 in. x 0.22 x 17 ft., Victor, bent arbor.....	0.60
1 3-16 in. x 0.25 x 16 ft., Heineman No. 44.....	0.60
1 1/2 in. for Edison Disc.....	1.25
1 in. x 0.25 x 12 ft., Heineman No. 33 and 77.....	0.33
1 in. x 0.25 x 16 ft., oblong hole, for Meisselbach, Sonora and Krasberg.....	0.50
1 in. x 0.28 x 10 ft., for Columbia	0.33
1 in. x 0.22 x 10 ft., for Columbia	0.30
1 in. x 0.20 x 13 ft., for Victor	0.33
1 in. x 0.20 x 13 ft., for Victor, bent arbor....	0.33
3/4 in. x 0.23 x 10 ft., for Blick motor.....	0.30
3/4 in. x 0.25 x 10 ft., oval hole.....	0.28
3/4 in. x 0.22 x 8 ft., German motor	0.25
5/8 in. x 0.22 x 8 ft., for Swiss motor.....	0.22
5/8 in. x 0.25 x 11 ft., for Edison	0.22
1 in. x 0.25 x 19 ft., for Brunswick	0.60
1 in. x 0.22 x 9 ft., for Meisselbach No. 12....	0.30

MICA DIAPHRAGMS

	Price each
1 23-32 in. Victor Ex. Box, first grade.....	\$0.15
1 1/4 in., new Victor No. 2, first grade.....	0.18
1 31-32 in., for Sonora, first grade.....	0.20
2 1-16 in., for Meisselbach box, first grade....	0.22
2 1/4 in., first grade.....	0.25
2 3/4 in., for Pathé new style, first grade.....	0.35
2 3-16 in., for Columbia No. 6, first grade....	0.25
2 9-16 in., for Pathé or Brunswick, first grade	0.45

SAPPHIRES

	Price each
Pathé, very best, loud tone, genuine.....	\$0.12
Pathé, soft tone, ivory setting.....	0.18
Pathé, soft tone, steel setting.....	0.10
Edison, very best, medium tone.....	0.18
Edison, very best, loud tone.....	0.15
Edison, genuine diamond.....	1.25

STEEL NEEDLES

	Price each
Brilliantone, all tones.....Per 1000	\$0.45
Blue Steel Reflexo, per package.....	0.07 1/2
Wall Kane Needles, per package.....	0.06

ATTACHMENTS

	Price each
Kent, for Victor arm	\$0.25
Kent, for Edison with C box.....	2.50
Kent, without box for Edison.....	1.00
Universal old style, for Victor tone-arm.....	1.15
For Columbia, plays Vertical records.....	0.25

MOTORS

Distributors for Heineman and Meisselbach Motors.	
Best Prices. Immediate Deliveries.	
	Price each
No. M, complete with 12-in. turntable.....	\$4.50
No. 36, complete with 12-in. turntable.....	7.50
No. 33, complete with 12-in. turntable.....	8.50
Imported single-spring, 10-in. turntable.....	3.00

TONE ARMS

	Price each
No. K, with sound box.....	\$1.25
No. P, nickel-plated without sound box.....	2.75
No. P, gold-plated	4.50
No. M, ton arm, Meisselbach sound box.....	4.75
No. M, gold-plated " " " "	7.50

SOUND BOXES

	Price each
No. B-1 Bliss Sound Box, fit Victor.....	\$1.25
No. B Balance, fit Victor.....	0.75
No. F Favorite, fit Victor.....	1.75
No. 1 Nickel-plated, loud and clear.....	3.00
No. 1 Gold-plated, loud and clear, for Victor....	4.50
No. M Nickel-plated, mellow tone, for Victor....	1.75
No. M Gold-plated, mellow tone, for Victor....	2.25
No. G Nickel or gold-plated, fit Victor.....	1.00
No. P Gloria patent, extra loud.....	3.00
No. P Gloria, gold-plated.....	4.00
No. H Imported nickel-plated, Exhibition.....	1.25

PARTS—HARDWARE

	Price each
5000 Crown gear for Blick motor.....	\$0.25
5001 Crown gear for Melophone motor.....	0.25
5002 Crown gear for Heineman No. 0.....	0.25
5003 Tone-arm goose neck for Independent arm	0.25
5004 Governor pinion for imported motor.....	0.25
5005 Tone-arm base for Independent arm.....	0.25
Automatic nickel-plated lid supports.....	0.22
Automatic gold-plated lid supports.....	0.45
Piano hinges, nickel-plated, 1 1/2 in. long	0.22
Highly nickel-plated needle cups...Per 100	2.00
Covers for cups.....Per 100	1.00
Highly gold-plated cups.....Per 100	7.00
Needle cup covers, gold-plated...Per 100	5.00
Turntable felts, 10-in., round or square..	0.15
Turntable felts, 12-in., round or square..	0.18
Motor bottom gear for Triton motor.....	0.20

ILSLEY LUBRICANT

5-lb. Can	\$1.75
1-lb. Can	0.40
4-oz. Can	0.15

DELIVERY ENVELOPES

	Price each
40-lb. Brown Kraft 10-in. per 1,000.....	\$7.50
40-lb. Brown Kraft 12-in. per 1,000.....	9.50

GENUINE

HOHNER HARMONICAS

	Price each
1896 Marine Band, any key, per doz.....	\$4.50
1896 Full Concert, per doz.....	10.00
214 1/2 Vestpocket Harp, per doz.....	3.60
151 Marine Band Tremolo, per doz.....	8.00
606 Echo (double-sided), per doz.....	10.00
34B The Old Standby, per doz.....	4.00
132 Hohner Band, per doz.....	4.25
Complete revolving stand with 3 doz. Harmonicas, 32 inches high, mahogany.....	26.50

FAVORITE MFG. COMPANY

105-107 East 12th Street, New York City

N. E. Cor. of 4th Avenue

Telephone Stuyvesant 1666



Columbia Gravure Delivery Bags deliver "A sales message in pictures" whenever you deliver a record in one of them. Same price as ordinary delivery bags. They earn their overhead. Your Columbia Branch has them.

**Columbia Graphophone Co.
NEW YORK**

FINE COLUMBIA DISPLAY SERVICE

Dealers Find Artistic Columbia Window Display Service Effective in Arousing the Interest of the Public in Grafonolas and Records

The advertising department of the Columbia Graphophone Co. has been congratulated by Columbia dealers upon the sales value of the window display service which it is now present-

sents a portion of the December display, will give some idea of the artistic value of the service, together with its sales appeal. Each month's service consists of two large posters, one of which features a Columbia artist and the other presenting a list of specially selected records that may be found in the month's releases. There is also a large hanger, a center-piece and six handsome window cards featuring special selections. The entire display is lithographed

in eight colors and can be used to advantage by Columbia dealers regardless of the size of their windows, for there is hardly any window space that cannot be utilized for the display of several of the units if space for the entire set is unavailable.

Dealers who are already using this window display service have found it extremely valuable in interesting the public in the merits of the Columbia line of Grafonolas and records and many inquiries being received daily regarding the service indicate its popular appeal.

SEVERAL NEW MODELS ON DISPLAY

The Cabinet & Accessories Co., Inc., New York City, has on approval at its new headquarters, 3 West Sixteenth street, several additional new models which have been added to the "Standard" line of talking machines which it sells. The line consists of both upright and console models. The new console types are particularly attractive in both cabinet work and in tone value. Increased delivery is now being received from the factory and it is expected the Christmas sales of Standard machines will reach a substantial figure.

BOSCHEN-SMITH CO. CHARTERED

The Boschen-Smith Piano Co., Inc., Park avenue and Fayette street, Baltimore, Md., has been granted a charter of incorporation under the laws of Maryland, with a capital stock of \$50,000. The concern handles pianos, organs and talking machines. John F. Boschen is the incorporator.

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 Oct. 1, 1922:

STATE OF NEW YORK, } ss.:
COUNTY OF NEW YORK, }

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 Managers—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 27th day of September, 1922.

(Seal) GEORGE T. NEWELL,
Notary Public No. 82.

(My commission expires March 30, 1924.)



RECENT BUSINESS TROUBLES

A petition in bankruptcy was filed a few days ago against the National Motor Accessories Corp., of New York, manufacturer of automobile accessories and radio receiving sets. Judge Learned Hand appointed John L. Lytle receiver, and it is stated that the liabilities are about \$25,000, with the assets about \$7,000.

A petition in bankruptcy was also filed against the Raymond Engineering Corp., New York, manufacturer of radio receiving sets. Several judgments were obtained recently against this corporation for amounts exceeding \$20,000.

The Air-O-Phone Corp., of New York, manufacturer of Air-O-Phone radio receiving sets, which was adjudged bankrupt some time ago, filed schedules in bankruptcy recently, listing liabilities of \$13,119 and assets of \$15,180, main items of which are stock, \$8,000, and accounts, \$6,998.

WEIGHT REDUCING COURSE POPULAR

Health Builders, Inc., New York City, reports that the "Weight Reducing" course which was placed on the market last month met with instantaneous approval. Thus far this month a substantial number of representative talking machine dealers have taken on this new record set and extensive sales drives are under way.

Columbia Yuletide Service for Dealers ing to the trade. Under the direction of Lester L. Leverich, manager of the Columbia Co.'s advertising, this service has been augmented considerably and now represents one of the most effective and attractive window display services that have yet been presented to the dealers. It is sold at the rate of \$3 per month, and Columbia dealers throughout the country are taking advantage of this low price to become identified with the distinctive Columbia proposition.

The accompanying illustration, which repre-

FROM
OUR

EUROPEAN HEADQUARTERS

2 GRESHAM BLDG., BASINGHALL ST., E.C. LONDON



W. LIONEL STURDY, MANAGER

Upward Course of Trade Interfered With by Situation in the East and the Local Political Upheaval—Employment Figures Show Pleasing Trend—Imports Should Be Watched—Value of Co-operation Emphasized—Radio Situation Reviewed—Edison Diamond Disc Becoming Active—Plans of the Teutons Worth Watching—Lower Price for His Master's Voice Gramophones—New Officers of the Federation of British Music Industries Elected—The General Election and the Trade—The Month's News Reviewed

LONDON, E. C., November 2.—Easement of the somewhat strained political situation way East and the remote possibility of another war permits the average trader to breathe a little more freely. The considerable apprehension that did exist for a time exercised a baneful influence on the upward course of trade and one began to think of all sorts of commercial and social disorganization. But thanks be, it is over; the trade will recall its many canceled and suspended orders and proceed to reap a goodly season's sales harvest according to expectation.

The foregoing about sums up the line of thought among leading men of the gramophone trade. My own observations tend to the belief that a fairly satisfactory season is in store. At time of writing there is a noticeable speeding up of activity in manufacturing and wholesale quarters, which indicates that retail dealers are at last well on the move.

Last week's unemployment figures show a slight increase, it is true, but the future is brighter and one can safely predict that each

week's figures will show a pleasing decrease from now onward. The returns pertaining to national trade during September make quite good reading. Compared with August figures exports show an increase of £2,500,000 (about \$12,500,000) and imports a decrease of \$30,000,000. The export figures, as to about one-half, represent value of manufactured articles, clearly indicating a considerable revival of industrial activity.

Looking over the gramophone trade field one is unpleasantly reminded of the growing expansion of imports of parts and accessories, mainly from Germany and Switzerland. My horizon is not necessarily clouded by insular prejudice; I believe in international trade relations under certain qualifications. As instance: There are several British manufacturers of gramophone motors, tone arms and sound boxes; not all good, I admit, but mostly so. Yet many assemblers and dealers are so hide-bound by the fetish of "cheapness" at any price that their standard of production and service is sacrificed for the sake of a few shillings (often a few pence) difference in favor of the imported article. Do they think a few shillings difference would prevent a sale to a man who really wanted a gramophone? I am afraid the answer is an affirmative one. A broad view of domestic economy should alone enlighten our people to a realization of the devastating effects of such a policy.

Gramophone Dealers Co-operate to Advantage

That gramophone dealers this side recognize the power of combination was made plain at the annual general meeting of their associa-

tion—the G. D. A. Vice-president Ernest J. Marshall was elected president for the ensuing year in place of E. Rasin Jones, and Mr. Moon, of Plymouth, found favor as vice-president.

The present is a busy time for dealers and that may account for the somewhat sparse attendance on this occasion. According to Chairman Marshall eighty new members had been enrolled since February. Mr. Moon raised an interesting discussion re the question of hire-purchase, to which Mr. Marshall and other members contributed. The feeling of the meeting seemed in favor of standardizing a policy on basis of fixed cash price and for goods hire-purchased—so much down (as much as possible) with 10 per cent on the balance payable in equal monthly instalments over six or twelve months.

Probably of greatest interest was the subject dealing with exchange of unsalable records, raised by Mr. Stokes, of Keith Prowse & Co., the London agents for Sonora. I have previously explained in these columns how dealers are hampered by the present system of having to order three new records for every old one returned, receiving full credit for the one exchanged and paying for two. The difficulty here is that, while the manufacturer has to make good his loss on the deal by forcing a covering order for two fresh records, the retailer finds himself in a worse position than before through overloaded stock, a further portion of which must figure in the next exchange, and so on. Obviously, in the interests of all parties, the matter calls for drastic remedy. Faced with

(Continued on page 182)



"His Master's Voice"

Copyright

This intensely human picture stands for all that is best in music

—it is the "His Master's Voice" trade-mark, and it brings to you, no matter where you are, the very best music of every kind, sung and played by the world's greatest artists—the greatest singers, pianists, violinists, orchestras and bands—all enshrined in the unequalled "His Master's Voice" records

'His Master's Voice'

—the trade-mark that is recognized throughout the world as the

HALL-MARK OF QUALITY

DENMARK: Skandinavisk Grammophon-Akti-selskab, Frihavnen, Copenhagen.

FRANCE: Cie. Française dn Gramophone, 115 Boulevard Richard Lenoir, Place de la République, Paris.

SPAIN: Compañía del Gramófono, 56-58 Balmes, Barcelona.

SWEDEN: Skandinaviska Grammophon-Aktie-holaget, Drottning Gatan No. 47, Stockholm.

RUSSIA: The Gramophone Co., Ltd., 45, Nevsky Prospect, Petrograd (Petersburg); No. 1 Solyanka, Solyanof Dvor, Moscow; 9, Golovinsky Prospect, Tiflis; Nowy-Swiat 30, Warsaw; 11 Michailovskaya Ulitsa, Baku.

INDIA: The Gramophone Co., Ltd., 139, Bal-laghatta Road, Calcutta; 7, Bell Lane, Fort, Bombay.

Great Britain:

The Gramophone Company, Ltd.

HAYES

- MIDDLESEX

- ENGLAND

AUSTRALIA: S. Hoffnung & Co., Ltd., Sole Concessionaries of The Gramophone Company, Limited, 163, Pitt Street, Sydney.

NEW ZEALAND: Gramophonium, Ltd., 118-120 Victoria Street, Wellington.

SOUTH AFRICA: Darter & Sona, Post Box 174, Capetown; Mackay Bros., Post Box 251, Johannesburg; Mackay Bros. & McMahon, Post Box 419, Durban; Ivan H. Haarburger, Post Box 105, Bloemfontein; Franz Moeller, Post Box 108, East London; B. J. Ewins & Co., Post Box 86, Queens-town; Handel House, Kimberley; Laurence & Cope, Post Box 132, Bulawayo; The Argus Co., Salisbury.

EAST AFRICA: Bayley & Co., Lourenço Marques.

HOLLAND: American Import Co., 22a, Amsterd Veerkade, The Hague.

ITALY: A. Bossi & Co., Via Orsini 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 181)

the fact that somebody must bear the cost of record exchanges, Mr. Stokes is evidently of opinion that dealers should certainly pay a share. He thought dealers would cheerfully do so. That manufacturers fully recognized the position was shown by sympathetic response to G. D. A. representation, which in one case resulted in a definite offer—from the Columbia Co. With their agreement Mr. Stokes explained a scheme to take up surplus or unsalable records, twice yearly, to extent of 10 per cent of purchases during period prior, in exchange for new stock up to two-thirds of their value. "Stock could actually be reduced under this plan," said Mr. Stokes, "and the loss to dealers would be only 3 1/3 per cent of their purchases." Ten per cent is evidently regarded as being a fair estimate of records which might be classified as unsalable, that is, given careful buying. The Columbia scheme has the further advantage of eliminating that bugbear of a two or three-to-one covering order, and it is Mr. Stokes' view that probably the percentage of returns would gradually decrease. Anyway, he thought the Columbia offer deserving of serious consideration; it was made in a spirit of friendly co-operation. If dealers would study the matter and forward their views to the G. D. A. secretary some considerable help toward a permanent solution of this unsalable stock problem would surely result, said Mr. Stokes.

Wireless News in General

As reported last month the Postmaster General thought it well to suspend the issue of reception licenses. That ban has not yet been raised and we still await the registration of the Broadcasting Co. For this, however, we shall not have long to wait. Briefly, the present position is as follows: Differences between the wireless companies and the P. G. have been overcome; twenty firms applied for permission to broadcast; any genuine British company manufacturing wireless apparatus may join the new broadcasting company; this company has been formed with a capital of £100,000 guaranteed by six big firms; a simple form of reception license will be obtainable at the post-offices; an indelible mark is to be placed on approved types of apparatus; high-class programs of music and instruction will be broadcasted, no "dud" stuff; broadcasting is to commence from Marconi House, London, and Trafford Park, Manchester; six other stations in different parts of the country to be erected.

Membership in the Broadcasting Co. will not entitle a member to use the patents of other members. The Marconi Co., it is reported, claims to hold patents which are necessary for the construction and use of valve receiving sets. In part, this claim is said to apply to the Fleming valve patent which is nearing expiration. There are certain rules and regulations to which wireless receiving sets must conform and sets will be tested. At the Horticultural Hall, London, a big wireless exhibition indicated the

great extent to which the trade has already grown. About fifty firms exhibited apparatus of various kinds and the public attended in thousands daily.

Edison Diamond Disc Activity

It is good news that the Thomas A. Edison Co. is taking steps to widen its sphere of sales representation throughout the United Kingdom. A limited number of high-class music dealers have been handling the Edison disc products with such success as to justify the placement of additional agencies.

That there is a difference between reproduction and re-creation in the Edison sense was made plain to me in the course of an interesting conversation with Mr. Wagner at the London office. By actual demonstration I was able to appraise the Edison products at their true value in the re-creation of the living voice and instrument. So true are these expressed through the medium of "The Phonograph With a Soul," so true in fidelity to the original, that actual comparison between the two is openly invited.

I understand from Mr. Wagner that the company is now prepared to conduct negotiations direct from your side with first-class dealers here, the idea being to secure efficient representation of the Edison goods in each town. For the Diamond disc phonograph the average ruling prices may be stated as from £20 to £130, but for this market the firm has in preparation four new types to be called "London Models," which will range in price from £20 to £45. Each, of course, varies in certain respects, though it is to be observed that the reproducer and motor are exactly the same in all models irrespective of price.

To the further development of Edison business here I have no doubt that most of the best retailers will subscribe. May it so be!

General Election Disorganizes Trade

The uncertainty of the political situation the last few weeks has, in the opinion of those who should know, proved inimical to business interests. The announcement of the Government's resignation and the probability of a general election within the near future have not improved matters. At this time of our seasonal trade a political crisis is certainly unfortunate. And there looms on the horizon the possibility of the return of the labor party in sufficient force to upset voting power in Parliament. All of which is highly disconcerting to the business world.

Gramophones in the Public Libraries?

From Professor Walford Davies, director of music at the Welsh University, comes a valuable suggestion that gramophones and records should find a place in every public library. He thinks they are as much a necessity as books in the scheme of public education. This view is endorsed by Sir Landon Ronald, director of the Guildhall School of Music, who eulogizes the teaching value of gramophone records. "If I could have my way," he said, "every room in the

Guildhall School of Music would have its gramophone and library of records. The students would hear how the great artists sing or play this or that piece, and we could say, 'That's how it should be done.'" The value of such examples to the budding student is incomparable. An oral demonstration would be of equal personal value to the proper understanding of the works of great masters as the study of musical books. Records are doing for music what the printing press has done for literature.

The libraries might with advantage take a leaf out of the book of the Federation of British Music Industries. Through its able representative, Major Bavin, musical lectures are being given all over the country. On each occasion suitable records are called into use to illustrate Major Bavin's remarks. The Gramophone Co., Ltd., also conducts occasional lectures on much the same lines. There is certainly good scope for developing the idea through the public libraries, and particularly in the schools. With the latter a good start has been made and there is to-day a large number of schools in which music lessons are conducted with the aid of a gramophone.

Watch Germany!

According to the Deutsche Instrumentenbau Zeitung German exports of musical instruments continue to show an increase in proportion to a decline of the domestic trade. All classes of instruments have so far advanced in price that the German working and middle classes have to economize on purchases. Price increases exceed 100 per cent. In part, owing to depreciation of the mark abroad, export business has greatly developed. Trade accounts have been reopened in many of her old markets. The expansion of the boycott in India of British goods presents possibilities of which German exporters are taking full advantage. For these and other reasons German factories are well occupied. Their greatest handicap is in the purchase abroad of raw materials at high prices. Though this results from a falling currency it cuts both ways and, fortunately for manufacturers in other countries, forces up the price of the finished article to a figure which is giving competitive elements a more healthy chance than formerly. But Germany is astute. Through various agencies her world interests are being quietly rehabilitated and her trade preserved. And whither go the profits—to Germany? No! To turn good foreign money into worthless paper marks is not good enough. Therefore I say watch Germany! Her financial interests are banked abroad and that is where she will stake her trading claims!

This Month's New Zonophone Issues

"A really pleasing program" is a fair description of the latest records published by the British Zonophone Co. Of those listed I would mention A-264 (twelve-inch), bearing selections one and two from Donizetti's famous work, "The Daughter of the Regiment." One of the

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FROM OUR LONDON HEADQUARTERS—(Continued from page 182)

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best discs received for some time, it is magnificently recorded and rendered by the Black Diamond Band. Another twelve-incher is A-265, "I'll Forget You" and "Speak" (Tosti), by Cecil Sherwood. This artist is new to Zonophones; he possesses a tenor voice of undoubted quality, which is reproduced to good advantage. Among the ten-inch records a "special" is 2257, air from "Norma" and "Nocturne, Op. 9, No. 2," recorded by the well-known pianist, John Amadio, to the high standard one expects. Jack Hylton's Jazz Band gives us a couple of fox-trots on 2260, "Rosy Cheeks" and "Say It With Music," and on 2271 "Dear Old Southland" and "Stumbling," fox-trots. Both are well recorded and may be described as good records by those who favor this style of music (sic). On 2249 the Black Diamond Band is under tribute with "A Wistful Waltz" and "Cat's Cradle Waltz," neither of which, in my opinion, is very inspiring. Melville Gideon offers on 2258 "I Shall Remember Your Kisses" and "There's Only One Girl," both composed, sung and accompanied by himself. Diction and reproduction generally are exceedingly clear. Hubert Bath's fine composition, "Freedom," which formed the test piece at the recent 1,000-guinea championship brass band contest at the Crystal Palace, is the subject of a fine playing (on 2262) by the St. Hilda Colliery Band, which organization, by the way, carried off the trophy at last year's contest.

The Federation of British Music Industries

At the recent Grand Council meeting R. W. Gentland was unanimously elected chairman. He was justly described by the retiring chairman, Louis Sterling, as a great enthusiast for the Federation ideals. At the annual general meeting Mr. Sterling's address touched a high note of optimism as regards music trade prospects. Dealing with propaganda work he thought the Federation was gaining the confidence of the public by eliminating abuses from our industry.

According to the Federation Journal, Buxton is the favored venue for the next Music Trades Convention.

Other subjects dealt with included the question of trade lectures and it was agreed to try and arrange for lectures on window dressing and local music trade advertising.

The Federation is very active in the promulgation and execution of useful schemes for the benefit of the whole British music industries. One can already count the value of its existence by actual accomplishments; there is much propaganda work of an evolutionary nature undertaken that necessarily will show concrete results only by the grace of time, continuity of effort and the co-operation of every section of the trade. That the Federation well deserves. Reduction in Price of "His Master's Voice"

Dealers have been advised of an all-around reduction in the price of "H. M. V." gramophones. These reductions came into force the beginning of October and range from 9 per cent in the case of the higher priced models to as much as 20 per cent off some of the cheaper instruments. The price of the school model remains unchanged. This announcement comes at the right time and should result in the creation of extra business, especially in conjunction with the company's hire-purchase proposition.

Miscellaneous News of Interest

Militancy in the gramophone trade is suggested by the introduction of a gun. This, how-

ever, is a gun for serving needles. Fully charged, it holds about 30 needles and by an ingenious arrangement serves one at a time without fear of pricking one's fingers.

P. B.'s seven to seventeen-minute World record, after considerable delay, has been marketed. It is playable on even a single spring machine by means of a simple control device to regulate speed.

Great activity prevails at the works of J. E. Hough, Ltd., manufacturer of Winner and V. F. records, gramophones, motors, accessories, albums and many other quick-selling lines. Their new season's list of parts and accessories and a complete catalog of discaphones have just been published. Dealers at home and abroad can get pretty well any part of any machine from this firm and all types of complete instruments.

As mentioned last month two firms are specializing in the making of personal records. Another has entered the field. Robert Howe, the well-known baritone, who has made about 2,000 recordings, now announces arrangements for private recording for five guineas, or one guinea for trial only.

APPOINTED PROVISIONAL PRESIDENT

J. B. Vicini Burgos, Aeolian Co. Representative in San Domingo, Appointed Head of the Republic on Withdrawal of U. S. Military

J. B. Vicini Burgos, of San Domingo, Aeolian Co. representative, has been appointed provisional president of the Republic on the evacuation of the United States Forces of Occupation. H. B. Tremaine, president of the Aeolian Co., immediately cabled congratulations to Mr. Burgos, who replied: "Very many thanks to the Aeolian Co. and yourself personally."

Mr. Burgos has been the Aeolian Co. representative for many years and is a man of varied financial interests. He secured the Aeolian agency following his own purchase of a Weber Pianola piano many years ago, when his enthusiasm moved him to bring the possibilities of the instrument home to the other citizens of the Republic.

Lucy Goldsmith, manager of the export department of the Aeolian Co., who made the original sale to Mr. Burgos many years ago, was also the recipient of an interesting cable from the new president.

ENGLISH INVENTORS IN EVIDENCE

WASHINGTON, D. C., November 3.—In the patents relating to talking machines recorded at the patent office a number of English patentees are in evidence this month as follows: No. 1,429,755, a repeating and stopping device for talking machines, Frank Bowley Mitchell, Hove; No. 1,429,340, a collapsible gramophone, Joshua Green, Hove; No. 1,428,818, production of sound records, Adrian Francis Sykes, New Barnet; No. 1,428,819, manufacture of sound records, Adrian Francis Sykes, New Barnet; No. 1,427,211, gramophone and like sound reproducing instrument, John Jofeh, London; No. 1,425,944, sound recording and reproducing instrument, Wm. E. Clifton and John Sturton Ewart, Nottingham, assignors to Cliftophone, Ltd., London.

NEW STERLING WAREROOMS OPENED

NEW HAVEN, CONN., November 1.—The formal opening of the new Sterling Piano Co. warerooms, 62 Church street, this city, recently was made the occasion of a concert which was attended by many local music lovers. Among the artists were Max Kortlander, Pete Wendling and Victor Arden, widely known through their recordings for Q R S rolls.

The new establishment is one of the most attractive music houses in the State. Jack Thompson, well known in this city, is manager and he acted as host at the formal opening.

PLANS ANNIVERSARY MASS MEETING

Merchants' Association of New York Entitled to Congratulations on Twenty-fifth Anniversary of Constructive Work

Arrangements are under way by the Merchants' Association of New York to celebrate the twenty-fifth year of its existence at a mass meeting in Madison Square Garden on November 17. Business houses of the city which have been in existence for one hundred years or more will be invited to send representatives. The Merchants' Association of New York has been instrumental in inaugurating many moves of importance for the protection and advancement of the interests of the business men of Gotham, and by its efforts much necessary legislation of a beneficial character has been enacted into law.



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- Kansas City, Mo., Columbia Graphophone Co., 2008 Wyandotte St.
- Los Angeles, Cal., Columbia Graphophone Co., 809 S. Los Angeles St.
- Minneapolis, Minn., Columbia Graphophone Co., 18 N. 3rd St.
- New Orleans, La., Columbia Graphophone Co., 517-525 Canal St.
- New York City, Columbia Graphophone Co., 121 West 20th St.
- Omaha, Neb., Columbia Graphophone Co., Eighth and Jackson Sts.
- Philadelphia, Pa., Columbia Graphophone Co., 40 N. 6th St.
- Pittsburgh, Columbia Graphophone Co., 632-640 Duquesne Way.
- Salt Lake City, Utah, Columbia Stores Co., 221 South West Temple.
- San Francisco, Cal., Columbia Graphophone Co., 345 Bryant St.
- Seattle, Wash., Columbia Graphophone Co., 911 Western Ave.
- Spokane, Wash., Columbia Stores Co., 161 South Post St.
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COLUMBIA GRAPHOPHONE CO.

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LATEST PATENTS RELATING TO TALKING MACHINES AND RECORDS

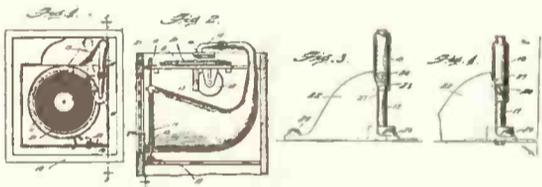
WASHINGTON, D. C., October 10.—Attachment for Phonographs.—Carleton B. Preston, Providence, R. I. Patent No. 1,423,360.

This invention relates to attachments for phonographs and was primarily designed for use with phonographs of the Edison type.

In using phonographs of this type a separate and distinct movement of the reproducer is necessary to place the same at a point directly above its starting place on the record. This movement is accomplished by means of a lever which controls the horn to which the reproducer is attached. With the eye as the only guide, in a subdued light the proper positioning of the reproducer is difficult and uncertain. A positive guide is therefore desirable and an effort has been made to supply one.

The general objects of this invention are to overcome dependence on the eye for positioning the reproducer, and to accomplish this result in the same movement that lowers the reproducer onto the record, thus combining the two movements in one; and to attain these ends in a positively acting, simple and inexpensive guiding means.

To these ends there is provided guiding means which co-operates with means associated with the horn to swing the horn and its shaft as the parts are being lowered to playing position, thereby causing the reproducer to travel



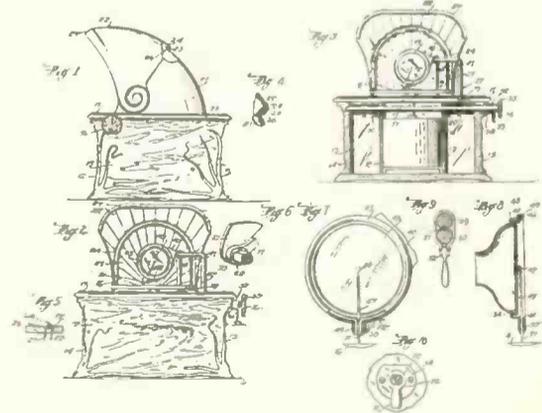
the desired distance toward the record on a diagonal plane, and as the movement of lowering is completed the reproducer travels vertically to playing position.

Figure 1 is a top plan view of a talking machine; Fig. 2, a section along the line 2—2; Fig. 3, a front elevation of the guiding means in engagement with the co-operating projection as viewed on line 3—3 of Fig. 2, and Fig. 4 a like elevation of the same showing the parts in another position of engagement.

Sound Box. Henry Berman, Ossining, N. Y., assignor of one-half to Emil Erik, same place. Patent No. 1,423,707.

This invention relates to phonographs and particularly relates to a construction thereof whereby the horn and reproducer elements thereof are materially reduced in number of parts and cost of production without sacrificing any of their effectiveness.

The invention consists essentially of a collapsible sounding board or shell in lieu of a horn and a removable reproducer co-acting therewith, whereby when the sounding board is col-



lapsed the reproducer and its support can also be removed, leaving the phonograph with a top having no projections therefrom.

One embodiment of the invention is used in an illustrative sense and not a limiting one, for the invention is capable of many different embodiments.

One embodiment of the invention is illustrated in the accompanying drawings, in which—

Figure 1 is a side elevation of the device; Fig. 2 is a front elevation; Fig. 3 is a vertical section thereof; Figs. 4, 5 and 6 are detail views.

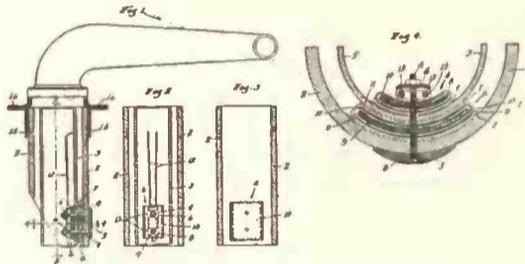
Tone Modifier for Phonographs. Fred W. Cooley, Minneapolis, Minn. Patent No. 1,423,832.

This invention relates to sound-reproducing machines, generally designated as talking machines or phonographs, and the invention is particularly directed to the sound chamber or tone arm or tubes of such machines.

It is an object of the invention to construct the tone arms or sound chambers of talking machines so that an improved tone is produced thereby.

The invention disclosed in the present application is an improvement upon that disclosed and claimed in prior Patent No. 1,349,604, granted August 17, 1920, and No. 1,352,115, granted September 7, 1920. The purpose and object of the invention will be readily understood from the following description made in connection with the accompanying drawings, in which like reference characters refer to the same parts throughout the several views, and in which—

Figure 1 is a view showing the tone arms of a talking machine with the improvement applied thereto; Fig. 2 is a section of the device of the

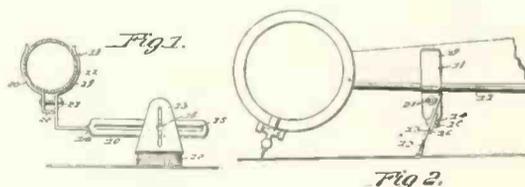


invention taken substantially on the line 2—2 of Fig. 1, looking in the direction of the arrows; Fig. 3 is a similar section with some of the parts removed, and Fig. 4 is a section on an enlarged scale taken substantially on the line 4—4 of Fig. 1.

Record Wiper for Phonographs. Charley Landgraf and John Hernacki, Chicago, Ill. Patent No. 1,424,023.

The object of this invention is to provide a simple and efficient means in the form of an attachment for phonographs and similar musical and talking machines for wiping the record to remove dust from the surface thereof and particularly from the sound groove as a means of preventing irregular or undesirable vibrations of the needle and protecting the sound groove from injury; and with this object in view the invention consists in a construction and combination of parts, of which a preferred embodiment is shown in the accompanying drawings, wherein:

Figure 1 is a view of a wiper embodying the invention applied in the operative position to



the sound arm of a conventional form of phonograph; Fig. 2 is an end view of the same to show the inclination of the brush holder to correspond with that of the needle.

Reproducer. Charles J. Del'Marmol, Frankford, Pa. Patent No. 1,424,087.

This invention relates to reproducers for talking machines and similar devices for the transmission of sounds and it has for its primary object to provide a reproducer which will effectively reproduce sounds or sound waves,

while at the same time the volume of sound so reproduced will be considerably increased.

Another object of this invention is the provision of a reproducer of the type above referred to which is exceptionally light in weight, whereby friction on the records is reduced to a minimum.

A further object aimed at is the provision of a reproducer characterized by an effective insulation of the stylus bar and its mounting from the main or body portion of the reproducer, whereby foreign noises and scratchy sounds due to metallic contacts are obviated and prevented.

A still further object of this invention is the provision of a reproducer, which is simple in construction, neat in appearance, cheap to manufacture, effective in use, not liable or susceptible to derangement, and by the employment of which tonal reproduction is raised to a very high degree of perfection.

With the foregoing and other objects in view as will become more apparent as the following description proceeds, this invention consists essentially of a reproducer having a resonating chamber in front of the diaphragm proper and valvular outlets therefrom disposed in eccentric relation to said diaphragm.

Figure 1 is a fragmentary side view of portion of an ordinary phonograph and tone arm having the improved reproducer applied thereto, the latter being shown from a frontal aspect;

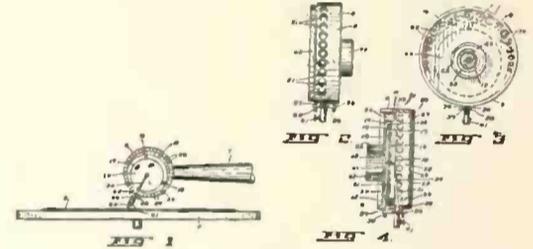


Fig. 2 is an enlarged side elevation of the improved reproducer detached from the tone arm; Fig. 3 is a rear view of the same, and Fig. 4 is a central transverse section of the same.

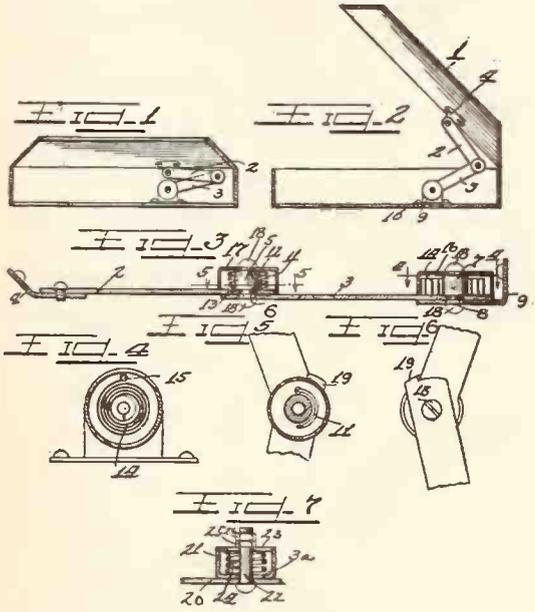
Balancing Cover Support. Frederick C. Aschburner, Chicago, Ill. Patent No. 1,424,550.

This invention relates more particularly to a flexible or jointed support in which springs or friction are utilized to balance the weight imposed upon the support in any adjusted position. In supporting a horizontal hinged member, cover, or the like in adjusted positions the vertical load component varies according to the distance the cover is opened. This is well illustrated in opening a hinged phonograph cover as shown in the drawing in which the vertical load component is greatest when the cover is closed and decreases as the cover is raised. In the preferred construction, the invention contemplates the use of coil spring in a joint or joints and these springs are wound up as the cover is lowered and unwound as the cover is raised, and the increase or decrease of the tension of the spring is substantially proportional to the increase or decrease of the moment of force of the weight computed according to its supporting leverage so that the cover may be held balanced at any desired point. In the past, friction means has been employed for such a purpose, but the same has not proved satisfactory where there is a varying load of any consequence, as the friction means would have to be clamped sufficiently tight to sustain the greatest load, making the operation of the cover or lid rather difficult, and further, under such circumstances, the friction means would quickly wear and become inoperative, since it must support the weight. But under different circumstances a friction joint may be employed. It is therefore an object of the invention to provide a jointed supporting means for a lid or cover in which tension or friction means are utilized to balance the lid or cover.

PATENTS RELATING TO TALKING MACHINES AND RECORDS—(Continued from page 184)

It is further an object of the invention to provide spring means for a supporting joint that varies in proportion to the sustained load and supporting leverage as well as to construct a cover support which is simple, compact, durable and efficient.

Figure 1 is a longitudinal section through a phonograph cover showing the jointed supporting means upon one side; Fig. 2 is a section similar to Fig. 1 showing the lid raised and held in supporting balance; Fig. 3 is a section through



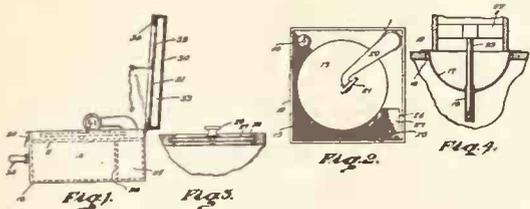
the improved jointed support showing the structure of the coil springs; Fig. 4 is a section on the line 4-4 of Fig. 3; Fig. 5 is a section on the line 5-5 of Fig. 3; Fig. 6 is an elevational view of the middle joint; Fig. 7 is a sectional view of a detail illustrating a modification.

Portable Phonograph. Jacob R. Rose, Philadelphia, Pa. Patent No. 1,424,681.

This invention relates to phonographs and has for its object the provision of a phonograph which is provided with a concave-convex resonator between the tone arm and the amplifier, whereby to improve the quality of sound given out by the device.

An important object is the provision of a phonograph in which the cabinet is formed with a relatively small compartment within which the tone arm and reproducer may be packed when not in use, the cabinet having a cover which closes down and encloses the turntable whereby the entire structure will be encased.

Another object is the provision of a storage compartment in the cover for the purpose of



holding the disc records used in connection with the machine.

An additional object is the provision of a device of this character which will be simple and inexpensive to manufacture, easy to set up and knock down, efficient in use, durable in service, and a general improvement in the art.

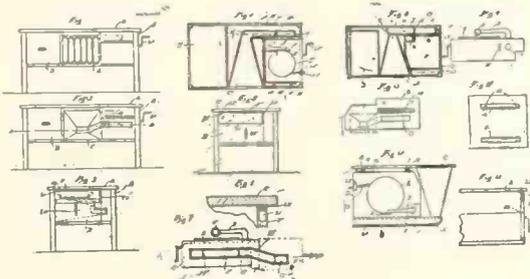
Figure 1 is a vertical sectional view through the device with the cover in open position; Fig. 2 is a plan view thereof; Fig. 3 is a detail sec-

tional view showing the compartment door open, and Fig. 4 is an enlarged detail sectional view through the resonator.

Phonograph Construction and Housing. Frederick H. Livingston, Binghamton, N. Y., assignor to Wm. J. Vogt, same place. Patent No. 1,424,835.

It is the primary aim of this invention to provide an improved phonograph wherein the housing for the machine and its horn is of a novel construction, being in the shape of a table, which, when the machine is not in use, may be used in the capacity of an ordinary library table, while when it is desired to use the phonograph a drawer containing the main operating parts of the phonograph may be extended so that a record may be played when on the revolving disk while the drawer is in either an opened or closed position.

Figure 1 is a side elevational view of one form of the invention. Fig. 2 is a similar view of a slightly modified form of the device. Fig. 3 is an end elevation of the form shown in Fig. 1. Fig. 4 is a horizontal sectional view taken on the line 4-4 of Fig. 2; Fig. 5 is an end elevation of the form shown in Fig. 2; Fig. 6 is an enlarged sectional detail showing the means for locking one of the doors. Fig. 7 is an enlarged sectional view taken on the line 7-7 of Fig. 4, showing the sound passage or conduit in section, the drawer containing the machine parts in elevation and the horn in dotted lines. Fig. 8 is a horizontal sectional view taken on the line 8-8 of Fig. 1. Fig. 9 is a side elevational detail of the drawer, of the

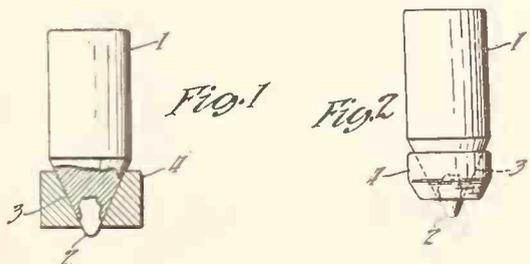


form shown in Fig. 8, removed. Fig. 10 is a side elevation of the plate partition forming a part of the modification of Fig. 8. Fig. 11 is a side elevational detail looking toward the inner face of a part of the front wall of the body of the table, showing a part of the means for mounting the drawer. Fig. 12 is top plan detail, partly in section, of the horn, drawer and passage of the arrangement shown in Fig. 8, and Fig. 13 is an enlarged fragmentary longitudinal sectional detail view on the line 13-13 of Fig. 8.

Stylus Mounting. Thos. A. Edison, Llewellyn Park, West Orange, N. J., assignor to the New Jersey Patent Co., same place. Patent No. 1,425,458.

The principal object of this invention is to provide an improved mounting of this character whereby the stylus will be firmly and rigidly held in its holder so as to effectually prevent the same from being loosened in use.

More specifically described, the invention consists in applying reinforcing means to the stylus holder at its weakest point, that is, where the jewel or stylus emerges or projects therefrom,



such reinforcing means preferably being in the form of a collar forced onto the reduced end portion of the holder to a point just above the projecting portion of the stylus so as to grip the said reduced portion under tension.

Figure 1 is an enlarged view in elevation, partly in section, of a reinforcing collar applied to a stylus mounting before the surplus metal

of the collar has been removed, and Fig. 2 is an enlarged view in side elevation of a finished stylus mounting embodying the invention.

Reproducer for Talking Machines. Everett M. Low, Brooklyn, N. Y. Patent No. 1,424,838.

This invention relates to that class of devices known as reproducers for talking machines, the object of which is to provide an instrument which will reproduce faithfully sounds as they are recorded, and prevent the introduction of elements into the reproduced sounds that are not in the record or other source of reproduction.

Figure 1 is a side view. Fig. 2 is an edge view looking in direction of arrow y, Fig. 1, shown sectioned on line x-x, Fig. 1. Fig. 3 is an edge view looking in direction of arrow 2,

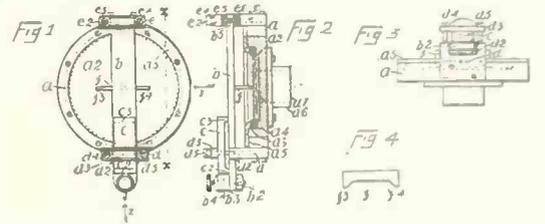


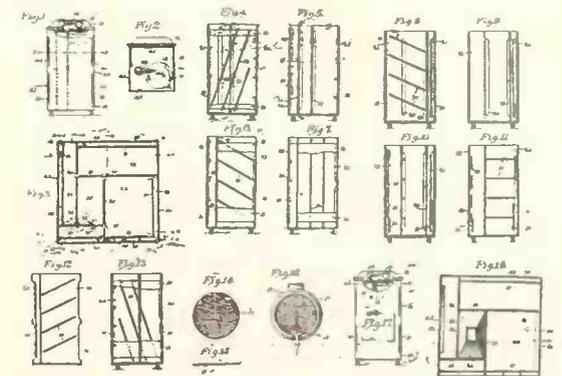
Fig. 1, the needle holder being removed, the better to show other parts. Fig. 4 is a view of the bridge f. Fig. 5 is an elevation of the bracket e.

Apparatus for Recording, Reproducing and Amplifying Sound. Chas. Blieberger, New York, assignor to A. Alexander Thomas, same place. Patent No. 1,425,505.

The basic principle of this invention involves a series of what may be called sound-developing compartments communicating with a sound-receiving chamber into which the sound vibrations to be amplified are suitably introduced. In the preferred form of the invention the sound-developing compartments communicate not only with the sound-receiving chamber, but also with each other through openings of suitable size and arrangement. As the sound enters the receiving chamber it spreads freely in all directions into the sound-developing compartments, through which it passes to the outer air. When the invention is applied to a talking machine the sound-developing chambers are constructed of different volume.

When the invention is used for recording sound, the sound is introduced from the outer air into the compartments and chamber, whence the sound waves are directed to a suitable recording device.

Figure 1 shows a talking machine of the cabinet type, having a portion broken away to disclose the interior. Fig. 2 is a plan thereof with the cover portion in raised position. Fig. 3 is an enlarged cross-sectional view taken on the line 3-3, Fig. 1, looking downwardly. Figs. 4 to 6 and 8 to 13 are sections taken on the



various corresponding lines of Fig. 3 of the drawings, and looking, in each instance, in the direction of the arrows. Fig. 7 is a sectional view similar to Fig. 6, but illustrating a modification. Fig. 14 is a face view of the improved diaphragm, and Fig. 15 is an edge view thereof. Fig. 16 is a view showing the diaphragm as embodied in a sound box. Fig. 17 is a talking machine of the cabinet type, broken away to show a modification introducing the concealed horn, and Fig. 18 is a section on line 18 of Fig. 17.

REPAIRS

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Repaired Promptly and Efficiently
REPAIR PARTS FOR ALL MACHINES

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Advance RECORD BULLETINS for December, 1922

VICTOR TALKING MACHINE CO.

- POPULAR SONGS
18955 Mary, Dear... Henry Burr
While the Years Roll By, Edna Brown-Elliott Shaw

- DANCE RECORDS
18954 Toot, Toot, Tootsie! (Goo'bye)—Fox-trot, Benson Orchestra of Chicago
Do I?—Fox-trot, Benson Orchestra of Chicago

- VOCAL AND INSTRUMENTAL RECORDS
55178 The Creation—With Verdure Clad (Haydn), Lucy Isabelle Marsh
18958 Elijah—Hear Ye, Israel... Trinity Male Choir

- RED SEAL RECORDS
87349 Boris Godounov—In the Town of Kazan, Moussorgsky
66099 Fond Recollections... Popper

COLUMBIA RECORDS

- SYMPHONY RECORDS
49895 Elisir D'Amore, "Una furtiva lagrima" (A Furtive Tear) (Donizetti)—Tenor Solo, Charles Hackett
98028 Ernani, "Ernani involami" (Ernani Fly With Me) (Verdi)—Soprano Solo...

- A3700 Dixie-Fantasia (Arranged by R. H. Bowers), Columbia Band
Old Number One—March (Prince), Prince's Band
A3702 First Love (Holzmann)—Waltz—Accordion Duet... Marconi Bros.

Mid-month List

- DANCE MUSIC
A3709 Homesick (Berlin)—Fox-trot, Ted Lewis and His Band
Incidental Whistling by Ted Lewis
To-morrow (I'll Be in My Dixie Home Again) (Turk-Robinson)—Fox-trot, Ted Lewis and His Band

AEOLIAN CO.

- VOCALION RECORDS
Operatic Selections
52043 O Terra Addio (Farewell to Earth) (From "Aida") (Verdi)—Rosa Raisa-Giulio Crimi
Soprano and Tenor Duet, Aeolian Orch. Accomp.
CHRISTMAS SELECTIONS
24033 Adeste Fideles (Oh, Come, All Ye Faithful) (Oakelly)—Reading—Tenor and Aeolian Male Quartet... Orch. Accomp. with Chimes

- Tenor—Orch. Accomp... Carsten Woll
Vuggesang om Julekelden (Christiansen)—Tenor—Orch. Accomp... Carsten Woll
14449 Zions Liede (Meyerowitz)—Orch. Accomp. Morris Goldstein and Chorus
Der Rebe Oidet Zech (Leibowitz)—Orch. Accomp... Morris Goldstein

- POPULAR SONGS
24032 Three o'Clock in the Morning (Robledo-Terriss)—Tenor—Orch. Accomp., Colin O'More
For the Sake of Auld Lang Syne (Ball)—Tenor—Orch. Accomp... Colin O'More
14441 He Loves It (Clarke-Leslie-Wendling)—Tenor—Orch. Accomp... Irving Kaufman

- DANCE SELECTIONS
14436 I Wish I Could Shimmy Like My Sister Kate (A. J. Piron)—Fox-trot, The California Ramblers
Lonesome Mamma Blues (Bille Brown)—Fox-trot... The California Ramblers
14445 Homesick (Irving Berlin)—Fox-trot, Emil Coleman and His Montmartre Orch.
There's a Reason (And It's You) (Cliff Hess) Fox-trot, Emil Coleman and His Montmartre Orch.

EDISON DISC RE-CREATIONS

- 50995 Royal Australian Navy March... New York Military Band
Marche Indienne—Hindoo March... Creator and His Band
50996 Henry and Hank In Vaudeville... Kaufman Bros.
A Visit to Reilly's—Comic Sketch... Charles Reilly
50997 In An Old-Fashioned Town... Walter Scanlan
If a Picture I Could Paint... Walter Scanlan
50998 Kathleen Mavourneen—Fantasia—Harp Solo, Anna Pinto
Serenade (Schubert's)—Cornet Solo, Ernest Albert Couturier

RELEASED ON ORDER

- 51053 Three Little Words—Fox-trot, Broadway Dance Orchestra
Two Little Ruby Rings—Fox-trot, From "Daffy Dill"... Atlantic Dance Orchestra
51055 Josephine Polka... Oberammergauer Zither Trio
Weidmansheil Polka... Oberammergauer Zither Trio
51081 Yah-De-Dah—Fox-trot... Frisco "Jazz" Band
All I Need Is Just A Girl Like You—One-step, Frisco "Jazz" Band

EDISON AMBEROL RECORDS

- 4633 That Old Fashioned Mother Of Mine (An Old Fashioned Lady)... Joseph Phillips
4634 Flower Of Hawaii... Palakiko's Hawaiian Orch.
4635 Santa Claus Hides In Your Phonograph, Harry E. Humphrey
4636 Valse Caprice—Piano Solo... Victor Young
4637 Sweet The Angelus Is Ringing—King René's Daughter... Betsy Lane Shepherd, Amy Ellerman and Chorus of Female Voices
4638 My Hindoo Man—One-step... Van Eps' Banjo Orch.
4639 Who Knows?... Lewis James
4640 A Country Fiddler At The Hotel, Charles Ross Taggart

A WONDERFUL SONG ~ DON'T WONDER ABOUT IT ~ GET IT

I WONDER WHERE MY OLD GAL IS TONIGHT

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ADVANCE RECORD BULLETINS FOR DECEMBER—(Continued from page 186)

- 4641 In An Old Fashioned Town.....Walter Scanlan
- 4642 Selection from Trovatore..Creatore and His Band
- 4643 Kitty Donohue.....Robert Denning and Chorus
- 4644 Carnival Of Venice—Variations—Cornet Solo,
Bolunmir Kryl
- 4645 I'm Waiting For You, Liza Jane...Vernon Dalhart
- TWO BOHEMIAN SELECTIONS**
- 9870 Rozmysli si, Marenko-Prodana Nevesta (Sextette
—Bartered Bride)—Houslove Solo (Violin),
Milan Lusk
- 9871 Kde Domov Muj (My Homeland) Bohemian (Na-
tional Anthem)—Houslove Solo, (Violin),
Milan Lusk
- BLUE AMBEROL HITS FOR DECEMBER**
- 4661 Hot Lips—Fox-trot.....Ernest L. Stevens' Trio
- 4662 Love's Symphony—Fox-trot,
Harry Raderman's Orchestra
- 4663 Are You Playing Fair?—Fox-trot,
Broadway Dance Orchestra
- 4664 Down Old Virginia Way,
Walter Scanlan and Helen Clark
- 4665 Cow Bells—Fox-trot..Harry Raderman's Orchestra

BRUNSWICK RECORDS

- 50017 Der Burger Als Edelman—Menuett Des Lully
(Strauss)—Symphony Orch.,
Richard Strauss and Symphony Orch.
- Der Burger Als Edelman (Intro. to Act II)
(Strauss)—Intermezzo—Symphony Orch.,
Richard Strauss and Symphony Orch.
- 15026 Prelude in C Sharp Minor (Rachmaninoff)—
Pianoforte SoloLeopold Godowsky
- Black Keys Study (Op. 10, No. 5), Followed
by "Butterfly Study" (Op. 25, No. 9)
(Chopin)—Pianoforte SoloLeopold Godowsky
- 15027 Morgen (To-morrow) (Strauss)—Soprano,
in German—Violin Obligato by Frederic Frad-
kin—Pianoforte by Frederic Persson,
Claire Dux
- 13055 Elijah—If With All Your Hearts (Mendels-
sohn)—Tenor With Orch.Theo Karle
- Elijah—Then Shall the Righteous Shine Forth
(Mendelssohn)—Tenor With Orch....Theo Karle
- 13056 Extase (Ecstasy) (Ganne) — Violin, 'Cello,
PianoElshuco Trio
- Spanish Dance (C Major) (Moszkowski)—Violin,
'Cello, PianoElshuco Trio
- 5172 Lo, Here the Gentle Lark (Shakespeare-Bishop)
—Soprano With Orch.—Flute Obligato by
Marshall LufskyVirginia Rea
- Lass With the Delicate Air (Arne)—Soprano
With Orch.Virginia Rea
- 5173 Friend o' Mine (Weatherly-Sanderson)—Bari-
tone With Orch.John Barclay
- I Love a Little Cottage (Stott-O'Hara)—Bari-
tone With Orch.—Violin Obligato..John Barclay
- 2336 I Found a Four-leaf Clover (From "George
White's Scandals") (De Sylva-Gershwin)—
Soprano and Tenor With Orch.,
Irene Audrey-Charles Hart
- Two Little Ruby Rings (From "Daffy-Dill")
(Hammerstein-Stothart) — Soprano and Con-
tralto With Orch.....Irene Audrey-Emily Earle
- 20005 Poet and Peasant Overture—Part I (von Suppe)
—Concert Orch.....Brunswick Concert Orch.
- Poet and Peasant Overture—Part II (von Suppe)
—Concert Orch.....Brunswick Concert Orch.
- 2323 Japanese Moon (Terriss-Huntley) — Fox-trot,
for DancingIsham Jones' Orch.
- In the Land of Smiling Waters (Oliver-Coombs)
Fox-trot, for DancingIsham Jones' Orch.
- 2324 Carolina in the Morning (Kahn-Donaldson)—
Fox-trot, for DancingOriole Terrace Orch.
- Chicago (Fisher)—Fox-trot, for Dancing,
Oriole Terrace Orch.
- 2325 Homesick (Berlin)—Fox-trot, for Dancing,
Carl Fenton's Orch.
- Ji-Ji-Boo (White-Meyer-White) — Fox-trot, for
DancingCarl Fenton's Orch.
- 2327 Mr. Gallagher and Mr. Shean (Gallagher-
Shean)—Fox-trot, for Dancing,
Bennie Krueger's Orch.
- Boardwalk Blues (Turk-Robinson)—Fox-trot,
for DancingBennie Krueger's Orch.
- 2328 Where Is the Man of My Dreams? (Intro.:
"Cinderelatives," From "George White's
Scandals") (De Sylva-Gershwin)—Fox-trot,
for DancingJoseph C. Smith and His Orch.
- Just as Long as You Have Me (Intro.: "The
Twinkle in Your Eye," From "The Ging-
ham Girl") (Fleeson-Von Tilzer)—Fox-trot,
for DancingJoseph C. Smith and His Orch.
- 2329 Homesick (Irving Berlin)—Comedienne With
Orch.Marion Harris
- Carolina in the Morning (Kahn-Donaldson)—
Comedienne With Orch.Marion Harris
- 2330 Do I? (Young-Lewis-Akst)—Vocal Trio With
Orch...Brox Sisters With Bennie Krueger's Orch.
- Early in the Morning Blues (Brown-Klages)—
Vocal Trio With Orch.,
Brox Sisters With Bennie Krueger's Orch.

- 2331 While the Years Roll By (Lewis-Young-Austin)
—Soprano and Tenor With Orch.,
Irene Audrey-Charles Hart
- No Wonder I'm Lonesome (Lewis-Young-
Meyer)—Male Quartet With Orch.,
White Way Quartet
- 2332 If You Don't Think So, You're Crazy (Turk-
Robinson)—Tenor and Baritone With Orch.,
Billy Jones-Ernest Hare
- All Over Nothing at All (Rule-Brennan-Cun-
ningham)—Tenor and Baritone With Orch.,
Billy Jones-Ernest Hare
- SPECIAL TO BE RELEASED AS RECEIVED**
- 2335 Why Should I Cry Over You? (Miller-Cohen)
—Fox-trot, for DancingCarl Fenton's Orch.
- Gee! But I Hate to Go Home Alone (Goodwin-
Hanley)—Fox-trot, for Dancing,
Carl Fenton's Orch.
- SPECIAL OCTOBER 25**
- 2326 To-morrow (Turk-Robinson) — Fox-trot, for
DancingArnold Johnson and His Orch.
- I Wish I Knew (Spencer-Anderson-Bryant)—
Fox-trot, for Dancing,
Arnold Johnson and His Orch.
- CHRISTMAS RECORDS**
- 20006 March of the Toys (From "Babes in Toyland")
(Herbert)—Concert Orch.,
Brunswick Concert Orch.
- Naughty Marietta Intermezzo ("A Dream
Melody") (Herbert)—Concert Orch.—Violin
Solo by Frederic Fradkin,
Brunswick Concert Orch.
- 5174 Ring Out, Wild Bells (Tennyson-Gounod)—
Baritone With Orch.John Barclay
- Birthday of a King (Neidlinger)—Contralto
and Chorus With Orch.,
Elizabeth Lennox and Chorus
- 2333 Santa Claus Hides in the Phonograph (By
Santa Claus Himself) (Alan-Brown)..Ernest Hare
- Christmas Morning at Clancey's—Irish Comedy,
Steve Porter
- 2334 Collection of Hymns—No. 1 ("Nearer, My God,
to Thee"; "Lead, Kindly Light"; "Oh, Come,
All Ye Faithful")Bell Orch.
- Collection of Hymns—No. 2 ("Beautiful Isle
of Somewhere"; "All Hail the Power of
Jesus' Name"; "Silent Night"),
Brass Choir With Bell Orch.

OKEH RECORDS

CLASSICAL SELECTIONS

ODEON RECORDS

(Recorded in Europe)

- 3019 Salut D'Amour (Love's Greeting) (Edward El-
gar)—Orchestra..Marek Weber and His Orch. 12
- Scherzo No. 1 (Franz Schubert)—Orchestra,
Marek Weber and His Orch. 12
- 3022 Largo (G. Raphael)—Violin, 'Cello and Organ,
Marek Weber Trio 12
- L'Arlesienne — Adagietto (G. Bizet)—Violin,
'Cello and OrganMarek Weber Trio 12
- 3023 Wiener Blut (Johann Strauss)—Orchestra,
Marek Weber and His Orch. 12
- Tales From the Vienna Wood (Johann Strauss)
—OrchestraMarek Weber and His Orch. 12
- 3024 Silent Night, Holy Night (Stille Nacht, Heilige
Nacht) (Gruber)—First Violin, Second Violin
and OrganMarek Weber Trio 12
- Song of Christmas (Lefebure Wely)—Violin,
Harp and OrganMarek Weber Trio 12
- 3025 Greetings of Joy (Josef Strauss)—Orchestra,
Marek Weber and His Orch. 12
- Sunset on the St. Lawrence (M. Heller)—
OrchestraMarek Weber and His Orch. 12
- 3026 The Father of the Regiment (Ziehrer)—Cornet
Solo, With Orch. Accomp.....Felix Silbers
Gypsy Dream (Silbers)—Cornet Solo, With
Orch Accomp.Felix Silbers 12
- 3021 Nocturne in B Major (Chopin)—Piano Solo,
Dr. James Simon 12
- Etude in G Flat—Waltz in E Minor (Chopin)—
Piano SoloDr. James Simon 12
- 3027 Egmont—Overture (Part I) (Beethoven)—Or-
chestraEuropean Symphony Orch. 12
- Egmont—Overture (Part II) (Beethoven)—Or-
chestraEuropean Symphony Orch. 12
- 50602 Ariadne of Naxos—Es gibt ein Reich (Richard
Strauss)—Soprano, With Orch., Sung in
GermanMaria Jeritza 12
- (Recorded in Europe)
- INSTRUMENTAL**
- 4678 The Okeh Laughing Record,
The Gypsy Baron—Wer uns Getraut (J.
Strauss)—Instrumental,
Cornet Solo With Orch. 10
- 4667 Forge in the Forest (Michaelis)—Descriptive,
European Concert Band 10
- Mill in the Black Forest (Eilenberg)—Descrip-
tiveEuropean Concert Band 10
- 4688 O' Sole Mio (My Sunshine) (Di Capua)—
Standard Hawaiian Instrumental,
Frank Ferera-Antony Franchini 10
- Panorama Bay (James V. Monaco)—Waltz,
Venetian Sextet 10

- 3020 Faust-Selections (Charles Gounod),
Conway's Band (Capt. Pat Conway, Conductor) 12
- Reminiscences of the Plantation (1, Introduc-
tion; 2, "My Old Kentucky Home"; 3, "Old
Zip Coon"; 4, "Essence of Old Virginny";
5, "Dixie"; 6, "Massa's in de Cold, Cold
Ground"; 7, Finale) (Chambers),
Conway's Band (Capt. Pat Conway, Conductor) 12

MONOLOGUE

- 4682 The Chicken Thieves (Shelton Brooks)—Mono-
logueShelton Brooks 10
- Collecting Rents (Shelton Brooks)—Monologue,
Shelton Brooks 10
- 4686 Uncle Josh on the Radio (Stewart-Hager)—
MonologueByron G. Harlan 10
- Uncle Josh Patents a Rat Trap (Jack Baxley)
MonologueByron G. Harlan 10

VOCAL RECORDS

- 4670 Got to Cool My Doggies Now (Bob Schafer-
Babe Thompson-Spencer Williams)—Popular
Colored Singer,
Mamie Smith and Her Jazz Hounds 10
- You Can Have Him, I Don't Want Him, Didn't
Love Him Anyhow Blues (William Tracey-
Dan Dougherty)—Popular Colored Singer,
Mamie Smith and Her Jazz Hounds 10
- 4676 Cow Bells (Sidney D. Mitchell-Lew Klein-Al
Piantadosi)—Tenor With Orch. ..Billy Jones
Oh! Is She Dumb? (Grant Clarke-Edgar Leslie-
Archie Gottler)—Tenor-Baritone Duet With
Orch.Billy Jones-Ernest Hart 10
- 4677 Coal-black Mammy (Laddie Cliff-Ivy St. Helier)
Contralto With Orch.Aileen Stanley
Mandy (From the Musical Comedy, "Strut, Miss
Lizzie") (Creamer-Layton)—Baritone With
Orch.Ernest Hare 10
- 4681 Call Me Back, Pal o' Mine (Morgan Brown-
Harold Dixon)—Tenor With Orch.,
Lewis James 10
- Three o'Clock in the Morning (Dorothy Terriss-
Julian Robledo)—Male Trio With Orch.,
Crescent Trio 10

DANCE RECORDS

- 4666 Three o'Clock in the Morning (Julian Robledo)
—WaltzMarkels' Orch. 10
- Swanee River Moon (H. Pitman Clarke)—
—WaltzMarkels' Orch. 10
- 4667 Call Me Back, Pal o' Mine (Harold Dixon)—
WaltzRega Dance Orch. 10
- Love's Lament (Rolf Piquet)—Waltz,
Markels' Orch. 10
- 4668 My Rambler Rose (From "Ziegfeld Follies of
1922") (Louis Hirsch-Gene Buck-Dave
Stamper)—Fox-trot,Herman Popper and
His S.S. George Washington Orch. 10
- List'ning on Some Radio (Intro.: Chorus of "It's
Getting Dark on Old Broadway") (From
"Ziegfeld Follies of 1922") (Louis Hirsch-
Gene Buck-Dave Stamper).Herman Popper and
His S.S. George Washington Orch. 10
- 4669 Why Should I Cry Over You? (Ned Miller-
Chester Cohn)—Fox-trotMarkels' Orch. 10
- My Girl Is Like a Rainbow (Fanchon-Marco-
Lester Stevens)—Fox-trotMarkels' Orch. 10
- 4671 Haunting Blues (Henry Busse)—Fox-trot,
Tampa Blue Jazz Band 10
- Chicago (That Toddling Town) (Fred Fisher)—
Fox-trotMarkels' Orch. 10
- 4672 Say It While Dancing (Davis-Silver)—Fox-trot,
Markels' Orch. 10
- I Wish I Knew (You Really Loved Me) (Rob-
ert E. Spencer-Frank Anderson-Harry Bryant)
—Fox-trotMarkels' Orch. 10
- 4673 Tricks (Zez Confrey)—Fox-trot,
Vincent Lopez and His Hotel Pennsylvania Orch. 10
- Coal-black Mammy (Ivy St. Helier)—Fox-trot,
Vincent Lopez and His Hotel Pennsylvania Orch. 10
- 4674 I Wish There Was a Wireless to Heaven (Willy
White)—Fox-trotRega Dance Orch. 10
- Radio Eyes (King Kettler-George H. Finzel)—
Fox-trotRega Dance Orch. 10
- 4675 The World Is Waiting for the Sunrise (Rus-
sell Bennett)—Fox-trotMarkels' Orch. 10
- When the Leaves Come Tumbling Down (Rich-
ard Howard)—Fox-trotMarkels' Orch. 10
- 4679 Nellie Kelly, I Love You (From the Musical
Play, "Little Nellie Kelly") (Geo. M.
Cohan)—Waltz—Whistling by Sam Cook,
"The Whistling Minstrel." Accordion by
Mario PerryRega Dance Orch. 10
- You Remind Me of My Mother (Intro.: "Till
My Luck Comes Rolling Along," From the
Musical Play, "Little Nellie Kelly") (Geo. M.
Cohan)—Medley Fox-trotMarkels' Orch. 10
- 4680 Don't Bring Me Posies (It's Shoesies That I
Need) (Fred Rose)—Fox-trot..Markels' Orch. 10
- Two Little Wooden Shoes (From the Musical
Comedy, "Spice of 1922") (Jack Stanley-
James F. Hanley)—Fox-trot..Markels' Orch. 10
- 4683 Away Down South (Harry Akst)—Fox-trot,
Fred Van Eps (Banjoist) 10
- Struttin' at the Strutters' Ball (Spencer Wil-
liams)—Fox-trotMarkels' Orch. 10
- 4684 Birdie (Jesse Crawford)—A Sweetie-tweety Fox-
trotGlantz and His Orch. 10
- The French Trot (Milton Davis)—Fox-trot,
Glantz and His Orch. 10

(Continued on page 188)

ADVANCE RECORD BULLETINS FOR DECEMBER—(Continued from page 187)

- 4685 I'll Be in My Dixie Home Again To-morrow (Roy Turk-J. Russell Robinson)—Fox-trot, Markels' Orch. 10
- Truly (Vincent Rose)—Fox-trot..Markels' Orch. 10
- 4704 Wagsey Watermelon (Elsie Jean)—Baritone With Banjo Accomp. Ernest Hare 10
- Jack and the Beanstalk (Elsie Jean)—Baritone With Orch. Ernest Hare 10
- 4705 Rocking-horse Parade (Ring-Hager)—Christmas Novelty Hager's Concert Orch. 10
- Grandma's Music Box (Ring-Hager)—Christmas Novelty Ring and Company 10
- 4706 Homesick (Irving Berlin)—Fox-trot, Vincent Lopez and His Hotel Pennsylvania Orch. Toot, Toot, Tootsie (Goo' Bye) (Gus Kahn-Ernie Erdman-Dan Russo)—Fox-trot, Vincent Lopez and His Hotel Pennsylvania Orch. 10
- 4707 Turtle Dove (Victor Leon)—Fox-trot, Vincent Lopez and His Hotel Pennsylvania Orch. Where the Volga Flows (Lee David-Louis Katzman)—Fox-trot, Vincent Lopez and His Hotel Pennsylvania Orch. 10
- 4708 You Gave Me Your Heart (From the Photo Play, "Blood and Sand") (Ted Snyder)—Fox-trot, Natzy's Biltmore Orch. (Jack Green, Director) Zenda (From the Photo Play, "Prisoner of Zenda") (Louis Breau-Ernest Luz)—Fox-trot, Rega Dance Orch. 10
- 4710 Childhood Days (Henry Creamer-Dave Franklin)—Fox-trot Blue Ribbon Trio 10
- Who Loves You Most, After All? (Henry R. Cohen)—Fox-trot Blue Ribbon Trio 10
- 4711 I Certainly Must Be in Love (William Tracey-Dan Dougherty)—Contralto With Orch., Elsie Clark 10
- For Crying Out Loud (Ben Ryan-Mort Dixon-Violinsky)—Contralto With Orch..Elsie Clark 10

PATHE FRERES PHONOGRAPH CO. (Actuelle Records)

SACRED

- 020832 Sun of My Soul...Charles Cinway-Arthur Wilson Only a Step to Jesus..Charles Cinway-Louis Perry INSTRUMENTAL
- 020833 Hawaiian Medley—Ukulele Frank Ferera
- Maui Waltz—Ukulele Frank Ferera
- 020835 Les Patineurs (The Skaters)—Accordion Duet, Perry-Peppino
- Espana (Spanio Valtz)—Accordion Duet, Perry-Peppino

RECORDS BY ARTISTS OF INTERNATIONAL FAME

- 025088 My Old Kentucky Home.....Yvonne Gall
- Old Folks at Home.....Yvonne Gall
- 025089 Silent Night, Holy Night..Margarethe Matzenauer
- Home, Sweet Home ..Margarethe Matzenauer
- 025090 Somewhere a Voice Is Calling.....Tito Schipa
- Don Pasquale "Cerchero lontana terra" (In Italian).....Tito Schipa
- 025091 Prophete "Coronation March", New Symphony Orch. (Arthur Bodanzky, Conductor) Rakoczy March, New Symphony Orch. (Arthur Bodanzky, Conductor)

POPULAR VOCAL

- 020852 HomesickRobert Judson
- Coal-black MammyRobert Judson
- 020853 All for the Love of Mike.....Harry Blake
- To-morrowHarry Blake
- 020854 Three o'Clock in the Morning...Apollo Male Trio
- All Over Nothing at All.....Charles Cinway
- 020839 Why Should I Cry Over You?—Fox-trot, Golden Gate Orch.
- Sweet Indiana Home—Fox-trot..Golden Gate Orch.
- 020840 Carolina in the Morning—Fox-trot, Majestic Dance Orch.
- Where the Bamboo Babies Grow—Fox-trot, Hazay Natzy and His Orch. (Jack Green, Director)
- 020841 You Gave Me Your Heart (So I Give You Mine)—Fox-trot ..Golden Gate Orch.
- When You're Near—Fox-trot..Golden Gate Orch.
- 020843 Just as Long as You Have Me (From "Gingham Girl")—Fox-trot ..Hackel-Berge Orch.
- When All Your Castles Come Tumbling Down (From "Molly, Darling")—Fox-trot, Hackel-Berge Orch.
- 020845 The Tale of a Fan (From "Better Times")—Fox-trot, Hazay Natzy and His Orch. (Jack Green, Director)
- 020831 Toot, Toot, Tootsie—Fox-trot..Hackel-Berge Orch.
- I'm Goin' to Plant Myself in My Old Plantation Home—Fox-trot.....Majestic Dance Orch.
- 020842 Ji-Ji-Boo—Fox-trotOriginal Memphis Five
- You Can Have Him, I Don't Want Him, Didn't Love Him Anyhow Blues—Fox-trot, Original Memphis Five
- 020844 It's Getting Dark on Old Broadway (From "Ziegfeld Follies")—Fox-trot...Will Carroll Trio
- Vamp Me—Fox-trotWill Carroll Trio
- 020846 Who Loves You Most, After All—Fox-trot, Hot Springs Novelty Orch.
- Dixie Highway—Fox-trot, Hot Springs Novelty Orch.
- 020847 Early in the Morning Blues—Fox-trot, Hot Springs Novelty Orch.
- Two Little Ruby Rings (From "Daffy Dill")—Fox-trot.....Hot Springs Novelty Orch.

PATHE FRERES PHONOGRAPH CO. (Pathé Records)

DANCE

- 20839 Why Should I Cry Over You—Fox-trot, California Ramblers
- Sweet Indiana Home—Fox-trot, California Ramblers
- 20840 Carolina in the Morning—Fox-trot, N. Glantz and His Orch.
- Where the Bamboo Babies Grow—Fox-trot, Hazay Natzy and His Orch. (Jack Green, Director)
- 20841 You Gave Me Your Heart (So I Give You Mine).....California Ramblers
- When You're Near—Fox-trot..California Ramblers
- 20843 Just as Long as You Have Me (From "Gingham Girl")—Fox-trot ..Hackel-Berge Orch.
- When All Your Castles Come Tumbling Down (From "Molly, Darling")—Fox-trot, Hackel-Berge Orch.
- 20845 The Tale of a Fan (From "Better Times")—Fox-trot, Hazay Natzy and His Orch. (Jack Green, Director)
- 20831 Toot, Toot, Tootsie—Fox-trot..Hackel-Berge Orch.
- I'm Goin' to Plant Myself in My Old Plantation Home—Fox-trot...N. Glantz and His Orch.
- 20844 It's Getting Dark on Old Broadway (From "Ziegfeld Follies")—Fox-trot...Don Parker Trio
- Vamp Me—Fox-trotDon Parker Trio
- 20846 Who Loves You Most, After All?—Fox-trot, Orlando's Orch.
- Dixie Highway—Fox-trotOrlando's Orch.

- 20847 Early in the Morning Blues—Fox-trot, Orlando's Orch.
- Two Little Ruby Rings (From "Daffy Dill")—Fox-trotOrlando's Orch.

POPULAR VOCAL

- 20852 HomesickErnest Hare
- Coal-black MammyErnest Hare
- 20853 All for the Love of Mike.....Billy Jones
- To-morrowBilly Jones
- 20854 Three o'Clock in the Morning.....Crescent Trio
- All Over Nothing at All.....Lewis James

GENNETT LATERAL RECORDS

- 4969 Silent Night, Holy Night. (Mohr-Gruber)—HymnCriterion Quartet, Unaccomp.
- The First Noel.....Criterion Quartet, Unaccomp.
- 4970 Nearer, My God, to Thee (Adams-Mason), Criterion Quartet, Unaccomp.
- Jesus, Savior, Pilot Me (Hopper-Gould), Criterion Quartet, Unaccomp.
- 4900 Spelling Love (Cook-Gabriel)—Baritone, Homer Rodeheaver
- Only the Childlike (Thomas-Ackley)—Baritone-TenorHomer Rodeheaver-John Young
- 4901 'Tis the Last Rose of Summer (Moore)—SopranoRuth Rodeheaver
- Oh, Hear Him Calling Thee (Matthews)—Soprano—Violin, Cello and Piano Accomp., Ruth Rodeheaver
- 4966 Oriental (Myers-Schoebel)—Fox-trot, Friars Society Orch., Direction Husk O'Hara
- Farewell Blues (Rappolo-Schoebel-Mares) —Fox-trot, Friars Society Orch., Direction Husk O'Hara
- 4967 Discontented Blues (Myers-Schoebel-Miller)—Fox-trot, Friars Society Orch., Direction Husk O'Hara
- Bugle Call Blues (Snyder-Pettis-Brunils), Friars Society Orch., Direction Husk O'Hara
- 4968 Panama (Tyers)—Fox-trot, Friars Society Orch., Direction Husk O'Hara
- Tiger Rag—Fox-trot, Friars Society Orch., Direction Husk O'Hara
- 4971 Maui Waltz—Ukulele SoloFrank Ferera
- Hawaiian Hulas—Fox-trot—Ukulele Solo, Frank Ferera
- 4973 Why Should I Cry Over You? (Cohn-Miller)—Waltz, Joseph Knecht's Waldorf-Astoria Dance Orch.
- Thru the Night (Logan)—Waltz, Lieut. Matt's Orch.
- 4975 No Wonder I'm Lonesome (Meyer)—Fox-trot, Bailey's Lucky Seven—Featuring Lillian Robbins
- To-morrow (Turk-Robinson)—Fox-trot, Bailey's Lucky Seven
- 4978 Lovin' Sam (The Sheik of Alabam') (Ager-Yellen)—Fox-trot, Reser Trio—Billy Jones Sings the Chorus
- Plantation Home (Wilson-Brennan)—Fox-trot, Reser Trio—Banjo, Saxophone and Piano
- 4979 Carolina in the Morning (From "The Passing Show of 1922") (Donaldson)—Fox-trot, Bailey's Lucky Seven
- Featuring Cliff Edwards (Ukulele Ike)
- Homesick (Berlin)—Fox-trot..Bailey's Lucky Seven
- Featuring Cliff Edwards (Ukulele Ike)
- 4980 Stuttering (Pinkard)—Fox-trot, Bailey's Lucky Seven
- Toot, Toot, Tootsie (Goo' Bye) (Kahn-Erdman-Russo)—Fox-trotBailey's Lucky Seven
- 4981 I'm All Alone (Coale-Anderson)—Fox-trot, Falcone's Metronome Orch.
- You Remind Me of My Mother (Cohan)—Fox-trot ...Joe Samuels and His Master Players
- 4982 I'm Just a Little Blue (For You) (Van Alstyne)—Waltz, Hudson Pavilion Orch. (Jack Lawson, Director)
- Lovely Lucerne (Codin)—Waltz, Lieut. Matt's Orch.
- 4976 To-morrow (Turk-Robinson)—Tenor...Billy Jones
- My Buddy (Kahn-Donaldson)—Soprano, Jane Williams
- 4972 Old Favorite Waltzes—Part I, Joseph Knecht's Waldorf-Astoria Dance Orch.
- Old Favorite Waltzes—Part II, Joseph Knecht's Waldorf-Astoria Dance Orch.
- 4974 Arkansasaw Traveler.....Wm. B. Houchen
- Turkey in the Straw—Fiddle Solo..Wm. B. Houchen
- 10066 To a Wild Rose (McDowell)—Transcription by Scipione GuidiThos. Griselle
- Tambourin Chinois (Kreisler)—Scipione Guidi
- Violin—Piano Accomp.Thos. Griselle
- 4977 Edelweiss (Volkslied)—Baritone.....Josef Kalman
- Der Tyroler Und Sein Kind (Volkslied)—BaritoneJosef Kalman

GLOBE RECORDS

DANCE RECORDS

- 7179 You Gave Me Your Heart, So I Give You Mine—Fox-trotCalifornia Ramblers
- Who Cares?—Fox-trotCalifornia Ramblers
- 7178 Parade of the Wooden Soldiers (Intro.: "Bum-mel-Petrus")—Medley Fox-trot ..Coreyfonic Orch.
- Suez—Fox-trotCoreyfonic Orch.
- 7183 Carolina in the Morning—Fox-trot..Coreyfonic Orch.
- Paderewski's Minuet—Fox-trot ...Coreyfonic Orch.
- 7184 Silver Swanee—Fox-trotCoreyfonic Orch.
- Pharaoh Land—Fox-trotCoreyfonic Orch.
- 7186 Homesick—Fox-trotCoreyfonic Orch.
- Down Old Virginia Way—Waltz, Symphonia Dance Orch.
- 7187 Thru the Night—Waltz.....Symphonia Dance Orch.
- Let Us Say Good-Bye With a Waltz—Waltz, Symphonia Dance Orch.
- 7171 Lovely Lucerne—WaltzSymphonia Dance Orch.
- Underneath the Mellow Moon—Waltz, Symphonia Dance Orch.
- 7173 Yankee Doodle Blues—Fox-trot...Coreyfonic Orch.
- Coal-black Mammy—Fox-trot...Coreyfonic Orch.
- 7174 To-morrow (I'll Be in My Dixie Home Again)—Fox-trotGolden Gate Orch.
- I'm Always Stuttering—Fox-trot, Golden Gate Orch.
- 7175 I Wish I Knew (You Really Loved Me)—Fox-trotGolden Gate Orch.
- Eleanor—Fox-trotCoreyfonic Orch.

VOCAL RECORDS

- 7182 Lovin' Sam, the Sheik of Alabam'—Contralto Solo—Orch AccompVaughn De Leath
- My Dixie—Contralto Solo—Orch. Accomp., Vaughn De Leath
- 7170 For the Sake of Auld Lang Syne—Baritone Solo, Orch. AccompHerbert Wiley
- You Remind Me of My Mother (From "Little Nellie Kelly")—Tenor Solo, Orch. Accomp., Arthur Hall
- 7172 Gee! But I Hate to Go Home Alone—Baritone Solo—Orch. Accomp.Arthur Fields
- While the Years Roll By—Tenor Solo—Orch. Accomp.Charles Harrison
- 7176 Hurry Along, Liza, With Me—Tenor-Baritone

- Duet—Orch. Accomp..Bernard Almont-Bob Thomas
- Struttin' at the Strutters' Ball—Tenor Solo—Orch. Accomp.Bernard Almont

INSTRUMENTAL "BLUES" RECORDS

- 7185 Wicked Fives Blues—Fox-trot, Original Memphis Five
- Stop Your Kiddin'—Fox-trot, Original Memphis Five
- 7177 That Da-Da Strain—Fox-trot, Original Memphis Five
- Indigo—Blues—Fox-trot...Original Memphis Five

CHRISTMAS NOVELTY RECORDS

- 5110 A Christmas Story—Recitation—Orch. Accomp., Ernest Hare
- Oh, Little Town of Bethlehem—Cornets and TrombonesBrass Quartet
- 5089 Santa Claus' Arrival—Descriptive Specialty, Gilbert Girard
- Santa Claus Distributes the Toys—Descriptive SpecialtyGilbert Girard

EMERSON PHONOGRAPH CO.

LATEST DANCE HITS

- 10549 Homesick—Fox-trot.....Glantz and His Orch.
- Carolina in the Morning—Fox-trot, Glantz and His Orch.
- 10551 Love Sends a Gift of Roses—Waltz, Glantz and His Orch.
- To-morrow—Fox-trot With Vocal Chorus, Joe Samuels and His Orch.
- 10552 Blue—Fox-trotJoe Samuels and His Orch.
- Sister Kate—Fox-trotOriginal Memphis Five
- 10553 Chicago—Fox-trotMoulin Rouge Orch.
- You Gave Me Your Heart—Fox-trot With Vocal ChorusJoe Samuels and His Orch.
- 10554 Lovin' Sam—Fox-trotGlantz and His Orch.
- My Old Plantation Home—Fox-trot, Glantz and His Orch.

LATEST VOCAL HITS

- 10550 Three o'Clock in the Morning—Tenor Solo, Charles Harrison
- For the Sake of Auld Lang Syne—Tenor Solo, Charles Harrison
- 10555 Nellie Kelly, I Love You—Tenor Solo, Charles Harrison
- Carolina in the Morning—Duet, Charles Harrison-Everett Clark

CHRISTMAS NUMBERS

- 10459 Kiddies' Dance (Christmas Morning) (Walter Rogers)Emerson Concert Band
- Kiddies' Patrol (Christmas Eve) (Walter Rogers), Emerson Concert Band
- 1087 Adeste Fideles (Come All Ye Faithful)—Male QuartetShannon Four
- Holy Night, Peaceful Night—Male Quartet, Shannon Four
- 10270 Hark, the Herald Angels Sing (Mendelssohn)—Male QuartetStellar Quartet
- Joy to the World (Handel)—Male Quartet, Stellar Quartet
- 10460 Lead, Kindly Light—Male Quartet..Trinity Quartet
- 10221 Almost Persuaded—Male Quartet...Trinity Quartet
- 10221 Holy, Holy, HolyCathedral Quartet
- Rock of AgesCathedral Quartet
- 10290 Holy Ghost, With Light Divine—Duet, Reed Miller-Royal Dadmun
- Rescue the Perishing—Duet, Reed Miller-Royal Dadmun
- 1039 Nearer, My God, to Thee—Male Quartet, Shannon Four
- Onward, Christian Soldiers—Male Quartet, Shannon Four
- 1021 The Holy CityRoyal Dadmun
- The PalmsRoyal Dadmun

BANNER RECORDS

DANCE RECORDS

- 1115 Homesick—Fox-trotMajestic Dance Orchestra
- Cow Bells—Fox-trot...Metropolitan Dance Players
- 1116 To-Morrow—Fox-trot—Vocal Chorus, Arthur Hall, Samuels' Music Masters
- My Old Plantation Home—Fox-trot, Hollywood Dance Orchestra
- 1117 Carolina in the Morning—Fox-trot, Majestic Dance Orchestra
- Lovin' Sam—Fox-trot..Hollywood Dance Orchestra
- 1118 Suez—Fox-trot.....Imperial Dance Orchestra
- Cock a Doodle Doo—Fox-trot, Samuels' Music Masters
- 1119 Two Little Wooden Shoes—Fox-trot, Roy Collins' Orchestra
- Silver Swanee—Fox-trot..Metropolitan Dance Players
- 1120 Toot, Toot, Tootsie—Fox-trot...Roy Collins' Orch.
- Japanese Moon—Fox-trot...Imperial Dance Orch.
- 1121 You Gave Me Your Heart—Fox-trot—Vocal Chorus, Arthur Hall...Samuels' Music Masters
- Love's Lament—Waltz...Metropolitan Dance Players
- 1122 Homesick—Tenor Solo—Orch. Acc....Billy Clarke
- My Buddy—Tenor Solo—Orch. Acc....Billy Burton
- 1123 Carolina In The Morning—Duet—Orch. Acc., Billy Burton and Everett Clark
- Nellie Kelly, I Love You—Tenor Solo—Orch. Acc., Sam Ash
- 1124 All Over Nothing at All—Tenor Solo—Orch. Acc., Arthur Fields
- The Yankee Doodle Blues—Duet—Orch. Acc., Billy Clarke and Bert Green
- 1125 Three o'Clock in the Morning—Tenor Solo—Orch. Acc.....Billy Burton
- Bells of St. Mary's—Tenor Solo—Orch. Acc., Walter Scanlan

NOVELTY RECORD

- 2062 The Laughing Record, De Leath, Thomas, West and Randall
- Mocking Bird—Whistling Solo.....Billy Golden

CHRISTMAS RECORDS

- 2063 Kiddies' Patrol (Christmas Eve)—Descriptive—Orch. Acc.....Walter Rogers
- Kiddies' Dance (Christmas Morning)—Descriptive—Orch. Acc.....Walter Rogers
- 2064 A Visit From St. Nicholas (Christmas Story for Children).....Victor Fletcher
- Santa Claus Hides in the Talking Machine (Christmas Story for Children)....Victor Fletcher
- 2065 Adeste Fideles—Male Quartet, Liberty Male Quartet
- Joy to the World—Male Quartet, Banner Male Quartet
- 2066 Holy Night, Peaceful Night—Male Quartet, Liberty Male Quartet
- Hark! The Herald Angels Sing—Male Quartet, Banner Male Quartet

BLACK SWAN RECORDS

- 2028 O. Come All Ye Faithful....Black Swan Quartet
- 40005 I Need Thee Every Hour...Black Swan Quartet
- Santa Claus Hides in the Talking Machine, Edward Lee
- A Visit From St. Nicholas.....Edward Lee

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- BLUES**
- 14128 You're Fooling With the Wrong Gal Now, Josie Miles
 - If You Want to Keep Your Daddy Home, Josie Miles
 - 14129 Cootie For Your Tootie.....Etta Mooney
 - Throw It in the Creek (Don't Want Your Lovin' No More).....Etta Mooney
 - 14130 The Wicked Fives Blues.....Lena Wilson
 - You've Got Everything a Sweet Mamma Needs But Me.....Lena Wilson
- DANCE**
- 10079 Coal Black Mammy....Brashear's California Orch.
 - Carolina Shout.....Brashear's California Orch.
 - 10080 Romany Love.....Laurel Dance Orchestra
 - Baby Girl.....Laurel Dance Orchestra
 - 25005 Christmas Waltz.....Kaluana & Brown
 - Pansy Faces.....Kaluana & Brown
 - 40006 The Birds and the Brook (Whistling record), Bessie Johnson
 - The Song Bird.....Bessie Johnson
 - 60007 Melody In "F" (Cello Solo).....Audrey Lane
 - Sous La Feuille (Under the Leaves)..Audrey Lane

REGAL RECORDS

- DANCE RECORDS**
- 9378 Homesick—Fox-trot....Hollywood Dance Orchestra
 - Cow Bells—Fox-trot.....Broadway Melody Makers
 - 9379 Carolina in the Morning—Fox-trot, Hollywood Dance Orchestra
 - My Old Planatation Home—Fox-trot, Roy Collins' Orchestra
 - 9380 Tomorrow—Fox-trot—Vocal Chorus, Arthur Hall, Samuels' Music Masters
 - Lovin' Sam—Fox-trot.....Roy Collins' Orchestra
 - 9381 Suez—Fox-trot.....Continental Dance Orchestra
 - Silver Swanee—Fox-trot..Broadway Melody Makers
 - 9382 You Gave Me Your Heart—Fox-trot—Vocal Chorus, Arthur Hall...Samuels' Music Masters
 - Cock-a-Doodle-Do—Fox-trot, Samuels' Music Makers
 - 9383 Toot, Toot, Tootsie—Fox-trot, Majestic Dance Orchestra
 - Two Little Wooden Shoes—Fox-trot, Majestic Dance Orchestra
 - 9384 Japanese Moon—Fox-trot..Continental Dance Orch.
 - Love's Lament—Waltz....Continental Dance Orch.
- POPULAR VOCAL RECORDS**
- 9385 Yankee Doodle Blues—Duet—Orch. Acc., Billy Clarke and Bert Green
 - All Over Nothing at All—Tenor Solo—Orch. Acc., Arthur Fields
 - 9386 Homesick—Tenor Solo—Orch. Acc....Billy Clarke
 - Nelly Kelly, I Love You—Tenor Solo—Orch. Acc., Sam Ash
 - 9387 Carolina in the Morning—Duet—Orch. Acc., Hugh Donovan and Everett Clark
 - My Buddy—Tenor Solo—Orch. Acc., Hugh Donovan
 - 9391 Three o'Clock in the Morning—Tenor Solo—Orch. Acc.....Hugh Donovan
 - Bells of St. Mary's—Tenor Solo—Orch. Acc., Walter Seanlan
- NOVELTY RECORD**
- 9390 The Laughing Record, De Leath, Thomas West and Randall
 - The Mocking Bird—Whistling Record..Billy Golden
- XMAS RECORDS**
- 9388 A Visit from St. Nicholas (Christmas story for Children).....Victor Fletcher
 - Santa Claus Hides in the Talking Machine (Christmas story for Children)....Victor Fletcher
 - 9389 Kiddies Patrol (Christmas Eve)—Descriptive—Orch. Acc.....Walter Rogers
 - Kiddies Dance (Christmas Morning)—Descriptive—Orch. Acc.....Walter Rogers
 - 960 Holy Night, Peaceful Night—Male Quartette, Liberty Quartette
 - Hark! The Herald Angels Sing—Male Quartette, Regal Male Quartette
 - 961 Adeste Fideles—Male Quartette..Liberty Quartette
 - Joy to the World—Male Quartette, Regal Male Quartette

WILL MAKE RADIO SETS

The Eagle Radio Co., Newark, N. J., manufacturer of an indoor radio antennae known as the "Portabloop," has announced a new radio receiving set of simple design which is to be exploited in conjunction with the company's other radio apparatus. The trade-mark name of the new product will be the "Portabloop Receiver." The manufacturer felt a necessity to manufacture this device owing to the popularity of its "indoor loop," the sales of which have been quite heavy. Many dealers who stock the products of this firm requested that it manufacture a complete receiving outfit.

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CONSTRUCTIVE ARTICLES IN THIS ISSUE OF THE WORLD

Ready Reference for Salesmen, Dealers and Department Heads

Developing Sales of Accessories During the Holidays	3	Standards of Modern Salesmanship Show an Upward and Broader Trend	43
Great Radio Broadcasting Station at Aeolian Hall	3	Our Export Trade in Talking Machines and Records	49
Meeting the Problem of Maintaining the Owners' Interest in the Talking Machine	4	Argue Right to Fix Discriminatory Prices	54
Unpreparedness Is the Foe of Opportunities in Modern Business	6	Some Sales Stimulators	63
How It Pays the Dealer to Keep in Touch With Musical Events	8	Linking Up Christmas Talking Machine Displays With National Advertising	64-65
Why Shorter Terms and More Cash Are Desirable in Retail Selling...	8	Fostering Music in New York Public Schools	82
Trade Now Equipped for Appeal to Buying Public	8	Review of Trade Conditions in Boston and New England	85-88
Some Timely Record Merchandising Suggestions	9	Mid-West Point of View and General Western Trade News	100-114
Forcing the Sales Issue in Holiday Trade	9	Meeting Changing Conditions With New Methods in the Retail Field	112
Four Merchandising Suggestions Worthy the Consideration of Dealers	10	Trade Happenings in the Quaker City and Pennsylvania	117-119
Big Possibilities for Christmas Trade in Juvenile Machines and Records.	14-15	Value of Sheet Music Department in Talking Machine Stores	122
Four-minute Conferences on Business Topics	19	Gleanings From the World of Music	133-137
The Immense Sales Opportunities for Dealers in the Foreign Record Field	20	Special Victor Record Made by President Harding	138
Very Decided Improvement in Sales of Radio	22	Gennaro Papi to Direct Vocalion Operatic Records	144
Pertinent Suggestions Designed to Speed Up Flow of Christmas Gift Dollars	24-25	Suggests Plans for Larger Record Sales	155
The Direct Personal Letter Is a Strong Medium for Increasing Sales	29	Interesting Budget of News From the Dominion of Canada	156
Robert Gordon's Interesting Talk on Retail Merchandising	38	Thos. A. Edison, Inc., Adopts New Policy of Releasing Records....	164
New Process Records Being Introduced by the Columbia Co.	42	Talking Machine Situation in Europe, 181-183	
		Late Patents of Interest to the Talking Machine Trade	184-185
		Advance Lists of December Bulletins of Talking Machine Records..	186-188

A C Z A C O F H K L N P Q S U A X Y B D F G I J L N P Q S U V X Z A C E F H J K W O P R T A C E M O N Q R T Y S V W X Y Z
INDEX TO ADVERTISERS
 T S R Q P O M K J I H G F E D C B A C E F H J K L M N O P Q R T U V W X Y Z B D F G I J K L M N O P Q R T U V W X Y Z A C E M O N Q R T Y S V W X Y Z

<p>A</p> <p>Aeolian Co.30-31 Allison, J. B.169 Alto Mfg. Co.106 American Mica Works48 American Talking Machine Co.128 Artophone Corp.147 Atlantic Instrument Co.89</p> <p>B</p> <p>Badger T. M. Co.77 Bagshaw Co., W. H.74 Barnhart Bros. & Spindler.....Inside back cover Bell Hood Needle Co.151 Bell Recording Co.28 Berlin, Inc., Irving.....135 Blackman Talking Machine Co.41 Blood Tone Arm Co.108 Boston Book Co.18 Brand, William114 Brilliantone Steel Needle Co.75 Bristol Co.65 Bristol & Barber68, 167 Bruns & Sons, A.24 Brunswick-Balke-Collender Co.Insert following page 34 Ruegeleisen & Jacobson.....162 Ruehn Co., Louis117 Buffalo T. M. Co.96 Burns-Pollock Mfg. Co.112</p> <p>C</p> <p>Cabinet & Accessories Co.148, 166 Carola Co.23 Cheney Talking Machine Co.25 Chicago Phonograph Realization.161 Chicago T. M. Co.99 Claravox Co.125 Claremont Waste Mfg. Co.73 Classified Want Ads.178 Columbia Graphophone Co.16, 17, 35, 45, 50, 59, 66, 68, 73, 76, 82, 92, 146, 165 Consolidated Talking Machine Co.44, 108 Corley Co.189 Cortina Co., R. D.155 Cox, Geo. Clay167 Crosley Mfg. Co.131</p> <p>D</p> <p>Deca-Disc Phono. Co.153 Diamond Products Co.27 Diaphragm Co.138 Ditson & Co., Chas. H.85 Ditson Co., Oliver85 Doctorow, D. R.116 Dodin, Andrew H.185 Doerr-Andrews-Doerr47 Droop & Sons Co., E. F.189 Duo-Tone Co.143 Dyer & Co., W. J.189</p> <p>E</p> <p>Eagle Radio Co.26 Eastern Talking Machine Co.87 Eclipse Musical Co.80 Edison, Inc., Thos. A.36, 37, Back cover Eight Famous Victor Artists50 Emerson Phono. Co.69 Empire Mfg. Co.63 Empire Phono. Parts Co.66 Encore Sales Co.139 Eshborn, Samuel54 Excel Phono. Mfg. Co.112</p> <p>F</p> <p>Favorite Mfg. Co.179 Feist, Leo32, 42, 51, 68, 70, 77, 80, 86, 88, 94, 106, 124, 134, 142, 152, 172 Fletcher-Wickes Co.57 Fletcher Record Co.170 Flexlume Sign Co.56 Fox Pub. Co., Sam.136 Fox-Vliet Drug Co.47 Fulton T. M. Co.140</p> <p>G</p> <p>General Phonograph Corp.Inserts following pages 18, 50 and 66 General Phonograph Mfg. Co.98 General Radio Corp.53, 115, 171 Gibson-Snow Co.47 Globe Distributing Corp.177 Gold Seal Co.174 Gramophone Co., Ltd.181 Granby Phono. Corp.164 Greater City Phono. Co.12 Gretsch Mfg. Co., Fred.146</p>	<p>H</p> <p>Hall Mfg. Co.40 Hallet & Davis Piano Co.84 Harper & Bros.130 Harponola Co.43 Health Builders21 Heater, L. D.164 Hessig-Ellis Drug Co.47 Homophone Co.141 Hough, J. E., Ltd.181 Hough, L. W.88 Hyman & Co., Inc., Henry.....83</p> <p>I</p> <p>Ilsley, Doubleday & Co.129 Independent Jobbing Co.162 International Mica Co.118 Iroquois Sales Co.35 Italian Book Co.29</p> <p>J</p> <p>Jenkins' Sons Co., J. W.134 Jewel Phonoparts Co.14, 105 Jewett Phono. Co.60</p> <p>K</p> <p>Kent Co., F. C.26 Kiddie Rekord Co.Insert following page 82 Kiefer-Stewart Co.47 Kimball Co., W. W.111, 113 Kirkmar Engg. Co.94 Knickerbocker T. M. Co.10 Knight, Fred W.116 Kraft, Bates & Spencer, Inc.86 Krasco Mfg. Co.101 Kunde, A. G.110</p> <p>L</p> <p>Lakeside Supply Co.110 Lansing Sales Co.88 Lauter Co., H.51 Lee-Coit-Andreesen Hdw. Co.47 Lidseen Products51 Long Cabinet Co., Geo. A.58, 71 Long Island Phono. Co.128 Lyradion Mfg. Co.148</p> <p>M</p> <p>Magnavox Co.20 Magnola T. M. Co.102 Manhattan Elec. Supply Co.34 Manhattan Recording Laboratories35 Manufacturers' Phono. Co.126, 127 Marks Music Co., Edw. B.136 Marshall Co., Inc., C. L.47 McMenimen, H. N.73 Mellor Co., C. C.48 Melody National Sales Co.148 Mermod & Co.129 Metal Recording Disc Co.163 Modernola Co.22 Mohawk Works of Art79 Moore-Bird & Co.47 M. S. & E.47 Music Publishers' Protective Assn.123 Musical Instrument Spec. Co.168 Mutual Phono. Parts Co.64</p> <p>N</p> <p>National Co.89 National Decalcomania Co.119 National Metals Depositing Corp.28 National Publishing Co.18 National Radio Products Co.141 Netschert, Frank158 New-England Talking Machiue Co.87 New York Album & Card Co.4 New York T. M. Co.,99 Nye & Co., Wm. F.19</p> <p>O</p> <p>Ogden Sectional Cabinet Co., Inc.90 Ormes, Inc.9 Oro-Tone Co.111, 114 Orsenigo Co.55 Outing T. M. Co.155</p>	<p>Phillips Phono. Parts Co., Wm.49 Phonograph Jobbers Corp.121, 145 Phonomotor Co.45 Playertone T. M. Co.97, 158 Plaza Music Co.72, 122 Pleasing Sound Phono. Co.48 Plywood Corp.33 Polk Furn. Co., J. K.142 Presto Phono. Parts Corp.172</p> <p>R</p> <p>Radio Corporation of America.....13 Rapid Repeater Co.175 Regal Record Co.33 Rene Manufacturing Co.156 Rex Gramophone Co.182 Richmond Music Supply Co.122 Robichek, Rudolph124</p> <p>S</p> <p>Seaburg Mfg. Co.82 Self-Lifting Piano Truck Co.70 Shapiro Bernstein Co.187 Shelton Elec. Co.120 Sherburne Mfg. Co.61 Sherman, Clay & Co.6 Silent Motor Corp.154 Simplex Elec. Phono. Motor Co.157 Smith Drug Co., C. D.47 Snyder, Inc., Jack132 Sonora Co. of Philadelphia47 Sonora Distributing Co. of Pittsburgh.....47 Sonora Phonograph Co., Inc.Inside front cover, 46, 47, 140 Sonora Phono. Co. of Illinois47 Sonora Sales Co. of New Jersey.....47 Southern Drug Co.47 Southern Sonora Co.47 Sphinx Gramophone Motors150 Standard Accessory Corp.144 Star Mach. & Nov. Co.170 Starr Piano Co.52 Steger & Sons Piano Mfg. Co.149 Strevell-Paterson Hardware Co.47 Sturgis Novelty Wks.54 Stylus Bar & Mfg. Co.34 Superior Flake Graphite Co.107</p> <p>T</p> <p>Talking Machine Co., Phila.119 Talking Machine Supply Co.178 Talking Machine World Trade Directory.....159 Toledo Talking Machine Co.189 Tonofone Co.110</p> <p>U</p> <p>Udell Works152 Unique Reproduction Co.165 Unit Construction Co.81 United Mfg. & Distr. Co.104 United Music Stores118 United Projector & Film Corp.176 Universal Fixture Corp.174 Unyversal Utylyty Unyts Co.106</p> <p>V</p> <p>Vallorbes Jewel Co.169 Val's Accessory House59 Van Veen & Co.98 Vicsonia Mfg. Co.19 Victor Talking Machine Co.Front cover, 5, 7 Vitanola T. M. Co.103</p> <p>W</p> <p>Wade, W. H.39 Walbert Mfg. Co.109 Wallace Institute67, 76, 107, 144 Wall Kane Needle Mfg. Co.42, 173 Walthall Music Co.47 Ward Co., C. E.59 Waterson, Berlin & Snyder67, 91, 137 Wax & Novelty Co.76 Weymann & Son, H. A.118 Whitsit Co., Perry B.147 Widdicomb Furniture Co.95 Williams Co., G. T.129 Wimpfheimer & Bro., A.32 Witmark & Sons, M.133, 135</p> <p>Y</p> <p>Yahr & Lange Drug Co.47</p> <p>Z</p> <p>Zenith Mfg. Co.92, 93 Zimmerman-Bitter Constr. Co.151</p>
--	---	---

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