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

The best-known trademark in the world
designating the products of the Victor Talking Machine Co.
"Nothing but the best quality will do"

The old slogan is again heard in the land. Instead of unreasonable extravagance on the one hand, and niggardly price-buying on the other, a sensible desire for high-class, lasting merchandise at a fair price is being felt everywhere.

Sonora has always given the public and trade a square deal. The highest quality of material and workmanship, the most advanced improvements possible at the time—full value—and rebates to the trade when prices were lowered—these have won to Sonora a vast following.

Every phonograph dealer will feel the Sonora demand next year. Many of those who could not get Sonoras during the rush season are waiting to get them later. Get your share of these sales. Write us for information.

Sonora Phonograph Company, Inc.
GEO. E. BRIGHTSON, President
279 BROADWAY, NEW YORK
Canadian Distributors: Sonora Phonograph, Ltd., Toronto

THE INSTRUMENT OF QUALITY
Sonora
CLEAR AS A BELL

"The Highest Class Talking Machine in the World."
NOVELIST RECOMMENDS "TALKER"

Pays Tribute to Perfection of Recording and Stresses Educational and Entertainment Possibilities of Talking Machines in Homes

Mrs. Gene Stratton-Porter, famous American novelist, in an interesting article in McCall's Magazine, pays tribute to the perfection of talking machine recordings, pointing out that often the record is superior to the artists' actual performance in concert work. The following is an extract from the article:

"To your library add music—violin, piano and harp, played by hand if it is a possible thing. If it is not possible then, even before the automobile, purchase the very highest-grade talking machine you can encompass with your means, and records selected quite as carefully as you select books. If you go less beautifully clothed, less deliciously fed, make a generous selection from the great composers of the world—oratorios, symphonies, sonatas and serenades. Then add a carefully chosen list from the folklore of the nations of the world.

"I have met a few people who have professed to dislike a talking machine and pronounce it an instrument of 'canned music.' The fact is that the average record gives one a better reproduction of the art of the great masters of the world than they themselves give in nine instances out of ten when making public appearances."

"Schumann-Heink once said to a friend of mine that if he wanted to hear her at her best he should buy her records, and the explanation she gave was simple and sensible as moonlight. She said that when she was booked for a concert performance, when the day and hour arrived and it was her turn to perform, it might be gloomy weather, she might be physically out of condition, she might be depressed mentally—in any event it took several numbers to limber up her voice until it reached its best. When she sang to have her voice recorded she waited until she was physically fit, until her mind was free from care and was fixed tenaciously upon what she was doing. She sang several numbers to exercise her voice before she stepped before the recording instrument. Sometimes she sang a number over, listening to each record of it, to the extent of from ten to twenty or thirty times before she got it so that there was not one note upon which she could improve. The record as given to the public was as perfect as it was in her power to make it. She said that the same thing held true of every record that was made for public usage. So do not feel that you are denying your children anything when they cannot to the concert, but must listen to the music of the records you buy."

TO IMPROVE SOUND REPRODUCTION

Interference Tube for Talking Machines and Telephones Eliminates Disagreeable Noise

An invention designed to eliminate undesirable sounds in the operation of talking machines has been patented by Mari Elice Wolfe,

GEN. HARBORD NEW R. C. A. PRESIDENT

Fighting General of U. S. Marines Elected President of Radio Corp. of America—Edward J. Nally Elected Managing Director of International Relations With Offices in Paris—Changes Go Into Effect January 1

The Radio Corp. of America, New York, N. Y., announced recently that James G. Harbord, the fighting general of the Marines at Chateau Thierry, had been elected president of the company. Retiring from the United States Army in which he ranked next to General John J. Pershing, he succeeds Edward J. Nally, who has resigned as president of the corporation to become that company's managing director of international relations, with headquarters in Paris.

The creation of this office of managing director of international relations for the Radio Corp. has been called for in recent months by Mr. Nally and the corporation's board of directors as a necessary step to assure the company's future growth and success.

General James G. Harbord

Corporation and the election of General Harbord as the new president took place at the regular meeting of the directors of the corporation held in New York a few weeks ago. General Harbord takes over his new duties on January 1, and the post to which he has been elected is regarded as of vital importance to the Government as well as to the public. General Harbord becomes head of a company whose activities include international wireless, the setting up, maintenance and operation of radio sets and apparatus on ships at sea and the development and sale of broadcast receiving sets for the home.

Mr. Nally has just returned from Europe, after several months' visit there, during which he concluded arrangements with the great wireless concerns of England, France and Germany. These machines will undoubtedly be introduced to the public in Europe and will be marketed by the company's distributors in that country. The company has established distribution centers in all parts of the world, and is making arrangements to distribute its products in all parts of the globe.

BALDWIN MUSIC SHOPPE OPENS

Oklahoma City, Okla., December 4.—The Baldwin Music Shoppe, an exclusive Brunswick dealer here, has established a fine reputation among the local musicians. The shop is well equipped and staffed by experienced personnel who are familiar with the latest developments in the field of music. The shop is open daily from 9 a.m. to 6 p.m., and is located at 123 Main Street. The public is invited to visit the shop and browse through the selection of sheet music, educational materials, and other music-related products available.

NEW FIELD FOR "TALKER" STORES


BUFFALO, N. Y., December 8.—The United Projector & Film Corp., manufacturer and distributor of a safety moving picture machine designed for use in homes, public schools, churches, etc., reports that talking machine dealers are showing considerable interest in the new machine and its library of films. The company is now busy preparing a campaign designed to introduce this machine into every section of the country, a feature of which will be the appointment of several more distributors in order to give dealers better service.

Among the new jobbers recently appointed by the company is the Prince-Walters Co., of Lowell, Mass., which will act as distributor for the New England territory. This concern is a progressive talking machine establishment and is well known throughout New England, and these machines will undoubtedly be introduced to talking machine dealers in this territory in a manner that will make it a permanent addition to the jobber's stocks of machines and records.

In discussing the possibilities of this home moving picture machine, officials of the company were enthusiastic over the new field of sale it offers the talking machine dealer. This article closely parallels the talking machine in its use and not only is it an aid to schools, churches, etc., but its educational value, but it also offers a wide variety of entertainment. They stated that the talking machine dealer can carry this high-class article at a small expense, the initial cost of stock being a very small one as only a few machines need be carried and at the most a stock of six machines would cover every requirement. A film service offering a large variety of subjects is available and can be procured on a rental basis at short notice.

For the convenience of machine owners the company has established distributing centers in Albany, N. Y.; Toledo, O.; Harrisburg, Pa., and Pittsburgh, Pa., and in addition several more are to be appointed and will be announced shortly. These centers are for the purpose of exchanging films and will carry complete libraries which consist, at the present time, of over 1,200 subjects. This list is being added to each month and includes reproductions by some of the leading artists in the moving picture field. Several new films are in the process of making at the present time, among which is a new educational and entertaining film by Charles Ray, popular moving picture star, who has already made one or two films for the company.

BROADCASTS COLUMBIA RECORDS

Des Moines, Ia., December 6.—The Des Moines Register and Tribune, this city's daily newspaper, has in each edition the fact that it will broadcast the current month's Columbia records at the Tribune radio station, WGF, and then lists the selections scheduled to be played. Before broadcasting begins the talkers are required to submit a list of records to be broadcasted, followed up by the records themselves. Not only has this idea proved an excellent advertising medium for the Register and Tribune, but it has resulted in many responses from radio fans throughout the State of Iowa for encore performances. One day's program resulted in 400 responses from the city of Des Moines, besides several hundred others from the State of Iowa.
The popularity of the various sets of records, to the music of which exercises may be taken, has manifested a steady growth, but as yet the surface has barely been scratched and talking machine dealers cannot afford to overlook any means of bringing the merits of these very unique combinations of music and exercise to the attention of an enlarged clientele throughout the country.

Sales of these record sets could be effectively stimulated if dealers in their localities would inaugurate a Health and Gymnasium Week. During this period the stores should feature all the records procurable which are designed to help people in taking health-giving exercises in their own homes or which could be used to good effect in local gymnasiums for the purpose of putting more pep into class marches and class exercises. Such a week would help the store immensely in attracting attention and in not only selling more of these health records, but also in selling more records of all kinds.

Right now, when people are getting into the routine of Winter and when indoor life is making them feel the need of health-giving exercise, is the very best time to put on such a week. People would pay much more attention to such an event at this season than at any other time.

This special week could be put on by dealers from such a stunt now than at any other time. This would mean more business of Winter and when indoor life is making them feel the need of health-giving exercise, is the very best time to put on such a week. People would pay much more attention to such an event at this season than at any other time.

Put on a "Health and Gymnasium Week." It will attract a lot of attention and help business. You can do it easily and quickly and inexpensively.

CHATTANOOGA FIRM ADDS VICTOR

CHATTANOOGA, TENN., December 6—One of the latest firms in the South to add the Victor line of talking machines and records is the Southern Standard Music Co., of this city. A handsome Victor department has been opened in this store under the management of L. M. Murphy, who was formerly connected with the Cable Piano Co. Improvements are planned to the ware-rooms which will make this one of the finest music stores in this section of the State and a vigorous advertising and sales campaign in the interest of the new line has already been inaugurated.

The usual forms of publicity are all being utilized in this drive.
Victor supremacy is the supremacy of performance

The satisfaction, prestige, and profit which are part of the business of every dealer in Victor products, reflect it.

Victrola

"His Master's Voice"

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

Victor Talking Machine Company
Camden, New Jersey
Off With the Old and On With the New—A Year of Achievement and Prosperity Ahead

How quickly the years roll past! The Christmas season is with us again and treading close upon its heels will come the New Year. In spite of the fact that days are full to overflowing, we cannot help but pause for a little quiet retrospection—a looking back, as it were, to the months which have closed of this year of 1922. When the last chapter is ended the New Year will commence and once more we will enter upon the cycle of new and unfamiliar experience which will mark another milestone in Life's journey.

When we were younger we cried out "Merry Christmas!" without thinking very much of all which the words implied. Now, however, we say them with an earnestness which increases as the years go past. A "Merry Christmas" does not mean to us now a day of feasting and merriment and joy. It has been necessary—and we are glad of that! Working hard has been good for us. It has taught us to be self-reliant, self-repelling and independent in our thinking. People who are ready to think and work are not lazy. They are not procrastinators. Consequently they get results.

We can have a Merry Christmas in very truth when we know that we have played our part in the Game of Life well; when we have been fair, just, capable and reasonably exacting as business associates; when we have been sympathetic and progressive in home and community life; when we have so planned our time that we have had time enough for the things we needed to do and have not wasted or spent to poor purpose those precious hours which will never come back.

If we can come—you and I—to the end of the year, tired and weary, possibly, but nevertheless able to say with sincerity, "God's in His heaven, all's right with the world!"—then we can have a happy holiday period, because there will be nothing of regret in it. We will know that cordial relations exist between us and our fellowmen and that because we have served well and done something helpful for others, we have a right to peace and happiness and contentment in the closing days of the year.

"Doing something" for others is a very large order. Let us consider it a moment.

First of all, we have a responsibility to ourselves, for unless we are healthy, efficient, capable, forward-looking, zealous in our chosen task and ready to give our best to whatever we undertake, we shall not be ready to do for others. The machine which carries us swiftly over the roads to the point of our destination must be in good running order or we cannot serve others. If we have the spirit of Christmas in our hearts there will be little need to worry about the New Year. We are informed that advertising contracts for 1923 already amount to $250,000,000 and the record is not closed. Even at this, there is an increase of 33 per cent over and above the publicity outlays for 1922. It is usually conceded that the amount of commerce expressed by the country as a whole in its advertising appropriations is a rather reliable indication of what we may expect in the way of increased or decreased business. If this is true, then the New Year bids fair to be prosperous. And if it is prosperous there should be an opportunity for more and better service.

After all, we are really standing at the crossroads, looking both ways. Are we unselfish and forward-looking and ready to extend the encouragement which the other fellow needs?

If we have the spirit of Christmas in our hearts we may expect the New Year to be a red letter day in the Rosary of the years!

A Little Reflection Over Events of the Past Year Will Point the Way to Greater Prosperity in 1923

The Good Will of our patrons and friends we regard as one of our most valuable assets. The spirit of the season brings to us renewed appreciation of old associates and the value of new friends.

This, then, is our message—May your Christmas be a happy one and success attend your efforts during the coming year, is the sincere wish of

A. BRUNS & SONS
Manufacurers of Phonograph Moving Covers
50 Ralph Ave., Brooklyn, N. Y.

Greetings

The light that shines farthest, shines brightest at home." That is to say, we will prove ourselves worthy of Christmas joys if we are definitely to make our own business organization finer, stronger and of loftier ideals. Service is love in action—love is the Christmas spirit. The spirit of Christmas is the spirit of service. It is the spirit of giving. It is the spirit of joy in giving. It is the spirit of fellowship. It is the spirit which can make/things happen. If we are to have the spirit of Christmas in our hearts the New Year will be a year of achievement and prosperity ahead.

DECEMBER 15, 1922
Victor supremacy is the supremacy of performance

Dealers in Victor products experience a high degree of satisfaction in knowing the goods they handle have proved their superiority and are recognized as the standard of the world.

Victrola IV, $25
Oak

Victrola No. 80
$100
Mahogany, oak or walnut

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

Victrola No. 260
$160
Mahogany or walnut

Victrola No. 300
$250
Victrola No. 300, electric, $290
Mahogany, oak or walnut

Victrola

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

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

Victor Talking Machine Company
Camden, New Jersey
PUBLISHED BY EDWARD LYMAN BILL, Inc.
President and Treasurer, C. L. Bill, 373 Fourth Ave., New York; Vice-President, J. B. Spillane, 373 Fourth Ave., New York; Edward. Vice-President, Raymond Bill, 373 Fourth Ave., New York; Secretary, E. L. Bill; Assistant Treasurer, Wm. A. Low.
J. B. SPILLANE, Editor
RAY BILL, B. B. WILSON, BRAID WHITE, Associate Editors
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WESTERN DIVISION:
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ADVERTISEMENTS: $5.50 per inch, single column, per insertion. On quarterly or yearly contra as a special discount is allowed. Advertising pages, $15.00.

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

10c NOTICE TO ADVERTISERS—Advertising copy should reach this office before the first of each month. By following this rule clients will greatly facilitate work at the publication headquarters.


NEW YORK, DECEMBER 15, 1922

To all our friends in the industry, best wishes for a Merry Christmas and a New Year of Prosperity and Happiness.

DEVELOPMENTS AND PROSPECTS REVIEWED

BUSINESS in the talking machine field, which opened so hesitatingly during the early months of 1922, is closing in a manner which testifies not only to the improved financial condition of the nation, but also to the strenuous merchandising efforts in evidence in every branch of the industry.

During the past few months there has been a steady enlargement in the demand for talking machines and records in all sections of the country, and those manufacturers, jobbers and dealers who have taken the public into their confidence through the school authorities to an appreciation of the real value of the records and on terms little short of ridiculous.

Men, Inc., in lending practical and material assistance to the cause of music in the schools through offering prizes, providing supplies by the school principals just as are ordered other supplies for school use. Although the sum set aside for records is small, it is to be hailed as an entering wedge and as indicating a new appreciation of the value of the talking machine in the schools in promoting a better understanding of the principles of good music.

Other cities and towns have long ago taken a lead in this matter and have provided talking machines and library records for the schools without any great argument. Great cities, however, as do all great bodies, move slowly, and that the school authorities of the metropolis of the nation have at last seen the light and seen fit to set aside a portion of a rather limited budget for the definite purpose of buying records is a move that should have a great influence on the rest of the country.

It is safe to say that the attitude of The Talking Machine Men, Inc., in lending practical and material assistance to the cause of music in the schools through offering prizes, providing supplies for music memory contests, has had a distinct influence in awakening the school authorities to an appreciation of the real value of the talking machine.

THE TALKING MACHINE RECORDS IN THE SCHOOLS

THE very interesting information has been forthcoming that in compiling its budget for the new school year the Board of Education of New York has set aside a specified sum of money—a small sum, it is true, for the purchase of talking machine records for schools, some 200 titles being listed which may be ordered by the school principals just as are ordered other supplies for school use. Although the sum set aside for records is small, it is to be hailed as an entering wedge and as indicating a new appreciation of the value of the talking machine in the schools in promoting a better understanding of the principles of good music.

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THE HARMFUL EFFECTS OF LONG TERMS

A S we go about the country we hear talking machine dealers handling various lines complain of the shortage of machines, or at least of the impending shortage that promises to mean lost sales and consequently lost profits before the peak of the holiday buying has past.

On the other hand, we see these same dealers for reasons hard to fathom engage in a hectic rush to put machines into the homes of customers either without initial payment or for a down payment and on terms little short of ridiculous. Down payments of forty-nine and sixty-seven cents or other like amounts on machines selling at $100 or more have been a common occurrence, and terms formerly kept well within the year are now running from eighteen to twenty months.

The evil effects of long terms as a means of inviting carelessness in the matter of payments with subsequent repossessions and particularly in tying up for the dealer much needed capital, have so often been set forth that their repetition is a waste of time. When, however, retailers are faced with the possibility of being
unable to get sufficient machines to take care of holiday demands, and then see fit to send out their present stock on ridiculous terms when they know it cannot be replaced, there develops a condition that is certainly in direct variance with sound business principles.

The replacement value of any merchandise should normally have a direct effect upon the sales price and particularly upon the terms, for a machine that goes out for a half dollar or less as down payment to-day will very probably mean a loss of a sound cash sale before the New Year.

It frequently happens that dealers endeavor to explain low terms by pleading that they bring customers to the store and the salesman can then demand and get larger payments. As a matter of fact, advertised terms like advertised prices are taken by the public to represent the maximum and as a general rule are considered subject to reduction rather than increase.

Next year will in all probability be an excellent year for all kinds of business, but the merchant in any line who ties up his good money unnecessarily in long-time paper at the present time is not going to be in a position to realize in the fullest measure on the business possibilities of the coming months.

THE VALUE OF MUSIC MEMORY CONTESTS

The decision of The Talking Machine Men, Inc., the organization of talking machine retailers in Greater New York and neighboring districts, to take an active part in the conduct of a music memory contest in the public schools of New York in cooperation with the officials of the Board of Education is distinctly a move in the right direction and may be expected to bring the very satisfactory results that have been realized by dealer organizations in other localities that have followed the same course.

The New York plan calls for the direct linking up of the dealers' stores in various sections with the schools in their particular districts, by having retailers offer a limited number of records free for the use of school classes studying for the contest. The cost of the move is ridiculously small in proportion to the wide interest for the use of school classes studying for the contest.

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Even though the direct dollars-and-cents results from musical appreciation work may not be realized by the individual dealer to the extent that he feels warranted in expecting, he must remember that he is first of all selling music and that any movement that directly or indirectly is calculated to arouse a greater appreciation of the value of the talking machine for music study, but as a rule the local dealers have of their own initiative taken very little advantage of the field thus created. By getting in close contact with the schools through music memory contests and by aiding the school authorities directly in their musical work, talking machine dealers, can, as has been proven, develop a direct contact with, and interest in, themselves and their establishment that means dollars and cents in profit, and a business opportunity that can be realized in no other way.

Even though the direct dollars-and-cents results from musical appreciation work may not be realized by the individual dealer to the extent that he feels warranted in expecting, he must remember that he is first of all selling music and that any movement that directly or indirectly is calculated to arouse a greater appreciation for, and interest in, music is bound in some way or another to prove of benefit to him in his business.

JEWEL PHONOPARTS COMPANY 150-160 W. Whiting St., Chicago
Winter Months Offer Dealers Fine Opportunity of Extending Exceptional Service

The Winter months, with their ice, sleet and snow, offer the talking machine dealer the opportunity of extending service of an exceptional order toward customers and prospects which will strengthen the reputation of any concern as well as result in many sales that would otherwise be lost. For the most part, the woman of the house is the buyer and when the ground is covered with a white mantle of snow and the thermometer is jumping around the zero mark there is little possibility of getting this class of trade to venture from the warm fireside to visit the local music house. No matter how alluring the advertising copy and no matter how much certain records will appeal, there is every possibility that the trip to the music store for a demonstration will be deferred until the quicksilver climbs. In many instances the force of the advertisement will then have been lost or the new monthly record supplements will turn the mind of the prospect toward other and more recent recordings.

Conditions similar to that outlined above can be overcome by the merchant who saves the customer from venturing out by going out into the cold himself. In other words, if the customer will not visit the store it is up to the dealer to visit the customer. This is favorable for the dealer because he can, to a certain extent, choose the time for his visit, and in addition to the records which the prospect has evinced a desire to hear he can take along several other recordings which he is pretty sure will appeal to the customer he intends to call upon.

An hour or so at the telephone each day, taking a certain number of names contained on the mailing list at each sitting, will most certainly result in several appointments with customers interested in some of the latest recordings. The merchant should strive to make the appointments in the evening, when the head of the house is pretty sure to be at home. With the whole family circle listening to the records he has brought along for demonstration purposes his chances for making a large sale are much greater than if he had only one listener. Often what father likes in the way of music may not appeal to mother, and in this advanced age the likes and dislikes of the children play an important part in the decisions of the parents regarding purchases. If there are children in the home and the parents prefer the classics the dealer can probably boost his sales by taking along a few records of popular or dance music. These home demonstrations can be carried still further by arranging home concerts to which patrons may invite their friends. In the case of a home concert it would be well to arrange a varied program and the dealer could even consult with his patron as to the program. This latter suggestion would prove especially valuable from the standpoint of adding live names to the prospect list and making sales, because the customer would be apt to know what type of music her particular friends would enjoy most.

As has been mentioned in a previous paragraph advertising when the weather is exceptionally bad will not draw nearly as well as when the days are fine and crisp. Therefore, the dealer who desires to build a solid patronage on the basis of service should stress this feature of his business. Advertising in the middle of the Winter should contrast the interior of the home with its warm, cozy fireside and the family grouped around, with the bleak out-of-doors. Of course, the main factor of the ad is the contribution of the talking machine to family entertainment. Each advertisement should also contain a statement of the fact that a telephone message will result in a home demonstration of records which the customer may desire to hear at any appointed time. Thus will the advertising be made to reach the height of its effectiveness.

CLAYPOOL-LACY MUSIC CO. BUYS

CRAWFORDSVILLE, IND., December 8.—The entire stock of Victor talking machines and records of Schult & Schult, of this city, has been purchased by the Claypool-Lacy Music Co., which will hereafter have the exclusive representation of the Victor line in Montgomery County.

When Patrons Refuse to Venture Outdoors in the Cold and Snow Dealers Should Make Sales in Their Homes

"CRANFORD,

Victor Distributors on the Pacific Coast

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


5 DISTRIBUTING DEPOTS FOR YOUR CONVENIENCE

Sherman, Clay & Co.

Victor Corps Victor Records Victor Accessories
A Yuletide Message from Peerless

LOOKING AHEAD

A big record season is invariably followed by a large demand for albums.

It is the confident belief of the writer that a factor of sales in January and February will be your preparation now in the matter of a generous album stock.

The good profit offered you on Peerless Albums is your one best reason for stocking them. On the other hand, Peerless quality, widely known and acknowledged, is a standard that you can safely rely upon for establishing firm relations with all your new record customers.

Open the gate to 1923 prosperity now by completing your Peerless Album stock for good service to your clientele and in the interest of greater sales.

Phil Ravis

To its many customers, friends and to the entire talking machine industry, Peerless extends its heartiest Christmas Greetings and sincere best wishes for the New Year.

We are particularly grateful for our extraordinary business of 1922, due to a large extent to the steadfast patronage of our old customers and the many new accounts which have been added to our clientele.

Fully mindful of our great responsibility to the trade in 1923 we have closed contracts for additional manufacturing equipment (soon to be installed) which will allow for further progress and service.

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

WALTER S. GRAY
San Francisco
942 Market St.

PHIL. RAVIS, President
636-638 BROADWAY
NEW YORK

L. W. HOUGH
Boston
20 Sudbury St.
WASHINGTON, D. C., December 4.—The Department of Commerce announces that the reports made to the Bureau of the Census show a considerable decrease in the activities of the establishments engaged chiefly in the manufacture of phonographs, graphophones, and talking machines (the industry including records, parts, and accessories) during 1921 as compared with the returns for 1919. The total value of products reported amounted to $98,164,000, a decrease of 38.1 per cent since 1919, when the total products were valued at $158,848,000. In addition, phonographs, graphophones, talking machines, and parts valued at $7,173,000 in 1919 were made in establishments engaged primarily in the manufacture of products other than those covered by this industry designation. The corresponding figures for 1921 are not available.

Of the 154 establishments reporting products of over $5,000 for 1921, 38 were located in Illinois, 36 in New York, 19 in New Jersey, 16 in Indiana, 9 in Pennsylvania, 8 in Wisconsin, 5 each in California and Connecticut, 3 in Massachusetts, 2 each in Iowa, Minnesota, Missouri, and Oregon, and 1 each in Tennessee, Virginia, and West Virginia. New Jersey produced 62.7 per cent of the total value of products in 1921, being the leading State in the industry in that year as well as in 1919.

The decrease in production has been accompanied by a corresponding decrease in the number of persons employed, in the total amount paid during the year in salaries and wages and in the amount expended for materials. Considerable fluctuation is noted in the number of wage earners employed each month during the year. In January, the month of maximum employment, 20,407 wage earners were reported, and in August, the month of minimum employment, 14,693, the minimum representing 72 per cent of the average number for the year. The figures for 1919, however, include 19 establishments which employed 7 wage earners and reported products valued at $3,742.

The total value of products, number of establishments, and number of persons engaged for 1921 were 17,938, as compared with 31,152 and 41,042,000 for 1919. The average value added by manufacture per establishment was $2,138,000, as compared with $2,962,000 for 1919. The average number of employees per establishment was 18, as compared with 13.6.

The figures for 1921 do not include establishments reporting products under $5,000 in value, excluding 19 establishments which employed a total of 10 wage earners and reported products aggregating $14,000. The figures for 1919, however, include 13 establishments which employed 7 wage earners and reported products valued at $3,742.

Table below shows Appreciable Decrease in Output of Talking Machines:

| Products Engaged | 1921  | 1919  | Per cent of 1921 to 1919
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<td>154</td>
<td>312</td>
<td>48.1</td>
</tr>
<tr>
<td>Persons engaged</td>
<td>15,927</td>
<td>33,825</td>
<td>46.3</td>
</tr>
<tr>
<td>Proprietors and firm members</td>
<td>27</td>
<td>53</td>
<td>50.9</td>
</tr>
<tr>
<td>Salaried employees</td>
<td>1,094</td>
<td>5,062</td>
<td>26.1</td>
</tr>
<tr>
<td>Wage earners (average number)</td>
<td>17,938</td>
<td>17,938</td>
<td>100.0</td>
</tr>
<tr>
<td>Salaries and wages</td>
<td>$79,075,000</td>
<td>$42,611,000</td>
<td>31.9</td>
</tr>
<tr>
<td>Wages</td>
<td>$21,770,000</td>
<td>$33,932,000</td>
<td>61.6</td>
</tr>
<tr>
<td>Value of products</td>
<td>$169,164,000</td>
<td>$198,506,000</td>
<td>55.1</td>
</tr>
<tr>
<td>Value added by manufacturer</td>
<td>$1,417,000</td>
<td>$98,008,000</td>
<td>12.2</td>
</tr>
</tbody>
</table>

1 Figures for 1921 do not include establishments reporting products under $5,000 in value, excluding 19 establishments which employed a total of 10 wage earners and reported products aggregating $14,000. The figures for 1919, however, include 13 establishments which employed 7 wage earners and reported products valued at $3,742.

2 Percentages omitted where base is less than 100.

3 Value of products less cost of materials.

4 Detailed statistics of production for the years 1912 and 1919 are shown in the following table:

| Products Engaged | 1919  | 1921  | Per cent of 1919 to 1921
<table>
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The Talking Machine Her Teacher

Marion Talley, the Amazing Young Singer of Kansas City, Who Sang for Metropolitan Opera Magnates, is a Victrola Graduate

Marion Talley, the clever young Kansas City girl whose wonderful vocal talents so aroused the musical people of her native city that she was recently given a hearing before the magnates of the Metropolitan Opera, attributes much of her startling vocal proficiency to the talking machine. It is interesting to know that she never heard her idols, Galli Curci or Geraldine Farrar, sing except on the Victor. From the former’s record, "The Wren," she learned to sing the selection which won the instant favor of the connoisseurs who heard her "try-out" recently at the Metropolitan Opera House.

So deep an impression did she make on Costanzo Cavaëra, director of the Metropolitan opera forces; Otto Kahn, Directors Bodansky and Franko and others who had the privilege of hearing her test recital, that it was decided she was to spend three years studying with the best teachers. In New York, where she will definitely be located, Marion Talley will study voice culture, languages and all the other accomplishments necessary to a great prima donna. She will be supplied with tickets for all the Metropolitan productions and have a chance to study at first hand the many celebrities she has heard so much about. The people of Kansas City are quite proud of Marion Talley and they have good reason to be. Her voice is unusually developed for a girl of fifteen; in quality it is more like the finished voice of a woman, of twenty-two.

Golden Record Co. Enters Field

Locates Recording Laboratory in Los Angeles—Plans for Expansion

Los Angeles, Calif., December 6.—Asserting that Los Angeles is peculiarly suitable for the manufacture of talking machine records on account of atmospheric conditions, Theophilus Fitz has started the first recording laboratory on the Pacific Coast.

The Golden Record Co., of which Mr. Fitz is president, is housed in a suite of rooms at 1044 South Hope street. The company has already made records which are on sale in Los Angeles' leading music shops. Records by nationally known musicians are about to be made. Mme. Constance Balfour and Mme. Aldrich are among the number.

Ties Up Window with Contest

Robertson, Ill., December 2.—A most unusual and interesting contest was recently staged by the Vanderveer Music Co. here, causing considerable favorable comment and widespread interest. The contest was directed toward the children of the city, who were asked to write essays on the ancient city of Cairo, Egypt. Prizes were awarded to the winners. In connection with the contest a special window display was staged by the company, reproducing as faithfully as possible the famous tower and gate to the city.

Granby Corp. Changes Name

The Granby Phonograph Corp., of Norfolk, Va., manufacturer of the Granby phonograph, has filed an amendment to its charter of incorporation changing the name of the firm to the Granby Manufacturing Corp.
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 RCA 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.
The Portable Talking Machine Can Be Sold
Throughout the Entire Year :: :: By Carl Knittel

Now, some good people in the trade may not agree that the portable talking machine is a year-round product, but they have arrived at that conclusion through some experience previously had when the manufacture of portables was in its pioneer state, or without getting the experience of others so as to form an unbiased judgment. They are firmly in their belief that the portable is a seasonal article and, therefore, cannot be sold at times other than in season.

What a peculiar thing is the state of mind. When a man thinks he cannot sell an article he most certainly does not sell it, no matter how well the thing will merchandise when properly pushed, or how rapidly others are selling it.

Many dealers realize the value of selling prospects talking machines who have little or no room and very little funds. These people need talking machines worse than others, as they must stay at home for their entertainment in the majority of instances. What an opportunity there is to sell portables to these people! The cost is such that many sales can be made where a more expensive instrument would not have been purchased.

Any keen merchandiser must instantly realize that this class of customer will prove a steady record buyer and later on will more than likely buy other machines as he becomes more prosperous.

The portable has come to be the ideal gift, for Christmas, birthdays, anniversaries, weddings, graduations, and this fact, with proper attention to mailing list, can be accentuated by dealers. There is no better method of studying the languages than with the aid of the talking machine, and dealers can develop that business owing to the fact that the portable can be carried to rooms where quiet and concentration can be had.

Suppose the children want to dance at the house next door. Over goes the portable and those people next door get a taste of the phonograph pleasure, possibly becoming a future customer. Many dealers are using the portables in the record demonstration rooms, as they play the record very well and allow keeping the larger machines in the salesrooms, without tying up heavy capital. Likewise, they can be set right on the counters and occupy no floor space.

The outdoor uses of the portable we well know, so there will be no need of taking up space to dwell on them. The sick room is many times made more cheerful to the invalid by the music of a portable carried into the room, and, in some sanitariums, from room to room.

Many dealers who indulge in the sending out of house-to-house solicitors in selling either machines or records have found the portable a wonderful sales help. Christmas clubs in factories and offices can be made up in this way by taking the machine right out where these customers are, rather than waiting for them to come in.

In other words, the portable puts a positive punch into your sales campaign, as you can pick it up and go after the business if necessary. All these thoughts are given with the idea of constructively helping the dealer develop business in a channel that he may not have thought of before and to bring about a realization of the fact that a little effort in a new direction may result in increased business.

SUGGEST LIBRARY "TALKER" ROOMS

New York librarians are discussing a suggestion that a room be set aside in the larger libraries where talking machine music may be played. The idea is based on the theory that music is the closest of the arts to literature and that shelves of textbooks on music are only of academic value when there is not a ready means of illustrating them by sound.

A certain talking machine dealer in a small city makes a specialty of catering to automobilists who pass through his community. Billboard advertising does the trick.
With the closing of a banner VICTOR year we consider it a privilege to extend hearty greetings to the trade. It is in a spirit of appreciation and thanks that we wish you a Merry Christmas and a New Year filled with success and prosperity.

This spirit of appreciation and good will will be manifested in 1923 by an intensive and practical form of co-operation, based on an intimate knowledge of the VICTOR retailers’ problems and requirements.

ORMES, Inc.
5 West 37th Street
New York
How Advertising of Long Terms Operates to the Discredit of the Industry in Many Ways

During the war period, and more particularly during the more recent general business depression, when money for the purchase of musical instruments was so terrifically scarce and bankruptcies and unemployment generally prevalent, there may have been some real excuse—if there ever is an excuse—for retail talking machine dealers offering their merchandise at a substantial price sacrifice or long terms which seem more like the length of a bond issue than the period for installment payments on a musical instrument.

But "those days" are no longer here. The average talking machine dealer to-day—and by average is meant the dealer with some real business aggressiveness and ability—is able to do a very fair turnover in both machines and records. Indeed, it is now common to find that shortages on certain models or certain selections prevail with this or that dealer.

Yet, in the face of this quite satisfactory current condition, as well as a very favorable holiday season, and despite the excellent prospects for 1923, retail talking machine dealers, as a whole, have not cleaned house, as regards their advertising appeal, the amount of down-payment required and the length of the period over which installments are extended.

It is time for the entire retail trade to take inventory of itself, to think very seriously of the foundation on which the business is being built and of its more permanent future. The advertising of long terms operates to the discredit of the industry in many ways, indicating a surplus of supply over demand and a poor credit of the industry in many ways, indicating a surplus of supply over demand and a poor credit of the industry.

The American public is not going to make a favorite of anything which it is not induced to respect, and this kind of advertising positively does destroy respect for the products of the industry.

Price should not be an issue and terms should not be an issue, and neither one will be an issue if the desire is created so strongly that it cannot be denied.

The desire to own a talking machine will be created along these lines, providing the retailers, as a whole, pervade their advertising and sales promotion work with constructive ideas of the sort mentioned.

If the retail trade continues to impress the public with the clarity of the talking machine, that is, impress the public with the idea that 67 cents or thereabouts will put an instrument in one's home, and that it will stay there for a time, and that 50 cents or thereabouts each month on account, the talking machine industry had better provide with the cheapness of the talking machine, that is, impress the public with the idea of the wonderful products they are selling of the future of their own business and the future of the industry by refusing to continue to cheapen the wonderful products they are selling and to formulate their sales and advertising policy along lines that befit normal business conditions, rather than utilize publicity and selling methods which belong only to the depression period that has now become history.

NEW BRUNSWICK MOVING PICTURE

Designed to Exploit the Brunswick Phonograph—Has Clever and Entertaining Scenario

The Brunswick-Balke-Collender Co., with its usual enterprise, has just had manufactured by one of the largest film companies at a cost of several thousand dollars a new moving picture exploiting the Brunswick phonograph. It is entitled "Where Harmony Reigns, in A Flat." The reel is about 350 feet in length and is a finished, artistic production with a complete scenario that is clever and entertaining. The reel will be loaned to Brunswick dealers free of charge for a period of two weeks with the understanding that they make prompt use of it in their local theatres, or they have the option of purchasing it. If desired, the dealer's name and address, as well as his slogan, appears at the end of the film. A very interesting folder bearing upon this new Brunswick film has just been sent to the trade showing how the reel can be made an effective adjunct to the dealer's newspaper and general advertising campaign.

BROADCAST "VICTROLA CONCERT"

Washington, D. C., Department Store Features Victrola in Radio Concert

December 3—Woodward & Lothrop, department store of this city, is broadcasting concerts in which one instrument will be featured exclusively at each concert. Recently a "Victrola Concert" was given, every number being rendered by the talking machine. The Woodward & Lothrop radio broadcasting station is one of the best equipped in the South. The concern reports that the sale of talking machines and records has been greatly stimulated since the installation of a complete radio department.

It is the stoppage of leaks, such as preventing the loss of small sales, which bring success.

ATTRACTIVE JOBBOING 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.
A ROYAL WELCOME TO 1923
A NEW KING

In welcoming the NEW YEAR, it is our earnest hope that 1923 will bring to Victor dealers a full measure of prosperity and happiness.

It is with keen pleasure that we extend our thanks to Victor retailers for the patronage and confidence with which they favored us during 1922.

10 EAST 39th ST.  NEW YORK CITY

SILAS E. PEARSSALL COMPANY
DISTRIBUTORS

THOMAS F. GREEN, President
The ALBUM method EXCELS all other RECORD FILING systems EVER TRIED

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, PATHÉ, VOCALION AND ALL OTHER DISC RECORDS

Packard Music House Adds Cheney

Prominent Fort Wayne, Ind., Music Concern Features Acquisition of Agency in “Cheney Opening and Demonstration Week”

The VanKorn-Showco points with pride to its appointment of the Packard Music House, Fort Wayne, Ind., as a dealer of Cheney instruments. The Cheney line was acquired by the large Indiana music house the latter part of October, when a week was set aside as “Cheney Opening and Demonstration Week.”

A very effective showing of all the models was made on the floor and many visitors came to the store. Both partners of the jobbing firm were present, along with a young lady who was brought to do special work during the demonstration. Liberal advertising space was used daily announcing the event. One of the big attractions during the opening was a demonstration.

View of Packard Talking Machine Department of October, when a week was set aside as “Cheney Opening and Demonstration Week.”

A business is as strong as its greatest weakness, whether that be in the sales organization, the collection department, advertising, etc.

Worry leads to ineffectiveness in business.

You Can’t Deny that the STABILITY of your trade depends upon the Stability of the merchandise you handle. Many a dealer who paid out his hard earned money for Quantity rather than Quality soon saw his trade gradually dwindle away.

On the other hand, the conscientious merchant who appreciates Quality and insists upon selling only goods of Quality constantly increases his business. He knows Quality goods when he sees them. That’s why Boston Albums will always be found in his store. Boston Albums are Quality goods and he knows it. If you are not handling Boston Albums, write us today for samples.

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

SELECTING THEIR FAVORITES

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

STUDY SUCCESSFUL COMPETITION

Some Profitable Pointers May Be Gleaned From Other Merchants in the Same Business Who Are Achieving Outstanding Success

What are your competitors doing? Not the failures, or those making a bare living, but the merchants in your community handling talking machines and records who are doing a good business and, in short, making a success of their enterprises. Are you watching them—studying their methods and gaining a knowledge of the things or policies which are drawing customers to their stores and taking them away from you? If you are not, then begin now and take advantage of what you learn. Try to beat your competitor to it, don’t follow in his footsteps.

One thing is sure, when a man makes a success of his business it is because his methods appeal to the public. He attracts their attention by new, forcible and effective methods of presenting his goods. He keeps his line and his store before the minds of the public steadily and persistently and he loses no opportunity of making a sale.

The merchant who sits back and is satisfied to merely take any stray crumbs which may come his way certainly will not make any great success of his business, and he cannot expect to build up a solid, substantial trade in this way. A systematic campaign in all branches of business is the only way in which expansion can be accomplished. This means a vigorous campaign in advertising, publicity of all kinds, sales drives, etc. New ideas put into effect are the things that count. Unusual windows, “different” advertising and concentrated sale drives are bound to result in a general stimulation of trade.

A business is as strong as its greatest weakness, whether that be in the sales organization, the collection department, advertising, etc.

Worry leads to ineffectiveness in business.
Dealers

Our Sincerest Wishes for a Very Merry Christmas and a Happy and Prosperous New Year!

In this Christmas Message, we want to express our sincerest thanks and appreciation. We promise to continue the same policy in the future, following the past, continuing to make the best record. We want to express our appreciation for this Christmas Message.

NEW YORK, N.Y.
25 West 45th Street
GENERAL PHONOGRAPH CORPORATION

President

The Records of Quality
A Personal Message

CHRISTMAS, 1922, marks the Fourth Anniversary of our Okeh Records. Starting with a small program, thanks to the co-operation of our friends, we were able to build up a big repertoire in American and Foreign Records. You have helped us to make Okeh a national organization, and we consider you part of it.
The "Queen Anne"
Model "117"
The "Beaux Arts"
Model "212"
The "York"
Model "117"
The "Oxford"
Model "207"
The "Georgian"
Model "210"
The "Colonial"
Model "105"
The "Cambridge"
Model "135"
The "Gotham"
Model "127"
The "Stratford"
Model "122"
The "Lombardi"
Model "120"
The "Cambridge"
Model "200"
The "Oxford"
Model "101" Portable

A Merry Christmas and a Happy New Year

from
THE BRUNSWICK-BALKE-COLLENDER CO.
Established 1845
CHICAGO NEW YORK CINCINNATI TORONTO

Thanking all Brunswick Dealers for the fine spirit of co-operation shown during the past year.
Congratulating them on the truly remarkable volume of business done.
And wishing them even greater successes for 1923.

BRUNSWICK
PHONOGRAPHS AND RECORDS
Overloading Salesmen With Too Many Prospects Invariably Results in Lost Sales

The talking machine business depends more on securing live prospects and their proper handling so that the maximum number of sales will be secured than most other businesses and, therefore, this branch of the trade should be made the subject of considerable study so that policies may be formulated which will not only result in the securing of live prospects, but will also bring about sales. Numerous methods of securing prospects are in vogue, most of which bring about the required results and practically all dealers have a fairly live list. Where they fall down is in the distribution of these prospects to the various salesmen and canvassers. The dealer or sales manager loads down his canvassers and salesmen with a great number of names and the result is a lack of concentration. The salesman tries to visit as many of these as possible during the course of a month and in his eagerness he does not give the time he should to each individual prospect. In many instances the salesman has a prospect half sold and he then leaves to visit the next one. Before he returns to the half-sold prospect again the sale has been lost through change of mind or perhaps an instrument has been purchased elsewhere.

The point is that it would be much better for the dealer to cut down the number of prospects which the salesman is expected to see so that more attention can be given to each. In a certain talking machine store in the metropolitan area five outside salesmen were supplied with an average of 700 names and sent out. Now, no salesman can cover the ground which these men were expected to and get the best results. These men made a great number of calls in order to make a good showing on their reports. Sales, however, did not come up to expectations and after much thought the sales manager cut down the number of prospects per salesman to fifty and in a brief talk impressed on their minds the necessity of giving prospective customers more time. In short, the men were told that where a prospect showed the least interest in the ownership of a talking machine the salesman should stick until the sale was made or lost. The result of this change of policy was far beyond expectations. No more half-made sales were lost and the monthly reports of the salesmen showed a startling jump in sales totals. A salesman of wide experience in the retail music field recently made a suggestion to the writer which might prove worth trying. He pointed out that a box should be provided in the store into which the salesman places the names of those prospects with whom he is unable to make contact or interest in the line. Each salesman should be supplied with the same number of prospects and when one is taken from the list and placed in the box he must take therefrom another which has been placed there by one of the other salesmen. Of course, he selects a prospect which he thinks he might sell. Thus, one salesman may fail to interest a certain prospect and another salesman eventually secures the name through the box and may be successful for various reasons.

No two salesmen approach and present the merits of their line in exactly the same manner and where one man has failed to appeal to the prospect another may succeed through the difference of approach and presentation. A manner which appeals to one person may not do so to another and, therefore, it is safe to assume that one salesman may arouse a feeling of dislike in the mind of the prospect and this eliminates any chances of making a sale and another salesman will succeed simply because he strikes the right note.

HARRY RIDDELL, A PROUD DADDY

Harry Riddell, manager of the Muskegon Brunswick Shop, Muskegon, Mich., has a new use for his Brunswick in quieting or drowning out young Mr. Kirkland Riddell, a newly arrived ten-pounder.

The Artophone Corporation

1103 Olive Street, ST. LOUIS, MO.

Wholesale distributors of Okeh Records for the South and Southwest
Read how Columbia Dealers at a nominal

What you get each month

1. A pictorial presentation of a dominating sales idea that will increase your record business many times, beautifully lithographed in eight colors on sheets 22 x 32 inches.

2. Window streamers—one or two window streamers, lithographed in five colors, featuring special releases or seasonable lists. This is your window's "headline."

3. Special lists of records, appropriately illustrated in eight colors that will turn over your stocks on hand.

4. At least six cutouts, lithographed in eight colors, all on current records and monthly releases that will move the goods.

5. Artist Poster—a beautiful portrait of one of Columbia's Exclusive Artists lithographed in eight to ten colors. Good all the year round.

The thousands of Columbia Dealers who have used these displays for the past eight years will tell you that they would not be without them at any price.

We will gladly refer you to dealers in your own state who have immensely increased their business by the use of these window displays. If you want to assure yourself a good share of next year's prosperity you could not make a better move than to subscribe immediately for the Columbia Window Display Service for 1923.

Read what the experts say.

EVERYBODY knows that the best business bringer a dealer can have is his window. But unless that window is used right, much of its good is lost. The big question for every Columbia Dealer to decide is, what will you put in your window for 1923 to increase your sales?

We'll answer that by saying, we have created for Columbia Dealers what experts call the finest series of window displays ever gotten up to sell phonographs.

Here's the Beautiful

The eleven pieces of display advertising pictured here constitute the Columbia Window Trim for December, 1922.

Lithographed in eight colors and done by a number of the best artists in New York, it possesses attention-getting powers and sales-creating value which will make it the talk of the trade.

COLUMBIA GRAPHOPHONE COMPANY
can "Double Up" Sales for 1923 cost per month!

By preparing these displays in large quantities, we have gotten the price down to an insignificant sum per dealer.

For Christmas, 1922, nearly 4000 Columbia Dealers will have the Christmas display shown below in their windows.

It is only a taste of what is coming for 1923.

For full information about this splendid sales material send the attached coupon to your branch.

Christmas Display

If you are not one of the 4000 Columbia Dealers who will have this display for this Christmas, write or wire your nearest branch and get yours at once.

Never in the history of merchandising has so little money bought so much selling help.

Read what the experts say:

The Educational Director of the Associated Advertising Clubs of the World says:

"I do not know a better thing that a retail dealer could do to strengthen his own position and increase his own business than hitch his wagon to a national advertising star by using such a cleverly worked out window display as your people have created."

Earle Pearson

The Secretary-Treasurer of the Association of National Advertisers, Inc., says:

"One of the pieces in the display that first attracted my attention was that of Cyrena Van Gordon as Brunhilde in the Valkyrie. I just felt, when I saw that picture, that I wanted to go right off to a Columbia store and buy the record. But if I had not been privileged to see this picture privately, and had been one of the 'men in the street' passing by a dealer's store, how could I know that the dealer had such a record if he did not tell me so in his store window?"

"If I were a Columbia Dealer, I would certainly see that every piece of this display were put to use."

John Sullivan

One of the foremost poster artists of America says:

"I have seen the Christmas window display of your company, and regard it as an exceptional piece of advertising art.

"It seems to me that we need higher standards of art in retail dealers' windows, reaching as they do, the rank and file of people who pass continually up and down 'Main Street.'"

"Your display has real merit, not only from the standpoint of attracting attention to the dealers' stores, but the whole conception is one calculated to sell goods."

Adolph Treidler

The Vice-President of The Art Directors Club, Inc., says:

"Your Christmas display for the dealers' windows for your Grafonola I consider a fine, if not the finest, of its type that I have seen. . . . It has a freshness and a charm that attracts and invites—something that mere blazonry and color never achieve."

Frederic J. Suhr

1819 Broadway, New York
Suggestions for Making Sales of Machines and Records During Holidays

By W. Bliss Stoddard

St. Louis merchants united last year in a great campaign to push the sale of talking machines and records as Christmas presents. Newspapers, direct mail, window displays, special offers and demonstrations all played their part in acquainting people with the desirability of a talking machine. They say that "the constant drop of water wears away the roughest stone" and the constant repetition of "Buy a Phonograph" or "Buy a Tailing Machine" as seen on almost every page of the daily papers was bound to get the reader to thinking about such a purchase sooner or later. These appeals were varied and were imbued with the idea that a talking machine was a welcome gift for any and every member of the family. So much has been said about "phonograph clubs" that this phase of selling was little advertised by the St. Louis dealers.

Goldman Bros. was one of the few firms that spoke of their Xmas Club, through which one could purchase one of the popular-priced machines at the rate of $2.00 a month. What interested most prospective customers, however, was their offer of a complete set of bluebird phonographs. They showed in their window a table set with this china and at the other end one of the talking machines. Broad red ribbons ran from each to a card on the wall, framed with a Christmas wreath, which stated: "Music for the Christmas Holidays—China for the Christmas Feast—All for two dollars down and two dollars a month."

The P. A. Stack Piano Co. was another firm that made a special offer to secure the holiday purchase of a talking machine. It offered free with each machine a handsome floor lamp with silk shade. The instrument and lamp were displayed in the window, while inside, on a low platform covered with a soft rug were placed one of the lamps (lighted) and one of the phonographs. This machine was kept in constant action to demonstrate its quality, and from the large stock of records in the rack any would be played to suit the visitor's fancy. The firm does a large mail order business and one of the main features of its success is the fact that it ships phonographs anywhere for a free trial.

Shattinger's, featuring records rather than talking machines, had one catchy display that called instant attention to the late records. In the corner was shown a Christmas tree, gaily decorated with lights and tinsel, beside which stood Santa Claus with his pack. In the foreground was a talking machine wreathed with pine and holly. Around this was dancing a circle of figures. Each alternate one was a record, with hands, feet and head made of bamboo sticks painted black; while between each was a black cardboard figure, the head of which was in the shape of a music note. The instrument and lamp were displayed in the window, and the records, labeled as above, set please to the soothing tones of a lullaby from the machine at her side. Two different models are purchased as a couple well on in middle life sitting close together listening to the music of a phonograph. A card by the actual machine suggested:

YRS OF HAPPINESS IN ONE

Christmas Gift

Think of THIS Christmas gift as a gift of year-round Christmas cheer for many years to come. You and your family and friends can enjoy all the music of the world for a lifetime when you give a Columbia Grafonola.

The talking machine as a means of keeping children at home was recently suggested by the Grand Leader. Their striking window first brought the idea before the public as soon as they were received in the stores. No one who saw a phonograph in a window would have expected that it was covered with cotton to represent snow, and in the background were small trees, also thickly powdered. In the foreground was a tree, about four feet high. This was covered with cotton and the interior brightly lighted. In a high chair sat a doll, gazing at a phonograph of actual size, which took up the greater part of the interior of the house. The window was lighted by bulbs of blue glass, which gave a moonlight effect to the scene—the brightness in the little house causing the phonograph to stand out distinctly. A card near the glass suggested:

Nothing like music to keep the children entertained

The majority of people have but a faint conception of the great variety of records that are being produced and it takes an ad like that of the Home Music Co., Lancaster, Pa., to bring home the fact that they can get practically any variety they desire.

A good idea of the pleasure a talking machine will give, not only now but in the years to come, was worked out by McNichol. In the foreground was shown a phonograph, in front of which were two children dancing their dolls to the sound of its music. The wall was painted grey, with white clouds. In the center of the first cloud were seen several youths and maidens dancing to the music of a machine. The second cloud showed a mother rocking her child to sleep to the soothing tones of a lullaby from the machine at her side. The third cloud showed a couple well on in middle life sitting close together listening to the music of a phonograph. A card by the actual machine suggested:

"EMPIRE" Packing Cases

Reinforced Three-Ply Veneer

Let us figure on your requirements

EMPIRE MFG. COMPANY, Goldsboro, N. C.

Original Methods to Garner Gift Dollars by Live Dealers of St. Louis Result in Increased Business

Candy violets and flowers fade, but MUSIC RECORDS give pleasure long after the first thrill of Christmas morning. Give them as gifts. Let our demonstrators play as many as you wish.

A very effective display in one store was a large eve in the center of the floor, which stood Santa Claus with his pack. In the window was a talking machine wreathed with pine and holly. Around this were dancing a circle of figures. Each alternate one was a record, with hands, feet and head made of bamboo sticks painted black; while between each was a black cardboard figure, the head of which was in the shape of a music note. The instrument and lamp were displayed in the window, and the records, labeled as above, set please to the soothing tones of a lullaby from the machine at her side. Two different models are purchased as a couple well on in middle life sitting close together listening to the music of a phonograph. A card by the actual machine suggested:

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A Merry Christmas
and
A Healthy and Prosperous New Year

This year has been a healthy year for ourselves, for our dealers and for their customers. Over 1800 retailers have been added to the list of those selling “Health Builder” sets of Walter Camp’s “Daily Dozen” on phonograph records. Almost all of these new accounts have reordered substantially and repeatedly, thus proving the healthy demand for “Health Builder” products. 1922 also saw the advent of the Health Builder “Weight Reducing” set, which met with instantaneous popularity.

The “Health Builder” sets, attractively contained in albums with charts, etc., offer you an inviting source of revenue for 1923. An intensive and expansive campaign of national advertising will increase interest. If you sell “Health Builder” products you will cash in on these demands and therefore we are sure you will find 1923 a Prosperous New Year for you and a healthy one for your customers.

Plan to sell the “Daily Dozen” and also the “Health Builder” Weight Reducing Sets for 1923. Send for full information today to

Health Builders
INCORPORATED

Department W 12

334 Fifth Avenue - New York
W. D. Wadson, Here After Victor Shipments, Tells of Big Possibilities on His Island—Installs Sheet Music Department

Walter D. Wadson, of the firm of Thomas J. Wadson & Son, Hamilton, Bermuda, exclusive Victor dealers in that city, was a visitor at the offices of The World late in November. This is the second trip Mr. Wadson has made to the United States since August. Naturally, like all other dealers at this season of the year, he was particularly interested in getting as heavy shipments of Victor goods as possible for the holiday season.

He was also greatly interested in the Music Publishers' Protective Association's campaign which is encouraging talking machine dealers to stock current selections of popular music. His firm has made arrangements to carry popular songs.

In speaking of general trade conditions in Bermuda, Mr. Wadson says he feels that the Victor sales in his territory have hardly scratched the surface of possibilities. While it is true that for a number of years they have done an excellent business he feels that the future will see even a greater expansion in the demand for musical instruments.

Sitting back and wondering how to stimulate or increase sales will not do the trick unless the thoughts are backed up by action.

LIBROLA (Library Table-Phonograph)

You should $150.00 (retail price) Model similar to the one below.

Librola—write for illustrations and net prices.

Immediate Shipment

Seaburg Mfg. Co.

Jamestown, N.Y.

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

No. 250. List Price $195.00. Usual discounts to dealers 48% 28% 31/2% high. Finished all around Mahogany, Walnut or Oak

EFFECTIVE WINDOW DISPLAYS

Collins Piano Co., of New Orleans, Features Timely Windows—"Ned" Wilson Firm Believes in This Type of Publicity

New Orleans, La., December 5.—The Collins Piano Co., at 155 Baroune street, Victor dealer, has been featuring recently a series of effective window displays that have not only attracted the attention of passers-by, but have produced direct sales. One of these windows featured the popular Feist hit, "Why Should I Cry Over You?" and as a result of this display the Collins Piano Co. sold an exceptionally large number of Victor records featuring this hit. "Ned" Wilson, manager of the Collins Piano Co., and one of the most popular men in the local trade, is a firm believer in the value of distinctive window displays and under his direction the Collins windows are changed frequently and almost invariably present displays well calculated to produce direct results. He takes advantage of holidays and other timely events to prepare windows particularly pertinent to the season of the year or to the character of the events uppermost in the minds of the public.

NEW YORK FIRM CHARTERED

A. Schochet, dealer in talking machines and radio sets in New York City, has been granted a charter of incorporation under the laws of this State, with a capital of $40,000. Incorporators are A. Schochet, D. Lerman and A. Mintz.

Many New Brunswick Agencies

Branches Throughout Country Report Placing Line With Dealers in Widely Separated Sections of Their Territories


JOINS RADIO SHOW MANAGEMENT

S. H. Fairbanks, who managed the recent successful radio show in Boston, Mass., has been named as advisory director by the management of the American Radio Exposition, which will hold a radio show in Grand Central Palace, New York, from December 21 to 31. Mr. Fairbanks will take charge of the exhibits, the apportionment of space and other details incidental to staging the show. L. S. Byers, executive secretary of the committee in charge of the show, will continue with the aggressive program of arrangements already projected.
1922

To Victor Dealers

The

Buffalo Talking Machine Co.

Sincerely Wishes All A Joyous and A Truly Complete Christmas

1923

A Prosperous New Year

A New Year of great opportunities for Victor Dealers. The Buffalo Talking Machine Co., with its many avenues of service, will materially assist Victor Dealers in 1923, more than ever to capitalize on the opportunities offered.

Ask us to co-operate with you.

BUFFALO TALKING MACHINE CO.

BUFFALO, N. Y.
3. PAPA HAYDN AND HIS SURPRISE

At the close of last month’s article I explained how the “Surprise” Symphony got its name and said a few words about its second movement, in which the “surprise” occurs. I also suggested that the first movement, as given on one-faced Victor record No. 35243, might profitably furnish something interesting and instructive to listen to a few times during the period between November 15 and December 15.

Assuming then that those who are following these articles have listened to record No. 35243 and have some idea of how it goes, let me make a few comments. By this time every- body ought to remember that the first move- ment of a symphony, as Papa Haydn worked out its form, consists of (a) an introduction, sometimes, but not always, leading to (b) a first theme, (c) a second theme, and (d) a development during which the two themes are worked out to the limit of the composer’s ability to make something of them, whereupon there is (e) a recapitulation of the two themes and (f) a coda or closing piece, commonly made out of the material of the first theme.

Now, have you been trying to hear any of these divisions and subdivisions in the charming music of the Surprise? If you have you will at once have perceived that the music, as arranged for the record, is by no means perfectly arranged. For instance, there is not much development and the recapitulation has been shortened. As it is, the music runs about as follows:

Analysis of the Record

First there is a pleasing little introduction of just a few bars in length, sounded by the strings and some of the wood-winds, which briefly but unhurriedly leads into the first theme. This is easily recognized from its rhythm of Ta..Ta.Ta..Ta... with the stress on the last syllable. Haydn here takes this engaging theme and pitches it about, first in his high strings and then in his low ones. His second theme comes in after the first has been well calculated and licences you not to mistake the intention to make it his principal idea. It comes in so gently and quietly that you hardly notice it as it sounds its calm way through the low register of the violins. In fact, Haydn scarcely gets it sounded before he proceeds to drop it and dashes into a development of the first theme. Notice how he changes slightly the rhythm and introduces a new character which, after bringing in the melody, naturally leads to a restatement of the theme in its original form. This safely sounded, he gives us a dash- ing little coda to close things up; and there we are.

Haydn’s Wind Instruments

If you will listen carefully you will notice two or three interesting points. For one thing, Haydn was dealing in those days (130 years ago) with orchestras which had not the capacity of the instruments of to-day. The wind instruments were especially poor in contrast to their modern successors. In fact, the flutes, oboes, bassoons, trumpets and horns which formed the wind sections of Haydn’s orchestra (clarinets, English horns, bass clarinets, contra bassoons, trumpets and horns came in later) were not as yet provided with keys or valves. In consequence they were able to sound only the open harmonics of their tubes. On a brass instrument these were obtained by altering the pressure of the lips against the mouthpiece. Modern players, of course, do this, too, but in addition their instruments carry extra crooks to the tubes, controlled by valves, whereby the player can produce all the other tones needed to make a chromatic scale. In just the same way a wood wind instrument of Haydn’s time had only finger holes and conse- quently could not sound all the tones of the chromatic scale, but only the scale of the key which it was built to sound. Naturally, therefore, the wind instruments in Haydn’s orchestra did not get much to do except to play accompanying chords to the melodies sounded by the violins and cellos. In the first movement of this Surprise Symphony there is a striking illus- tration of this fact. Right in the middle the melodies suddenly cease and the wind instru- ments alone, for several bars, sound a synco- pated accompaniment, with a rhythm some- thing like this:

Ta...Ta.Ra.Ta...Ta...Ta...Ta...Ta...

over and over again, until a sudden rush of scale passages in the violins swallows it up. Now, in the scores of symphonies of this period you will find whole pages of notes for the wind instruments in which nothing more exciting than this takes place. Indeed, if you listen closely in this piece we are now discussing you will hear much the same sort of music for the wind instruments from beginning to end. It is only very occasionally that they get a bit of melody. The reason, of course, is that these in- stuments were so very limited in their powers. On the other hand, a symphonic composer of to- day finds that his wind instruments offer him two complete choirs, one of the wood and one of the brass instruments, each able to play a whole piece by itself and to execute passages which even fifty years ago would have been thought impossible. Indeed, I said above that the record we have been using has a condensed version of the move- ment. This, nevertheless, is quite satisfactory as a picture of the complete score, since it only

Main-Springs

For any Phonograph Motor

Best Tempered Steel

Tone-Arms

PHONOGRAPH NEEDLES

ORDER RIGHT FROM THIS AD

Send for price lists of other sizes and models.

The Val’s Accessory House

THE TALKING MACHINE WORLD

December 15, 1922

Featuring the MUSICAL POSSIBILITIES of the TALKING MACHINE

The Portabloop Receiver is now ready for delivery

Write us for our agency in your location

No outside aerial

Be the first in your territory

Don’t hesitate—write

210 Central Avenue

EAGLE RADIO COMPANY

NEWARK, NEW JERSEY

114

Terms—F.

Victor, new style

Heineman

SILVERTONE, KRASHERG

St. Louis, Mo.

NEW IDOL—This is the twenty-first of a series of articles by William Braid White, devoted to the various interesting opportunities which prevail in the domain of education for the retailer of talking machines. The subject is one of great interest and we commend these articles to the consideration of all who are devoting attention to the teaching and developing of the musical possibilities of the talking machine.

26
In the second set of Puccini's opera Manon Lescat occurs Manon's song "In quelle trine morbide" (In these soft silken curtains). It is a little gem of purest melody, as soft and silken as its title. Rosa Ponselle's golden soprano gives this the brilliance of a rare jewel. 79971 on the December list.

Quartet and Symphony Compared

Referring now for a moment back to last month's article, it is easy to see that the only difference between the classical symphony and the classical quartet lies in the fact that the one is written for a larger and more powerful array of instruments than the other. As the possibilities of the orchestra were more clearly seen, however, the composers of symphonic music became bolder and made more experiments, until to-day we find the symphony much more complex, though at the same time more satisfying, more complete and in every way more wonderful. On the other hand, I personally confess to a vast love for the sweetness and light of eighteenth century music, which did not occupy itself with futile attempts to put metaphysical states into sound, but was content to produce pure forms of beauty.

Turning now to record No. 33244 we listen to the second movement just to remind ourselves of the place where the "surprise" comes in. Nothing more need be said about this little set of variations on a simple theme, for its form and content are as an open book which all can read. But the minuet which constitutes the third movement demands a few moments' attention for its very loveliness.

About a Minuet

I have already reminded readers that a minuet is a stately dance in triple time, not unlike what a slow waltz would be, though the dance itself is more like a formal quadrille, as that used to be danced two generations since. The symphonic composers, however, beginning with Haydn, made it merrier than ever it was as a formal dance and the present piece fully sustains its writer's reputation for geniality. It begins on the third beat of the bar and trips merrily along for all the world like the homeliest rustic merrymaking and not at all like the stately pageantry of an eighteenth century drawing-room. Interrupted in the middle of its course, the music turns to the Trio (so-called, I suppose, because originally it was written to be played by three instruments, or else because it is always in three-four time). This is invariably a slower and highly contrasting section and in the present case forms an unmistakable but appropriate foil to the mellowness of the main movement, which in due course turns up again and trips its merry way to its conclusion.

Entry of the Scherzo

Let us pause, as we take off the record, just long enough to remind ourselves that although Mozart retained the idea of the Minuet in his symphonies, the more serious and powerful mind of Beethoven rapidly inaugurated a change when he substituted the Scherzo, which, in the same rhythm and with the same contrasting middle section, presents ideas of a less trivial and more moving shape and carries on further the modern conception of the symphony as a great epic poem in tone. Beethoven made the definite change in his third (Heroic) symphony and exemplified it still further in the glories of the fifth, seventh and ninth.

Final! Back we go now to the first record, 33243, and this time we take its reverse side. Here is the attractive melody of the finale. Haydn was a genial old soul and melody flowed from him without ceasing. He could always write a pretty tune and he never repeated himself. How he did it is not the point. He did it, that is all we need care about. And in this case he lives up to his reputation. The movement is in the general shape of what is called a rondo, which means a sort of circular form in which you keep on going round and round, as it were, coming back to the original tune at equal intervals from beginning to end. There is nothing difficult to follow and so I recommend to the student the simple course of first listening two or three times till the "run" of the piece is well in his mind and then trying it again a number of times to get a line on the instrumentation, that is, on the manner in which Haydn has distributed the parts among his instruments. Again the comparative poverty of the wind instruments will be noted and also the fact that Haydn used so often to write for his bass strings in only one part, making the 'cellos simply double the contrabasses an octave higher. It took Beethoven to learn to treat the violas and 'cellos as separate, individual voices. In the quartets of Haydn's time one also finds the viola poorly treated, as if composers were not quite sure what to do with it and thought it best simply to give it the merest filling in, just enough to thicken up the harmonies and make the chords reasonably full. Mozart soon learned better, as you can find out from listening to the Victor records of Mozart quartet movements as made by the Flonzaley and Elman Quartets. On the other hand, the moment you go to the works of a later period you find a vast difference. The instruments are now treated more individually. It is no longer just a first violin with three accompanists. Beethoven, Schumann, Dvorak, Smetana and Tchaikowski are represented by Flonzaley interpretations of movements from some of their best quartets and if composers were not quite sure what to do with it I mean. There are few more fascinating hobbies than the discovery of the inner development of musical composition; nor is any method of pursuing the search comparable with this method of listening critically to fine records.

(To be continued)
The Diamond Service Rack Sells More Records

No. 1 Size. 27½" high, 9½" deep, 16" wide. Finished in gray or ivory—$5.00. In Mahogany—$6.00.

Hundreds of dealers say this practical little rack pays for itself in a few weeks’ time, it has such a strong influence on sales.

Made with two sections—one for selected records and one for rejected records. Speeds up customers’ decisions. Sells more records in less time.

Takes the place of the usual cluttered up table. Occupies small space on wall. Eliminates breakage. Advertises your feature record.

No. 2 Size. Same as No. 1 except that it is 28" wide. Finished in gray or ivory—$7.50. In Mahogany—$9.00.

January Will Be a Big Sales Month for the Diamond Juvenile Console

Why? Because January is “Bonus Month”—the month when pocketbooks are pleasantly fattened—the month when thousands of people do their heaviest buying. Wise talking machine dealers will get their share of the Christmas overflow by displaying the Diamond Juvenile Console.

A Real Talking Machine for Children

Cabinet of selected hardwoods and veneers—24" high, 14" wide and 28" long.

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

Tonearm is die cast and nickel plated. Artois reproducer.

Turntable is 9 inches, felt faced.

Plays all records up to 10 inch. Particularly adapted to children’s records and Bubble Books.

Guaranteed Heineman Motor!
Cut gears, cast frame, removable motor board. Fully guaranteed

The Diamond Products Corporation
25 West 43rd St., New York Factories: Oswego, N.Y.

Distributed by
A. C. Erisman & Co.
174 Tremont Street, Boston, Mass.
Consolidated Talking Machine Co.
227 N. Washington St., Chicago, Ill.

Cabinet & Accessories Co.
3 West 16th St., New York
Munson Raynor Corporation
613 So. Olive St., Los Angeles, Cal.
Misunderstandings Regarding Terms Very Often Cause of Repossessions

The talking machine business is essentially an instalment business and, therefore, one of the greatest problems before the trade is the prompt collection of accounts and the diminution of repossessions. Misunderstanding by customers or inadequate explanation of terms on the part of the salesmen are often at the root of the evil. One of the first essentials of the instalment business is that customers clearly understand the terms they are to meet when making a purchase and with considerably more respect for the terms on the purchase ticket and the dealer is able to secure any old terms desired there is always a feeling that she might have done better if she had dickered a little longer, and thus is bred the first dissatisfaction which eventually results in delayed payments.

The temptation on the part of the salesman or the proprietor to slight over the question of terms in order to insure the making of a sale is undoubtedly very great, but unless an article is sold the profit on the transaction is lost. This matter of terms and the periods when payments are to be made should be handled in a firm and uncompromising manner.

A woman enters a store to buy a talking machine and the clever salesman has succeeded in selling her on the line he represents. She is financially unable to make a cash purchase and the terms which she can obtain are an important problem to her, just as they are to the proprietor of the establishment. The following is approximately the conversation which causes misunderstandings:

"I like this instrument very much, but I am unable to pay cash for it. What are your terms?"

"Oh, there won't be any trouble there," answers the salesman. "We can arrange that detail to suit your purse," and instead of trying to obtain a reasonable down payment and profitable payments for his house the salesman opens up the way for the customer to dicker and make her own terms, usually the lowest possible to obtain. When the customer finally closes the deal she leaves the store with the vague idea that she must pay so much every so often. This part is all right, but what the customer does not carry home with her is the impression that the dealer is doing a favor by extending terms to suit her purse, just as they are to the proprietor of the establishment. The following is an example of the kind of conversation which results:

"We can arrange that..." the salesman says.

"Oh, that is wonderful, I never thought I could have such a wonderful instrument. I'll be so happy to make these payments."

"You are very fortunate, indeed. To think of getting this instrument on such easy terms is wonderful."

"They sound absolutely wonderful, but I can't think of making such regular payments."

"Oh, don't worry about it. If you can't pay on the due date only delay for a day or two and no harm is done."

"Yes, that is what I mean. I just can't think of making those payments before the 1st of the month."

"That's all right. We have another day."

"Yes, I think I'll delay until that day..."

"Day they are payable insofar as possible without question and the customer would have left the establishment more satisfied with her purchase and with considerably more respect for the terms on the purchase ticket and the dealer is able to secure any old terms desired there is always a feeling that she might have done better if she had dickered a little longer, and thus is bred the first dissatisfaction which eventually results in delayed payments.

The dealer must make his collections on the

Salesmen Should Be Certain That Patrons Understand the Terms of the Contract Before Sale Is Closed

Since this customer was sold on this dealer's line before terms were discussed the chances are that a frank statement by the salesman of reasonable terms would have been accepted without question and the customer would have left the establishment more satisfied with her purchase and with considerably more respect for the terms on the purchase ticket and the dealer is able to secure any old terms desired there is always a feeling that she might have done better if she had dickered a little longer, and thus is bred the first dissatisfaction which eventually results in delayed payments.

The dealer must make his collections on the
The NEW EDISON
Baby Console
and
London Console

Baby Console
$175

Length - 40 inches
Height - 35\(\frac{3}{4}\) inches
Width - 20\(\frac{3}{4}\) inches

London Console
$135

Length - 35 inches
Height - 35 inches
Width - 20\(\frac{3}{4}\) inches

THOMAS A. EDISON, Inc.
ORANGE, NEW JERSEY
These NEW EDISON Consoles Will Bring You NEW Business

HERE are two of the latest New Edison models; among the lowest priced in the distinguished console group.

Assuredly, you will find a ready market for the Baby Console and the London Console; they present the matchless New Edison in beautiful cabinets at extremely moderate prices. The musical quality is typical of the well-known Edison standard.

You know that many music-lovers have delayed their phonograph purchases until prepared to buy high-grade instruments in attractive console design. Such sales are easily made with these new models. And you can confidently guarantee genuine Edison excellence, notwithstanding their unusually low prices.

THOMAS A. EDISON, Inc.
ORANGE, N. J.
In a corner of the world all our own

Jesse Crawford's Beautiful Ballad

You can't go wrong
With any FEIST organ

This method prevents the disposition to do too much for one and too little for another. It prevents embarrassment, rejoice at picking out the fund in the most thrifty possible manner and so as to touch the worthiest causes. When there is money on hand of this kind the giving can be cordial and prompt. A small sum given in this spirit means a good deal more than a large sum grudgingly handed out after annoying details.

As a rule, solicitors for benefits of this kind are public-spirited citizens who are busy themselves and yet who are giving their own time gratuitously in order to help some good work along. There is a science of giving as well as in business management. Some firms make the mistake of hit-and-miss, indiscriminate giving, and others are a good deal more systematic. Systematic methods are always more satisfactory.

Our business gifts within our own organisation are a different matter. Many a firm has given serious thought to this and has worked the matter out on the profit-sharing, the bonus or commission basis. This has been done with the idea of rewarding faithful workers for conscientious service.

As a rule, extra effort and time are required at certain seasons of the year and some recognisation of this makes for good-will, co-operative harmony and a finer degree of morale. It is a good plan also for those in authority to express a hearty word of appreciation from time to time of the help and support given.

It is a peculiar thing, but we never really possess an article of value until we share it with someone else, whether it be a pleasure, a material possession or the intangible spirit of brotherly kindness.

There is a science in giving—the science of giving wisely; of giving so as to strengthen and beautify and not to pauperise; the science of true generosity in that we recognize the multitude of our blessings and are willing to show ourselves worthy of larger responsibilities and commissions. A man is known among the angels by the manner in which he gives.
MENNEN CO. APPEAL IS EXPLAINED

Attorney for Menen Co. Declares Litigation Between Commission and Menen Co.: a Test Case—Interesting Facts

The following letter concerning the appeal of the Menen Co. to the Circuit Court of Appeals has been received by The World from Gilbert H. Montague, attorney for the Menen Co.

"Your article in your issue of November, entitled 'Argue Right to Fix Discriminatory Prices,' is likely, I am afraid, to mislead your readers as to the point raised by my client, the Menen Co., in its recent appeal to the Circuit Court of Appeals.

"The Menen Co.'s price schedule is not, and has never been, discriminatory in any real sense. For a considerable period the Menen Co. granted to wholesalers who rendered a special service in distribution, not rendered by retailers or other branches of distribution, a slight extra discount, in consideration of the special service thus rendered. Probably no business man would ever call this discriminatory, nor would the Federal Trade Commission probably have ever questioned its legality were it not for the fact that one clause in the Clayton Act, dealing with price discriminations, is so broadly worded that the Commission concluded that possibly it forbade any discount for service and permitted discounts only for quantity or differences in the cost of transportation, selling, etc. To clear up the meaning of the Clayton Law on this subject the Commission began two years and a half ago a test case against the Menen Co. This test case was brought against the Menen Co. instead of any one of the almost innumerable multitude of manufacturers in every line of business against whom the same point could have been raised, simply because the Menen Co., not being a monopoly, and presenting no element of combination, deception or oppressive conduct, raised this single question in a particularly clear and uncomplicated fashion. Throughout this proceeding both the Commission and the Menen Co. have conducted this litigation solely as a test case and for the single purpose of obtaining from the courts a final decision as to just what is the meaning of this particular clause of the Clayton Act.

"Your article may, perhaps, have led some of your readers to believe that certain wholesale associations were parties to the proceeding, or at least had participated with the Menen Co. on the latter's petition to the Circuit Court of Appeals to reverse the Federal Trade Commission's order. This is incorrect. The Commission's order made no reference to any wholesale association, nor is any wholesale association, nor is any wholesale association was made solely by the Menen Co. No association of any kind has participated or contributed, financially or otherwise, to the Menen Co.'s defense of this proceeding. For two and one-half years the entire burden of this litigation, which involves the very existence of every wholesaler, and also every small retailer whose buying capacity or location precludes him from buying capacity or location precludes him from enjoying individually or collectively in large quantities, has been borne exclusively by the Menen Co.

THE BRUNSWICK COURIER APPEARS

Beautifully Illustrated Picture Envelope in Colors, Containing Monthly Record List, One of the Latest Dealer Sales Helps

The Brunswick Courier, a pictured message, is the latest form of dealers' sales helps which is being sent out by the Brunswick Co. This is a self-locked picture envelope which goes into the hands of thousands of record buyers monthly, and encloses the monthly record supplement. The inside is devoted to pictures of the latest Brunswick record hits and pictures of the leading artists of this company, with a personal message from the dealer to the buyer. On the outside are pictured the joy of having a phonograph at home. The entire color scheme is most artistic and should serve as a powerful sales-promotion means. It is stated that The Courier will be made up in seven or eight colors each month. In the first issue to hand the Elsheco Trio and Virginia Rea are given special prominence, with accompanying illustrations of the Gotham and Beaux Arts phonograph models.

STOCK RECORD REFERENCE LABELS

Victor Co. Announces New Issue for Dealers' Stocks of Records for 1923 and 1924

A new issue of ready reference labels will be issued by the Victor Co. with the expiration of the December, 1922, supplement. The labels will be similar to the previous edition, but the cross references will be brought up to date. The list includes labels for all domestic records in the 1923 numerical catalog, complete with supplementary service covering all domestic records to appear in the monthly supplements for 1923 and 1924. There will also be included labels covering U. S. foreign records listed in the numerical catalog, together with supplementary service covering all U. S. foreign records to be announced during 1923 and 1924. Dealers desiring a real up-to-date system in the efficient handling of their record departments should install this system if they are not already using it.

NEW BAKER'S MUSIC HOUSE BRANCH

Concern Operating Chain of Music Stores in New York and New England Opens Branch in Plattsburg, N. Y.—Handle Varied Lines

PLATTSBURG, N. Y., December 10.—Baker's Music House, which operates a chain of nine stores throughout New York and New England, has opened a store in this city.

Spacious display rooms at 17 Court street have been secured and Victor Lyon, well-known musician of this city, has been engaged as manager.

This store will handle everything in the musical line, including instruments of every description, sheet music and radio equipment.

The Government River Patrol "Susan" boasts of a complete wireless outfit and also a handsome Brunswick phonograph. It is used to amuse the sailors on board while the boat is plying its way between Memphis, Tenn., and Cairo, Ill.

Three instances typical of national results. Regal increases your sales—it insures your profits.

Are you interested in exclusive territory?
NEW STARR HOME IN LOS ANGELES

Work Begun on the Erection of an Elaborate Eight-story and Basement Building in That City to House Headquarters of Pacific Division of the Starr Piano Co.

LOS ANGELES, CAL., November 28.—Work has already started on the excavation of the site for the new building to be occupied by the Starr Piano Co. at 634-36 South Hill street, this city. The new building will be an eight-story and basement structure with a mezzanine floor, will have a frontage of 37½ feet and a depth of 138 feet, and will house the headquarters of the Pacific division of the Starr Piano Co.

The Pacific division was organized in 1907 and has served as executive headquarters for practically all the territory west of the Rockies, although distributing warehouses have been maintained in San Francisco and Portland to give dealers rapid service in the delivery of Starr pianos and phonographs and Gennett records.

The new building has been specially designed to meet the requirements of the company's business. In addition to the structure now being built the company owns the adjoining six-story building with a 75-foot frontage on Hill street which now houses the local headquarters. The present building will be vacated when the new structure is completed.

PLAN TO CO-OPERATE WITH ARTISTS

Dallas Music Industries Association Discusses Co-operation With Artists

DALLAS, TEX., November 27.—A general discussion of the best method of co-operation with the musical artists who will appear in Dallas during the coming season, in order to assure the success of their concerts, was held at the luncheon meeting of the Dallas Music Industries Association recently.

Following the discussion, a committee composed of Paul Burling, D. L. Whittle, Robert Watkin and F. Gissaldi was appointed to confer with the local concert managers in order that the dates of the appearance of the artists may not conflict and to do all they can to assure the success of the appearances.

PLAYS ON CURiosity OF PUBLIC

James K. O’Dea, of Paterson, N. J., Brunswick dealer in that city, had about fifty Brunswick thrill banks in his display window with a large sign, saying that these banks were “not for sale.” The result was that many people came inside to inquire about the banks.

A Shock Is In Store For You

If you will invite the attention of your trade to Electric Victrolas this Christmas; it will not come from a short circuit in the old reliable universal Victor Electric Motor, either.

Victor Electric Drive is made as only the Victor Talking Machine Co. makes everything, superlatively fine. Operates on any current, requires no more attention than an electric fan, and is as simple to repair owing to its standardized parts.

Electric Victrolas sell readily to the sort of people who buy Red Seal records, a dozen at a time and keep a standing order for populars.

If you don’t want that kind of business, don’t show the Electric Victrola.

“BUY Where You SELL—COLLINGS Covers Your Wants”

COLLINGS & COMPANY

Victor distributors throughout Northern New Jersey and Northeastern Pennsylvania

Clinton and Beaver Streets  Plum Building  Newark, N. J.
MAGNAVOX CO. ENLARGING PLANT

The Prominent Manufacturers Add 32,000 Square Feet to Factory Facilities—Working Day and Night to Keep Pace With Demands

OAKLAND, CAL., December 5.—The Magnavox Co. of this city, has recently added to its already large floor space 32,000 additional square feet to be used for assembling. The present factory is to be and almost in its entirety for a machine shop to produce the many hundreds of parts necessary in the construction of the popular Magnavox radio, Magnavox phonograph reproducers and public speaking voice amplifiers of many different types.

The business has grown rapidly until to-day the Magnavox Co. is one of the largest manufacturing plants in the West, with a world-wide distribution. Large quantities of Magnavox instruments have recently been shipped to England, France, Italy, Australia, China, Japan—in fact, the name “Magnavox” has rapidly spread all over the entire world, due in a great measure to the rapidly increasing popularity of radio telephone reception. During the Spring, when there was a great rush by the public for Magnavox radio, the company, in spite of its best efforts to increase production, got behind with its orders. However, the new addition, with its greater facilities for producing goods in a more efficient and speedier manner, has eliminated the possibility that the Fall anyone will have to do without Magnavox equipment. Radio is essentially a Winter, Fall and Spring sport, and by having its new addition in shape now the demand for Magnavox equipment, it is hoped, will be kept supplied.

The new addition is made of reinforced concrete and brick, with all the modern conveniences which can be possibly built into a factory building. Well over a thousand people can now be easily accommodated, although even at the present time two shifts are necessary in the production of the many pieces of apparatus made by the company. There is an indication throughout the entire world that this season will show a greater amount of radio business than ever before, even in spite of the so-called craze which took place this Spring. People are now really beginning to realize the actual worth of radio outside of the mere amusement feature and are beginning to look upon radio as practically indispensable.

RECORDS FROM “YANKEE PRINCESS”

Three new Brunswick records of song hits of the New York light opera, “The Yankee Princess,” will soon be released, according to an announcement by the company. These hits will be played by the Joseph C. Smith orchestra, exclusive Brunswick artists, and are as follows: “I Still Can Dream,” “My Bajadera” and “In the Starlight.”

COTTON FLOCKS for RECORD MANUFACTURE | UNIFORM QUALITY GUARANTEED

Write for Trial Samples—Supplied Without Charge

CLAREMONT WASTE MFG. CO., Claremont, N. H.
Distributors of the Vocalion and Vocalion Records

WOODSIDE VOCALION CO.,
154 High St., Portland, Me.
LINCOLN BUSINESS
BUREAU,
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. Wash-
ington, D. C.
LINN & MARKS CO.,
530 Bates St., Detroit, Mich.
THE AEOLIAN CO.,
529 S. Wabash Ave., Chicago, Ill.
VOCALION CO. OF OHIO,
328 W. Superior St., Cleveland,
Ohio.
LOUISVILLE MUSIC CO.,
329 S. 4th St., Louisville, Ky.
THE AEOLIAN CO. OF
MISSOURI,
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.

Vocalion Records Are Play-
able On All Phonographs.

PERIOD Vocalions—the quality phono-
graph for the New Year—the only instrument that has the famous Graduola tone-con-
trol. On every Vocalion, expert attention has been given to period detail—every character-
istic reproduced with experienced care. The conservative case-designs of Period Vocalions blend with all types of furniture and lend a touch of distinction to any room. Prices from $175 up—the best value obtainable today.
**Exclusively Vocalion**

**ROSA RAISA**

the great dramatic soprano of the Chicago Opera Company

CRITICS the world over hail Rosa Raisa as the greatest of dramatic sopranos. Her magnificent voice is reproduced exclusively on Vocalion Records.

<table>
<thead>
<tr>
<th>Title</th>
<th>No.</th>
<th>Size</th>
<th>Price</th>
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<td>Otello—Ave Maria</td>
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<td>Tosca—Vissi d'arte</td>
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<td>10</td>
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<td>Vespro Siciliani—Bolero</td>
<td>30115</td>
<td>10</td>
<td>1.25</td>
</tr>
<tr>
<td>Ye Who Have Yearned Alone</td>
<td>30134</td>
<td>10</td>
<td>1.25</td>
</tr>
</tbody>
</table>

**Distributors of Vocalion Red Records**

- MUSICAL PRODUCTS DIS. CO., 37 E. 18th St., New York City.
- 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-PATERSO HARDWARE CO., Salt Lake City, Utah.
- MOORE-BIRD CO., Denver, Colo.
- SONORA DIST. CO., SOS Liberty Ave., Pittsburgh, Pa.
- HESSIG-ELLIS DRUG CO., Memphis, Tenn.
- STREVELL-PATERSO 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.

Let us give you complete information for 1923 regarding the Vocalion line of phonographs and Vocalion Red Records.
In a certain town in my territory are two dealers. Number One says:

"We have strikes, people are not working, business is bad and probably by this time some new calamity has occurred," which murders any possible idea in his subconscious mind that, if developed and used, would create sales.

I asked him, "Just what are you doing to get business?" He replied, "No use, I called on Mrs. So and So; her husband is on a strike, etc., and after calling on several others with no better results I gave it up."

I then asked, "How much time do you spend on the outside?" He replied, "Not much, just go out occasionally; people don't seem to want to buy."

Again I asked, "Do you advertise?" He answered, "Oh, yes, a little, but not much; people haven't the money and I feel I am wasting mine under the present conditions."

The above is the frame of mind that man is in and were he before a grand jury of successful business men the foreman would probably say, "Yes, he's guilty, but no use hanging him, he's dead and he doesn't know it."

Now let's see what the other dealer in the same town, possibly a worse location, but alive, is doing.

I walked in. He looked busy, but not too busy to smile and say, "Hello, glad to see you. I've got a machine going out on approval, but if you can wait about half an hour or so I will be back and have several things I wish to see you about," and away he went.

The record girl, she was busy too. I wondered what about, and I asked her. Said she was getting up a list of telephone numbers of people who have not been in the store lately, and she had some good numbers she knew they would like was preparing to call them up. I suggested that she go ahead and not mind me, and she proceeded, so that by the time Mr. Dealer had returned (about an hour later) she had six people planning to come to the store who had not been in for some time. Think of that! And some dealers wonder why record business is bad.

She afterward explained that numerous customers would forget to return for more records each month if she would forget them, and figured inasmuch as she received a commission on each record sold, she could earn just that much more each month by retaining all old customers and getting them to buy, yet said the customers seemed to like the idea.

I then spoke to Mr. Dealer again, and he said he would give most anything for a couple of good men as he had all he could handle on the outside and felt that he was not covering enough territory, thereby losing additional business he did not have time for.

I asked him what he did to get business and he said: "Same old stuff. Advertise in the newspapers, by personal letters, placing machines on approval and not forgetting to visit people I have sold, to give them service and get new prospects. I inquired about the last and he said a booster is the best salesman in the world and he would not know what to do if they would not give him prospects, as he usually depends on about one-fourth of his sales from former customers' tips. Business, he declared, is not what he wanted it to be, but he is happy to know

A Brief Dissertation on Qualities Which Presage Failure for One Dealer and Success for the Other

If your business depends upon local distribution, back your long range campaign with close range methods. Utilize your daily newspapers and such other media as will register results. Use enough space to be specific and definite in describing your products. Simply because we and our associates may know all about our goods is no sign that the public knows us. It is well to even consider that the buyer never heard of us when placing our advertising. It would not take long for this self-same public to forget us ever if we ceased to advertise.

"Better times lie just ahead of us. Business is improving generally. We must readjust our vision, and our plans to meet new conditions. The foremost authorities of our nation predict a trade revival of great proportions. Our tremendous national resources and stabilized monetary conditions augur well for the future. We should be planning right now to stimulate, encourage and create the business which all of us so urgently require."
THE TALKING MACHINE WORLD

DECEMBER 15, 1922

SOME SALES SIMULATORS

Besides the ordinary advertising and sending out direct-mail literature there are many ways in which the dealer can cash in on publicity which is out of the ordinary. For example: A number of dealers have found it profitable to advertise in theatre programs, others garner the elusive sale by advertising in programs for all sorts of entertainments and concerts under community supervision. One field which is greatly neglected is advertising in the menus of restaurants. Roy E. Purdrum, talking machine dealer at 32 State street, Girard, O., has been advertising on the front covers of menus of local restaurants for a considerable time and he has found this a prolific means of sales. An advertisement of this character has a mighty good chance of being read, more so, in fact, that most other types of publicity, the main reason being that the average person, while waiting to be served, usually toys with the menu and reads it over thoroughly. This is also an opportunity for instituting a Christmas drive in co-ordination with the usual holiday campaign in the newspapers.

The various seasons, Spring, Summer, Fall and Winter, offer the live talking machine dealer an opportunity to play up the seasonal appeal in his advertising, making it decidedly stimulating to readers and bringing about the touch which most often develops into sales. Merchants should now have plans completely formulated for the Winter advertising campaign. Winter copy should play up the contrast between cold, blustery outdoors and the long, warm, comfortable evenings indoors with the music masters as fireside companions.

The Vance Music Co., of Mason City, Ia., recently secured a fine list of live talking machine and record prospects by advertising extensively the fact that each person visiting the store would receive a gift. The visitors were requested to fill out a card with pertinent information regarding their ownership of a machine, type of music preferred, etc. This opened the way for the sales department to get busy.

In order to bring doubtful prospects to his store a certain dealer transported them to and from the establishment in his automobile. Few refused the temptation of the ride with some good music at the end of it and the formerly reluctant prospects were not only impressed with the service rendered by this establishment, but several sales resulted. Others are at the stage where just a little more effort is necessary to secure the name to the dotted line.

A personal letter to the men of families at this time, stressing the value of a talking machine and records as Christmas gifts, should bring big returns. Man is a sentimentalist where his family is concerned and the appeal should be directed toward this side of the nature of the male of the species.

CLEYER STUNT ANNOUNCES OPENING

The Sterling Piano Co., Brunswick dealer, which has just opened a new store in New Haven, Conn., used a rather unusual publicity stunt in announcing the opening. They had five men attired in bright red uniforms go from house to house and hand out invitations, ringing each door bell and waiting for some one to answer before leaving the invitation to come and see the new store and opening. This stunt brought many to the opening.

SONG SUCCESS IN PUBLICITY DRIVE

Toronto Columbia Dealers Feature "Parade of the Wooden Soldiers"—Publicity Produces Sales and Theatre Co-operates

TORONTO, CAN., December 4.—Columbia dealers in this city participated generally in the dealer contests for three prizes offered by the Allan Theatre for the best dressed windows in connection with the playing of the Edw. B. Marks' hit, "Parade of the Wooden Soldiers." The Allan Theatre, one of the biggest moving picture theatres in Winnipeg, has an arrangement found it.

To All Who Helped Us Make Our Success and Who Know the True Value of Our Goods in Building Up Sales of Talking Machines and Records, We Heartily and Sincerely Wish

A Very Merry Christmas and
A Most Happy and Prosperous New Year

HALL MANUFACTURING CO.

Successors to B. & H. FIBRE MFG. CO.

33-35 West Kinzie Street

CHICAGO, ILL.

To Our Good Friends—To Those Who Know

HALL FIBRE NEEDLES

To All Who Have Helped Us Make Our Success and Who Know the True Value of Our Goods in Building Up Sales of Talking Machines and Records, We Heartily and Sincerely Wish

A Very Merry Christmas and
A Most Happy and Prosperous New Year

HALL MANUFACTURING CO.

Successors to B. & H. FIBRE MFG. CO.

33-35 West Kinzie Street

CHICAGO, ILL.
Most Beautiful of all Phonographs

Model 16 Renaissance Period Console
MAXIMUM DISCOUNT

Strand Offers the Only Complete Line of True-to-Period Consoles

These direct Strand representatives are ready to serve you:

RICHARD H. ARNAULT, 95 Madison Avenue, New York City
ARTOPHONE CORPORATION, 317 Olive Street, St. Louis
ARTOPHONE CORPORATION, 317 Kansas City Life Bldg., Kansas City, Mo.
R. O. CARRIEL, Tulsa, Okla.
CONSOLIDATED TALKING MACHINE CO., 227 W. Washington Street, Chicago, Ill.
B. L. CHILVERS, 903 New Birk's Bldg., Montreal, Que.

OTIS C. DORIAN, 110 Church Street, Toronto, Ont.
A. C. ERICKSON, 174 Tremont Street, Boston, Mass.
WALTER E. ECKHARDT, 624 Market Street, San Francisco, Cal.
W. S. GRAY, 610 Market Street, San Francisco, Cal.
J. J. GRIMSEY, 526 Midway Place, Los Angeles, Cal.
L. D. HEATER, 357 Ankeny Street, Portland, Ore.
H. J. IVEY, Box 235, Dallas, Texas

ROQUIS SALES CORP., 210 Franklin Street, Buffalo, N. Y.
R. J. JAMIESON, 27 Taylor Avenue, Cleveland, O.
MERTY E. LYLE, 214 Peacock Avenue, Atlanta, Ga.
RICKEN, SPERRE & WIRTS, Globe Bldg., Detroit, Mich.
SILVER BROS., 1019 Walnut Street, Des Moines, Ia.
STERLING ROLL & RECORD CO., 137 West Fourth Street, Cincinnati, O.

MANUFACTURERS PHONOGRAPH COMPANY, INC.
95 Madison Avenue, New York. Geo. W. Lyle, President
THE TALKING MACHINE WORLD

THE TRUTH ABOUT RADIO

Under This Title the Manhattan Electrical Supply Co., Inc. Carries a Most Illuminating Campaign in the Leading Papers of the Country

Of particular interest to every dealer and radio enthusiast in the country is the series of page advertisements which have appeared during the past month in the newspapers of the larger cities of the country, as well as supplements in different forms in the national magazines of large circulation above the name of the Manhattan Electrical Supply Co., Inc., the oldest national distributor of radio supplies in the United States, operating several stores in New York, and with offices in Chicago, St. Louis and San Francisco, as well as manufacturer of the Red Seal battery and Manhattan radio sets.

These messages to the public have invariably been captioned, "The Truth About Radio," and they have appeared at the psychological moment to benefit the entire radio industry. We reproduce excerpts from one of these advertisements so capably arranged by C. C. Agate, advertising manager of the company, and it is possible for you to buy a set that will meet your most exacting conditions in range of receiving as well as in price. You are assured of absolute satisfaction when you buy today.

Every squeak and squeak from an inferior radio set loses a friend for radio. You may have formed your impression of radio from hearing some one of those knocked-together sets. But the poorly made receiving set, whether made of inferior parts by an inexperienced manufacturer or made of good parts assembled by a novice, is as different in performance as the first talking machine was different from the Victrola.

Why Radio Is Here to Stay

"It is not surprising that you have condemned radio, if you have heard only a poor receiving set. A poor set will give any one a wrong impression. What you may not know is that it is possible for you to buy a set that will meet your most exacting conditions in range of receiving as well as in price. You are assured of absolute satisfaction when you buy today if you simply make certain that the set is made by a reputable manufacturer or made of good parts assembled in an interesting way.

Better Broadcasting Than Ever Before

"You know how the recent World Series was broadcast, play by play, by Grantland Rice, of the Tribune. Not only his voice could be heard clearly, but at times you could hear the voice of the peanut boy or of an overwrought fan above the roar of the crowd. And this Saturday you can hear every play of the Yale Princeton football game reported by radio. This is simply an indication of the many broadcasting features that you will enjoy if you have a radio set in your home.

"Plans are now being worked out to fidelity for this Fall's and Winter's broadcasting that will amaze even the most ardent radio enthusiast. It will be true to ever before that the home without a radio set is a home with its doors locked against progress.

How to Buy Radio Safely

"There is only one safe rule in getting a radio set for your home. If you are technically trained—not only in the electrical theory, but in applied mechanics—buy separate parts and assemble them if you must. It is unnecessary to warn such men against selecting poorly made parts; technically trained men always buy the best; always select those materials made only by the most reputable manufacturers.

"But if you are not technically trained, don't try to assemble a radio set. Buy a complete set. You wouldn't think of trying to build a phonograph or an automobile, even if you could get spare parts. Yet the phonograph and automobile are far less technical and easier to produce than a satisfactory radio receiving set. And a radio set that won't work as you want it to work is money thrown to the winds."

The closing paragraphs of the advertisement tell how to buy radio receiving sets and tell of the various types on the market, describing them in an interesting way. It is strongly emphasized that "it pays to buy only those sets made by reputable manufacturers."

This advertising merits the highest praise because of its constructive character. Moreover, its lucidity enables every reader to understand the points emphasized; in this way the entire radio industry is benefited—hence it is educational and valuable.

NOVEL GUESSING CONTEST

Wayne T. Fidler, of Valparaiso, Ind., has just completed a guessing contest, which assures him several hundred good prospects. He used the Type B Brunswick motor and permitted the public to guess the length of time the motor will run.

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
THE IMPORTANCE OF ADVERTISING

The Experience of Emma Calve and Elena Sanz Points a Moral Which Is Well Worthy of Consideration by the Person Sceptical as to the Value of the Publicity Field

One time in Paris Emma Calve and Elena Sanz thought they would try their luck as street singers.

It would be a wonderful experience, they thought, for two opera singers to go out unannounced and astonish the music-loving natives.

After repeated rebuffs they were permitted to enter a court, where they began to sing. Although they gave the best they had and sang songs that their friends admired, a furious voice inquired, "How long is this howling going to continue?" As a result of the complaints they were driven out of the courtyard.

That night at the Spanish Embassy they sang the same songs and were overwhelmed with compliments.

Later in the evening they told of their experiences and of one of the men present who had been loudest in his praise became the butt of some of his associates because he had confessed still earlier in the evening that he had chased two singers out of a certain courtyard that afternoon.

The two singers, of course, were Calve and Sanz.

This story illustrates what most of us ought to know by this time, and that is the importance of advertising even to products that are meritorious.

COLUMBIA ADVERTISING PRODUCES

The huge, full-page newspaper campaign sponsored by the Columbia Phonograph Co. in behalf of Columbia New Process records has been instrumental in stimulating record sales all over the country. The Galperin Music Co., of Charleston, W. Va., Columbia dealer, reports the receipt of thirty mail orders for New Process records as a result of the advertising over a period of only two days. Similar reports have been received from Columbus bargain houses all over the country. The A. E. Jones Music Co., of Akron, O., stated that its record business was double, attributing this increase to the full pages appearing on New Process records.

DONATED BRUNSWICK TO RED CROSS

PEORIA, ILL., December 4.—The firm of Black, Derges & Marshall, this city, donated to the Red Cross a Brunswick Model No. 210. This machine was used to aid the Red Cross drive here. Everyone who joined the Red Cross received a numbered membership card. The holder of the lucky card was presented with the phonograph at the end of the drive.

LANDAU'S IS A SERVICE CENTER

Store Becomes Box Office for Sale of Theatre Tickets and Post Office Sub-station

WLKES-BARR, PA., December 3.—Landau's Music & Jewelry Store, Victor dealer, 34 South Main street, this city, has built up a fine business through the ultra quality of its service. The concern has become the central box office for the Grand Opera House, in the heart of the business district. Landau's is also usually designated for advance sales of tickets for concerts in Irem Temple. The store is also a post office sub-station. Thus, shoppers are brought to the store who would otherwise go elsewhere for these services.

GLASS BLOCK STORE REMODELS

The Glass Block Store, of Duluth, Minn., has remodeled its phonograph department, putting in four new booths, with Mr. Howe as salesman in charge of the Brunswick department of the business.

HARAPONOLA

The Phonograph with the Golden Voice

This machine was established on the right foundation—a scientifically designed horn, reproducing voice and music with full, rich and realistic tone.

It has always carried the most dependable mechanical equipment, thus ensuring service to the user with a minimum of repairs and adjustments for the dealer.

Its organization (the Mersman-Brandts brothers) started with valuable experience and skill in building and finishing fine cabinets.

The Harponola has been manufactured and marketed for a number of years. Its quality is "improving with age." It is today one of the best profit-makers for jobbers and dealers in the entire field.

Write for the Harponola Proposition.

THE HARAPONOLA COMPANY

CELINA, OHIO

Edmund Brandts, President
Al and Frank make a spanking fine selling team. We've hitched them up this month in Columbia Record A-3744. Al Jolson, the off-hoss, leads off with "Lost: A Wonderful Girl." Frank Crumit, the night one, comes mighty nigh 100% with "If you don't think so you're crazy." If they listen they'll buy.

Columbia Graphophone Co.,
NEW YORK

CAROLA CO.'S RAPID PROGRESS

Four Hundred Dealers Now Handling Carola Line—Practical Publicity Helping Dealers' Sales—Orders Keep Plant Busy

CLEVELAND, O., December 5.—The Carola Co., of this city, manufacturer of the new Carola phonograph, has been meeting with marked success in the introduction of this instrument to the trade, and recognizing the fact that practical cooperation with the dealer is always worth while, the company has been producing a series of sales helps well calculated to attract attention and bring direct results. One of these helps consists of an artistic cardboard easel display which may be placed in the window, on top of a show case or in demonstration booths. This easel display features an actual phonograph from life, showing the Carola in its natural colors, with an illustration of human interest appeal that has attracted favorable comment.

N. I. Schwartz, head of the Carola Co., states that during the past few months more than 400 dealers have arranged to handle the Carola phonograph and that the company's problem the past few weeks has been one of production rather than selling effort. A sales and publicity campaign behind the Carola has been perfected and developed along interesting and practical lines, with the result that the Carola Co. will start 1923 with an excellent dealer representation throughout the country.

RECORD SALES OF MUTUAL PRODUCTS

October and November are reported as the best two months in the history of the Mutual Phonofon Parts Mfg. Corp., New York City, all previous sales records having been eclipsed. A. P. Frangipane, secretary of the company, predicted in a recent interview with The World that 1923 will witness a renewal of business activity experienced by the talking machine industry in the better years of the past.

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

LEHENDOFF NEW VOCALION ARTIST

Noted Singer of Russian and Jewish Folk Songs to Record for Vocalion Exclusively

The latest addition to the art of making Vocalion records exclusively is Aaron Lehendoff, noted singer of Russian and Jewish folk songs and hailed as the "Al Jolson" of the Jewish stage. Mr. Lehendoff, who was in Moscow during and after the war, had some exciting experiences before coming to this country two years ago and has met with great success since arriving in the United States. His first Vocalion record will be announced later.

SERIES OF OPERA RECITALS

Works of the Season Reviewed and Analyzed by Amy Grant at the Town Hall, New York

Local talking machine dealers and members of their sales staffs who are desirous of brushing up on the details of the grand operas sung during the current season will be interested in the season of opera recitals to be given at the Town Hall, New York, by Amy Grant, during which the works of the season will be reviewed and the text and music analyzed. The first recital took place on November 21, and other recitals will occur on alternate Tuesdays thereafter up to and including April 10.

SYMPHONY RECORDS POPULAR

The sales department of the Columbia Graphophone Co. received recently an interesting photograph from Jorge Metetich, Columbia dealer at Punta Arenas, Chile. The town of Punta Arenas is located a thousand miles off the southern tip of Africa and it is understood that it rains almost twelve months of the year in this place. At the same time, however, the natives seem to have quite a fondness for Columbia symphony series records and, moreover, this enterprising dealer has sold a considerable number of Grafonolas to the music lovers in his section.

A VISITOR FROM BERMUDA

One of the recent visitors at the offices of Collings & Co., Victor distributors, Newark, N. J., was Walter D. Wadson, of the firm of Thomas J. Wadson & Co., Hamilton, Bermuda, well-known Victor dealers of that city. Mr. Wadson had quite a visit with H. A. Lamer, manager of the sales department, whom he had previously met during Mr. Lamer's vacation in Bermuda, and whom he accompanied on his first trip, this year, to the United States, in August.

The League Phonograph Co., formerly located on South Main street, Greenville, S. C., owing to increasing business, has moved to a larger store at W. N. North Main street.
**Churches Offer Fine Field for the Sale of Talking Machines and Records**

By Frank D. Parsons

The importance of music in the church was discussed recently at a conference of eminent churchmen from all parts of the United States which was held in the West. In many of our churches music has long played a prominent part, noted singers and quartets being engaged on the ground that good music has a spiritual force that soothes and attunes the mind so that it is in a more receptive condition for worship.

While the churches in the great cities can afford to pay noted soloists and famous quartets to interpret the religious music of the masters, the churches in the smaller towns and cities have been at a disadvantage, which it is now possible to overcome thanks to the wonderful accomplishments of our great record makers and manufacturers of the talking machine.

To-day the choir leaders are able to secure records for Catholic as well as Protestant churches which fit in admirably with their rituals. By means of these records the great singers—even more famous than those engaged by the big churches in the big cities—are heard in a manner to delight and exalt the worshipers.

And not only is the talking machine a source of delight in the church, but it is utilized for Sunday school entertainments and the various activities of the young men's and women's societies of the parish. This has a commercial value to every local dealer, and it is surprising to find that in many towns and cities dealers have not become awake to the great possibilities of sales to churches, Sunday schools and the many clubs connected with the churches.

A little cooperation on the part of the dealer—a suggestion as to how funds may be raised through a fair or small bazaar—will point the way to the purchase of a talking machine and an ample library of records. The churches, Sunday schools, boys' and men's clubs, etc., all have a great advertising potentiality for the dealer who is anxious to expand his business. Indeed no dealer should overlook seeing that a talking machine is utilized by the local churches, in this way bringing more clearly to the attention of a critical public the wonderful possibilities that prevail through the use of talking machine records as a means of worship and entertainment.

In a small church with which the writer is connected Victor records containing numbers from well-known oratorios sung by famous singers were utilized as part of the program of the church concert and no feature of the evening made a more favorable impression. The perfection of the records and the marvelous beauty of the voices of the singers both in solo and chorus work was a revelation to those present, and we venture to say that the dealers in the locality where this church is located benefited materially from this concert.

The success of this concert has induced the writer to urge dealers to get closer to the activities of the young people's societies connected with Christian churches of all denominations as well as our Hebrew friends and it will not require much effort on their part to convince them of the wonderful entertaining qualities of a goodly library of records and a first-class talking machine. Dealers should be on the alert for all opportunities that will expand their business and at the same time emphasize the especially high place which the modern talking machine record occupies in the domain of music.

**ADDS COMPLETE COLUMBIA LINE**

KANKAKEE, Ill., December 2—The exclusive agency for the Columbia line of Grafonolas and records has been secured by H. A. Rush, proprietor of the Kankakee Music Shop, this city. Mr. Rush has started an intensive advertising and sales drive in the interest of the Columbia line of products.

**REMODELING BRIDGETON STORE**

BRIDGETON, N. J., December 3—Extensive alterations are being made to the store of Riggins, Gaskill, Hunt, Inc., to take care of rapidly expanding business. The concern handles a large stock of Victor, Sonora and Cheney machines, as well as pianos and a complete line of musical instruments.

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**Stimulate Your January Sales With SHELTON VIOLET RAYS**

Show your customers the Shelton Way to Health.

Speed up your sales volume in January with Shelton Violet Rays, recommended by the Medical Profession for relief of pain and alleviation of chronic ailments.

The snap and sparkle of these invigorating Rays will ring your Register bell with renewed Life and Vigor.

Shelton Violet Ray Outfits sell from $12.50

Send today for attractive Dealer Proposition.

Shelton Electric Company 16 East 42nd St., New York

Makers of Shelton Phonograph Motors
**Feature these Beautiful Models of The Cheney for Fall and Holiday Trade**

**Model No. 41**
The Oxford
An English period design in rich brown oak, with over lay of walnut, 42% inches high, with top 20 by 22% inches. Equipped with gold-plated metal parts, automatic stop, metal and jewel needles, two reproducers, counterbalance cover supports, and eight albums.
Retail price, $300
East of the Rockies

**Model No. 31**
The Westminster
An English period design in rich walnut, with walnut applique, 42% inches high, with top 20 by 22% inches. Equipped with nickel-plated metal parts, automatic stop, counterbalance cover supports, two reproducers, shelves for records, and compartment for albums.
Retail price, $150
East of the Rockies

**Model No. 117**
The Abbottsford
A beautiful mahogany art model in Queen Anne period design, 34% inches high, with top 20 by 22% 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

**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
SOUTH AMERICAN TRADE GAINS
 Remarkable Increase Since July Last—Demand Centers on Manufactures

Exports to South America show a remarkable increase with the new fiscal year beginning in July. This is more remarkable because the fiscal year ending with June showed a reduction of 60 per cent. Every month since the opening of the new fiscal year, according to the National City Bank, has shown a substantial increase in the value of exports despite the fact that most of the merchants leaving the country is going at lower than 1921 prices.

The value of exports to South America during July, August and September was 36 per cent greater than in the corresponding period a year ago, while exports to other parts decreased.

This increase in our South American trade, the basic points out, is especially interesting in view of the fact that manufactures form the bulk of the materials bought from us.

LARGER STUDIOS FOR ROBICHKEK
 Decorator of Talking Machines Now Operating in Two Studios—Many Orders Will Keep Firm Busy During the Winter Season

Rudolph Robichek, well known in talking machine circles of metropolitan New York for his work in creating art designs in lacquer work and other exterior decorations on talking machines, has found it necessary, through his increased business, to secure larger quarters. Mr. Robichek, who formerly had a studio at 123 Fifth avenue, has taken a larger one at 156 Fifth avenue and also one at the corner of Twenty-eighth street and Lexington avenue. Headquarters for the company’s activities will be at the Lexington avenue address, where most of the work will be done. The studio at 156 Fifth avenue will be used as a workshop, where it is planned to do most of the small pieces, leaving the Lexington avenue studio, which is much larger, for the execution of lacquer work on the larger size talking machines.

Mr. Robichek is keenly enthusiastic at the reception given him by the trade generally. In addition to the work secured from talking machine dealers he has been able to secure several large contracts from manufacturers of talking machines which will keep him extremely busy during the entire winter.

MICA INDUSTRY OF GUATEMALA
 Guatamala, although at present a small producer of mica, may become, as a result of development work now in progress, an important exporter of this mineral, according to a report from Consul Frost. As the United States requires four times the mica it produces, Guatemala, although at present a small producer, may become, as a result of development work now in progress, an important exporter of this mineral, according to a report from Consul Frost. The entire stock of Victrolas and records handled by Harman’s has been sold to Sol Goldsmith, prominent music dealer of Columbus, O.

HARMAN’S “TALKER” BUSINESS SOLD
 Lima, O., December 2.—Arrangements have been concluded by Rowland Bros., owners of a chain of household furnishing stores, to take over the business known as Harman’s, this city. The entire stock of Victrolas and records handled by Harman’s has been sold to Sol Goldsmith, prominent music dealer of Columbus, O.

T. P. RATCLIFF ENTERS NEW FIELD
 Well-known Recording Expert Resigns From Aeolian Co. to Join Bond House

Thomas P. Ratcliff, for some months past in charge of the standard, classical and operatic recordings at the Vocalion record studio, and who has long been a prominent factor in the recording division of the talking machine trade, resigned on December first to assume an important executive position with a bond house. His successor at the Vocalion Studios has not yet been announced.

FINDS VOCALION TRADE ACTIVE
 C. D. McKinnon, District Manager for Wholesale Vocalion Department of Aeolian Co., finds satisfying conditions in the West.

Charles D. McKinnon, district manager for the wholesale Vocalion record department of the Aeolian Co., returned recently from a two months’ tour of the Middle West, covering the territories under the supervision of the Vocalion Co., of Ohio, distributor in Cleveland; the Lind-Marks Co., Detroit, and the Sonora Co., of Pittsburgh, distributors for that district.

Mr. McKinnon reported that dealers’ stocks were in much better shape than they had been earlier in the year and that practically without exception they reported a substantial increase in the demand for Vocalion Red records.

Mr. McKinnon left early this month for Syracuse, where he will spend two weeks co-operating with the Gibson-Snow Co. Vocalion record distributors in New York State, calling on the dealers.

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 6 1/4 in. and 8 1/2 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 8 1/2 in. center to center
Load, deep tone
Sample $3.00

No. 5 Octagonal Throw Back Arm
With New Improved Pivot on Throwback 8 1/2 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: "Phonoparta"
New York City
To the Sonora Dealer

1923

Means Prosperity

The critical year in the phonograph trade has about passed. Sonora, while the phonograph world was in a chaotic condition, went serenely on with its policy of making better and better phonographs. All through the troubled period Sonoras have sold in good volume and Sonora dealers have weathered the squall, emerging triumphantly during the current season.

The time for self-examination is at hand. 1923 will be a year in which quality comes first. Hundreds of dealers, among them some of the largest stores, recognizing the return of quality demand, have added Sonora. More will do so in 1923. Are you going to be one of that far-sighted number and cash in on the rising tide of Sonora sales? Write for particulars of our dealer plan.

Sonora Phonograph Company, Inc.

George E. Brighton, 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
"The Highest Class Talking Machine in the World"

**Sonora**

CLEAR AS A BELL

Get in touch with the Sonora Distributor named below, who has charge of your territory, and learn particulars of the liberal Sonora proposition.

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

**State of New Jersey**
- Sonora Sales Co. of New Jersey,
  605 Broad St., Newark, N. J.

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

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

**State of Nebraska and Western Iowa.**
- Lee Coit Andreesen Hardware Co.,
  Omaha, Nebr.

**The New England States.**
- Sonora Phonograph Co. of New England,
  221 Columbus Ave., Boston, Mass.

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

**Washington, California, Oregon, Arizona, Nevada, Northern Idaho, Hawaiian Islands.**
- The Magnavox Co.,
  616 Mission St., San Francisco, Cal.

**Southeastern Part of Texas.**
- Southern Drug Company,
  Houston, Texas.

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

**Southern Part of Kansas, Oklahoma (except 5 N.E. counties) and Texas Panhandle.**
- The Fox-Vliet Drug Company,
  Wichita, Kans.

**States of Montana, North Dakota, South Dakota, Minnesota and Northern Iowa.**
- Doerr-Andrews-Doerr,
  Minneapolis, Minn.

**Missouri, Northern and Eastern Part of Kansas, and 5 counties of N.E. Oklahoma.**
- C. D. Smith Drug Co.,
  613 Arcade Bldg., St. Louis,
  Mo. St. Joseph, Mo.

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

**Utah, Western Wyoming and Southern Idaho.**
- Strevell-Paterson Hardware Co.,
  Salt Lake City, Utah.

**Illinois and Eastern Iowa.**
- Sonora Phonograph Co. of Illinois,
  720 S. Michigan Ave., Chicago, Ill.

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

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

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

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

**New York City, with the exception of Brooklyn and Long Island. Also 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.**
- Greater City Phonograph Co., Inc.,
  311 Sixth Avenue, New York.
POSTAL SERVICE FOR CONVENTIONS

Post Office Department Orders Special Attention Given to Mail Addressed to Those Attending Trade Meetings in Strange Cities

WASHINGTON, D. C., December 6.—The use of obsolete or inaccurate mailing lists by business concerns is responsible for a large part of the delay and non-delivery that occurs in the mail of commercial houses and firms, according to an announcement just made by the Post Office Department.

This condition is highly detrimental both to the post office and to the business houses affected, as it greatly adds to the clerical expense of handling the mails and results in a serious economical waste through the loss to business men of advertising matter, catalogs, etc., when delivery is not effected.

The Department urges that business men and commercial concerns make every effort to obtain accurate mailing lists in the first place, including house numbers and street addresses, and then see to it that such lists are kept up to date. It is pointed out that the expense of obtaining and maintaining an up-to-date and correct list is usually far less than the loss suffered in postage and advertising matter through the use of incomplete or incorrect addresses.

It is not competition which is the keynote of success, but co-operation.

There is a burst of music from the Grafonola. You slip your arm around her. She melts into your embrace. "How is it you and I dance so wonderfully together?" she murmurs. "It is because of 'Fate,'" you say, "Ted Lewis and His Band make it irresistible." Back to back with "Fate" is Irving Berlin's "A Dream of Romany," played by Paul Specht and his symphonic harmonists. Oh, man! Stop stopping! A-3738.

Columbia Graphophone Co.
NEW YORK

A MOST ARTISTIC POSTER

Features President Harding's Record of Two Patriotic Addresses Issued by the Victor Co. for the Benefit of the Red Cross

The Victor Co. has issued a remarkably artistic poster in connection with the records made by President Harding at the White House May 24 and which, as related in The World last month, have been made and are marketed without profit to the Victor Co., the proceeds, as well as the President's royalties, going to the Red Cross.

This poster, which is a superb example of the printer's art, features the address made by the President at Washington on the occasion of the opening of the International Conference for the Limitation of Armament on November 12, 1921. These historic utterances of the President have been perpetuated for all time on double disc Victor record No. 35718. This poster has deservedly come in for a great deal of praise for its dignity and impressiveness.

The Hecht Co. Music Store, 618 F street, Washington, D. C., is broadcasting a series of radio concerts. These concerts are proving very successful in attracting attention to the Edison line of phonographs.

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

SHERBURNE MANUFACTURING COMPANY
948 Penobscot Building
Detroit, Mich.

INTERESTING EXHIBITION FEATURE

Giant Model of the Clapp-Eastham R. Z. Radak Set Will Be Used at New York Radio Show

CAMBRIDGE, MASS., December 8.—The Clapp-Eastham Co. of this city, manufacturer of Radak radio receiving apparatus, has evolved

Rockford Firm in New Home

ROCKFORD, ILL., November 29.—The American Beauty Music House, located since August, 1921, at 1012 Charles street, reopened its doors at a new location, 403 Seventh street, last week.

With three salesmen in addition to Manager Gurt E. Swanson, the store will continue to demonstrate the American Beauty phonograph, an all-Rockford product manufactured by the Pierson Co., 204 North Water street, as well as accessories to the machine, records, pianos and other products in the musical line.

Brunswick records are being broadcasted by the Atlanta Journal, of Atlanta, Ga.
Atlas Packing Cases, made from Atlas Plywood Box Shook, are the acknowledged standard of the Talking Machine Industry.

The use of “Atlas” Packing Cases indicates the high quality of the contents.

They have been trade-marked as a protection to the particular manufacturers who long ago realized that their use would result in efficiency and economy.

“Atlas” Packing Cases make a better appearance, give greater protection and save freight.

The thoroughly coordinated quantity production of our six mills insures the Talking Machine Industry unusually prompt and sure service.

For years we have made it our business to know the needs of this industry, so that we are authorities on packing cases.

Shipments in Carload Lots Only

ATLAS PLYWOOD CORPORATION
10 HIGH STREET
BOSTON, MASS.

LARGEST MANUFACTURERS OF TALKING MACHINE PACKING CASES
MISSION MUSIC HOUSE OPENS

Artistic New Quarters at Long Beach, Cal.,
Formally Opened

LONG BEACH, CAL., December 4.—Several hundred music lovers visited the Mission Music House, 512 Pine avenue, on the official opening day and expressed good wishes to the proprietors, Bedford Finney and H. H. Hokinsson, in their venture. Both men are known locally for their activities in the music world. Flowers were basked about the spacious store, tokens of esteem from friends and business contemporaries.

One of the features of the decorations proved to be the lighting effect near the miniature building of mission design to be used as individual booths for trials of phonograph records. Oil paintings in harmony with the decorative scheme hang on the walls.

Members of church choirs attended in a body.

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. Paxwood 1428

Offices:
2 Rector Street, New York
Tel. Rector 1346

CLASSICS AND OPERAS BROADCASTED

Radio Fans Listen to Finest Music—Metropolitan Artists Participate in Broadcasting of Verdi's "Aida"—Other Concerts

During the past month the trend in radio broadcasting of music has been towards the classics and operas. One of the outstanding concerts of the month was broadcasted by the American Telephone & Telegraph Co. from the Kingsbridge Armory in New York. Verdi's "Aida," announced by the broadcasters as "Metropolitan grand opera in oratorio form," was heard by over a half-million people, it has been estimated. Assisting in the program were some of the foremost Metropolitan artists and the Metropolitan orchestra and chorus. This concert was heard within a radius of 1,000 miles and more than 600,000 receivers within this area were notified of the event and were instructed as to the proper meter wave length for receiving from station WEA at the American Telephone & Telegraph Co.

Another important concert broadcasted from station WEA recently was Beethoven's "Seventh Symphony," Strauss' "Don Juan" and other numbers, played by the New York Philharmonic Orchestra, directed by Josef Strasny.

This was the first occasion on which a full Philharmonic program by the New York orchestra had been broadcasted. Microphones had been placed in various sections of the great hall of the College of the City of New York and these were connected with special telephone wires connecting the auditorium with the radio transmitting apparatus. In this way all extraneous noise and induction from power lines was eliminated.

Several of a series of Sunday afternoon concerts, consisting of gems from the lighter operas, have already been broadcasted from the WJZ station in Newark. There will be thirteen of these concerts in all.

STRAWN-TUCKER ADDS VICTOR LINE

LITTLE ROCK, ARK., December 6.—The Strawn-Tucker Furniture Co., of this city, recently secured the agency for the Victor line of talking machines and records. The initial shipment has already been received and the firm is planning an aggressive campaign in the interests of the line. Miss Louise Cornel, formerly with the O. K. Houck Co., of Memphis, Tenn., and later with the Gus Blass Co., of this city, is manager of the new department.

NEW EDISON DISTRIBUTION CENTER

Thomas A. Edison, Inc. has leased a one-story brick building, 100x100, at Freeman avenue and Hamilton street, Long Island City, N. Y., for the purpose of establishing a storage and distributing station for Edison phonographs in the metropolitan district.
THE DAWN OF A NEW ERA
IN THE VICTOR RECORD BUSINESS
THE TALKING MACHINE THEATRE IN THE HOME
1923

A PROGRAM
for
Every Week of the Year

At the Vaudeville
Concert
Opera
New Year's
St. Patrick's Day
Easter
Decoration Day
Mother's Day
Fourth of July
Hallowe'en
Thanksgiving
Xmas
and many others

The Modern Way of Playing Your Victrola
An Evening at the Concert
with World-Renowned Artists

No. 1
Victor Record, No. 18927—The Victor Concert Orchestra will play "Semiramide Overture"—Parts 1 and 2.

No. 2
Victor Record, No. 7442—Alma Gluck, Soprano—assisted by the Male Chorus—will sing "Old Black Joe."

No. 3

No. 4
Victor Record, No. 66012—John McCormack—Tenor—will sing "Rose of My Heart."

No. 5
Victor Record, No. 64644—Violin Selection by Mischa Elman—"Souvenir."

No. 6
Victor Record, No. 64914—"Stein Song"—Sung by Reinald Werrenrath.

No. 7
Victor Record, No. 64874—"Drink to Me Only With Thine Eyes," by the Flonzaley String Quartet.

No. 8
Victor Record, No. 88199—Louise Homer, Contralto—will sing "Samson et Dalila," "My Heart at Thy Sweet Voice."

No. 9
Victor Record, No. 74682—Violin Cello—Solo—by Hans Kindler, "Song Without Words."

No. 10
Victor Record, No. 95001—Rigoletto Quartet—Act I—"Faust, Daughter"—Caruso, Sembrich, Scotti, Severina.

We are completing a big Victor year, the best in our history, during which Knickerbocker service has helped many Victor retailers to make it the best in their history.

For 1923 we pledge the same whole-hearted co-operation and the continuance of the many practical selling suggestions which have been such an important factor in the value of Knickerbocker service.

A Merry Christmas and A Happy New Year To All

Victor Dealers:

What is more similar to the Victrola than the Theatre? A weekly Victor Record program for the home will help you sell more Victor records. Send for full details.

Arlene Dasega
President

KNICKERBOCKER TALKING MACHINE CO., Inc.
Metropolitan Victor Wholesalers
135 West 124th Street
NEW YORK CITY
GLEN BROS. - ROBERTS PIANO CO.

OTTO GOLDSMITH CONGRATULATED

On Formal Opening of New Headquarters in New York—Many Attend Reception—Interesting Musical Program Well Received

The Cabinet & Accessories Co., Inc., well-known distributor of talking machine accessories, held a formal opening of its new headquarters, 3 West Sixteenth street, on Tuesday afternoon, November 28. A representative gathering of metropolitan retailers was present as well as representatives of various jobbing and supply houses. Otto Goldsmith, president of the company, was also in receipt of numerous telegrams and telephone messages of congratulations from those who were unable to be present. Mr. Goldsmith, Miriam Goldsmith and their staff of co-workers proved excellent hosts and nothing was omitted to provide for the entertainment and comfort of the guests.

In the large auditorium within the building an excellent program of music was rendered. Representatives from Irving Berlin, Inc., were present and presented several of the popular hits produced by this well-known music publishing house. Frank Goodman, of Goodman & Rose, Inc., and Billy Newsome, of Water- son, Berlin & Snyder, presented numbers published by their respective houses which received hearty applause. Mr. Bessinger, of Irving Berlin, Inc., made several recordings before the audience on the Homophone which were immediately reproduced with exceptionally good results. Among other numbers on the program which proved very popular was the McCarthy Sisters from Irving Berlin's "Music Box Revue." During the course of the program refreshments were served and each lady received an appropriate souvenir. The affair was a decided success and will be long remembered by the metropolitan trade.

The Consolidated Music Co., of Salt Lake City, has purchased a building at 119 South Main street, where it expects to locate in the near future.

TRUE TONE AT LAST!

Music Master Horn Conquers Scream, Snarl and Howl and makes listening a joy!

The Geraco Phonograph Attachment makes your Victrola or Columbia into an excellent Radio Speaker. No head-sets needed—interchangeable with sound box.$10

Distributors for OKEH Records and STRAND Phonographs and GOLD SEAL Record-Repeating.

(Gene Model)

Two-thirds the way around the world radio enthusiasts are learning to appreciate the superiority of the Music Master Radio Amplifier. You ought to see it. Our plans make both seeing and hearing easy. Any reputable dealer will demonstrate the Music Master in your home.

Send us his name and we will make sure that he has one on hand to show you.

Fourteen inch aperture—$30

Twenty-one inch—(Concert, Dancing, etc.) $35

Complete, ready to attach in place of headphones. No tubes or batteries required.

Jobbers and Dealers

Sample Horn shipped to responsible members of the Radio or Phonograph trade with full privilege of return. List prices and full details on request.

"Geraco" is the brand name which absolutely guarantees the merit of every Radio product upon which it is placed.

Complete data, including prices and literature, on request.

SALT LAKE CITY TRADE PICKING UP

Business Outlook Growing Steadily Better—George S. Glen Honored—L. E. Larsen With Glen Bros.-Roberts Piano Co.—Other News

SALT LAKE CITY, UTAH, December 4.—The talking machine business is better than it was and it looks as if it is going to get better and better as the music becomes more and more popular and the record business moves at a satisfactory pace between now and Christmas. The public seems desirous of getting the latest in talking machines, as it does in most other things, and a new model is bound to attract interest. Some of the new things introduced on the local market recently are likely to be in greater demand than the machines already on the market, according to leading men in the trade. The industrial situation is still satisfactory and the outlook for bigger things grows better each month. All in all, merchants in any line here have no reason to bother about what the future holds in store, but may put their best efforts into their connections with confidence.

A signal honor to the well-known general musical instrument house of Salt Lake City and Ogden, known, however, by the restricted title of the Glen Bros.-Roberts Piano Co., has been paid by the members of the new Intermountain Development League—an organization formed to develop the great resources of the New West—during the past few weeks by the election of George S. Glen, manager of the Ogden store and president of the company, to be the first president of the League. It is really an honor to the whole music trade fraternity of the section. Mr. Glen was recently the subject of a lengthy article in the Ogden Standard-Examiner and also appeared in the Desert News "Who's Who in Utah."

Wayne Alston, manager of the talking machine department of the Daynes-Beebe Music Co., is mourning the loss of his little daughter, who died rather suddenly last week.

The Glen Bros.-Roberts Piano Co. has appointed L. E. Larsen, an experienced phonograph man of Spokane, Wash., to assist Manager Berry, of the talking machine department. Mr. Larsen will spend the greater part of his time on the outside. This is the first time the firm has had anyone represent them in this department in an official capacity on the outside.

The Ogden Commercial Club and Chamber of Commerce announced a new program recently that should be of invaluable service to merchants. First it was announced that hereafter business men would not accept or consider any advertising proposition that had not previously been approved by the Chamber's secretary. It is claimed that thousands of dollars have been spent by merchants on advertising schemes that have been next to worthless to them. The other "stunt" is the inauguration of a Pay-Up Week in which everybody is urged to pay at least part of what he owes his neighbor.

M. P. Perry, of Quincy, Ill., a relative of R. E. Perry, of the phonograph sales department of the Brunswick-Balke-Collender Co., has been appointed manager of the talking machine department of the Keith-O'Brien Department Store Co. He succeeds Manager E. E. Bessinger, who has gone to Los Angeles to take a position with a well-known concern in the sewing machine business.

The Daynes-Beebe Music Co. has presented the Children's Convalescent Home with a talking machine. It is said the little patients think a great deal of it and that "it is the first thing they ask for in the morning and the last thing at night." Doctors and nurses are watching them closely to see what effect the music has on their progress toward recovery, believing it will be highly beneficial.

James L. Hamilton, Brunswick dealer at Greensville, Ind., is making good use of the radio to tie up with the sale of Brunswick records. He broadcasts the Brunswick record releases on the radio.
Ogden's Sectional Phonograph Store Equipment

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.

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

Materials are rapidly advancing. Make your reservations NOW to protect you against price advances during 1923. By outlining your plans for the future now will give you price protection.

Prices of Complete Equipment

<table>
<thead>
<tr>
<th>Plan No.</th>
<th>2 Record Sections, 1 Sales Counter, 1 6 x 6 ft. Booth</th>
<th>$275.00</th>
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<td>3 Record Sections, 1 Sales Counter, 2 6 x 6 ft. Booths</td>
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<tr>
<td>Plan No. 3</td>
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<td>Plan No. 4</td>
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<tr>
<td>Plan No. 6</td>
<td>3 Record Sections, 1 Sales Counter, 2 6 x 9 ft. Booths</td>
<td>475.00</td>
</tr>
</tbody>
</table>

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.
DECEMBER 15, 1922

THE TALKING MACHINE WORLD

You are busy with Christmas sales of Grafonolas and Records. Your customers are full of Christmas shopping. You and they can easily forget about needles unless you use the Columbia Counter Needle Display Case. It will remind everybody. All you do is accept the money. $2.50 at your Columbia Branch.

Columbia Graphophone Co.
NEW YORK

THREE NEW SHERBURNE PRODUCTS

Invisible Hinge, Lid Support and Drop Hinge
Added to Line—Sherburne Automatic Stop
Meeting With Success Throughout Trade

DEtroit, Mich., December 4.—The Sherburne Manufacturing Co., of this city, manufacturer of the Sherburne automatic stop, is now introducing to the trade a new invisible hinge that has been adopted by several well-known manufacturers as part of their equipment. The company is also producing the Sherburne balance lid support and is about ready to offer to the trade a new drop hinge, reinforced so that the door will not sag.

In a recent chat with The World E. Sherburne, head of the company, stated that the favorable reception accorded the Sherburne automatic stop had influenced the company to add these three new products to its line and particular attention has been paid to the development and perfection of each product. During 1923 an intensive sales campaign will be inaugurated in behalf of the Sherburne talking machine products and there is every reason to believe that this campaign will prove a pleasing success.

SONORA MARQUETTE FOR CHURCH

Morgan & Sons, 578 Summit avenue, Jersey City, N. J., sold a Sonora Marquette recently to one of the local churches to be used as a display case. It will remind everybody. All you do is accept the money. $2.50 at your Columbia Branch.

DEALERS TYING UP WITH ARTISTS

Record Promotion Efforts of Brunswick Dealers
Center on Featuring Artists

During the month of December Brunswick dealers are concentrating their record promotion efforts around the two Brunswick exclusive artists, Mario Chanley, leading tenor of the Metropolitan Opera Co. and Vessalla's Italian Band. The Brunswick window display service is also built around this artist and this band.

In January the Brunswick trade will feature "Chick" Evans Golf Records, and the dealer service material supplied by the Brunswick Co. in this connection includes a blue window streamer which reads, "Mrs. Golf Widow! Give him a set of 'Chick' Evans Golf Records."

EDISON VOTED GREATEST MAN

Chicago, Ill., December 4—Thomas A. Edison has been voted the greatest man in history by approximately 750,000 young people of the Methodist Episcopal Church. Announcement of the vote was made by the Epworth Herald, official church organ. Theodore Roosevelt was second, with Shakespeare, Longfellow, Tennyson, Hoover, Dickens, General Pershing, Lloyd George and Volstead following in the order named.

J. M. MARQUIS RE-ENTERS TRADE

J. M. Marquis, Jr., who has been a professional baseball pitcher in the Pacific Coast League, has returned to Shawnee, Okla., to take charge of the Brunswick phonograph department of J. M. Marquis & Co.

THE TEGO BRUSH
CLEANS RECORDS WHILE PLAYING

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

WRITE FOR PRICES
25¢ BRINGS A SAMPLE

THE STURGIS NOVELTY WORKS
218 CENTRAL BLDG., ROCHESTER, N.Y.
MAGNAVOX RADIO
and the
Music and Phonograph Store
of tomorrow

THE daily Broadcast Concerts give Radio a musical importance which no Dealer can afford to overlook.

When equipped with Magnavox Radio, the Reproducer Supreme, a wireless receiving set becomes a musical instrument of practically unlimited scope and one which commands an intense, ever-renewed interest.

The Dealer who realizes this swift business development and prepares to grow along with it is building the Music Store of tomorrow in his community.

But a successful Radio Department is no child's play—if it were, success could not offer a financial reward commensurate with the Dealer's hard work and business capacity.

To assist the ambitious Dealer we are publishing The MAGNAVOX (as illustrated above) for distribution to retail merchants equipped to enter the Radio field.

The MAGNAVOX is the concrete proof of our facilities for giving Advertising and Sales Service to thousands of Dealers who have already profited through carrying Magnavox products.

In this publication you learn how other Dealers have built a Magnavox Radio business and how we help you travel the same road.

Write today for free copy of The MAGNAVOX and name of your nearest Magnavox distributor.

The Magnavox advertisement shown at the right reaches the public in more than 7,000,000 copies of popular magazines this month.

In our publication The Magnavox we explain in detail just what National Advertising means to you, and how we assist you to link up with it by means of valuable free Sales Helps.
VOLUMA RETAIL STORE OPENED

Strand Line and Okeh Records Featured in Attractive Warerooms in Baltimore

Baltimore, Md., December 5.—Another attractive talking machine shop has lately been added to those on Howard street. The Voluma Corp., manufacturer of the Voluma reproducer, has opened retail warerooms, which also are serving as the wholesale headquarters of the company, in the Academy of Music building, on Howard street near Franklin. Strand phonographs and Okeh records are carried.

New Voluma Warerooms

Featuring Voluma Reproducers, Strand Phonographs and Okeh Records, James J. Cook at left. The location of these warerooms, with an entrance into the lobby of the Academy of Music, is entirely advantageous from a sales standpoint and the warerooms are kept open each night until after the intermission period of the show. It has been found that numerous record sales, as well as machine sales, have been made during intermission. A number of Strand models have been equipped with a Voluma reproducer which is causing considerable attention. The Voluma reproducer is a sound box of a different principle from others and is the invention of James J. Cook, of this city. Mr. Cook is to be found at all hours of the day at these headquarters ready to demonstrate his invention. Mr. Cook reports that a number of sales agents have been appointed for the reproducer and that sales are steadily increasing.

HALF MILLION ALREADY SOLD

The Record Cleaner with a Proven Sales Stimulating Record

NEW—ORIGINAL—PRACTICAL

3½ inches diameter, Circular shape, Photo-Pyro Process Top, with any design and advertising matter, in any color or colors. Will not fade and cannot be removed. The cleaning part furnished in assorted colors of excellent quality plush.

The wonderful advertising possibilities and attractiveness, places these cleaners beyond the line of competition.

Manufactured for jobbers and distributors direct. Write for sample and interesting facts about this little giant business-getter.

PHILADELPHIA BADGE CO.

Patentees and Manufacturers

942 Market Street Philadelphia, Pa., U. S. A.

R. W. PORTER BACK FROM TRIP

Field Sales Manager of Columbia Graphophone Co. Returns From Six Weeks' Trip—Gives Interesting Report Regarding Business

Robert W. Porter, field sales manager of the Columbia Graphophone Co., returned to the executive offices at New York City recently after a six weeks’ visit to all branch offices except those in coast cities.

Mr. Porter states “Business is hopeful, good and full of life; present conditions forecast a most satisfactory Christmas season. Dealers report floor sales way ahead of last year. In cases where dealers are aggressively advertising and working outside, their efforts are being well rewarded. The farm territories are beginning to see a flood of money from the sale of crops. In the industrial and labor centers collections are becoming normal and cash sales are picking up. The settlement of the rail, mine and textile difficulties, combined with the billion and a quarter crop increase, together with the virtual shortage of labor in main towns, puts every dealer on his toes for increased business. While some models are causing a little inconvenience there is hope that both these conditions will be eliminated shortly. Most department and furniture stores throughout the country are advertising holiday goods, with the result that many people are visiting the phonograph department. The New Process Columbia record advertising has created a sensation in the industry and is bringing many people to the record department who have not purchased records for a long time.”

Mr. Porter plans to remain in the city until the middle of December, when he will visit some of the Columbia Eastern branches.

The Schroeder Hardware Co., of Clinton, Ia., recently opened a talking machine department.

R. R. Forster, President of Brilliantone Steel Needle Co., Optimistic Regarding the Business Outlook—Reasons for This Belief

Byron R. Forster, president of the Brilliantone Steel Needle Co., reports that November was the best month in the history of the Brilliantone organization, and that 1923 proved a very successful year for Brilliantone business in every way. In referring to 1923 President Forster said: “I expect that 1923 will prove our biggest year. The popularity of Brilliantone needles has steadily increased and they have the happy faculty of when once sold standing. This has been the secret of the steady increase of our business. We find that dealers’ and distributors’ stocks of needles are very low and this fact, together with the generally good business conditions which will undoubtedly continue throughout the coming year, makes the future look very bright indeed.”

The new Brilliantone needle box, which is a combined receptacle for 500 needles and a record cleaner as well, is proving very popular and will, undoubtedly, be in great demand during the coming year.

UNICO PRESIDENT ON EXTENDED TRIP

Rayburn Clark Smith, president of the Unit Construction Co., recently left Unit headquarters in Philadelphia for a long trip, visiting the branch offices west of the Mississippi River and in the South. The important business centers of the Western territory, as well as the following branch office cities which will be visited are Chicago, Atlanta, New Orleans, Dallas, San Francisco, Los Angeles, Salt Lake City and Denver. Mr. Smith anticipates an active demand for Unico products in 1923 and the purpose of his trip is to try to co-ordinate the Unico sales and service branches with factory activity.

SOME OF THE WIDEAWAKES WHO HELPED SELL THEM:

The Aeolian Company, New York City.
Musson-Raynor Corp., Los Angeles, Calif.
Rudolph Warzitser Company, Cincinnati, Ohio.
Knickerbocker Talking Machine Company, New York City.
Walter S. Gray, San Francisco, Calif.
G. T. Williams Company, Inc., Brooklyn, N. Y.
Emanuel Blout, New York City.
C. Bruno & Son, Inc., New York City.
Musical Instrument Sales Co., New York City.
Cressey & Son, Inc., Portland, Maine.
W. J. Dyer & Bros., St. Paul, Minn.
Old Ideas of Salesmanship Must Give Way to More Recent Conceptions :: By W. Braid White

It is gradually coming to be seen that the old ideas of what constitutes salesmanship must give way to other conceptions more nearly founded upon fact. Old ideas, of course, are hard, and it will no doubt be a long time before the dog-fight conception is totally given up. The music industries in particular have always suffered from a singularly low conception of the position of salesmanship and have lagged behind many others in coming to the perception that business should not be a free for all scramble.

Bit by bit, other industries have come to see that the basis of all business is the process of fair exchange and that, apart from all the advantages legitimately earned by superiority of equipment and service, the basis of exchange is value. What the goods purchased will do for the purchaser. This may be called the psychological theory of value. Call it what we will, however, this basis of value is the only basis on which business ever has been, or ever can be, conducted so as to produce more good than harm in the world. For it rests upon the straightforward, simple idea that the value of an article or of an idea is to be measured solely by what it will do for its owner. All sound salesmanship must be a process of effecting fair exchange between the maker of such an article and its would-be possessor, at a price which fairly represents its value to the owner, and on which the profit is the difference between this value and its value when in idle-ness. This last, in turn, is equivalent to the cost of producing it, for obviously it should be assumed to be worth the value of the raw materials plus the labor and incidentals of manufacture. If it should turn out to be a complete failure, then, of course, its value in the maker's hands (idle value) would cease to exist.

This idea of a psychological basis of value is not, of course, new, and in fact it is in prac-tice much utilized by merchants and manufacturers who have never thought of giving a definite name to it. In other words, the idea is gradually gaining ground among thinking business men that all selling must be based upon fair exchange and that fair exchange is most easily effected when the value of the article to its owner, its value as expressed in what it will bring to, or do for, that owner, is clear and obvious to all concerned.

Evolution of Sales-manship Slowly Eliminating Old Theories to Meet Exacting Conditions of Present

The Place of Price

Truly, price must be considered. But look at this price matter from another standpoint. The Ford automobile is at its lowest price to-day, while at the same time its output is greater than ever before. Now this simply means that Mr. Ford has had the great wisdom to base all his merchandising upon utility. He discovered what sort of light car would, when stripped to essentials, do the greatest number of obviously useful things for its owner, in respect of running, carrying, getting to places on time and performing the work of road transport at the lowest price and in the least fanciful man-ner. Having found that out he proceeded to build that sort of a car and no other. For at least fifteen years now he has built nothing else but this (omitting from consideration the other utility product, the farm tractor). The public, he soon found, recognized the utility and were willing to pay the price asked, be-cause that price accurately represented the public belief in the things the car would do for them. In consequence, Mr. Ford was able steadily to increase his output and reduce his price. To-day we have in the Ford car a supreme example of the psychological theory of value in one of its most important aspects, where the application of that theory has re-duced prices to the consumer without disturb-ing the basis of the value or decreasing the profit of the maker. As a matter of fact, it has enormously increased.

Now let us look at this psychological theory of value from the standpoint of our own in-dustry. If one imagines a man coming into the talking machine business from some wholly unrelated line of industry and asked to lay

A Triumph in Tonal Beauty—Visible Charm and Adaptability

The Emerson Louis XV

THIS LOUIS XV is the crowning achievement of the Emerson line. A bigger attraction to the public—offered at a price that fairly com-pels sales. Like all Emerson phonographs The Emerson Tone—clear, true, full—does absolute justice to the record. The patented round music master horn carries and amplifies tonal beauty just as does the spruce resonator of the famous old "Strads."

From the standpoint of furniture the working out of the console idea is especially adaptable because only the centre of the top is raised. Console lights on either side need not be moved while playing. Emerson line offers a machine to suit every taste and pocket book.

Quality for Quality Our Price is Lower
Price for Price Our Quality is Higher

Emerson value—backed by years of Emerson Advertising, makes The Emerson line—a sales bringing prestige creator for Progressive Merchants.

Write for details of our special franchise

WASMUTH-GOODRICH COMPANY, Peru, Indiana

MANUFACTURERS OF EMERSON PHONOGRAPHS

Emerson Louis XV Model
Under the spell of Oscar Seagle's rich baritone voice, the old-fashioned melodies and beloved ballads of an older generation take on a charm that is irresistible. He sings "Where the Morning Glories twine around the door" and "I wonder how the old folk are at home" with a velvet smoothness of outpouring melody that brings the old memories of home surging back. A-3725 on the December list.

Columbia Graphophone Co.
NEW YORK
The Gift That Lives

You are certain to give pleasure if you give all those near and dear to you the privilege of hearing the music they like whenever they wish.

You may accomplish this with one gift—the gift of the Starr Phonograph. It is all artists, all instruments. You will find the Starr Singing Throat of Silver Grain Spruce reanimates any record and invests it with a rare charm such as you never before enjoyed.

The Starr plays and betters all records. A hearing will convince you. Hear all phonographs and then hear the Starr to experience a new delight. The new Gennett Records also offer you a new musical sensation. Hear both at the Starr Dealer. No obligation whatsoever.

THE STARR PIANO COMPANY, Richmond, Indiana
NEW GRANBY CONSOLE MODEL

"Apartment Baby Grand" in Adam Design Is Going to Be Quite a Favorite

The Granby Phonograph Corp., of Newport News, Va., has just placed on the market a new console model. This newest member of the Granby family is aptly described by the company as the "Apartment Baby Grand" of phonographs and meets a demand for a smaller type console table model. The list price of the new model, $135, is expected to be another contributing factor towards big sales. It is produced in the Adam period design and is made with the same exacting care which characterizes the entire Granby line. In all respects it is a very compact instrument with high-class equipment and several exclusive features. It has a tone modifier located inside the cabinet just back of the turntable. The cabinet design is attractively executed and the cabinet panels are constructed of five-ply veneer, the same as found in higher-priced instruments. Although this new model has only just been placed on the market O. P. Graffen, New York manager of the company, states that a demand for this new instrument has already been manifested and that it is growing daily.

With the increased facilities at the Granby factory production is being speeded up on this new model and shipments are being made promptly. Many dealers are securing the new console in time for the holiday trade and already report that it is a good seller.

SINGS FOR HOSPITAL PATIENTS

Margaret Young, exclusive Brunswick artist, while in Montclair recently called at the store of Lawlor Denny, Brunswick dealer, just as Mr. Lawlor was delivering a Brunswick to a local hospital. Miss Young offered to go along and sing for the patients of the hospital, which she did to the delight of all of them.

Purchasing Agent for General Phonograph Corp. Appointed Sales Manager of A. F. Meisselbach Mfg. Co.—Popular in Company

The A. F. Meisselbach Mfg. Co., Inc, which is a subsidiary of the General Phonograph Corp., announced recently the appointment of E. Lawrence Sampter as sales manager of the company. Mr. Sampter will be in general charge of sales of the famous Meisselbach fishing reel products, and under his direction there is no doubt but that the sales will show a steady increase.

E. Lawrence Sampter has been associated with the General Phonograph Corp. for the past four years, having occupied several important posts, and in addition to his activities as sales manager of the A. F. Meisselbach Mfg. Co. will continue as purchasing agent of the General Phonograph Corp. He has a host of friends in the executive headquarters at 25 West Forty-fifth street, New York, for, although he is busy with his various duties, he manages to indulge in various athletic sports to excellent advantage during the Spring and Summer seasons.

DEATH OF FRANK H. RAYS

Youngstown, O., December 6.—Frank H. Rays, who for fifteen years has been vice-president and general manager of the Central Store Co., this city, died at his home here recently. He was one of the organizers of the company in 1904. The store maintains a large talking machine and piano department and Mr. Rays devoted much of his time to furthering the interests of this section.

A music store has been opened in Hardwick, Vt., by Mrs. C. H. Hines. Victor talking machines and musical instruments of all kinds are handled.

FINE HOME FOR STEINWAY STORE

Steinway & Sons' Indianapolis, Ind., Store to Be Unico Equipped Throughout

One of the most important musical developments in the Middle West is under way in Indianapolis. Steinway & Sons, the famous piano makers, have secured a new location on Pennsylvania street which enables them to devote much larger floor space to adequately display their excellent line of pianos and the Brunswick phonograph, which they also represent. A survey of the plans for their new store, as developed by Geo. A. Lyons, of the Unit Construction Co., shows a most excellent store arrangement and beautiful interior. An exceptionally attractive window extends the Steinway greeting to the passer-by and upon entering the store an equally beautiful lobby will carry on the good impression created by the window. Immediately adjoining the lobby will be the talking machine department and office. Probably the most attractive feature in the entire layout is the beautiful Steinway Grand display salon, upon which the Unit Construction Co. has displayed its skill in creating a high-class atmosphere so essential to modern musical merchandising of quality products. Separate Unico piano rooms are also provided for the display and sale of the various kinds of Steinway pianos and all together the opening of the new store about the first of January will be an epochal event in the music history of Indianapolis.

ENLARGE PHONOGRAPH DEPARTMENT

The phonograph department of the S. David-son & Bros. furniture store of Des Moines, 1A, Brunswick dealers, has been completely re-modeled and greatly enlarged. It is now one of the finest departments in the Middle West. The complete line of Brunswick phonographs and records is being featured and artistically displayed.

Christmas Greetings

1922 has proved a satisfactory year to most of us in the talking machine trade. Our own October and November business passed all records.

It is our sincere wish that the New Year will bring to you increased business in large measure.

A Merry Christmas and A Happy New Year

1923
We respectfully solicit your 1923 business. Let us quote you.

Mutual Phonograph Parts Manufacturing Corp.
149-151 Lafayette Street
New York City
The Russell Gear & Machine Co., Ltd., 1209 King St., West, TORONTO, CAN., Exclusive Distributors for Canada and All Other British Possessions
EVERY INDUSTRY HAS ITS LEADERS. There are top-notchers in every line. Bagshaw leads in the manufacture of steel phonograph needles.

In an industry which is constantly menaced by offerings of worthless imitations, it is fortunate that there is one manufacturer whose products are high grade and absolutely dependable.

Over twenty-five years ago Bagshaw made the first phonograph needle in America. It set a standard then that has never been reached by other phonograph needles. Now, as then, Bagshaw leads. Bagshaw products are supreme in their field.

Handle Bagshaw products only. They will keep your customers happy and satisfied, because they play records properly. Bagshaw products are the standard of quality. Cash in on their reputation.

W.H. BAGSHAW CO.
FACTORIES: LOWELL, MASS.
SELLING AGENTS
BRILLIANTONE STEEL NEEDLE CO. INCORPORATED
347 FIFTH AVENUE
NEW YORK
The Last Call!

CHRISTMAS will be here and past before we realize it. With it will go the tremendous holiday trade. With it, also, will go the year's greatest opportunity to sell large quantities of Brilliantone Needles.

Are you prepared with ample stocks of Brilliantone Needles? Can you meet the great last-minute rush? Brilliantone Needles sell freely in all seasons. The holiday season sees the demand at its highest. Naturally our facilities are taxed to their utmost.

If your stocks have become depleted, or for any other reason you are short of Brilliantone Needles, ORDER NOW, rather than receive our regrets later.

BRILLIANTONE STEEL NEEDLE CO. OF AMERICA, INC.

Selling Agent for W. H. Bagshaw Co.
Factories, Lowell, Mass.

347 FIFTH AVENUE NEW YORK

Canadian Distributors:
MUSICAL MERCHANDISE SALES CO.
79 Wellington Street, W. Toronto
CANTON, O.

Shortage of Machines Handicaps Dealers in Supplying Growing Demand—Consoles Lead in Favor

CANTON, O., December 4.—Inability to get desired merchandise on time and the tendency on the part of the trade to buy now for Christmas are the only two outstanding hindrances to a full and complete optimistic tone in the talking machine industry of this city. A survey this week by the representative of The World disclosed that a number of the prominent dealers have been handicapped by the tardiness in which talking machines and some popular numbers of records have been coming in, due largely to the inability of the manufacturers to make deliveries. There is not a make of talking machine handled by Canton dealers that is being displayed in complete lines. Congestion of the railroads and the advent of cold weather is also seriously interfering with the trade, dealers declare.

More people are frequenting music stores since the first of the month and there is every indication of a big holiday business. People want to buy and have the money, but are hesitating in doing so because they feel that they may be able to buy at lower prices before Christmas. Dealers say there is no chance for machines to come down in price and that they are urging their salesmen to stress immediate delivery.

The console models of all makes of machines are in greatest demand, officials of the Kinetoscope Shop said this week. "People are beginning to look around for Christmas gifts and they all appear to have money," said an official of the concern. He declared that prospects for the Christmas trade were even brighter than a year ago. Decided improvement also is seen in Edison record sales. The Canton store at Third and Market avenues, N. W., is undergoing some changes that will give it considerably more floor space. Console models of the Edison priced around $125 are in special favor, according to Mr. Rutledge, manager.

Bowers Leaves Smith Co.

The George C. Bowers Co., recently closed its Canton store. A stock has moved into its new three-story home at Third street and Market avenue, N., announces that it has taken on the Music Master line of talking machines and will feature same on the main floor of the store. Albert Tyree, manager, will look after the new department. A stock has already been installed and later a separate department with booths for record demonstrations will be added to the handsome equipment.

CANTON SELLING WELL

November was one of the biggest months of 1922 for the Edison machine, both in the Canton and Massillon stores, officials of the Kinetoscope Shop said this week. "People are beginning to look around for Christmas gifts and they all appear to have money," said an official of the concern. He declared that prospects for the Christmas trade were even brighter than a year ago. Decided improvement also is seen in Edison record sales. The Canton store at Third and Market avenues, N. W., is undergoing some changes that will give it considerably more floor space. Console models of the Edison priced around $125 are in special favor, according to Mr. Rutledge, manager.

Promotes Xmas Advertising Campaign

The Victrola department of the William R. Zollinger Co., the large department store, has instituted a Christmas advertising campaign featuring the formation of a Christmas Club, which has already resulted in the sale of a number of machines and the list of prospects is more lengthy than in months.

Mr. Pyle has been getting some good publicity through featuring records of the current month by means of the Magnavox, which protrudes through a window on the fifth floor of the store. The records are distinctly heard for several blocks by the throngs who are surging to and fro in the public square.

Takes on Music Master

The People's Outfitting Co., which recently moved into its new three-story home at Third street and Market avenue, N., announces that it has taken on the Music Master line of talking machines and will feature same on the main floor of the store. Albert Tyree, manager, will look after the new department. A stock has already been installed and later a separate department with booths for record demonstrations will be added to the handsome equipment.

Bowers Leaves Smith Co.

The George C. Bowers Co., with stores in Canton and Massillon, is experiencing a big season in talking machines. Machines available, sales probably would be greater, but there are many models that are not being shown and consequently there has been a decrease in sales. Sheet music sales have been boosted of late by the appearance here of a number of big musical shows. Victor records had a good month in November, and December to date is very encouraging.

HOLIDAY BUSINESS STARTS

The music section of the Klein-Heffelman-Zollars Co., large department store, has taken on the aspect of the holiday season and despite the cold weather business has been excellent the past two weeks. Since moving the talking machine department from the fourth to the mezzanine floor, record sales have increased fully one-third, officials of the company declare, and the general outlook is decidedly better.

Bowers Leaves Smith Co.

Samuel Bowers, who for some months has been identified with the A. B. Smith Piano Co., has severed his connection with that firm. The Smith Co. recently closed its Canton store.

CANTON SELLING WELL

November was one of the biggest months of 1922 for the Edison machine, both in the Canton and Massillon stores, officials of the Kinetoscope Shop said this week. "People are beginning to look around for Christmas gifts and they all appear to have money," said an official of the concern. He declared that prospects for the Christmas trade were even brighter than a year ago. Decided improvement also is seen in Edison record sales. The Canton store at Third and Market avenues, N. W., is undergoing some changes that will give it considerably more floor space. Console models of the Edison priced around $125 are in special favor, according to Mr. Rutledge, manager.

Promotes Xmas Advertising Campaign

The Victrola department of the William R. Zollinger Co., the large department store, has instituted a Christmas advertising campaign featuring the formation of a Christmas Club, which has already resulted in the sale of a number of machines and the list of prospects is more lengthy than in months. Mr. Pyle has been getting some good publicity through featuring records of the current month by means of the Magnavox, which protrudes through a window on the fifth floor of the store. The records are distinctly heard for several blocks by the throngs who are surging to and fro in the public square.

Takes on Music Master

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THE ORSENIGO PERIOD PHONOGRAPH

A beautiful reproduction of a hand-carved Italian Cabinet.

Made in walnut; finished in a soft, rich mello color. The interior is appropriately decorated by Artists. It has a capacity of 160 records and is equipped with a drawer full width of cabinet.

THE ORSENIGO COMPANY, Inc.

Showroom: 112 West 42nd Street
New York City, N. Y.

Factory: Skillman Ave. and Rawson St.
Long Island City, N. Y.
C. R. JOHNSTONE
VICE-PRES., GEN. MGR.

THE BELL RECORDING CORP.

Associated With National Metals Depositing Corporation

9 East 47th Street, New York City

We Specialize in Private Recording

and

General Recording for the Phonograph Trade

ADDATONE WELL RECEIVED BY TRADE

TRADE BOARD TO ENLARGE SCOPE

"HAPPY SIX" FEATURED AT CONCERT

ADDATONE WELL RECEIVED BY TRADE

The Unique Reproductions Corp., New York, manufacturer of an amplifying device known as the Addatone, is very much gratified at the reception accorded this unique and clever device. Orders have been received from every section of the country and talking machine dealers are showing a keen interest in its sales possibilities. Herman Segal, general manager of the company, has been extremely busy during the past month taking care of the large number of orders received.

Several jobbers who have been appointed throughout the country as distributors of the Addatone report that dealers generally are awake to its sales possibilities.

JOHN FIRTH & CO. BANKRUPT

John Firth & Co., Inc., manufacturers of radio products, New York, recently filed a petition of involuntary bankruptcy, estimated liabilities being $250,000 and assets about $100,000. Francis L. Kohlman was appointed receiver by Judge Augustus N. Hand. The concern was incorporated early this year, taking over various radio products, New York, recently filed a petition of involuntary bankruptcy, estimated liabilities being $250,000 and assets about $100,000.

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A Christmas Greeting
To All Our Friends

JUST a brief word of sincere appreciation to all our friends on our eighth anniversary.

Eight years ago this Christmas we entered this field in a very small way. Today we are proud to be recognized as a national organization.

We feel that our growth is, in a large measure, due to your splendid co-operation. We sincerely appreciate your whole-hearted support and wish you all A Very Merry Christmas and A Happy and Prosperous New Year.

General Phonograph Corporation
25 West 45th Street, New York
THE TWIN CITIES

New Exclusive Sonora Shop Opens in St. Paul—Retailers in Various Lines Enjoying Excellent Business—Freight Embargoes Hurt

MINNEAPOLIS and ST. PAUL, MINN., December 6—An exclusive Sonora shop was opened last week in St. Paul by W. J. Simpson and James Meade, two of the best-known phonograph men in the State capital. The new emporium is located at 20 West Sixth street, in one of the busiest districts here.

Sonora Activities

Sonora sales have broaden greatly owing to the activities of J. E. Date, special representative of the Doerr-Andrews-Doerr Co., Northwestern Sonora distributor. All northern Iowa has been added to the company's territory mainly through the efforts of Mr. Date.

A new account is that of Cassell Middleton, of Marshall, Minn., who has opened a music house in that city and will feature the Sonora line.

Edison Business Grows

The always popular Edisons retain their position in the Northwest, as evidenced by the growth of business with Laurence H. Luckler, Northwestern distributor. Dakota business has developed much better than had been expected in view of the pessimistic reports from the prophets. The local sales of Edisons in the shops of St. Paul and Minneapolis are highly satisfactory and are reported to be far ahead of last year's totals. Console models reign as favorites with the more discriminating buyers.

Pathé Sales Gain

"We are just rolling them out now," said Manager Sharer, of the Pathé department of G. Sommers & Co., Northwestern distributor of Pathé phonographs and records, in describing the course of business in his department.

"Our Minnesota business has been fine, Montana business has improved greatly, but we are not very active with reference to the Dakotas."

Slow Deliveries Cause Trouble

Freight embargoes are playing the very deuce with the Victrola department of W. J. Dyer & Bro. Four carloads of machines have been held up on delivery and customers are clamoring for the instruments which they have ordered. George A. Mairs is at his wit's end to pacify and placate his numerous patrons throughout the Northwest, who fear that they will lose out.

Eugene F. O'Neill Resigns to Rest

Eugene F. O'Neill, one of the best-known talking machine men in the world, as his operations have extended from Boston to Japan and China, has severed his connection with the Beechworth-O'Neill Co. He will rest in California for the winter before engaging again in active business.

Vocalions in Demand

Shortage of the popular $125 and $160 Vocalions is reported by Manager Msou, of the Stone Piano Co., Northwestern distributor of this rapidly growing line. With the Vocalion Red Records the Vocalion line makes a fine business combination that takes well with the rural music merchants.

Fine Brunswick Business

Edward L. Kern, director of the Brunswick-Balke-Collender Co. for the Northwest, states that nearly all the instruments received go out about as soon as they come. Not having to depend upon the East for instruments Mr. Kern has been able to obtain regular deliveries in carload lots. Console types lead the van in popularity at this time.

The exclusive Brunswick concert sale put on in St. Paul by Cardozo was a fine success, attracting general attention by its novelty and giving the Brunswick instruments additional prestige in the State capital.

NEW POST FOR CHAS. H. TRACY

Resigns From Aeolian Co. to Become General Manager of Knabe Studios, Baltimore

Charles H. Tracy, for the past six years connected with the wholesale Vocalion department of the Aeolian Co. in charge of the sales staff, resigned that position early this month to become general manager of the recently opened Knabe Studios at 309 North Charles street, Baltimore. Mr. Tracy has had long experience in the piano field and having some years ago sold Knabe pianos in Baltimore is well fitted to fill his new post in that city.

Mr. Tracy on leaving the Aeolian Co. carries with him the best wishes of his associates and the company's officials and himself expressed regret that he found it necessary to sever such pleasant relationships.

Fear is an enemy of progress and success.

A this time of the year when a spirit of good will and good fellowship predominates, we consider it only fitting that we thank the trade for their support and patronage during 1922 and express the wish that 1923 will bring unlimited happiness and prosperity.

"Empire" is closing the best year in its history and Empire tone arms, sound boxes and attachments have won many new friends and additional prestige during 1922. For this tangible indication of the industry's recognition of Empire quality, we are deeply appreciative.

EMPIRE PHONO PARTS, CO.

W. J. McNAMARA, President

1362 East Third Street
CLEVELAND, OHIO
INTRODUCES THE WORLD RECORD

Hon. Noel Pemberton Billing, of the World Record, Ltd., London, Eng., plans to interest American Capital in New Record

An important visitor to New York this month was the Hon. Noel Pemberton Billing, of London, chairman of the Board of Directors of the firm of World Record, Ltd., who came here for the purpose of interesting the American talking machine industry in his new record. This record has many features which are a radical departure from the methods now used in the manufacture of records. Entire symphonies can be recorded on a single record as well as the complete act of an opera or any selections which are of more than ordinary length. This unique record, which plays for fully thirty minutes, was introduced in England some months ago, where it is gaining popularity in the talking machine trade.

In a chat with The World Mr. Billing stated that American manufacturers of talking machine records have shown considerable interest in the World record and they seem to feel that it has tremendous possibilities here in this country. "We are particularly anxious to introduce this record in this country, but we wish to do so on as high a plane as possible and we are, therefore, taking every measure to place this record with the talking machine trade here in as satisfactory a manner as we can," said Mr. Billing. "Our plan is for manufacturing and recording to be done in this country by a company formed of American interests. However, the World Record, Ltd., is willing and ready to offer to persons interested an attractive proposition, backed by our company to the end of producing the World record in this country. We plan to start an intensive campaign that will introduce the World record in every section of the country and we confidently expect that the American trade will receive our record in an enthusiastic manner."

TO FIND DUTY ON RECORD HOLDERS

Government to Appoint a Commission to view and appraise the value of Talking Machine Records at 15 Per Cent

WASHINGTON, D. C., December 4.—The Treasury Department in Washington has directed the Assistant Attorney-General at New York to file an appeal with the United States Court of Customs Appeals for a review of the decision of the United States Board of General Appraisers wherein the board held that certain Kraft paper containers exclusively employed in holding phonograph disc records, classified as manufactures of paper, dutiable at the rate of 25 per cent ad valorem under Paragraph 332 of the Underwood-Simmons Tariff Act, were properly dutiable at 15 per cent ad valorem under that act, as paper envelopes.

F. N. WYATT ENTERS NEW FIELD

DETROIT, MICH., December 4.—A. A. Fair, sales manager of the Jewett Radio & Phonograph Co., this city, announced recently that Fred N. Wyatt, Ohio representative of the company, had resigned from the Jewett sales staff in order to enter the automobile business. Mr. Wyatt had attained signal success as a Jewett representative and had established a number of important accounts. He numbers among his friends many dealers throughout Ohio territory who will be glad to know that he was successful in securing a franchise for the popular Rumobile.

Quick turnover and small profit are to be preferred to large profit and slow turnover.

BIG ORDER FOR CABINETS

Wabash Cabinet Co. to Make $1,000,000 Worth of Cabinets for Eastern Concern

WABASH, IND., December 5.—Following negotiations covering several months, officials of the Wabash Cabinet Co. reported that they have received a contract for $1,000,000 worth of new model talking machines from a company in the East.

At present the Wabash Cabinet Co. is working on a large order for the Eastern concern. This order soon will be filled, however, and work will have been started on the new order.

The contract calls for the delivery of several thousand machines each month. The cabinets will be made at the local plant and the machines assembled here, with practically a carload a day shipped direct to retailers.

OKEH RECORD IN DAILIES

DETROIT, MICH., December 5.—The Pier Music Shop, of this city, recently featured the Okeh laughing record to excellent advantage and under the heading of "Keeping Up Spirits," in the "Town Talk" column of the Detroit News, there appeared the following article: "Ha, ha, ha, he, he, he, ho, ho, ho!" Explosive laughter, uncontaminated, and endless, issues in a perpetual stream from a horn attached to the exterior of a Jefferson avenue music shop. The mirth is canned and is run off from a phonograph record. Passers-by, hearing it, are forced to laugh, too."
In extending our sincere wishes for a Merry Christmas and a Happy and Prosperous New Year, we want to voice our appreciation to our dealers for the substantial amount of business placed with us during 1922. We in turn have endeavored to reciprocate in providing the maximum of service.

We are not content to only wish you a Prosperous New Year, but are planning dealer service for 1923 of a scope which we believe has never before been attained. Three experienced service men will be added to our staff and a well-planned publicity campaign will be entered into from which our dealers will reap the benefits.

Victor Dealers who are not receiving our sales literature are invited to send us their names.

COHEN & HUGHES, Inc.
Victor Wholesalers
BALTIMORE, MD.  WASHINGTON, D. C.
Dealers Prepare for Record-breaking Holiday Business—Shortage of Machines the Only Cloud on the Horizon—Month’s News

NEW ORLEANS

New Orleans, La., December 4.—The little cold snap of the past week has filled the downtown shopping district, packed the aisles of the music stores and departments and has given a tone of encouragement to business, which, during the month of November, according to most reports, was not up to normal. Shortages are already being felt by the jobbers and wholesale-sellers of talking machines, though most of the retailers, at least in the city, are well stocked and are prepared for a record-breaking season. Christmas displays are already occupying half and full-page ads in all papers. Two of the papers are getting out special editions for the shoppers, telling them just where they can get what they are looking for. It is understood that the talking machine trade fills a number of pages in each one of these editions.

Edison Consoles Scarce

A shortage in console models is also holding the Edison dealers in check. The new London models and the $350 Chippendale model are sold as fast as they can be shipped from the factory. November business was double the October business, according to one of the officials. Dealers from all sections have increased their orders for both records and machines.

Record Sales the Feature

Record sales seemed to be the feature in the Victor dealers’ November business. The mid-month release on November 18 was a great stimulus to trade, according to John A. Hofheinz, Victor manager of Philip Werlein, particularly the record, “I Wish I Could Shimmy Like My Sister Kate,” a song written by a local negro orchestra leader. That seemed to have broken all records here and it is reported that even old “blaze” New York has taken up the air played by “The Virginians.” Mr. Hofheinz reports that he is sold out on the No. 210 and No. 230 models, the two new flat-top consoles. Victor dealers are also looking forward to the appearance of the “Famous Victor Eight,” who will play here for the first time on January 18.

A Columbus Sales Conference

The district sales conference of the Columbia Graphophone Co. was held here during the past month and was attended by salesmen from the Atlanta and Dallas districts. Robert Porter, field sales manager, was on hand, and spoke to the men on “Sales Plans.” A definite and uniform sales plan was worked out at the conference.

R. R. Sparrow, manager of the Southern district, announced a new agent at Elizabeth, La., the Elizabeth Mercantile Co. The Columbia agent at Monroe, La., the Monroe Furniture Co., has just laid plans for a big sales campaign. Also the Jones-O’Neil Furniture Co., in Beaumont, has started on a big campaign. Twenty-seven thousand dollars has been set aside for advertising, bonuses and prizes to the best salesmen. The O’Neil Co. had a large and exclusive display at the South-East Texas Fair which started off the Columbia in that territory.

Mr. Sparrow has just returned from a trip through Mississippi and reports business at Jackson and Vicksburg good, but at Meridian subnormal. In the Southern district, however, said Mr. Sparrow, sales are limited only by a shortage of stock.

New Edison Agencies

The wholesale department of the Edison Co. announces two new agencies, the Munholland-Danzitz Furniture Co., at Monroe, La., and W. C. Munn, at Houston, Texas. W. W. Twigg, manager of the department, is away in the Eastern territory on business.

Among the visitors at the Edison office this past week were A. H. Jones, dealer at McComb City, La., and H. B. McClain, Lumberman, Miss. At the Harris-Loeb Piano Co. the Brunswick talking machine has been holding its own with the rest. An increase in business has been noted within the past two weeks. Record sales have been satisfactory.

Special Room for School Children

The D. H. Holmes Co. has fitted out a room for school children and teachers where they may come and play the Columbia educational records. The yearly memory contests that are held in the public schools have made this a very popular place.

Manager Riche, of the talking machine department of Holmes, reports a good business. Aeolian-Vocalion machines have been fair sellers, as have the Columbia. Record sales have been very good.

“It looks as though the Christmas season has begun at last,” was the comment of Ralph Young, sales manager of the Victrola department at Grunewald’s. “And though buyers were very late in starting, it appears as though it is going to be a banner season.”

While November was better than October at Maison Blanche, business still seems to be off, according to J. D. Moore, sales manager. He was preparing to hire them to Maison Blanche, however, during the next month with page and half-page ads.

The one bright feature about the music business at Maison Blanche has been the record business. “Red Seal records have been going like hot cakes,” said Mr. Moore. On the other hand, a dark spot in the department is the loss of Miss Eunice Hardy. She is to be married in the early part of December. Mr. Moore regrets losing her as she was one of the most competent, efficient and reliable salesladies in the department.

A Strong Werlein Campaign

Philip Werlein, Ltd., are waging their Christmas advertising campaign in newspapers, street cars and billboards. They have adopted the slogan: “Ask Santa Claus to bring you a Victrola.” Mr. Rosenbaum says that the high-class $350 machines have been very excellent sellers, and along with them the Red Seal records. Mr. Rosenbaum has laid in a good stock of machines and does not expect to run short until the end of the season. The portable and $100 machines are already being bought for Christmas presents.

Manager Frank Allen, at Dwyer’s, has been careful to lay in a good stock of machines and he does not anticipate being worried by shortages. December, said Mr. Allen, is always the big month at Dwyer’s, and every man is in training for a big month.

RADIO CABINETS

Especially suitable to completely and conveniently house radio sets. Furnished in Mahogany or Oak; with or without horn, casters or Formica panel. Size 43 inches high, 18 wide, 22 deep. Full details and prices on request.

CURTIS N. ANDREWS
BUFFALO, N. Y.
Another New Jewel Creation

The Jewel Tone Arm No. 4

Exclusive Features
Plays Edison and Pathe Records in actual Edison position and with a fibre needle.

Made in 8¼”, 9¼”, 10¼”. 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.

Note: Handsome Bell Base without flange showing.

Shows reproducer thrown back on tone arm in Edison position.

Equipped with or without Mute; Mica or Nom-y-Ka Diaphragm.

150-160 Whiting Street
CHICAGO, U. S. A.
Secondary Annual Music Week Goes Over Strong—Talking Machine Dealers Play Important Part—Place Large Holiday Orders

San Francisco, Cal., December 4.—The second annual Music Week was held in San Francisco November 6 to 12 and the interest shown by the public proved beyond any possibility of a doubt that this city is deserving of its reputation as a city of music lovers. Hundreds of music programs, big and small, were arranged for the week and practically everybody connected with the music trade, commercially and professionally, co-operated in making the festival a success. The talking machine dealers showed their accustomed progressive spirit by providing for phonograph record concerts in connection with other programs.

Most of the dealers have ordered goods in carload lots for the holidays. The local wholesale distributors say that not for years has there been manifest such a spirit of confidence in the trade. The purchasing power of the people has practically become reconstructed now and there is no reason to fear carrying ample stocks of standard merchandise.

Finals of Music Memory Contest

The finals of the San Francisco Memory Contest were held at Loew's Warfield Theatre on Saturday, November 18, and sixty children made perfect scores, a most remarkable showing. One of the perfect scores was made by a public school pupil only ten years of age. Two Viatrolas and a Duo-Art piano, furnished by Sherman, Clay & Co., were used in the final tests. Miss Donazela Cross, who represented the talking machine dealers in the Memory Contest, is lecturing this week, twice a day, in the Oakland public schools for the purpose of preparing the pupils to understand the numbers which will be played by the San Francisco Symphony Orchestra at a special children's concert which will be given in Oakland shortly.

Meeting of School Superintendents

The county school superintendents, the district superintendents and the music supervisors of the State all are holding conventions at the Hotel Oakland, Oakland, Cal., this week. Among the speakers were one of the principal speakers in behalf of musical education is Mrs. R. E. Greenwood, of the educational department of Sherman, Clay & Co.

Robert M. Bird, wholesale manager of the talking machine department of Sherman, Clay & Co., reports most satisfactory results from the distribution of a new colored poster calling attention to the Victor Health Records. The demand for these health records continues to grow rapidly, a fact which would seem to indicate that music is a valuable stimulus to physical development.

Business Best in Years

Clark Wise & Co. say business in the last sixty days has been the best business with this house. Victor goods are in splendid demand and they have done exceptionally well with the new Hallet & Davis phonographs, especially on the console types.

Period and Console Types in Demand

Manager Compton, of the Phonograph Shop, says seventy-five per cent of the call is for machines of the period and console type of Sonora machines. The flat-top machine seems to meet the favor of all classes of customers.

The California Phonograph Co., San Francisco, is one of the latest talking machine houses to take on the Sonora line.

Ben R. Scott, manager of the phonograph department of the Nathan-Dohrmann Co., says that the customers of this store call almost exclusively for flat-top machines. He sees no possibility of the demand for jazz records waning in the near future.

Fine New Wurlitzer Department

The new ground-floor talking machine department of the Wurlitzer Co. is a marvel of artistic excellence and practical convenience. Every facility for handling customers efficiently has been perfected. The quick-sale or self-selling feature will mean a decided increase in the volume of record sales. The record booths and demonstration rooms are all decorated in French gray and the show windows are most luxurious and dignified, being of a modified French design.

Takes On Brunswick Line

The Redlich-Newman Co., one of the largest house-furnishing concerns in the city, at Mission and Seventeenth streets, has taken on the Brunswick line of phonographs and records.

More Columbia Dealers

P. S. Kantner, manager of the San Francisco branch of the Columbia Graphophone Co., has just been on a business-boosting trip through the Sacramento Valley. He is most optimistic for the holidays. Among the new Columbia dealers reported are the Redwill Piano Co., Turlock, and the Dietz Drug Store, Manteca.

Columbia records recording the marvelous violin playing of Toscha Seidel, the young Russian virtuoso who is making a great tour of the country, are in fine demand since the artist's recent successful concert in San Francisco.

Victor Co. President a Visitor

E. R. Johnson, president of the Victor Talking Machine Co., was a visitor in San Francisco this month and among the attentions shown him, one of the most enjoyable was a banquet tendered him by Leon Douglass at the Bohemian Club. Many notable guests were present.

Banner 50c Records

75c quality for 50c?

How is it possible?

Both dealers and the public who have played Banner 50c Records often wonder at the 50c price.

How is it possible? A logical explanation—rapid turnover, plus a wide elimination of jobbers' profits and superfluous overhead—manufacturer direct to dealer.

It is the natural outcome of the consumer demand for reduced price, but with a maintenance of the finest 75c record quality.

That's important. Banner gives you a 75c record quality.

That is why it is producing remarkable results for hundreds of dealers. Their turnover is rapid. Their profits are assured.

We shall be glad to discuss with you our exclusive dealer proposition

Plaza Music Company

18 West 20th Street

New York
Warning! When you give Columbia Record A-3737
to a customer to try put the leg irons on your
clerks. Eddie Elkins’ Orchestra has packed so much
rhythm and contagion into “Silver Swanee” and
“Carolina in the Morning” that they will turn your
shop into a dance hall.

Columbia Graphophone Co.
NEW YORK

At present there is somewhat of a shortage
of Fischer phonographs in this territory, says
L. F. Goelzlin, the local distributor. He ex-
pects, however, to have a carload of machines
in this week. The demand for Marvel records
has been heavy of late.

A Visitor From India
William Lancater, of Miscoeth, Ltd., Ran-
goon, India, has been sojourning in San Fran-
cisco for some weeks studying American busi-
ness methods. His firm is one of the largest
phonograph concerns in the Orient.

Quarters Are Remodeled
The Christophe Music Store, 2390 Mission
street, San Francisco, has been enlarged and
remodeled in order to provide for a better dis-
play of talking machine merchandise. The con-
cern is a successful Sonora agency in the Mis-
ion district.

VAN VEEN EQUIPMENT IN NEW STORE
New Remick Establishment Has Handsome
Interior and Exterior—Brunswick Products
Featured—Formal Opening Attracts Crowds

Jerome H. Remick & Co. opened officially
last week its new store at 2555 Broadway,
New York City, which ranks among the most
modern and attractive music shops in the city.
The entire equipment, both interior, window
and entrance, was installed by Van Veen &
Co., Kansas City: and Fred Keeney and F. H.
Silliman, of Pardee, Ellenberger Co., Boston.

A. H. CURRY ON VISIT TO DALLAS
Vice-president of Phonograph Division
of Thomas A. Edison, Inc., Visits Former Home
Th Yates, vice-president in charge of the
phonograph division of Thomas A. Edison,
Inc., made a trip the latter part of November
to his former home in Dallas, Tex. While there
he attended to his wholesale and retail interests
in the Texas region and on his return reported
that conditions have shown a material improve-
ment in the Southern section and that the out-
look for the holiday season and for the coming
year is very fine.

VISITORS TO EDISON LABORATORIES
Among the recent visitors to the Edison
laboratories at Orange, N. J., were M. M.
Blackman, of the Blackman Talking Machine
Co., Kansas City, and Fred Keeley and F. H.
Silliman, of Pardee, Ellenberger Co., Boston.

APPONITED CITY TICKET OFFICE
Landau's of Wilkes-Barre, Pa. Adds to Its
Activities—Many Visitors Attracted by Its
Central Location and Excellent Facilities

Wilkes-Barre, Pa., December 5.—Landau's
music and jewelry store in this city, Victor
dealer, has been made the central city box
office for the Grand Opera House, and seats
for all attractions appearing at this theatre will
be on sale at the store. Landau's is usually
designated for the advance sale of seats for
concerts and for attractions presented at Irem
Temple and with the sale of seats for the
Grand Opera House will practically be a cen-
tral city box office for both places. During
the coming year Landau's store has also been
made a sub-station of the local post office, and
a separate department is maintained by the firm
for the maintenance of the post office activities.

Far-sightedness is a business asset of value.
We Congratulate Jewett Dealers

As the year 1922—by far the most prosperous in our history—draws to a close, we take pleasure in publicly congratulating Jewett dealers and distributors on what we know has been for them also a highly successful season.

Our 1922 production, totaling an increase of more than 150% over last year's, is now, except for current stock, in the hands of the public.

We acknowledge the obligation under which we rest toward the great host of Jewett Dealers and Distributors who contributed to this gratifying achievement, and we pledge ourselves to a continuance of the basic Jewett policies which made it possible.

We will continue to put into Jewett Radio and Phonographs the same merits of modern design and painstaking workmanship which make them today "The Finest Reproductive Equipment Money Can Buy," and therefore an adequate medium for skilled and conscientious salesmanship.

JEWETT RADIO & PHONOGRAPH COMPANY
DETROIT, MICHIGAN

STEWART SALES COMPANY, 18 W. Georgia Street
INDIANAPOLIS, INDIANA
Distributors for Indiana and Kentucky

JEWETT
RADIO AND PHONOGRAPHS
COHEN & HUGHES STAFF CHANGES

Leslie Lore Succeeds F. S. Harris, Retired, as Manager in Washington—Other Additions to Staffs in Baltimore and Washington

BALTIMORE, Md., December 4.—Cohen & Hughes, Inc., Victor distributor, with headquarters in this city and Washington, D. C., has announced several important changes in the staff of the organization in both cities.

F. S. Harris, who has been, for many years, manager of the Washington house, tendered his resignation in order to embark in the retail Victor business for himself in a residential suburb adjoining the capital. Leslie Lore, who was formerly assistant to Mr. Harris, will succeed him as manager.

James A. Stafford, formerly in charge of the Victor Idea Shop in Canandaigua, N. Y., has joined the Cohen & Hughes organization as assistant sales manager in Washington. Mr. Stafford has had wide merchandising experience.

The Baltimore staff has been augmented through the appointment of James Robinson to the sales organization. Mr. Robinson is an experienced talking machine man, having spent two years each in the Vocalion, Columbia and Edison organizations.

In January Walter Son will assume the important post of sales manager of the organization with headquarters in Baltimore. Mr. Son is also thoroughly experienced and well qualified for his new duties. It is expected that this staff will be still further augmented by the first of the year.

I. Son Cohen, president of the company, is optimistic over general business conditions for 1923 and he stated that very extensive plans were being made for the coming year. A large publicity campaign is planned which will redound to the benefit of the dealer, and many other sales helps for the retailers have also been prepared. Among other literature a series of attractive folders has been printed leaving space for announcement purposes. It is planned to place in this space such timely news and announcements as may be received from the factory for the benefit of the dealer. The mailing facilities of the organization will allow these communications to be sent out to the dealer the same day that they are received from the factory.

FORMAL OPENING IN FT. WAYNE

Duesler Phonograph Shop Now Has Most Attractive Quarters in That City

FR. WAYNE, Ind., December 4.—The Duesler Phonograph Shop, at 208 West Ferry street, this city, of which B. J. Duesler is manager, on Friday and Saturday of last week held the formal opening of the remodeled quarters of the company which features Columbia and Brunswick phonographs and records, as well as the Galbraith player-pianos and U. S. music rolls.

The home of the company has been remodeled and redecorated throughout, new booths installed for demonstrational purposes and enlarged space provided for the more attractive display of merchandise.

BIG DEMAND FOR UDELL CABINETS

Indianapolis Plant Rushed With Orders During the Past Ninety Days

The Udell Works, of Indianapolis, makers of music roll and record cabinets, have been rushed with business during the last ninety days. In a chat with The World Tom Griffith, sales manager of the Udell organization, stated that not only has business been of an excellent volume this Fall, but that the outlook is splendid for next year, including the Spring season.

TWO NEW SONORA AGENCIES

Baldwin Piano Co., Chicago, Appointed Sonora Dealer—John Church Co., Cincinnati, Also Takes on Sonora Line—Both Live Firms

It was announced recently by the sales department of the Sonora Phonograph Co., New York, that the Baldwin Piano Co., of Chicago, one of the leading retail houses in this city, had secured the Sonora agency. The company is doing so well with this line that telegraphic orders have already been received asking for immediate shipments of merchandise.

Another well-known house which recently secured the Sonora agency was the John Church Co., of Cincinnati, O. This is one of the oldest and best-known retail music houses in the Middle West.

RECORDS WELL-KNOWN HYMNS

Columbia Co. Announces Two Popular Christian Science Hymns—Miss Nevada Van Der Veer, Nationally Known Soloist, the Artist

The Columbia Graphophone Co. announced recently that Miss Nevada Van Der Veer, nationally known as a soloist and for some time the soloist in the First Church of Christ Scientist, New York, has recorded two Christian Science records which were released a few days ago. The numbers featured on these records are "Oh, Gentle Presence," one of the best-known and best-loved poems of Miss Mary Baker Eddy, and "How Beautiful on the Mountains." Both of these hymns have appeared in the Christian Science Hymnal for many years and Miss Van Der Veer's splendid contralto voice reproduced them to excellent advantage.

The C. O. Hart Claxtonola Parlors, 1304 First avenue, Seattle, Wash., have added the Vocalion record line.

A Merry Christmas

VICTOR Dealers appreciate that our service to them has materially helped in the conducting of a successful year of VICTOR merchandising.

For the New Year we, as VICTOR wholesalers, are prepared to help make 1923 a bigger, better year for all.
DENVER

Holiday Demand Making Itself Felt—Expect Machine Shortage -Freight Delays Hurt Business

DENVER, Col., December 4.—Talking machines are beginning to move for the holiday trade, according to local dealers. As usual, December is always a big month, but some worry is expressed that the required number of machines will not be here by the arrival of December 25. Inability to keep up with the demand at the factory end and slow freight shipments are causes for the worry. For a number of the local dealers, the month of November went ahead of the same period a year ago and for others the month’s business did not come up to that of October.

Little Things Oft Attract

When Russell Gates, Sixteenth street dealer in the Brunswick and Columbia phonographs, wanted to call the attention of the passers-by to the fact that by paying one dollar down they could buy one of the phonographs he handles, Mr. Gates placed a revolving disc made of glass under which reposed a dollar bill and on top of which a small steel ball was attracting a leather in its revolutions. Actual business could be traced to this window trim. Quite a few machines were sold during the month to be delivered Christmas. Records have picked up in volume of sales and one thing that has brought people into the store are large sign cards in the window calling attention to some special number.

Business Picking Up on Broadway

Three music houses on Broadway, the leading business street in South Denver, report business picking up. The Ness Music Co., at 65 South Broadway, reports the Sonora as gaining ground daily in Denver sales. The company handles the Sonora as its main line, but also has the Columbia. The Carl Schultz Piano Co., on South Broadway, reports business with the Edison and Starr a little quiet for November. However, Mr. Schultz is looking for a good holiday trade.

Buys Own Building

The Laman & Johnson Music Co. got tired of having its rent boosted and bought a building for its use, moving about a week ago from 35 South Broadway to 64 South Broadway. The building was completely remodeled and is a decidedly attractive music house for South Denver. Besides the main sales and show room, where Victrolas and pianos are displayed, there are four well-furnished demonstration booths for the Victrolas and a large space set aside for records. At the rear of the store is a well-equipped workshop. In pianos the only new ones handled are those made by Behr Bros. Business has opened up in fine shape in the new location. A window machine, electrically operated, pours forth music that he who runs may hear and as the store is open evenings many come in at that time, attracted by the window machine music, and as a result many records are sold. Mrs. Helen Witwer is the capable talking machine demonstrator and is in charge of the record department.

Reports Two Good Months

C. A. Delzell, manager of the Columbia Stores Co., wholesale distributors for the Columbia Grapofonla in Colorado and other Western States, reports October and November as two good months with a large volume of business. Dealers who anticipated a big December will have a big volume of sales to record when the end of December comes. Shipments were pretty well cleaned up the latter part of October. There has been a tremendous business street in records and these are coming through in fine shape,” said Mr. Delzell. The New Process record, abolishing surface noises, has made a hit and Mr. Delzell has a pile of letters on his desk from dealers throughout the territory telling of the increased sales since the New Process record had been received. The Andrews Music Co., of Trinidad, Col., has held a big campaign for the sale of Columbia machines. The stock was sold out and the company had to place new orders through the Denver wholesale house.

Hitting On All Four

H. W. Sanders, manager of the talking machine department of the Denver Music Co., is much pleased with the business done during the month of November. He handles four makes, the Victor, Sonora, Columbia and Brunswick, and in the sale of these instruments he finds he has been hitting on all four. Two favored Sonora models are the Marquette and the Queen Anne, says Mr. Sanders.

Business Very Slow

Norman D. Tharp, buyer for the Edison department, wholesale and retail, of the Denver Dry Goods Co., says November business has fallen off in his territory and that the month’s business did not equal that of October. Slow freight shipments make promises for the delivery of machines for the holidays a precarious business. The popularity of the new console models put out by the Edison Co. has swamped the factories. A change is noted over last year’s business in that people either want to buy a $100 phonograph or a real expensive model, there apparently being no happy medium. The one spot in this territory where they are doing business and the spot of it is Casper, Wyo., the Edison dealer there reporting a tremendous business. Northern Colorado farmers, whose crops were destroyed by hail this fall, are not buying many machines and in New Mexico business is quiet. In Denver, Colorado Springs, Durango and Trinidad business is on the increase. The Hausman Drug Co., which formerly handled another agency,
Your Feet Won't Keep Still When You Hear—

"SILVER STARS"

Percy Wenrich's New Fox Trot Hit—Hear It Once—Remember It Always

You can't go wrong

With any of these songs

Silver stars above,

Tell me of your love.

has discontinued it and has become thoroughly Edisonized, taking over the Edison agency for Trinidad, which was formerly held by the Trinidad Furniture Co.

Business for November was a little bit ahead of November, 1921, says J. H. Thompson, manager of the phonograph department of the Charles E. Wells Co. This is due, he says, to the better facilities to handle the trade, the department being in its new quarters on the lower floor with numerous booths for demonstration purposes. Larger instruments seem to be going well. The Brunswick and Victor machines are handled and a special drive has been made on the "York," put out by the Brunswick Co. The new branch store at Casper, Wyo., is doing a good business.

Club Plan Brings Results

H. V. Huntoon, manager of the Victor department of the Darrow Music Co., says Mr. Blinn.

Improvements

The sale of records has also gone big, he continues, and it is hard to keep in stock the record, "Three O'clock in the Morning," so heavy is the demand for this number.

November: Best Ever

"The best November we have ever had," says J. H. Blinn, manager of the phonograph department of the Baldwin Piano Co. He has figures to back up his statement in his sales of Columbias and Sonoras, with Sonoras leading, the period models being the most favored type. The sale of records has also gone big, says Mr. Blinn.

The Place to Sell

Oscar Frazier, manager of the talking machine department of the Darrow Music Co., believes the store is the place to sell the instrument and not in the kitchen. In other words, he does not have salesmen out making a house-to-house canvass for business. He believes in spending money in newspaper advertising and bringing people into the store in that way. At present a big campaign is being successfully prosecuted by the company through the newspapers. A third girl has been added to the department, Miss Alfreda Wilson. The store has been pushing the sale of Wallace reducing records to excellent advantage. A good holiday business in Brunswicks and Columbias is expected.

The Sonora Music Co., on Welton street, anticipates a good holiday business in Sonora sales.

Mrs. Nell Finn, formerly in charge of the sheet music department at the Kress store and with the organization until sheet music was abandoned, has taken a position as saleswoman with the Charles E. Wells Music Co. She specializes in popular music.

NYACCO SALES INCREASING

Max Willinger Makes Optimistic Business Report—Manufacturers Making Important Plans and Placing Orders for New Year

Max Willinger, president of the New York Album & Card Co., New York City, reports that the demands for Nyacco albums are good from all sections of the country from both dealers and manufacturers. Mr. Willinger recently returned from a trip through the Middle West, calling upon a number of talking machine manufacturers relative to 1923 album equipment. It is encouraging to know that Mr. Willinger found many manufacturers preparing for a big year and planning increased production for 1923. He has already signed substantial business for the coming year, many manufacturers taking advantage of the present Nyacco album prices made possible by the substantial purchase of raw materials when prices were lower.

Mr. Willinger points out that the present buying activity on the part of the general public is an indication that there is no longer any fear of dropping prices, but that confidence has returned in price stability.

HARRY A. BEACH OPTIMISTIC

Harry A. Beach, vice-president of the Unit Construction Co., has been a frequent visitor in New York City recently. The metropolitan district, as well as New York State and New England, come under the direct supervision of Mr. Beach and he reports wonderful progress in the territory within the past several months. Better still, in many respects, he sees ahead a period of steadily increasing prosperity in the talking machine industry.

A. D. and C. H. Rowlands, who recently purchased the furniture and talking machine business of F. E. Harmon, Lima, O., have discontinued handling talking machines.
HAPPY is the home that possesses a Steger Phonograph at Christmas time—as well as at every other season of the year. For the incomparable Steger is a magic entertainer that brings never-ending enjoyment and fun to every member of the family.

The Steger plays all makes of disc records correctly with such sparkling vivacity that the listener may readily imagine himself in the presence of the living artist.

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

Sell the Steger!

From a sales standpoint, the artistic Steger offers substantial possibilities to the active dealer. It is backed by an effective merchandising plan that adds immeasurably to the value of Steger representation.

Desirable Territory Open

Write to-day for the Steger proposition and our latest style brochure, if you want satisfied customers and attractive profits.

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."
BUFFALO

The Volume of Business Surprises
Even Most Optimistic — Artists Help Record Sales — Recent News

BUFFALO, N. Y., December 4.—Christmas business that exceeds the fondest expectations of the optimists is now assured to the talking machine trade of Buffalo and western New York. Holiday buyers came early and in large numbers and Christmas eve will find the great majority of retailers in this district with the smallest stocks which they have had in many, many months. Three months ago no dealer in the district would have ventured to predict business on the scale which developed late in November and early in December. An attitude of pessimistic apprehension gave way to a real battle for machines. This is true of practically all the standard lines. Many purchasers, unable to find just what they wanted in one line, went to other stores and after a little shopping found something to their liking. Out of the shortage of instruments has developed a general prosperity that promises to make it a real merry Christmas for the trade in Buffalo and vicinity.

Shortage of Victor Machines
C. N. Andrews, Victor wholesaler here, declares business has gone far beyond the expectations of the trade. Carload shipments of instruments were distributed as rapidly as they were received and there was a better supply of all models than had been expected, but still not enough to meet the large demand that developed after November 15. A similar shortage is reported by the Buffalo Talking Machine Co., Victor wholesaler, which does a very extensive business in this territory.

Anniversary Ads Result in Sales
Charles Hoffman, of the Hoffman Piano Co., Sonora and Brunswick dealer, recently celebrated the twentieth anniversary of this house. A real battle for machines. This is true of practically all the standard lines. Many purchasers, unable to find just what they wanted in one line, went to other stores and after a little shopping found something to their liking. Out of the shortage of instruments has developed a general prosperity that promises to make it a real merry Christmas for the trade in Buffalo and vicinity.

Victor Artists Boost Record Sales
E. W. Edwards & Sons, one of the largest department stores in Buffalo, carrying a large line of Edison talking machines, suffered fire loss estimated at about $3,000 recently. The blaze was soon under control and the Edison department was not damaged.

Dealers Interested in Community Service
A number of dealers in talking machines in Olean are taking an active part in the newly formed committee of Olean Community Service, an organization formed for the purpose of developing a number of musical projects in that city.

Brief Items of Interest
The Danielson Music House, of Jamestown, N. Y., suffered an $18,000 fire loss to its stock in the $50,000 fire that recently swept the business section of Jamestown.

Chester E. Campbell has been made assistant manager of the Goold Bros. Music Store, Niagara Falls. He is well known in the music trades, having been former manager of the Rudolph Wurlitzer store in that city.

H. J. Stone, president of the H. J. Stone Furniture Co., is distributing twelve talking machines, has announced the purchase by his company of the property adjoining the City Market, having a frontage of ninety feet on Pine avenue, now occupied by eight business concerns.

Vigorous Action Against Moving Instruments
One of the dealers in musical instruments in Buffalo has taken advantage of the clause in the New York sales law against removing instruments bought on the installment plan by adopting a vigorous method of action against persons who violate this clause.

A grand larceny warrant is signed by the collector when he finds that the instrument has been moved and the purchaser is soon located by the police. It is very rarely that an agreement is not reached satisfactory to both parties. It is found that most of those served with warrants agree to make their payments and are more prompt than ever in this respect. In nearly all cases the police have located the instrument which has been moved.

CHICAGO ORCHESTRA WITH OKEH

Guyon's Paradise Dance Orchestra to Make Okeh Records Exclusively — One of the Most Popular Orchestras in Chicago

The General Phonograph Corp., New York, announced recently that arrangements had been completed whereby Guyon’s Paradise Dance Orchestra, of Chicago, would make Okeh records exclusively. This organization visited the Okeh recording laboratories a fortnight ago and made several records which will be released very shortly. Guyon’s Paradise Orchestra is one of the most popular dance organizations in Chicago and is well known to dance devotees in the northwest section of that city. Guyon’s Paradise is probably the best advertised dance hall in Chicago, catering to a high-class clientele that is steadily increasing.

RECENT PATHÉ DEVELOPMENTS

Old Pathé Business Taken Over by Pathé Frères Phonograph & Radio Corp.—General Stimulation in Trade Reported

The taking over of the business of the old Pathé Frères Phonograph Co. by the Pathé Frères Phonograph & Radio Corp. was accomplished without a moment’s interruption in the steady continuance of both production and business. The new company, as previously announced, is offered by men well familiar with the Pathé business. Eugene A. Widmann, president of the company, and H. T. Leeming, general manager, together with their associates, are planning big things for the coming year and predict that the factory and results will be greater than ever during 1923. The demands for both machines and the Pathé and Pathé Actuelle records have considerably increased and dealers from outlying localities report good business. The new radio developments of the company are progressing promisingly and it is expected will shortly be ready for the market.

Wishing the Trade
A Merry Christmas and A Happy New Year

We take this opportunity to express our appreciation of the large amount of business placed with us which has made possible our exceptional growth.

During 1923 the same high-grade workmanship which has distinguished our business in the past will be continued. We also enter the new year with a greatly increased staff of experienced artists and facilities five times greater.

MOHAWK WORKS of ART, Inc.
ARTISTIC DECORATING ON PHONOGRAPH

160 FIFTH AVENUE
Mohawk Building
NEW YORK

No connection with any other firm in this line
Big Gains in Business Despite Shortage—Green Expands Facilities—Orchestras Help Trade

Toledo, O. December 4—Aggressive merchants are recording very substantial gains. These gains reach as high as 150 per cent over twelve months ago. Such showings have not been accomplished, however, with old sales methods or with limited salesforces. New ideas have been injected and salesmen have been added. Punch and hard work along with liberal advertising expenditures have put the month well over the top. This holds good with the doers—the go-get-'em type.

Although the holiday season brings with it an unusual opportunity for business it does not guarantee to any talking machine merchant a large volume or an increased demand. That is entirely up to him and is the very thing which makes the game worth while and adds zest to the task.

The employment problem is better than before the war. There is much less complaining about the lack of work than for a long time. Folks are, however, buying with discretion; they are not rushing to stores to be served, but buying with deliberation, critical and must be shown.

The shortage of a number of Victor machines which has been growing more acute in recent months is taking sixteen to twenty days to arrive. Therefore, merchants are having their volume curtailed in many instances. In others orders are piling up which will necessitate extra expense when the machines do arrive in order that customers may be served promptly.

Machine Shortage Growing

At the Toledo Talking Machine Co. sales for the past month are above the same period a year ago. The shortage of a number of Victor models which has been growing more acute as the advance holiday demand increases is being made still worse on account of the transportation problem. Machines due in ten days are taking sixteen to twenty days to arrive.

Benson Orchestra Big Attraction

Benson's Orchestra, under the direction of Roy Barry, widely known Toledoan, recently drew one of the largest crowds that ever entered the Coliseum. While the dancers were mainly young folks, all future prospects for records and talking machines, there were people from nearly every station in life. Moreover, a large number of admirers came from surrounding towns to dance. Among the dealers present were: J. H. Hall, of Crane's Music Store, Bowling Green, O.; and a party of six—Wm. G. McClure and party, Napoleon, O.; C. F. Beckman and party, Ottawa, O.; Fred Meier and party, Monroe, Mich., and others. The orchestra created widespread interest in its records and stimulated demand for practically every dealer.

Then again the announcement of the special Victor records to go on sale December 15, which in the middle of the largest record month of the year, will no doubt result in a large sale. Advance interest is keen. There are three vocal and two fox-trot records in the lot. Window streamers featuring these records will be furnished as usual, Chas. H. Womeldorff states.

J. W. Greene Co. to Expand

The J. W. Greene Co. is announcing a remodeling and enlargement of its business. The third floor of the present building, which was formerly given over to lodge purposes, has been leased for a term of years. It will give them much additional floor space and provide a fine enlarged talking machine department, E. A. Kopf says. Rooms will be partitioned for Brunswicks, Cheneys and Victorolas. These will be known as talking machine studios. Particular attention will be given to art model console types and the more costly machines will be exploited in a home-like atmosphere, and trade able to purchase the best will be solicited in an original manner. The improvement will permit of a certain exclusive elegance which most women admire and will help to stamp the store as a woman's music department store. A special feature will be a concert hall with a seating capacity of 500. The work on this enlargement will start immediately after the turn of the new year.

Interest in Radio

Furthermore, radio developments are being followed with much interest here. The Zenith radio outfit is now being exploited through a direct mail campaign; this instrument is able to pick up programs broadcasted from great distances. It is believed that once the proper air regulations are in effect, with the present fine programs available, radio will forge ahead in an astonishing manner.

Victor record certificates are being widely distributed. These Christmas gift orders are counted upon to produce a good record volume. They are a request to deliver records of certain value to a certain person and to charge the amount to a given customer. In the past they have turned in a good volume of business.

To Bring Oriole Orchestra to Toledo

The J. W. Greene Co. will bring the Oriole Terrace Brunswick Orchestra to Toledo for an evening of dancing January 25. The band created such a favorable impression during its recent local engagement—which was in cooperation with other dealers and the Grotto—that the Greene Co. decided to negotiate for a return engagement under its own auspices. Spratt Bros., Fostoria, O., music dealers, will open a Toledo store in Superior street shortly. Brunswick phonographs are to be featured.

Holds Successful Clearance Sale

Frank H. Frazelle, through his recent sale (Continued on page 82)
The Significance of 300%

Graphic Proof of what Unico Service accomplished for one dealer—there are hundreds of similar instances

Yes, you may say, but my problem is different.

Is it, tho? Let’s see.

You want to get your share of the increased demand for musical merchandise—then take an inventory of how you are going to get it.

Your first thought is probably advertising—good, that’s necessary to get the prospect into your store. But does your advertising stop at the front door?

That’s what it does if your store is not attractive and definitely planned to intensify and “cash in” on the good impression your outside advertising creates.

Attractive store atmosphere is a definite part of the advertising effort of the progressive dealer. It appeals directly to the interested prospect and therefore is of exceptional merit.

Unlike newspaper, billboard or other similar mediums, the advertising of “Store Atmosphere” is not continuing expense. An adequate initial investment is the complete cost.

Unico Service will create an attractive store atmosphere for you and it will be permanent advertising of the most economical character.

Now is the time to take advantage of the Unico System and all the benefits of the Unico Service.

Profit by Unico Service—NOW

Winter time is record time. Take full advantage of it, prepare for maximum sales.

Unico Audition Rooms, Racks, Counters, decorative treatments, etc., to equip your store. Unico Sales Helps, Self-Service Units, Display Fixtures, Sales Stimulators, etc., to promote increased sales.

Consult our nearest branch today!
There’s a double advantage—lower cost—increased profit.
Infinity, tuneful melody, syncopated harmony and a good line of chatter are all in full bloom in Blossom Seely's two songs of way-down-south on Columbia Record A-3731. When you let your customers hear "Mississippi Choo Choo" and "Way Down Yonder in New Orleans" they'll say "Wrap it up."

Columbia Graphophone Co.

NEW YORK

THE TRADE HAPPENINGS OF TOLEDO
(Continued from page 80)

to close out trade-ins and old instruments, was able to record a very substantial total. He is also co-operating with the Sonora factory local advertising campaign in an effort to interest new buyers. Vocation records are dealt in here.

Lion Store Needs More Room

At the rooms in the Lion Store Victrola sales totals are far ahead of last year. The advance holiday demand exceeds any similar period, A. J. Pete reports. The need here at the present time is for more demonstration rooms. It is now necessary to often take customers into the offices of executives in order to provide listening accommodations.

The Benson Orchestra rendered an afternoon concert program at the Victrola rooms during their recent local appearance and several hundred persons crowded into the department to enjoy the music.

Best Selling Records

"Three o'Clock in the Morning," in both the Whitey and McCormack renditions, continues to outsell other selections. Popular dance numbers in greatest demand are "When the Leaves Come Tumbling Down," "Suez," "I Found a Four-leaf Clover" and "I'll Build a Stairway to Paradise."

The 1923 outlook here is extremely bright. Prospects are numerous and as soon as the machine shortage clears volume will go ahead still more steadily, the management feels certain.

At the LaSalle & Koch Co.'s Victrola Shop sales are going forward consistently. On account of the conservative policy of this high grade store loud advertising or too liberal terms are not employed. People are buying in waves, big days are followed by quiet ones, R. O. Danforth reports. The machine shortages, while being felt, is not acute at this store.

Building Up Record Sales

A simple sales effort which is making sales is that all salespeople are instructed to ask customers who purchase needles or other supplies, "Wouldn't you like to hear a new record?" People will usually stop to listen to one record, even if in a hurry, whereas if asked to listen to the new discs they generally say no.

L. T. Rae Now in Control

A. G. Maxwell, of the firm Rae & Maxwell, has disposed of his interests in the concern to his partner, L. T. Rae. The house deals in Columbias, Aeolians and Jewetts. The firm style will not be changed for the present. Mr. Maxwell will maintain headquarters at the store, but will devote his time to building a repair and inspection service for all makes of machines. Already several large users have signed for the service.

Activity at Grinnell Bros.

At Grinnell Bros. holiday preparations are at their height. Thanksgiving festivities produced a fine record business and Christmas savings checks will add materially to the demand. The only discouraging sign on the horizon is the inability to secure sufficient merchandise. The talking machine shortage is bad enough, but on Christmas Day, when a large number of records ordered weeks ago have not been received. The future here never looked brighter and the new year gives promise of being a real profit-producing year, Manager R. C. Elwell declares.

Working for Christmas Sales

The Home Furniture Co. is conducting an aggressive holiday campaign to promote Columbia and Brunswick lines. The demand is good and several models are entirely sold out, Miss Helen Canfield states. The instalment plan upon which this house does business is a big factor in closing sales with the working class.

The Nugent Furniture Co. launched a Christmas drive the first week in December for Columbia sales. Instalment terms are offered and deliveries will be made Christmas eve for all who desire the service.

The Grossman Piano Co. has inaugurated an intensive campaign for inquiries. Newspaper ads have a coupon attached which may be filled out and mailed to the store for information. This plan has worked well because many persons expect to buy soon and therefore desire information about machines. The inquiries are followed up by personal calls from salesmen, C. E. Colber, sales manager, states. Columbia, Vocation, Granby, Fisher and Bush & Lane phonographs are dealt in here.

J. H. Heissman, sales manager of the C. L. Marshall Co., Detroit, Sonora distributor, was a Toledo visitor the past week.

Talking machine merchants are very optimistic about the new year and are laying plans for an increased business.

SELLS FOUR MACHINES AT ONE TIME

Martinsville, Ind., December 5—Harry Cure, of Cure & Son, of this city, Brunswick dealers, recently sold four $200 Brunswick machines to one man in Indiana, who is giving them to his relatives as Christmas gifts. Mr. Cure is using this sale as the basis of an intensive publicity campaign whereby he hopes to sell not only one Brunswick phonograph, but from two to four at a time to wealthy music lovers in this territory.

THE H. LAUTER COMPANY,

INDIANAPOLIS, INDIANA

Manufacturers of Emerson and Pathe Cabinets

Also Lauter Console Talking Machines

Quality Talking Machines

$35.00 and up

Recorded Wax

Wax and Novelty Co.

(F. W. Matthews)

167 and 169 Bloomfield Ave.

Phone Bloomfield 8409 BLOOMFIELD, N. J.
The VICTOR industry is to be congratulated upon the closing of the greatest VICTOR year in history, and it is in a spirit of appreciation and thanks that we extend our greetings to the trade for a Yuletide of joy and New Year of prosperity and happiness.

Charles H. Ditson & Co.

Oliver Ditson Co.

New York

Boston, Mass.
THE TRADE IN BOSTON AND NEW ENGLAND—(Continued from page 83)

can be filled before the end of the year. Very shortly it is the plan of the company to put out new two models, to be known as J and L, to be of the Hepplewhite design, and of the console type. The sample which has been submitted to the Hallet & Davis officials for their approval is of great beauty and attractiveness. Arthur C. Erisman, whose establishment at the corner of Tremont and Avery streets is a well-known rendezvous in the trade, having sent out cards to the dealers announcing the arrival of the entire line of Strand console machines, numbering six different models, held an opening at the warerooms a week ago, and 265 dealers took the opportunity of giving these machines a careful inspection. The result is that Mr. Erisman is oversold on every type. At this opening Mr. Erisman, who is one of the most enterprising men in the talking machine trade, addressing those present gave an example of the entire line of Strand console machines. Out of the orders for December, are so large as to warrant a business for the next month of the year, that will surpass any month in the history of the business—November. When December 31 arrives it looks as though every machine that the Eastern might have something decidedly worth while to talk about.

Much Talking Machine Advertising

These are the days when the daily papers carry many advertisements of the various houses handling all kinds of machines. The Shepard Stores are calling attention to the Victor and Brunswick lines, featuring the console type. M. Steinert & Sons in most attractive displays are calling attention to the Victor line. The A. M. Hume Music Co. presents the Cheyney for consideration. The Houghton & Dutton Co. shows the console Victrola. The Victor Johnson Co. features the Victrola. Our old friend, the Pathé, is being offered by one furniture house. The Columbia, too, comes in for a big share of attention in newspaper advertisements and the same is true of the Sonora, Vocalion and Edison lines. It is a machine that the Jordan Marsh Co. has been calling special attention to of late in its newspaper displays.

Business Good With Columbia

Manager Fred E. Mann, of the Columbia, when approached to-day said: "You catch us in a most happy frame of mind, for business is going splendidly. November was a whole month of a month, and was 100 per cent better than the best month of this year, and 200 per cent better than the best month of last year." He is looking for a very big year in 1923. He is telling of the large volume of sales made by individual dealers in the New England field which far surpasses anything the best of them had ever done. Mr. Mann is going over to New York early in December for a conference with the official Columbia staff.

Vocalion Hall in Fine Shape

Manager Birdwall, of the Vocalion Hall, is on the job early and late, and now that the establishment at 190 Boylston street has been completely refitted and rearranged the facilities are of the best for handling the business. Several big shipments of Brunswicks are coming in, and the Columbia dealers with members of their official Columbia staff. Lately an invoice of machines filled was delivered and rearranged the facilities are of the best for handling the business. Several big shipments of Brunswicks are coming in, and the Columbia dealers with members of their official Columbia staff. Lately an invoice of machines filled was delivered and rearranged the facilities are of the best for handling the business. Several big shipments of Brunswicks are coming in, and the Columbia dealers with members of their official Columbia staff. Lately an invoice of machines filled was delivered and rearranged the facilities are of the best for handling the business. Several big shipments of Brunswicks are coming in, and the Columbia dealers with members of their official Columbia staff. Lately an invoice of machines filled was delivered and rearranged the facilities are of the best for handling the business.
“Make It Snappy.” In view of the fact that Eddie is a Columbia artist he was quite at home and he seized the opportunity of letting the audience know just what aggregation was in the house and that he was one of those who made records for the Columbia. It is of interest in this connection to mention that just before the Harvard football team went to New Haven for the game with Yale they had their pictures taken with Eddie in black face sitting in the foreground. Eddie was at the Country Club the night before and had entertained the boys in fine shape. Incidental to the Harvard team’s visit to New Haven a pleasant feature was the entertainment furnished the boys by Roy Ward, the Columbia dealer in that city.

Opens New Quarters in Franklin

Kenneth Reed, wholesale manager for the Victor department of M. Steiner & Sons Co., went down to Franklin a few days ago for the opening of the new store operated there by George L. Kerr. Mr. Kerr has been a dealer in Franklin for twelve years and lately he leased additional space adjoining his store and made many changes, so that now he has one of the finest talking machine shops in that part of the State. There was a concert both afternoon and evening, in which G. F. Baldelli, of the Steiner’s Arch street store, played a prominent part. Talented boy, this Baldelli. There was a big crowd attending this opening.

Frank K. Dolbeer a Visitor

Frank K. Dolbeer, manager of the traveling department of the Victor Co., was a Boston visitor for several days toward the end of November and visited the jobbers and dealers. While here A. M. Hume, of the Boylston street store bearing his name, tendered him a luncheon at the Engineers’ Club.

Dallas, Tex., Dealer in Town

Fred Erisman, who has been located in Dallas, Tex., for several years, was a welcome caller in Boston a short time ago, coming here primarily to visit his brother, Arthur C. Erisman, who handles the Strand machine and Vocalion records for the New England field. Fred Erisman, who has the Columbia line in Dallas, has been able to build up a good trade in his territory. He met a number of his old friends while in town.

E. P. Johnson, Jr., Recovering

The many friends of E. P. Johnson, who covers the western Massachusetts, Rhode Island and northern Connecticut territory for the Eastern, will be glad to learn that his young son, E. P. Jr., is well on the road to recovery after a serious illness. Mr. Johnson’s home is in Brookline.

With the Travelers

James A. Frye, traveling representative for the Victor, is spending a week in Maine, visiting the principal points where there are Victor representatives.

Kenneth Reed, wholesale manager of the Steiner’s Victor department, took a few days (Continued on page 86)
Speaking of the Strand’s New England popularity, Arthur C. Erisman said the other day that in the month of October fifty-six new accounts were opened.

SELL STEWART PHONO CO. ASSETS

J. W. Kingsbury Takes Over All Assets of Bankrupt Concern in Binghamton, N. Y.—Plans to Continue Business. It is Said

BINGHAMTON, N. Y., December 6.—John W. Kingsbury, former proprietor of the Lewis House, purchased the assets of the defunct Stewart Phonograph Co. for $12,000 at the public auction conducted recently by Trustee William H. Riley. This includes the real estate on Spring Forest avenue, certain patents and other assets, with the exception of cash and accounts receivable. Liens totaling $20,879.94 against the bankrupt estate are also assumed by Mr. Kingsbury.

Despite the seemingly large sales figure the creditors of the concern, outside of the Federal and State Governments, will receive nothing. The claims of the two Governments, of preferred nature, aggregate between $6,000 and $10,000, according to Trustee Riley, and after these have been satisfied and the expenses of administration added in, there will be nothing left for the ordinary creditors.

The patents were sold to Mr. Kingsbury, but without any guarantee. It is up to the new purchaser to argue out the matter with the Banfield Co. of Canada, which claims ownership and voiced opposition to the sale.

It is understood that the business will be continued by a new concern, headed by Mr. Kingsbury.

KERR’S VICTROLA SHOP OPENS

Formal Opening of Woonsocket, R. I., Firm Marked by Concerts

WOONSOCKET, R. I., December 7.—The formal opening of Kerr’s Victrola Shop, this city, recently, was marked by concerts in the afternoon and evening which were attended by large and appreciative audiences. Representatives of the Victor Co. from Camden, N. J., and from several Victor wholesalers were present. Mr. Kerr was pleasantly surprised by a gift of a large posted chrysanthemum from one of the Boston wholesale Victrola houses. The affair was a musical success of high order. The ware-room is exceedingly attractive and modern arrangement makes it a convenient place to shop.

The “Perfection” column continues:

OFF FROM BUSINESS FOLLOWING THANKSGIVING DAY

O. W. Ray Expected

Oscar W. Ray, manager of the wholesale Vocalion record department of the Aeolian Co., was expected to visit Boston the early part of December to look over the New England field. He made his headquarters with Arthur C. Erisman before going to Portland.

Robert Steinert, of M. Steinert & Sons, was a welcome visitor to Boston lately. Jack, as the trade familiarly knows him, has an army of friends in Boston, where he was long associated with Arthur C. Erisman before going to Portland.

Robert Steinert, of M. Steinert & Sons, was one of those who went down to New Haven for the Harvard–Yale game, though he himself is a Dartmouth man.

H. L. Pratt, manager of the branch service division of the executive offices of the Columbia Co., was in Boston several days the end of the month, having come over here with his wife and two children to spend Thanksgiving at his old home.

Miss Anna M. Walsh, who has been in charge of the statistical department of the Boston offices of the Columbia Co. has left for California, where she plans to spend the winter with a sister. Miss Walsh goes West in the hope of benefiting her health.

Peter McInery, supervisor of the dealers’ service department of the Columbia Co., is going up to Spencer early in December for the opening of the new and enlarged store of M. Lamoreaux & Sons, which is an exclusive Columbia store.

Stephen Colahan, New England manager of the Cheney line, has been spending considerable time of late visiting the dealers in his territory and he has signed up with several large concerns to carry this line, beginning with the new year.

New England Talking Machine Co. 16-18 Beach St., Boston, Mass.
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 |

Lansing SALES CO.

170 Harrison Avenue, BOSTON
Stools, Covers and Piano-Benches

EDWARD N. LUCAS
Middle West Representative

4352 Kenmore Avenue

CHICAGO, ILL.

AKRON, O.

Expect Record Holiday Business
—Resumption of Local Industries Exerts Influence on Trade

AKRON, O., December 4—Provided the manufacturers make promised deliveries of many models that have been absent from sales floors, Akron music stores will experience the biggest business volume in recent years during December. A survey the past week disclosed that all stores are busy dealing with holiday buyers and that sales are on the increase with the near approach of Christmas.

Industrially Akron continues to improve. Accounts which have been on the books since the eventful rubber slump of several months ago have been collected and again rubber workers are able to pay as they go. Thousands of dollars in "lost" accounts have been cleaned up by merchants the past three months. Music dealers say they expect fully sixty per cent of the Christmas talking machine business to be cash. Few prospects are asking for credit.

Higher priced machines are moving best, although there has been a big call for the $100 and $125 machines. Console models are moving much better and would probably represent the greatest volume of business were dealers able to obtain sufficient stocks.

Considerable business is reported in the farm districts near Akron. Practically all stores have men out in the rural districts and now that farmers have their crops harvested they are giving more time and thought to the Winter entertainment in the home.

Jerome DuBay New Chamber Head

Jerome DuBay, secretary and general manager of the M. O'Neil Co., operating one of Akron's largest department stores and who for years has supervised the buying of the music and talking machine departments of the big store, at a meeting recently was named head of the Akron Chamber of Commerce. He has been active in the Retail Merchants' Association for several years.

Form Mutual Protective Association

Formation of a Mutual Protective Association and apprehension and prosecution of shoplifters, check forgers and dishonest employees will be a part of the 1923 program of the Akron Retail Merchants' Association, with which 90 per cent of Akron music dealers are affiliated.

Lauder Aids Community Fund Drive

Lauder Aids Community Fund Drive Through the efforts of Edward Poling, of the Windsor, Poling Co., Harry Lauder, celebrated Scotch comedian, who offered a concert here at the Armory two weeks ago, opened the community chest drive with a spirited talk which was heard by 200 business men and chest workers. Lauder's visit here helped sales of his own records materially.

East Liverpool Merchants Complain

Retail business in the East Liverpool district, despite the fact that the Christmas shopping season is at hand, is off approximately 40 per cent, it was disclosed following a recent survey. Street cars have not been operated in the upper Ohio Valley since May 1 last and more than 17,000 general ware potters left their posts October I when manufacturing potters refused to grant them a 7 per cent wage increase. Join Warren Firm

Russell Jastatt, former Edison phonograph salesman with the George E. Buss store at New Philadelphia, O., has resigned to accept a similar position with the J. W. Stewart Co. at Warren, O., which store was only recently opened. He left this week to assume his new duties.

Garver's Anniversary Sale

Sales exceeded all expectations at the fifty-sixth anniversary sale of the Garver Bros. Co. at Strasburg, O., known for the world's largest country store. It was of ten days' duration and price concessions were made in every department, including the music sections.

BANNER RECORDS FOR THE HOLIDAYS

Plaza Music Co. Makes Special Release of Appropriate Selections for That Season—Early Ordering Advised to Prevent Delays

The Plaza Music Co., manufacturer of Ban- record, has released some appropriate selections for the holiday season. These not only comprise sacred and secular songs, but include several titles with particular appeal to children.

The sales department of the company had an unexpected rush of orders during late November and early in December which made necessary arrangements for larger production and distribution. The pressing plant of the company will work overtime until after the holiday season. Owing to the prevalence of congestion in shipments during the holiday season it has been suggested that the trade anticipate its requirements well in advance.

The Griggs Music Co., Moline, Ill., has secured more spacious quarters at 1413 Sixth avenue, which it will occupy shortly.

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
Demand for Machines and Records Increases Steadily as Holidays Approach—Machine and Record Shortage Growing—The News

Kansas City, Mo., December 4.—Judging from reports coming in from throughout the Kansas City territory, is having a splendid business in the jobbing department of the business in Kansas City as well as attending to the sales of the splendid crops that there are very large orders booked as they have been most encouraging. The firm has not attempted anything spectacular in the way of sales campaigns, but has steadily worked to call the attention of the public to the quality of the instrument. The result has been a sales volume very much larger than was anticipated when it took up the work. In connection with the Cheney he has added to its line the Artophone console model, which has proved very popular. The new console model, S, at $125, has made its appearance at the Kinball Kansas City branch and the sales force is enthusiastic about it.

Manager M. M. Blackman, of the Edison Co., is radiating good cheer and optimism. He reports that the new Edison models have been so enthusiastically received that there have been twice as many orders booked as they have been able to deliver. The difficulty is that the factory has not been able to meet the demand despite the fact that it was expected that the demand would be large and the factory increased its facilities something like 45 per cent. This is confirmed by a statement made by R. R. Karch, vice-president of the company, who is making a tour throughout the West. He has been recently in the North and comes down here through Iowa and Nebraska. He reports that in those States, as well as farther North, business has so improved on account of the splendid crop that there are very large demands, where a year ago there was practically none.

Mr. Blackman, who is running the retail Edison Shop in Kansas City as well as attending to the jobbing department of the business in Kansas City territory, is having a splendid business this Fall. One of the elements of his success, he thinks, is the line of advertisements he is putting out. They are written like a personal letter—signed personally by Mr. Blackman. He says he attempts to make them just like personal talks and that he finds that the people read them and talk about what is in them. Of course, that means sales.

The Brunswick dealer at Pawhuska, Okla., L. J. Briscoe, recently completed a musical centennial of the city and reports the sales of an unusual number of phonographs as well as compiling a large prospect list.

Phil R. Schul, of the Schul Music Co., Wichita, has erected a new building and is now equipping it with attractive fixtures and everything that enters into the making of an up-to-date, beautifully furnished music store. A complete line of Brunswick phonographs and records will be handled by Mr. Schul.

The Topeka Music Co. has opened a new store at 633 Kansas avenue, Topeka, with a complete line of Brunswick phonographs and records. Mr. Mortiboy is manager of the new establishment.

Aside from Brunswick connections in Topeka and Wichita the Kansas City branch of the Brunswick Co. has recently established a number of other new accounts throughout the States of Missouri and Oklahoma.

The Artophone Corp., in the Kansas City Life Building, has recently added the entire line of the Strand phonographs, including the most exclusive period models, in its shop. One of the Strand products which has had a most unusually heavy sale since the Artophone people have added it is the Console.

The J. W. Jenkins' Sons Music Co. has arranged a most attractive Victrola Shop in association with Mr. Jeffries, of the Crestwood Jewelry Shop, at Fifty-Fifth and Brookside. Two separate booths have been arranged to display the Victor models. Comfort and beauty were both under consideration in planning the rooms. Diverse and attractive chairs are placed there for the convenience of music lovers and pretty little lamps set it off to advantage. The neighborhood is very desirable and the J. W. Jenkins' Sons Music Co. has priority in the territory.

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E. R. Smith, Columbia branch salesman for the western part of Missouri, has won a great reputation as a salesman. Just inquire at Noel, Mo., for further information.

The Joplin Furniture Co., exclusive Columbia dealer in Joplin, Mo., appreciate the value of tying up with Columbia artists, and when Florence Macbeth appeared in Joplin on November 13 advantage was taken to arrange a special window display, the distribution of Macbeth circulars, the printing of the program with its ad and by covering with its entire list of record customers through a special letter.

SECURES VICTOR AGENCY

Rockford, Ill., December 6.—Arrangements have been completed by which the Haddorff Music House, one of the best-known concerns in the northern section of the State, has taken on the agency for the Victor line of talking machines and records.

Hangen's Music House, 47 South Sixth street, Reading, Pa., has been enlarged and remodeled.

PHONOMOTOR PRODUCTS, PHONOSTOPS and NEEDLE CLIPPERS

ALWAYS THE BEST

PHONOMOTOR COMPANY

121 WEST AVENUE, ROCHESTER, 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

Reproducer and Connection for

NEW EDISON

Plays all Records

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
They're the Chimes of Liberty - Chimes that ring for you and me.

Edwin Franko Goldman's Inspirational Success

As Triumphantly Played by "The Goldman Band"

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

HEAR IT NOW!

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

IN POSSESSION OF NEW QUARTERS

Mohawk Works of Art, Inc., Now Enjoys Splendid Facilities for Artistic Decorative Work

The Mohawk Works of Art, Inc., which specializes in artistic decorating on talking machines, has taken possession of its new quarters. Located in the same building, at 160 Fifth avenue, the new studios of the company are on the top floor, which provides a maximum of light and also six times the facilities. Accordingly the staff of decorating artists has been materially increased. M. E. Estrin, head of the organization, has been very careful, however, in the selection of artists and none but thoroughly experienced decorators are employed. The new quarters provide a large reception and display room, an attractive private office for Mr. Estrin, a varnishing room, two large decorating studios and a finishing room.

This enterprising concern, although starting in a modest manner in July of this year, has made rapid progress with the field still fertile before it. While the orders for decorating work were originally from local metropolitan dealers, orders are now being received from all over the country and outside of the United States as well. A number of manufacturers have also placed orders for special decorations. A new policy has been lately inaugurated by this company, which is being accepted by a large number of dealers. An offer has been made whereby dealers placing orders for $150 worth of work or more will be entitled to a window display for these models, including a background and special decorations in Japanese design. This display will be loaned for a period of two weeks.

Mr. Estrin reports that the special decorating of phonographs has become very popular and predicts that in 1923 this idea will have still further growth. He also predicts generally good business throughout the coming year and states that the policy of the company will be, as in the past, to extend every co-operation to the dealer and manufacturer not only in producing work in accordance with its designs, but in providing exclusive designs where desired. The company is preparing its first catalog, which will be ready for the trade about February 1. This catalog will attractively portray some of the original effects to be obtained in the Mohawk studios.

ORDER BRUNSWICK FOR ROUMANIA

Mr. and Mrs. M. A. Younkin, of the Brunswick Shop, of Tulsa, Okla., ordered a Brunswick phonograph shipped to their daughter in Roumania. The instrument was shipped from the New York Brunswick branch office.

Slashing prices breeds suspicion on the part of the thinking public.
IN PITTSBURGH

Yuletide Spirit Makes Itself Felt in Talking Machine Trade

Circles—Slow Rail Deliveries a Disturbing Element—The New

PITTSBURGH, PA., DECEMBER 9—What will in all probability be one of the best seasons for the sale of talking machines and records in the Pittsburgh district is under way, and practically all dealers are unanimous in affirming the proposition that "business is good and sales are larger than we had anticipated."

The spirit of Yuletide is in the air and the past two weeks have been very busy ones with the trade. The one uncertain element is the fact that some lines of talking machines are hard to get, due to the inability of the railroads to "function" properly. The volume of sales for the holiday season.

The artists connected with the downtown talking machine dealers are of the opinion that in certain high-grade lines of well-known makes such as the Victor, Cheney, Sonora, Brunswick, Edison and Columbia, there will be a shortage.

A. A. Buehn, treasurer of the Buehn Phonograph Co., Edion distributor, in reviewing the situation, said: "Our business is showing a marked increase over the corresponding period a year ago and if we were able to get our orders of Edison phonographs from the factory on time, it would be most desirable. The railroad situation has certainly played havoc with the prompt receipt of Edison merchandise. From what the various dealers, whom we serve, tell us, it is my candid opinion that the coming holiday season will be a very satisfactory one."

Edison Tone-Tests Bring Business

Mr. Buehn stated that the series of tone-tests which closed a few days ago in the Pittsburgh zone was a decided success. The artists were the Fleming Sisters Trio and Joseph Commons & Sons, the noted singer.


Local Carola Representatives

The Carola cabinet phonographs are being handled by Boggs & Bush, Campbell's, Kaufmann's, Kauffman & Baer Co., the Rosenbaum Co., and the Johnson Music Co.

T. A. Shortell, manager of the Victor department of the S. Hamilton Co., stated that business conditions were improving and that all indications pointed to a very satisfactory volume of sales for the holiday season. The higher-priced lines of Viotolas, Mr. Shortell stated, were in good demand.

John Henk, manager of the Columbia Music Co., Columbia and Edison dealer, stated that trade conditions were good and that he anticipated a very brisk holiday season. He said: "From what I can see at present, it appears as though talking machines and records will be popular this year as Christmas gifts. One of the sales we made a few days ago for a holiday gift was a $500 machine with a large number of records. The sales of records are keeping up well."

Long Service Rewarded

John Murray, who for many years was in charge of the talking machine department of Spear & Co., in whose employ he has been for the past twenty-five years, was tendered a testimonial dinner at the Lincoln Club recently in honor of his quarter of a century affiliation with the firm. Officials of the firm presented him with $1,000 and the employees gave him a solid gold watch and chain.

Chasney R. Parsons, manager of the talking machine department of the Rosebaum Co., is sending out to his clients a handsome circular devoted to explaining the merits of the new Sonora period model, Queen Anne. Sales of Victor records, Mr. Parsons said, were very brisk.

L. A. O'Neill With Home & Co.

L. A. O'Neill, who was connected with the Buehn Phonograph Co. for several years, laterly as manager of their retail store, is now connected with the talking machine department of the Joseph Horne Co. A. R. Meyer is manager of the department, which is one of the largest and most complete in the city. Mr. Meyer is looking forward to the usual huge volume of sales that his department records in the holiday season.

Among the new additions to the list of Sonora dealers here are the Fullerton Music Co., of Burgettstown, Pa., and the McDonald Furniture Co., of McDonald, Pa.

With the Brunswick Dealers

Brunswick dealers in the Pittsburgh district are receiving their phonographs, records and supplies from the Cleveland, O., offices, according to a notice sent out recently. Ernest Hart is located at the Pittsburgh offices. J. E. Hornberger has been appointed traveling representative and will cover Pittsburgh and Allegheny County. Mr. Hart will continue his active interest in the trade and confer with the dealers in this territory from time to time.

Mr. Hart stated that sales have been good and that every effort has been made to meet the demands of the various Brunswick dealers in

(Continued on page 92)
Here they are! All the old familiar songs that have been sung by the sons of Old Eli from time immemorial. Yale Boola; Whoop It Up; Good-night, Harvard; Bingo Eli Yale; Down the Field; Wake, Freshmen, Wake; Amici; Brave Mother Yale; Bright College Years; supervised by S. P. Friedman, Yale '05, and gloriously sung by the Shannon Four. A-3723.

Every college undergrad and alumnus and their sisters, mothers, brothers, cousins and aunts will want this record.

Columbia Graphophone Co.
NEW YORK

NEWS FROM PITTSBURGH TERRITORY
(Continued from page 91)

the Pittsburgh district. Among the new Brunswick dealers are the Hardwick Music Co., Uniontown, Pa., and the Pioneer Music Co., of Homer City, Pa.

Campaign on New Columbia Records
The Columbia Graphophone Co. has been conducting an extensive advertising campaign in the Pittsburgh district, featuring the new surface records. This has been of great help to the Columbia dealers, who highly appreciate the work of their "big brother" distributor. S. H. Nichols, the well-known Columbia manager, stated that he was highly pleased with the huge increase in sales of the Columbia machines and Columbia records and was convinced that the coming Christmas season would be a very lucrative one for retailer and distributor alike.

William Hampe, manager of the Rudolph Wurlitzer Co., stated that sales of Victrolas and Victor records were far above his expectations.

Paul S. Mechling, manager of the Dawson Bros. talking machine department, which is now located at 955 Liberty avenue (second floor), reports the sale of Starr phonographs and Gennett records as very brisk.

Strong Demand for Victrolas
Fred Drake, manager of the retail Victor department of the W. F. Frederick Piano Co., is very optimistic over the turn that business has taken and is confident that the holiday sales of Victrolas and Victor records will eclipse all previous seasons. High-grade Victrolas, Mr. Drake stated, were in strong demand.

H. H. Fleer, manager of the retail Victor department of the C. C. Mellor Co., said: "Our business in the Victor line is showing up remarkably well and the only disturbing factor is the fact that we will not be able to secure sufficient Victrolas of certain styles to meet the demand of our patrons."

SONORA JOBBER IN NEW ENGLAND
Sonora Phonograph Co. of New England Takes Over Business of M S & E—Jos. H. Burke in Charge of Important Sales Department
The Sonora Phonograph Co., New York, announced this week that arrangements had been completed whereby the Sonora Phonograph Co. of New England had been formed to take over the business of the M S & E, Sonora jobber at Boston, Mass. The officers of this new jobbing company are as follows: President, Geo. E. Brighton, vice-president, S. O. Martin; vice-president and general manager, John T. Pringle; secretary and treasurer, A. C. Valeur, and sales manager, Jos. H. Burke.

The business will be conducted as heretofore at 221 Columbus avenue, Boston, Mass., and Mr. Burke will be in charge of sales, as he was with the M S & E. Plans are being made to give Sonora dealers in New England maximum co-operation in developing their 1923 business.

A New Model in the Natural Voice Line
To the models already manufactured to meet the needs of the trade we have added this new style.

The NATURAL VOICE is a high-quality product selling at a popular price. It is a complete line including several period models.

Manufactured by expert cabinet makers it has achieved a position of prominence as a sales creator and profit maker.

Also a Full Line of Cabinets Without Equipment.
Write for Prices

It will pay you to investigate our proposition.

Natural Voice Phonograph Co.
ONEIDA, NEW YORK
OTTO HEINEMAN’S TWENTIETH ANNIVERSARY IN INDUSTRY

President of General Phonograph Corp. Associated With Phonograph Trade for Two Decades—Brief History of His Remarkable Accomplishments and Phenomenal Success Here and Abroad

While Thursday, November 30, was generally observed as Thanksgiving Day throughout the nation, it carried with it just a little more significance to Otto Heineman, president of the General Phonograph Corp., New York, for it marked Mr. Heineman’s twentieth anniversary as a member of the talking machine industry. Congratulations telegrams and letters from his business and personal friends throughout the country and in Europe were received by Mr. Heineman at his home and the day was generally marked by festivities appropriate to the importance of the event.

Mr. Heineman’s association with the phonograph industry dates back to November 30, 1902, when in company with two other young men, Max Straus and H. Zunz, a talking machine store was opened in Berlin with the impressive capital of $500 in cash. The business grew slowly, but all of the partners were ambitious and they managed to scrape together about $4,000, with which they purchased the business of Carl Lindstrom A. G., of Berlin. The $4,000 was used as a cash payment, with the balance to be paid over a long period of years.

From this modest beginning there were founded two corporations of world-wide fame, for the General Phonograph Corp., with its factories and offices in different parts of this country and Canada, and Carl Lindstrom A.G., of Berlin. The former has maintained production of phonographs on a larger scale than any other corporation in the world. Apart from the phenomenal success of his company Mr. Heineman was a direct factor in the establishment of a great many talking machine factories, which for the first time were able to secure motors in unlimited quantities.

In 1914 Mr. Heineman arrived in America for the purpose of studying general industrial conditions for the Lindstrom organization, of which he was a managing director, but when the war broke out he was unable to return to Europe. He thereupon decided to embark in the phonograph business in this country and founded the Otto Heineman Phonograph Supply Co., which took possession of a one-room office at 45 Broadway, New York. During the year Mr. Heineman became acquainted with A. G. Bean, of the Garford Mfg. Co., Elvira, O., who is now a member of the directorate of the General Phonograph Corp., and he and Mr. Bean discussed plans for the production of talking machine motors on a large scale. This had never been attempted here before, but Mr. Heineman with keen foresight and intuition realized that the time was ripe for the introduction of phonographs on a larger scale than ever before. He appreciated the fact that motors represented the most vital part of phonograph equipment and he thereupon decided to enter the motor manufacturing business on an impressive scale.

With this vision as a foundation the Otto Heineman Phonograph Supply Co. in the short period of three years won recognition as the largest independent motor manufacturer in the world. Aside from the phenomenal success of his company Mr. Heineman was a direct factor in the establishment of a great many talking machine factories, which for the first time were able to secure motors in unlimited quantities.

In 1918 Mr. Heineman introduced the Okeh record which, at the present time, is the most popular independent record on the market. From the first day that this record was introduced Mr. Heineman had implicit faith in its ultimate success and although the problems that were encountered were numerous and extremely difficult, Okeh records increased in prestige and popularity year after year and for 1922 phenomenal sales totals have been attained.

In 1919 the Otto Heineman Phonograph Supply Co. had increased its activities to such an extent that a new corporate name was deemed advisable and it was decided to name the company the General Phonograph Corp. Mr. Heineman was elected president of the company and has held that office ever since. Under his direction the manufacturing facilities have steadily increased and in addition to Heineman motors, tone arms and sound boxes, the company’s products also include Meiselbach motors, tone arms and sound boxes, True Tone needles, fishing reels, insulating materials, etc.

Without doubt the most important factor in the tremendous success of the General Phonograph Corp. was the consummation of arrangements in 1920 by Mr. Heineman and Mr. Straus, managing director of Carl Lindstrom, whereby the General Phonograph Corp. and the Lindstrom organization entered upon a working agreement as to their respective repertoires. By the terms of this agreement the General Phonograph Corp. secured for a long period of years all the record matrices made by the Lindstrom organization in any part of the world. This deal has enabled the General Phonograph Corp. to secure original recordings in every known language, as Lindstrom recordings have been made and are still being made in every part of the world. These foreign language recordings, making a direct appeal to millions of music lovers in this country, have been linked up with the Okeh library in a way that has given this record repertoire world-wide fame and prestige.

It is a distinct tribute to Mr. Heineman’s personality that notwithstanding the exceptional responsibilities which he has shouldered in a business way he has always found time to pay close attention to the personal and social welfare of his organization. At all of the social festivities in the executive offices Mr. Heineman is an important figure, joining with the members of his staff in promoting good-will and good fellowship throughout the organization.

O. BRIGGS WITH CLAUDE P. STREET

Former Member of Lawrence & Briggs Joins the Claude P. Street Piano Co.

NASHVILLE, TENN., December 7.—Othello Briggs is now associated with the Claude P. Street Piano Co., which will hereafter carry in stock the new Edison phonograph. Mr. Briggs has been intimately connected with the talking machine business for the past twelve years. He was until recently a member of the firm of Lawrence & Briggs. Mr. Briggs has always been closely associated with music and musicians in Nashville, having been prominent as a singer in several of the Nashville choirs. He is without a doubt a most valuable addition to the phonograph department of the Claude P. Street Piano Co.

GIVES AWAY PHONOGRAPH AT FAIR

TULSA, OKLA., December 6.—The Brunswick Shop, this city, recently gave away a Brunswick model No. 200 in its booth the last day of the Tulsa County Fair. The result was that about 1,500 names of families in the city of Tulsa who did not have a phonograph were obtained. Seven nice sales from prospects, developed in this manner, have been made and the probabilities of many future sales from this source are excellent.

W.W. KIMBALL CO.

Records
Records 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
"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.

"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.
JAMES J. DAVIN JOINS ORMES, INC.

Well-known Victor Wholesale Man Appointed Sales Manager of Ormes, Inc.—Ideally Qualified for New Post—Assumes New Duties on January 2—Popular in Trade

C. L. Price, vice-president and general manager of Ormes, Inc., 15 West Thirty-seventh street, New York, Victor wholesaler, announced this week the appointment of James J. Davin as sales manager of the company. Mr. Davin, who will assume his new duties on January 2, 1923, has resided as secretary of the Reincke-Ellis Co., Chicago, Ill.

This announcement by Mr. Price will undoubtedly be welcomed enthusiastically by Victor dealers in the metropolitan territory, as James J. Davin is one of the most popular members of the Victor trade in the East. He has been identified with the Victor industry since 1914 and during the past nine years has won the esteem and friendship of every member of the Victor trade throughout the country.

In 1914 Mr. Davin became identified with the New York Talking Machine Co., Victor wholesaler, and was a member of that company's staff until three years ago, when he joined the forces of the Reincke-Ellis Co. While associated with this Victor jobber Mr. Davin made a specialty of familiarizing himself with every detail of the Victor dealers' problems and requirements and gradually became recognized as one of the best posted men in the Victor wholesale trade. There was no problem, large or small, that escaped his attention and he was ready and willing at all times to give the benefit of his service and experience to any Victor retailer who could use it. He also made a detailed study of the possibilities of record sales development and frequently spent a week or more at the establishment of a dealer in order to demonstrate the practical value and efficiency of his plans and ideas.

As sales manager of Ormes, Inc., Mr. Davin will have unlimited opportunities to utilize his exceptional training in the Victor wholesale field. Ormes, Inc., has made phenomenal progress during the past few years under Mr. Price's able direction and the present sales organization is working to splendid advantage with the Victor retailers in this territory. Mr. Price and Mr. Davin should make a working team capable of accomplishing excellent results and both Ormes, Inc., and Mr. Davin are to be congratulated upon the consummation of arrangements whereby J. J. Davin re-enters the Eastern Victor field.

During his stay in Chicago Mr. Davin won many new friends and his only reason for leaving the city was his family to return to their old home in the East.

WILL SPEND WINTER IN FLORIDA

Mr. Butler, Sr., of the Butler Music Co., Brunswick dealer, Marion, Ind., will leave shortly to spend the Winter in Florida. He will drive down in his automobile. He has extensive orange groves there.

Disinterestedness of salesmen is one of the big factors in causing lost sales.

AVOID PROSAIC ADVERTISING

Talking Machine Advertising Should Not Be Too Practical—Results of Unfair Competition Can Be Minimized Through Advertising

Why do people buy talking machines and records? There is only one answer and that is, because they want music. This is not theory, but fact. No one spends several hundred dollars simply to get a graceful and useless piece of furniture. The desire for a talking machine is prompted by the love for musical entertainment that has been emphasized by the World many times.

Now, music is not a matter-of-fact thing and for that reason should not be treated in a too practical manner. Although this fact is universally known, a large percentage of talking machine advertising appearing in the daily papers is "pricy" to a harmful degree. In most instances there is nothing to spur prospective buyers to action nor is there anything to awaken a desire for a talking machine in people who had not thought of buying one. Advertising that features price and relates to the background the real selling points of the instrument is unproductive of results. Of course this only applies to standard makes of instruments.

There are many relay-night dealers who obtain a large stock of cheaply constructed talking machines, lacking both in artistry of design and reproducing qualities, who have nothing in their favor but price, and this is the kind of competition that legitimate dealers can overcome, not by slashing prices until there is no profit, but by showing the public through advertising that the quality instrument, fairly priced, is the cheapest in the end because of superior reproducing qualities and sturdy construction. Certainly no legitimate dealer can afford to compete in price with the dealer who is selling junk. Of course there are a certain class of people who will buy this sort of merchandise, but the legitimate dealer is better off without this trade.

BRUNSWICK EXHIBIT AT TEXAS FAIR

J. R. Reed Music Co. Wins Second Place for Best Exhibit at Central Texas State Fair

AUSTIN, Tex., December 4.—The J. R. Reed Music Co., Brunswick dealer of this city, was awarded second place for the best exhibit at the Central Texas State Fair. The exhibit, in addition to a full line of Brunswick phonographs, featured many of the latest Brunswick record hits. The exhibit occupied a space of fifty feet long by fifteen feet wide. It was by far the most popular spot at the fair and resulted in bringing much good business and many good prospects to this popular talking machine firm.
Cleveland, O., December 6—Joining of forces in the music industry, so that by united effort public interest in music may be stimulated, is a probability for the immediate future in Cleveland as a result of plans proposed at the last meeting of the Cleveland Music Trade Association. At this meeting J. Powell Jones, director of music in the Cleveland public schools, offered suggestions to this end. Primarily a piano organization, the Cleveland Music Trade Association has talking machine factors among its membership. Some of these are identified with the Northern Ohio Talking Machine Dealers’ Association.

The proposal for the co-operative move was made by Edward B. Lyons, general manager of the Eclipse Musical Co., Victor wholesaler, and backed by Grant Smith, Esclid Music Co.; George R. Madson, Cheney Phonograph Sales Co.; J. L. Du Breuil, Brunswick-Balke-Collender Co.; H. R. Valentine, the B. Drayer’s Sons Co., and others in the talking machine branch of the music industry.

President C. H. Randolph, of the Cleveland Music Trade Association, and Reaford C. Hyre, assistant secretary of that body, will prepare a program for action at the next meeting. This program, however, will aim to have all branches of the music trades—pianos, talking machines, musical instruments and the like—retain their identity in present organizations if they exist, and others in the talking machine branch of the music industry.

One step that may be considered in this direction was the special meeting called by President Louis Meier, of L. Meier & Sons, and Secretary Dan E. Baumberg, the May Co. talking machine department, of the Talking Machine Dealers’ Association of Northern Ohio, for the purpose of considering immediate problems in the industry and also to consider reorganization wherein all dealers in all makes of instruments will be members. With the accomplishment of this purpose it is probable that the membership of the talking machine organization can be better than doubled. It is not unlikely that committees will be appointed to carry out this thought after the holiday rush business has come to an end.

**Getting Enough Machines the Problem**

Meanwhile, the big problem of dealers here is not on how to close new business for the remaining few weeks of the year, but how to get the merchandise. In fact, it is the opinion of jobbers in Victor, Brunswick, Columbia, Edison, Cheney, Vocalion and all the other leading makers of machines catering to this territory that the extent of business depends now solely upon the ability to deliver the goods. At this time wholesalers desire of meeting all of the demand; in fact, in some instances adequate deliveries cannot be promised until after the first of the year. Credit must be given to the jobbing interests for doing their best at this time, but the fact remains that only those retailers who anticipated requirements months ago are in a position to do the best business now. This is a logical development.

**Co-operating With the Retailer**

The co-operation of wholesale interests with the retail element is well illustrated in the recent accomplishments of the Cleveland district branch of the Brunswick, under direction of District Manager J. L. Du Breuil. The ...
An Acknowledgment

It is with pride and pleasure that we acknowledge the support and patronage extended to us the past year by the Victor retailers. During 1923 the Eclipse organization will leave nothing undone to earn and justify the continuation of this invaluable loyalty and confidence.

It is our earnest wish that a Merry Christmas be enjoyed by every Victor retailer coupled with a New Year of prosperity and happiness.

THE ECLIPSE MUSICAL CO.
Exclusive Victor Wholesalers
CLEVELAND, OHIO
VAN VEEN & COMPANY, Inc.
EXTEND

Holiday Greetings

During 1922, an increasing number of talking machine dealers beautified and added to their wareroom equipment. We speak our appreciation of the large part of this business placed with Van Veen & Co., Inc.

We urge that you make your plans for 1923 improvement now, and assure you that the "Merit Built In" which distinguishes Van Veen products will continue to be our guide for 1923.

VAN VEEN & COMPANY, Inc., 413-417 E. 109th St., New York City
Ph: 7758 Harlem

TRADE HAPPENINGS IN CLEVELAND
(Continued from page 96)

Strand, following a tour during the last few weeks through the Ohio territory.

In addition to the Brunswick, with which the department opened a few months ago, the Halle Bros. Co. now includes the Victor. Already one of the finest musical departments in the Cleveland section, nothing in the way of sensationalism accompanied this introduction. An unique plan is being used to stimulate record business by Norman H. Cook, department manager. In the programs of the weekly concerts of the Cleveland Orchestra advertising is carried featuring the pieces played by the company and usually a marked increase in demand for records of these pieces follows through the week.

To care for the holiday trade primarily, but also to be a permanent feature, the Buescher Co. is preparing to add several more hearing rooms in its new Playhouse Square store and has completed the construction of a large electric sign that adds to the illumination of Cleveland's own White Way.

An Attractive Granby Souvenir

A novelty that finds its inception in the H. B. Bruck & Sons Co., and which is proving to be the best salesman, in the opinion of H. B. Bruck himself, is a miniature Granby cabinet, with clock, that serves the purpose of a humidifier. These are given away with each purchase of a Granby instrument and much new business can be traced to them, the Bruck people assert. The idea has proved so good that C. H. Kennedy, district representative of Granby, is planning to have the factory develop it in other localities.

New Euclid Music Co. Store

The fourth store of the Euclid Music Co., East Ninth street and Prospect avenue, was opened with a radio concert in which several bands played for downtown crowds and broadcasted the music to all parts of the State. In connection with this event the Euclid Co. added the Brunswick to the Victor, Cheney and other leading lines.

Another new exclusive Edison Shoppe has been opened by F. W. Rose in the St. Clair East 105th district, and still more Brunswick dealers include Kuhn Bros., Buffalo, and the Pioneer Music Co., at Indiana, Pa.

Old Columbia dealer in new quarters is the Dunn's Music Store, in East 105th street, and among the first of Columbia dealers to order more than 150 instruments for their Christmas trade are Frank Cerne and the Werner Music Store, both of Cleveland.

W. F. Cooper, of the mechanical department of the phonograph division of Brunswick, has come to the Cleveland district, and, with J. L. Du Breuil, district manager, has been covering the territory, including the country adjacent to Buffalo and Pittsburgh, giving practical advice to Brunswick dealers. Brunswick dealers of Cleveland also had the opportunity of meeting Claire Dux during her recent visit to this city.

New Victor Store Opened

Among the new Victor establishments in this vicinity is the Mitchell Hardware Co., Concourse, for the opening of which Miss Marjorie Barnhardt, exponent of health records, was loaned by Howard J. Sharle, general manager, the Cleveland Talking Machine Co., Victor wholesaler. A big crowd blocked the street during the performance given by Miss Barnhardt.

During the last six months the business of the Vocalion Co. has doubled, in the opinion of C. D. McKinnon, of that company. Many new accounts, including dealers in Youngstown, Alliance, Canton, Lisbon and Columbus, have been added in the last few weeks.

Kollie's Music House Celebrates

The second anniversary of the establishment of Kollie's Music House was celebrated December 1. From a store that was strictly of the neighborhood variety, with a small stock of instruments and equally small stock of records, this is now one of the recognized musical instrument places on the West Side of town. The firm now is featuring the Brunswick lines, although pianos, players, rolls and musical instruments of the so-called small variety likewise make it an imposing establishment. The work of developing the strictly residential neighborhood in which it is located has been done personally by J. P. Kollie and his sons, Paul, Julian and Leo, all three aggressive men.

The Music Shop, Racine, Wis., is combining the ordinary Christmas Club and the Brunswick Thrift Bank and is getting good results. The prospect signs up for a Christmas delivery and pays $2 per week until that time and then a regular contract is filled out.

OKeh Records

Complete stock of records in all languages
Let us show you how to build up your record business

THE RECORD SALES COMPANY
1965 E. 66th Street
CLEVELAND, OHIO
REAPING IN DECEMBER

During 1922 we have shown our faith in the Victor Product by placing larger orders for immediate delivery than ever before. During the summer and fall we accumulated as large a stock of Victrolas as possible, disregarding depressed business conditions and refusal of dealers to buy except on a "hand to mouth" basis. We figured that a "bird in the hand" was going to be worth "two in the bush." We knew the factory could not manufacture enough goods for the holidays during the last few months, so we piled them up as fast as we could get them, discounted every bill as usual, and were charged by many with being foolishly optimistic.

In September, in our printed advertisements and announcements to the trade, we said:

"The Danger Ahead is in the supply of Victor goods not meeting the demand."
"Supplementing the largest and most complete stock of Victrolas that we have ever had at this time of year, we have placed additional orders with the factory for the largest quantity of goods ever ordered by us for the fall and holiday season. Blackman Dealers are going to be in an enviable position if they will cooperate with us.
"Place an order NOW for estimated requirements of all Victrolas for delivery during September, October, November and December."

We said frankly that we could not guarantee delivery, but also that we would, therefore, permit an adjustment of advance orders, according to current needs and even permit cancellations. Continuing, we said:

"The moral obligation on our part is always highly respected and dealers who cooperate with us by placing advance orders are entitled to first consideration."

During October and November our shipments against advance orders seriously depleted our stock. On December 1st the factory still owed us a larger quantity of goods, long overdue, than ever before.

Blackman Dealers, who cooperated with us, as requested, are going to realize that Blackman Dependability by comparison is more of a fact than a hope.

If you are not a Blackman Dealer—ask us about the Blackman Policy—the dividends are high and the premium low.

Blackman
TALKING MACHINE CO.
28-30 W. 23rd ST. NEW YORK N.Y.
VICTOR WHOLESALE DISTRIBUTORS
Western Division of The World, Chicago, Ill., Dec. 8, 1922.

These words are of necessity written some time before the appearance of this paper, and consequently it is a little difficult to speak correctly about general conditions in the retail and wholesale elements in the talking machine industry during the Christmas season. One thing, however, is certain; and that is that retail merchants throughout the Mid-West are doing very well indeed. The lessons which they learned last year and during the first six months of this one have shown them that the people with whom they deal are just as much interested in music as they ever were and that what has been lacking has not been public interest half as much as it has just, as much interested in music as they ever were and that what one have shown them that the people 'with- whom they deal are which they learned last year and during the first six months of this.

The most interesting of recent facts disclosed by inquiry and investigation inside the trade is the fact that the public is deserting some of its old standbys and going off more and more after new favorites. The console machine is not merely one of these new favorites—it is the principal favorite. There is today a general demand by merchants for consoles at moderate prices, and we sincerely hope that this laudable desire will be helped along by the manufacturers. That is to say, we believe that the console machine in all probability represents the direction in which the majority of talking machine construction will eventually go. It is good looking, it can be made to fit into any sort of surroundings without seeming to be out of place, and in general it has an air of adequate appropriateness. It is not enough, however, that there should be a temporary demand for console machines. We believe that the trade ought to begin to turn itself towards the day when the console will be the prime factor in our trade. But when this day comes the universal console ought to be something more than an upright turned on its side. Much can be done in the way of mechanical and artistic improvement over the upright and we want to see the console of the future new inside as well as out.

Everyone will admire and no one will be jealous of the enterprise displayed by the Aeolian Company in securing records of the voice of Frank Bacon. Ever since the play in which he made his last and greatest success began to grow in public favor, the lamented comedian had his name on everyone's lips. He was a remarkable man in a great many ways. The homely wit, simplicity and beauty of "Lightnin'" found its way to the hearts of the people in a most extraordinary manner. The country now possesses a permanent record of a remarkable actor and lovable character who was especially endeared to the Middle-West and whose loss will not quickly or easily be made up.

We take genuine interest in the publication known as "Steger Magazine" which from time to time issues from the offices in the Steger Building on our Four Corners and proceeds to enlighten the rest of the world and us on the doings of that remarkable little community of work- ers which centers both in that building and in the corporate town of Steger, where Steger phonographs and pianos come from. It is quite an astonishing little magazine, too. Published primarily, as is evident, for the entertainment of the staff, and filled with news about them and their doings, it contains always pithy articles from good writers on all sorts of subjects, by no means of the dry "business" character. Of all things dry in the world, the driest (no jokes intended) is the average "business" article, save perhaps the average "inspirational talk." Some day all makers of "inspirational talks" will be shot at sunrise; then we shall all be happy. But "Steger Magazine" is not that kind of a magazine. It inspires without being inspirational; which reminds us of one Charles E. Byrne, chief (we suspect) conspirator and principal egger-on of Editor Sherwin Murphy. Now friend Byrne is a scholar as well as a business man and will thoroughly appreciate what we are after when, with a slight paraphrase to make it fit, we say of him what Quintilian said in one of his essays on oratory: "ita. editori bene dictae sunt." Gentlemen who desire to have the translation may obtain the same by applying to C. E. B., Steger Building, Wabash and Jackson. We might mention that there is a useful little story in the current Steger Magazine on needle pressures and reproducer weights. Some folks will appreciate the information there conveyed and find it of practical and personal benefit.

We are in receipt from the Chicago Talking Machine Co. of a new list of records now available in this country, made by artists who have so far not appeared in the U. S. A. We are glad to see this, for among our most cherished possessions are catalogues of European record manufacturers and some of the productions of the same. We are, therefore, in a position to say that there is a wealth of wonderful music made abroad not yet available to American consumers through ordinary channels. It is most interesting to learn that, for instance, Andre Chemet’s exquisite violin playing is now to be had by American purchasers. Here is a remarkably large and fruitful field for cultivation. May there be many more of these welcome and timely bulletins month by month.

It is a far cry from Chaliapin and Chemet to Sir Harry Lauder, whose guid Scots name the fowk wi' a be ca'in Louder. In fact, to drop our ancestral, on one side, Scots), Sir Harry! is not Louder but Lord or rather Lorr- der, and we have been having him in Chicago. The fact that he is a Victor artist naturally gives us a chance to boost Bonnie Scotland again and also brings this paragraph right in place after the glorification we have been doing of the eminent European high-brows. Now the writer of these more or less witty lines is sometimes subjected to the accusation of being high-brow. But he admits that it is hard, not to say impossible, to withstand the charms of Tobermory. "Well, 'there's ither Scots i' Chicag' forgive me" and they all went around to the theatre and whooped it up for the little comedian with the bow legs, and then went off to the Victor shops and bought Lauder records till the Victor dealers had to order Lauder, Lauder order (it rhymes), fast and furiously. All of which leads to the terse remark, considerable tie-up; or may we say "quelque rapprochement!" Which is what we used to say in that dear Paree. Meanwhile, Merry Christmas to all our readers, and that means the trade at large!
Chicago, Ill., December 9—Time and again we have heard the expression that competition is the life of trade and we have always found this to be true. That being the case, we are ready to say without blushing that Chicago is today the liveliest center of competitive activity.

Each year at the beginning of the holiday season we like to give out some statement regarding business. If it is good business we give the reason, and if business is bad we also tell why. In the majority of cases dealers were wont to complain that business had fallen off to some extent for various reasons, such as, for example, the condition of the weather and that consequently the Christmas spirit was lacking. This year nothing at all, whether good weather or bad, sun or rain, Christmas feeling or what not is causing the dealer to sit down and play the waiting game as of yore. The dealer has real competition to meet this year and he knows it; consequently he is out after business. He knows that it is there and he also knows that if he does not get it some- one else will. Therefore, he is up and at it.

Now, to get back to competition. As we said before, there is keener competition this year than we have ever seen. This is making business good. During other seasons in the past, when business was good it was not due to such keen competition. In fact, competition was practically nil. Selling was practically order-taking. Today there is no order-taking. Selling counts and selling is being done.

Financial statements indicate that business in general is exceptionally good. The bankers show by their statistics that savings deposits are larger than ever before in history. Commercial men by their statements show that the factories are working at top notch labor. Statisticians show that there are one hundred jobs for every ninety-six workers. This latter statement is significant, meaning that in Illinois there is a shortage of labor. It also shows that manufacturing plants are working to capacity with practically full forces, the difficulty being that for the time being there are not enough workers to go around. This, in a nutshell, is the situation in this territory. Just what prevails in other sections of the country we do not know, but we believe from rumors we have heard that other sections of the United States are affected in a similar way.

We are not trying to imply that there is a boom throughout the country. What we are trying to point out is that we are going through a readjustment period which is stimulating business and bringing us back to normalcy. Manufacturers and dealers in musical instruments, however, must not take it for granted that we have completely readjusted ourselves. We have not; for the simple reason that the music industry is always one of the last to be affected by any boom. As a general rule we get our share of generally increased business from three to six months after the balance of commerce reaches its normal period. There are still some things to be considered before we have weathered the storm and have come safely into port and we must, therefore, keep a weather eye out for submerged reefs.

The bankers know from past experience that when we get too cocksure of ourselves something always happens and it is, therefore, best that we continue our conservatism for a while longer.

From reports around the street we gather that the portable and console machines are having exceptionally good sale. High quality consoles selling at popular prices are going very strong this season. We have had quite a stimulus in console business during the past year or so and from all we can learn around the city we can expect still greater activity in consoles for 1923. Some of the companies are putting out some mighty good little instruments of the console type which will be offered to the trade at prices hitherto unheard of. The designs will be of the straight-line character, devoid of all fancy work, but construction will be exceptionally good and so will the equipment. The same applies to portables. They are getting smaller and better. At present there are quite a number of companies contemplating the manufacture of portables during the coming year and from all appearances we may expect many newcomers on the market before long. As regards these portables it might be well to say here that their manufacturers are breaking away from the "seasonal" idea and are doing everything they can to make portables an all-year proposition.

The Sunday editions of the various daily papers in Chicago recently carried imposing (Continued on page 102)
announcements that the Sonora line has been taken on by the Baldwin Piano Co. The latter company definitely closed arrangements with the Sonora Phonograph Co. of Illinois late last month. The local Baldwin sales forces seem to be very enthusiastic about Sonora possibilities and are looking forward to a very active selling season.

The Baldwin Co. has planned a comprehensive advertising campaign in the interests of Sonora and this will carry on for the next three months. The advertising copy in the daily papers just referred to carries illustrations showing Sonora Baby Grand, Queen Anne, Lafayette, Marquette and Pembroke models. The text matter tells how the Baldwin Co. "watched the phenomenal growth of the Sonora industries, marveled at the Sonora's ever-increasing popularity and felt the public's insistent demand for this superb instrument."

Snappy Kimball House Magazine

The December issue of "The Musical Herald," which is a professional paper published by the W. W. Kimball Co. for its dealers, is more imposing than ever before and contains excellent articles and beautiful illustrations. Much credit must go to Miss E. Manning for the obviously great amount of time and effort that must have gone into its preparation. In addition to several excellent articles on topics of particular professional interest, there is one devoted to the factory of the Kimball Piano Co. which will interest music dealers. Incidentally, we can say that Kimball dealers all over the country read this little magazine assiduously.

Hoot Mon! Harry Lauder's in Town

Chicago Victor dealers and especially those doing business in the downtown section took advantage of the appearance of Sir Harry Lauder at the Studebaker Theatre during the week starting November 27. Some of the dealers devoted entire windows to Lauder displays and had not only his picture, but his entire list of twenty-nine Victor records on display. The Victor dealers made up their minds that they were going to sell Lauder, and they did it with very satisfactory results.

Bennett Twins and the Okeh

The Bennett twins from Al Jolson's show, "Boombo," while going through the Loop the other day noticed the window decorations of Harry Lauder and stopped to compliment the sales department on the display. The young ladies are person-

Consolidated T. M. Co. Window

The Bennett Sisters

ally acquainted with several members of the sales force and spent some time discussing the new song, "Stop Your Kiddin'," which was dedicated to them by the Mills Publishing Co. and which will appear on Okeh records.

Both young ladies are Okeh enthusiasts and before leaving the Consolidated headquarters they consented to pose for a photograph. The Consolidated sales force then took a large Okeh record display card from the show window and the twins posed with it between them. As can be seen from the face of the card the publicity is directed towards Vincent Lopez and his Pennsylvania Hotel orchestra, who play exclusively for Okeh. The purpose of the window display was to popularize the Pennsylvania Hotel orchestra and it was put in by C. M. Rickoff, retail sales manager of the Consolidated Co. The window is laid out so as to show the public exactly what instruments are used during recording and they are placed just as they would be in the recording room while recording is going on. The instruments were taken from the stock of the Consolidated Co.'s small goods department. Mr. Rickoff is a newcomer with the Consolidated Co.'s retail sales force and was formerly with the Grand Furniture Co. of Racine, Wis.

Besides handling the Okeh and Edison records and a full line of small goods the Consolidated Co.'s retail branch handles Edison and Brunswick phonographs and records, Columbia Grafonolas and records and Strand talking machines.

Now With the Consolidated Co.

S. A. Burrell, who for the past fourteen years was connected with the Columbia Co.'s Chicago branch as credit manager, is now associated with the Consolidated Co.'s credit department. Mr. Burrell is one of the most experienced talking machine credit men in this section of the country and is personally known to many dealers.

Tie-up With Brunswick Artists

The appearance of the three Brox sisters, exclusive Brunswick artists, with the "Music...
Box Revus," which recently arrived in this city from New York, and is now playing in the Colonial Theatre, is proving profitable to local Brunswick dealers who have tied up with the show. Increased sales of records made by these three popular artists are reported by the dealers who are featuring them in window displays and advertising.

Strand Going Big in Chicago
The Strand line of talking machines is gaining increased popularity throughout the Chicago trade and many new accounts have been opened by the Consolidated Talking Machine Co., which represents this well-known line of instruments. E. A. Fearn, head of the Consolidated Co., gives out the information that the new $100 and $175 models have met with favor from the Chicago trade and that the two-toned wood effects in walnut and mahogany have created much admiration. Mr. Fearn has returned from a three-day trip to the Kansas territory.

Whiteman Appears Here
One of the biggest turning-outs that Chicago has ever seen happened at the Bal Fantastique, Chicago's big annual charity ball held at the Trianon, December 5. The Trianon is Chicago's big new dancing palace at Cottage Grove avenue and Sixty-second street. The feature of the occasion was none other than Paul Whiteman and his orchestra, exclusive Victor artists, and it is said that this engagement, which lasted for six days, netted Mr. Whiteman and his organization $25,000. There were thousands of delighted Chicagoans who attended during the stay and the Victor dealers for miles around were delighted. The store display of Victor records, which was carried out recently by Hugh Porter and Franz Wagner at Kimball Hall from the Kimball concert organ. The concert was relayed to KKYW station and the audience numbered four thousand. The organ furnished splendid music over the radio and that the reproduction was exceptionally clear.

Kimball Hall Broadcasts Organ Music
The concert was relayed to KKYW station and the audience numbered four thousand. The organ furnished splendid music over the radio and the reproduction was exceptionally clear. Similar concerts are planned two or three times each week.

Local Orchestra With Okeh
The Chicago Orchestra, one of Chicago's greatest dance orchestras, plays at Guyon's Paradise, has just returned to Chicago from New York, where the men went to record exclusively for the General Phonograph Corp.

New Record Shipping Device
The Universal Ulytyty Unyts Co., of this city, manufacturer of the Universal automatic record container and automatic record holder, has just perfected a new type of record shipping device called the "Saftee-Shipper," which is made both single-faced and double-faced of corrugated straw board. It is compressed or cut out slightly larger than the size of the record. The device is compressed or cut out slightly larger than the size of the record. The record is compressed or cut out slightly larger than the size of the record.

Vitanola
The Phonograph of Marvelous Tone
1923 Greetings
Vitanola is Splendidly Equipped for the New Year
Now, in our immense Saginaw, Michigan, plant, we have co-ordinated all Vitanola 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 VITANOLA with the thoroughness 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.

It is Easier to sell Vitanola Than to Compete With It

Vitanola Talking Machine Co.
Saginaw, W. S. Michigan
records and the company states it takes the lateral pressure of any blow or weight from the record's sides, also allowing the resilient, straw board corrugations and packing to absorb the blows or weights struck against the records while in transit.

It is planned to produce two sizes of the "Safer-Shipper," one of which will carry from one to three records and the other from three to ten records. The company is making a special sales drive in behalf of this shipping device, stating that no supplementary wrapping is needed, and that it is fully approved by the postal authorities.

Frank Bacon's Voice Preserved

On Sunday night, November 19, Frank Bacon passed away in Chicago. For over a year Frank Bacon and his cast in "Lightnin'" had showed continuously at the Blackstone Theatre in Chicago. The run of "Lightnin'" has broken all records of continuous performances at this theatre.

Frank Bacon, according to many of the old-time theagrogers of this section, was the greatest American actor since the days of Thomas Jefferson, and some even assert that he was superior to Jefferson. His passing away affected the Chicago theatregoers ae greatly, perhaps, as would a national calamity. He had made many friends here and was loved by all who had seen him.

Although this great man has passed out to the Great Beyond his voice will continue on into posterity. This is made possible by the foresightedness of the Aeolian Co., which is said to have been the only company that ever recorded Frank Bacon's voice. The Aeolian Co. recorded Bacon's famous "Bee Story," as well as the narration of the "Reno divorce court." Both these interesting stories appear on Vocalion record No. 14224. Another Aeolian record, 14245, contains Bacon's story of "Me and Grant" and "Lightnin'" Bill Jones' escape from the Indians. When news of Frank Bacon's death was made known to the public H. B. Levy, manager of the Aeolian Co.'s big branch, lost no time in arranging for the purpose of putting in mourning windows in honor of the celebrated actor. Frank Bacon's funeral was held from the stage of the Blackstone Theatre and there were very few Vocalion dealers in town who did not display the Bacon Vocalion records as well as the picture of the great actor.

Sterling Devices Creditors' Meeting

The Sterling Devices Co. held a creditors' meeting on November 16, to which all creditors were invited. It was brought out that the total indebtedness is $30,502.51. It appears that the assets consist largely of dyes and special materials which would bring at a forced sale only a few cents on the dollar. It has just been decided to finish the material on hand and disposing of all completed Sterling products there can be had sufficient profit to pay off all indebtedness in full, provided, of course, that sufficient time is allowed by the creditors.

It was therefore resolved by the creditors that Sterling Devices be granted one year's extension on their indebtedness. From present indications all creditors will agree to this resolution and the company will continue the business of manufacturing Sterling Devices, Sterling Edison Attachments and Sterling Radio head-sets, as heretofore.

Steger's Talk on Needle Pressure

Those who have paid attention to the requirements of a tone arm know that the pressure of the needle point on the record has much to do with the playing and life of the record. Talking machines with the round jewel point needle must have a heavy reproducer in order to make the ball point follow the grooves of the record, whereas the machine which has a diamond-pointed needle must have a lighter pressure. Instruments which use fibre, steel or brass needles play best when carrying a medium weight on the needle point. In order to effect the best results inventors have time after time brought out various ideas for assuring proper weight. In the Autumn number of the "Sterling Magazine," house organ of the Steger & Sons Piano Manufacturing Co., there is an interesting editorial concerning the method utilized in assuring proper weight on records played on the Steger talking machines. The editorial in part reads: "The Steger phonograph has gone the ordinary 'talking' one better, because the patented Steger weight-regulating device incorporated in the Steger tone arm controls the pressure with which the reproducer lights on the record. This feature is exclusive to the Steger and not only prolongs the life of the records, but permits the playing of all makes of records with the exact pressure on the needle point, just as they would be played on the phonograph that they were originally intended for, thereby insuring correct reproduction of every tone and bit of sound."

The "Sterling Magazine" continues: "The weight of the reproducer is adjusted by means of a small lever on the elbow of the tone arm. This lever is set by pulling out the knob and inserting it in the proper slot. There are no parts to change."

Sonora Ad Campaign

The Sonora Phonograph Co., Inc., of Illinois, recently inaugurated an extensive advertising campaign in the local newspapers and L. Golder, sales manager, is busy putting things in shape for the rapidly expanding business. The present advertising campaign will be augmented in the near future if the present plans are put in effect. Business with this concern, due in great measure to its fine publicity, is of excellent and growing volume.

Generation-old Litigation Dismissed

One of the most interesting lawsuits in the annals of Illinois courts has just been dismissed. (Continued on page 106)
WARNING!

Infringement Notice

The trade and the public generally are notified of the issue by the United States Patent Office on November 14, 1922, of Letters Patent No. 1,435,660 for Educational Appliance. This patent was granted to Wallace Institute and covers, broadly, the invention of the popular Wallace Records and Charts. All forms of appliances comprising a phonograph record having instructions for physical exercises recorded thereon combined with any sort of an indicator or chart illustrative of such exercises infringe this patent.

Dealers who sell and all who use records and charts of the character above described, unless they be the Wallace Records and Charts, are liable to Wallace Institute for infringement of its patent. This is true whether the records and charts are made by the dealers or some one else.

All dealers are now called upon to cease the sale of infringing devices under penalty of suit for injunction and accounting for profits and damages.

Further Notice also is given that Wallace Institute possesses proprietary rights in and to the trade-mark “Reducing” when applied to talking machine records, evidenced by Certificate of Registration No. 160,758 issued by the United States Patent Office, October 24, 1922.

Dealers selling records under this trade-mark, except they be the Wallace “Reducing” Records, also render themselves liable for infringement thereof.

Violation of the rights above specified will not be countenanced, and warning is given that all infringements will be vigorously prosecuted.

WALLACE INSTITUTE
Chicago, December 1st, 1922.
THE TALKING MACHINE WORLD

December 15, 1922

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 gow-ing-

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 104)

It is said to have been the oldest pending litigation in the Supreme Court of Illinois. It seems that twenty-seven years ago the estate of one Frederick Atwood filed a suit for $500.00 against the W. W. Kimball Co. Three times the suit was taken to the Appellate Court during the litigation, of which the total cost is now in the neighborhood of $5,000.00. The case recently came up again, when it was discovered that neither of the litigants knew anything concerning the circumstances in the case, for in the interim attorneys for both sides had died.

Announces Record Candies

W. P. White, who was formerly connected with the sales force of the Chicago Talking Machine Co., has started out on a new venture which he believes will make a hit with the talking machine trade. During his long experience in talking machines he has made a careful investigation of all things practical for experience in talking machines he has made a talking machine trade.

Tonofone's Fifth Birthday

November marked the fifth anniversary of Tonofone's introduction to the trade, for five years ago this month the first Tonofone needles were offered to the trade. As an actual fact, however, Tonofone came into being about seven years ago, but before it made its debut to the trade the inventors spent two years in trying out and perfecting it. It was, we are told, the first needle of its kind to be put on the market. Its originality was based on the fact that it was a two-piece affair, having a brass shank, to the end of which was swung a fine, resilient, non-scratching, flexible point. The purpose of the needle was mainly to give the talking machine owners a needle that was really semi-permanent and which at the same time would not cut up or scratch the surface of the record. In this we have reason to believe that Tonofone has been successful, as numerous testimonials are on hand from all parts of the world attesting to Tonofone's merit. Now to get back to the original story. November does do things for Tonofone. It marks its fifth anniversary, as has been before stated, and at the same time it heralds the introduction of Tonofone's little sister. The new needle will be known as the loud Tonofone and the inventors of this needle claim all the good points of the original Tonofone with the addition of loudness. In this particular instance the Tonofone Co. claims that the new Tonofone needle will give an intensity of sound fairly comparable with what is given out by a full-tone stethoscope.

Oro-Tone Broadside

The Oro-Tone Co. has started on a publicity campaign by means of which it intends to reach every possible user of talking machines and Edison attachments. The tone of the broadside is directed to their O-G arm and O-F concert reproducer. A feature of this Oro-Tone equipment is its adjustability as to length and height, this being controlled by set-screws. This particular arm embodies the improved angle throw-back principle, which permits the reproducer to clear the tone-arm when thrown back, regardless of whether it be in position for playing hill-and-dale or lateral-cut records.

The broadside shows a handsome cutaway illustration of the Oro-Tone tone-arm and small arrows point to the various features. These arrows are keyed and a reference table is printed directly beneath the illustration. The small thumb-nail, mechanical diagram printed immediately under this larger illustration shows, by means of a combined photograph
Another Beautiful Store

One of the most elaborate retail stores which has been opened in Chicago in the past few weeks is the A. Schlessinger store at 522 North avenue. This new place of business occupies practically an entire building and boasts of the greatest space. A. Schlessinger is the manager. The store is well stocked of phonographs and records, as well as a complete line of Okeh and Odeon records.

Tie Up With Opera

Now, with the coming on of the opera season in Chicago, retail dealers here have lost no time in calling the attention of the public to the fact that excerpts from all the operas being offered this season can also be had on records. This publicity is instrumental in causing quite a run on classical records in Chicago. These dealers here who carry lines of records embracing the operas now being given at the Auditorium are getting the lion’s share of the business.

Many of the “opera windows” seen throughout Chicago are taking advantage of mechanical attractions, such as for example small reproductions of the interior of a theatre, with the scenery being constantly changed. Many of these little mechanical theatres show the prosenium-arch, orchestra-pit and drop-curtain. The curtain is automatic and each time it rises a new stage set is seen, together with little paper cut-outs representing the various characters seen in operas such as “Lohengrin,” “L’Africaine,” “Carmen,” etc.

Thomas Head in Town

E. D. Hall, president and general manager of the Thomas Mfg. Co., Dayton, O., paid a visit to the Thomas Mfg. Co.’s Chicago office in the Republic Building during the past week, making a survey of the Chicago trade, which he found very satisfactory. From the standpoint of the new tone-arms, Mr. Hall stated that the Thomas Mfg. Co. is up and at it and doing everything it could to keep up with orders.

Brunswick Wholesale Stock Low

A. J. Kendrick, general sales manager of the phonograph division of the Brunswick-Balke-Collender Co., gives out the statement this month that the talking machine division is working at top speed in an effort to catch up with the demand for Brunswick machines. The stockroom is practically cleaned out of all models but the entire big line there are only seven models of which the Brunswick Co. has a reasonable stock.

The trade has been in a more satisfactory condition this year, according to Mr. Kendrick’s views, inasmuch as dealers are now doing their December buying early, whereas last year they waited until almost December before doing their buying for the month. In previous years it has been customary for dealers to anticipate their wants months in advance, but owing to unsettled conditions for the past several months dealers in all lines of merchandise have been extremely conservative. Just now, however, matters are much more satisfactory in this respect—a gratifying development.

Jewel Activities

The Jewel Phonoparts Co., of Chicago, has announced three new tone arms, the first of which, Model No. 3, was formally announced to the trade during November. Model No. 4 will go through in December and the third model is scheduled for introduction in January.

Many new and important features are to be found in these new tone arms, one being that for Edison record playing the reproducer turns to face the record in the well-known Edison position. In other words, the reproducer faces the record horizontally when playing Edison re-creations.

Another feature in the construction of this tone arm is that it also permits the reproducer to be thrown back, but in such a position that there is absolutely no danger of its being injured should the lid of the talking machine be let down. These new tone-arms, as well as all others of Jewel make, are produced in eight and one-half, nine and one-half and ten and one-half inch lengths. The reason for this, according to the Jewel Co., is because constant surveys of the trade teach that manufacturers are apt frequently to change their models in order to make them consistent with variations in price standards.

One of the pleasing features of the new No. 4 tone arm is that the base is fashioned in bell shape. When mounted on its base the outer edge of the bell comes down just close enough to the motor board to avoid touching it. This new design completely hides the flange, but at the same time gives plenty of lateral action. The Jewel Co. has not changed its regulation pivot action being convinced of its absolute freedom.

The Jewel No. 5 arm, which will be introduced in January, will be the Jewel De Luxe model. This arm is very scientifically constructed and the weight of the reproducer while playing the record may be changed by simply turning a set-screw. The weight is controlled by simple spring tension. This arm is also adjustable as regards length from seven and a half inches to eleven and a half inches. The length is also controlled by a set-screw. The No. 5 arm, like Nos. 3 and 4, permits the reproducer to be swung horizontally over the face of the record.

Last, and most important of all, is the fact that the new Jewel reproducers permit the use of a fibre needle in playing an Edison record. This in itself, according to the views of A. B. Cornell, sales director of the Jewel Co., marks

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
FROM OUR CHICAGO HEADQUARTERS—(Continued from page 107)

a new epoch in scientific reproducer construction. Never before, according to Mr. Cornell, has there been offered to the trade a reproducer which will play Edison re-creations in true Edison position with a fibre needle. Here-fore, the fibre needle has been limited, accord-ing to Mr. Cornell, to lateral-cut records, whereas to-day Jewell ingenuity enables the playing in a most effective way of hill-and-dale records by said fibre needle.

New Krasco Lubricant

W. E. Lent, vice-president and production manager of the Krasco Mfg. Co., has just brought out a new spring lubricant which he believes will fill a long-felt want and will go a great way toward eliminating spring break-age. According to Mr. Lent, who is said to be one of the best-versed men in talking ma-chine motor production, a large percentage of spring breakage is due entirely to the lubricant in which the springs are packed. The new preparation has been tried successfully in Krasco motors for the past year or more and according to officials of the company is fulfilling all expectations. Its consistency is such that it avoids any impacting and gumming up of springs—an important consideration.

St. Louisian Visits Chicago

A. E. Hoeger, representing the talking ma-chine division of the Shapleigh Hardware Co., St. Louis, was in Chicago recently calling on many talking machine dealers here. Mr. Hoeger was exhibiting samples of the Shapleigh ma-chines, which are known as Harmographs, in-cluding the Harmograph portable. The Harmograph portable is handsomely put up and is said to contain many patented features in sound chamber, tone modulator and record compart-ment. The finishes are in dark fumed oak, mahogany and black fabricoid and are said to be water, sun and dust proof.

New With Jewel Phonoparts Co.

R. C. Grows, who is well known in adver-tising circles of Chicago and who was formerly connected with Conover-Mooney Co., one of Chicago's largest advertising concerns, is now associated with the Jewel Phonoparts Co. In his new position Mr. Grows will not only act as advertising manager, but will also assist A. I. Cornell, sales director. Following out his work as an advertising man for the past four or five years Mr. Grows has had close contact with the talking machine industry and has gained quite a wide experience in this line. In his new position this experience enables him to be of great assistance to Mr. Cornell.

Christmas Boxes Go Big

The beautiful Christmas boxes in which the Walbert Mfg. Co. is now packing its well-known Geer repeater have met with an ex-ceptionally warm reception from the trade. The announcement of this new package, which was made several weeks ago, came at a time when dealers were preparing for the holiday

DO YOU WANT: 

POSSESES. ACTUAL TESTS HAVE PROVEN THAT IT HAS NO EQUAL. IMPROVEMENT IS GOING TO INSURE YOUR SUCCESS IN THE PHONOGRAPH FIELD.

In his new position this experience enables him to be of great assistance to Mr. Cornell.
The Christmas trade started in November and has steadily increased. Practically all the talking machine departments report an increased business over last year by a large margin. In many instances the sales forces of these departments have been doubled in order to take care of this increased demand.

This early stimulation has no doubt been brought about by holiday advertising, window displays appropriate for Christmas trade and the spreading of holly in general. In this way the music trade has created a large holiday demand that has been stimulated early enough for the trade to take care of, so that the bulk of Christmas business would not come the last week before the holidays. Of course, there will always be a few who will wait until the last minute, but the trade has very successfully stimulated the Christmas buying spirit early this year by getting a good start.

Rothschild & Co., who handle all the standard makes of talking machines, have increased their department and hired twenty more salespeople to take care of the business. As a matter of fact, this department has been successful all year, doubling last year's business. They have advertised continuously all Summer and have done an exceptionally large business. Through the efforts of W. B. Papineau, manager of the music department of the Fair, several improvements have been made to enhance the department and more space has been secured, thereby giving ample room for displays. This department has also made preparations to take care of the demand that has been stimulated. Of course, along with talking machines there is also a very large demand for records. T. W. Hindley, manager of the Vocalion Salon of Mandel Bros., reports a large demand for the higher priced console models. He attributes this demand to the period furniture which is now in vogue.

Marshall Field & Co., who handle the Cheney talking machine, are also going in for the higher grade models of the Cheney. It is predicted that all records will be broken in the sale of talking machines and records for the holiday trade. At least from present

(Continued on page 110)
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 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 Sale Makers

indicators it looks as though the end of 1922 will not only close with exceptionally large business in the music trade, but that 1923 will be a very bright year.

IMPORTANT TRADE NOTICE

Wallace Institute announces a statement given out for publication that it has filed suit against three different concerns alleging infringement of U. S. patent number 145500 issued November 14, 1922, and owned by the Institute. This patent, the Institute alleges, covers any combination of phonograph record embodying instructions for physical exercises with an indicator or chart illustrating the same.

DEATH OF COLUMBIA DEALER

Wm. A. Kaun, proprietor of the Wm. A. Kaun Music Co., 19 Wisconsin street, Milwaukee, Wis., Columbia dealer, died recently at his home after a long illness. Mr. Kaun was well known in the talking machine trade in the West as he had built up a successful and growing retail establishment. Mr. Kaun was a brother of Hugo Kaun, prominent German composer and musician.

G. W. Hopkins Presides at Meeting

Gen. W. Hopkins, general sales manager of the Columbia Graphophone Co., presided over a sales meeting held at the Chicago branch recently at which new merchandising plans and sales helps for dealers were discussed. Mr. Hopkins was delighted to find that the holiday business closed by the Chicago branch was bigger than had been anticipated. The results from the New Process record advertising have been most gratifying, and the dealers are enthusiastic over the value of this campaign.

ANNOUNCE THE UNIVERNIER

The Walbert Mfg. Co., of this city, maker of the Geer repeater, has just come out with a new little attachment for radio sets to which it has given the trade name "Univernier." The purpose of this little instrument is to make possible a very fine adjustment for selectivity. This requirement, according to the Walbert Co., is met very nicely by the Univernier, which combines in one single unit the function of an ordinary knob with the means of obtaining most delicate adjustment. The device consists of a large-sized knob of Bakelite composition, with a self-contained mechanism so arranged that each single rotation of the knob moves the condenser plates or rotor balls to which the knob may be connected only one-twelfth of their distance. In other words, the ratio is twelve to one. When the knob is grasped and pressed towards the panal of the instrument to which it is attached, a light spring tension permits ordinary coarse adjustment and increases the ratio one to one. An indicator attached to the knob rotates with the shaft and always shows the true position of the instrument. This little piece of mechanism may be slipped over the shaft of any variometer, variable condenser, coupler, potentiometer or rheostat.

ANNOUNCE NEW UNITED MOTOR

Lynn D. Rudolph, president and general manager of the United Mfg. & Distributing Co., has just announced that the United Co. will place a new two-spring motor on the market early in January. This new United motor will be of the enclosed lubrication type and will be manufactured to fill demands of the trade for small motors such as used in portable and small cabinet talking machines. The new United motor will be distributed in two types which will be known as United 2-A and United 2-B. The 2-A is particularly adapt

"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

Superior Flake Graphite Co.
General Office: 76 West Monroe St., CHICAGO
Department J
Warehouse in Chicago

ROTONOMETER

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 discount.

LAKESIDE SUPPLY COMPANY,
able for the portable instruments and the 2-B is for the small cabinet instruments. These new types are very compactly built and reasonably low priced. They will carry all of the features of the regular United line.

A survey of the trade indicates that the manufacturers of high-grade talking machines will devote a lot of attention to the portable and small cabinet business this year and the addition of the new small United motor is intended to meet such demands.

The above illustration shows the latest improved Oro-Tone attachment for playing all disc records on the Edison Phonograph. It gives a deep, rich, glowing tone quality and operates with the raising and lowering lever in the same way as the regular Edison reproducer.

Where tests have been made between Oro-Tone equipment and others before audiences who were not informed which reproducer was being used, the choice invariably was in favor of the Oro-Tone.

This is supreme proof of its quality.

Why Users Recommend Oro-Tone Equipment

1. It gives a marvelous tone quality.
2. It is built substantially of best materials.
3. The finish harmonizes with Edison finishes.
4. It permits playing all disc records.
5. It is easy to operate.
6. It operates with raising and lowering lever.
7. The sound box is unquestionably superior.
8. Our special needle box increases convenience.
9. With our E-VR needle it practically eliminates all surface noises.
10. Every attachment is guaranteed for period of 2 YEARS.

Hundreds of our dealers have told us that they have been able to close many sales on machines where the customer hesitated until shown that with Oro-Tone equipment all disc records could be played. You will find, just as these others have found, that with Oro-Tone equipment, you have an unbeatable argument that quickly boosts sales.

Safety Point Needles

Our velvet running safety point needles for Edison and Pathe records practically eliminate all surface noises. You will marvel at the soft, rich, pure tone quality. Each needle mounted on fancy card and enclosed in transparent envelope.

No. E-VR—For Edison................. 65c
No. E-VR—For Pathe................. 65c

List Prices

Packed in Regular Boxes

No. 2-EC—

Nicked .................. $7.00
Gold .................. 9.00
Oxidized .................. 9.00

Usual Discount to Dealers

You will find a big demand for these cases. Many customers who already own attachments want one or both. Case with space for attachment........ 35c Case for needles only................. 25c

The Oro-Tone Needle Case

To hold needles and the Oro-Tone attachment when not in use, we have designed this beautiful, substantial box. Below also is a similar box for needles only. Made in rich maroon color with gun metal finish needle caps. Very substantial.
Dealers Expect Record Holiday Business Despite Keen Competition—Rural Trade Again in Evidence—Changes of the Month

MILWAUKEE, Wis., December 11.—Despite the fact that competition in the sale of talking machines is perhaps the keenest ever known, the volume of business being transacted by dealers in Milwaukee is mounting to a point where most stores already are expressing the belief that they will top the best previous year's business. It might almost be said that the fact that competition is so keen is responsible for this state of affairs, rather than that the condition exists in spite of the competition, for with every salesman working might and main to sell instruments, the largest part of the public that has ever been approached along this line is subject to solicitation.

The active state of retail business is reflected by the rush orders that are now being received by the territorial distributors and jobbers in the Milwaukee market which, as a rule, extends over all of Wisconsin and in addition, the upper peninsula of Michigan. It is true that dealers bought conservatively during the late Summer and Fall for holiday needs, but even so, their orders were far larger than last year and two years ago. With rush orders now coming in a wave, it is easy to see that the needs placed earlier were far too conservative.

Manufacturers' Advertising Helps

Much favorable comment is heard in the local jobber and dealer trade over the unusually effective manner in which manufacturers are supporting the efforts of dealers. While all of the big and long-established concerns have always done notable promotion work to help dealers, it is the appearance of full-page newspaper displays like that announcing the new Columbia record, or that revealing the entire Brunswick line, published a few days ago, which have brought to more general attention the manufacturers' enhanced efforts.

Harry A. Goldsmith, secretary of the Badger Talking Machine Co., Victor distributor, says he cannot help being enthusiastic over the turn which affairs have taken. While Victor business all year has been satisfactory, the strong revival of demand in the past three to six weeks has served to overwhelm the most hopeful expectations in regard to holiday business. The big problem now is to get Victrolas and Victor records into the hands of dealers to make prompt Christmas deliveries possible.

The Brunswick, to use the vernacular, is "going forward like a house afire," and the Milwaukee branch of the Brunswick-Balke-Colender Co. is one of the busiest places imaginable. Full-page advertisements in colors, published in Milwaukee for the last two Sundays, have helped unquestionably to make Brunswick dealer business even more active than before, for there has been without doubt a most favorable reaction from the appeal contained in these broadsides which present the entire Brunswick line in a striking way and pound Brunswick prestige even through the most unimaginative mind.

Rural Trade Again a Factor

S. R. Christopherson, sales manager of the Sonora department of the Yahr & Lange Drug Co., said that, while city dealers are establishing new volume records for business this Fall and Winter, it is the greatly improved demand from the smaller cities and villages of Wisconsin and Upper Michigan that stands out as a distinct feature in rural business. The rural communities have been slow buyers for many more than two years, but, as expressed in the requisitions for new stock being made by small-town dealers, the farmer is once more a prominent factor. Mr. Christopherson, like President Fred E. Yahr, of the company, is par- donably proud of many fine letters which are being received from new and old dealers, complimenting the house upon the splendid support it is giving the men in the field through special co-operative methods recently developed.

Death of Wm. A. Kaun Causes Regret

While it is the new type of Columbia record that is a distinct feature in this territory at present, the Columbia Grafonola is also experiencing a decided increase in business as the holidays come nearer. Milwaukee dealers in the Columbia report the demand much in excess of the same time last year and the impetus is becoming stronger daily.

Genuine sorrow was occasioned in the general music trade and among Columbia dealers by the death, on November 27, of William A. Kaun, head of the Wm. A. Kaun Music Co., 90 Wisconsin street, one of the oldest and best-known Columbia dealers in the city. Mr. Kaun was only forty-five years old and prominent in the artistic music circle as well as in the music trade of this city.

New Department Opened

A large talking machine department is a feature of the new store building opened November 24 by Branta & Rechlicz, furniture and music, at 581-585 Lincoln avenue. This is a new departure for this concern. The management is in charge of W. L. Przbylski, formerly with the Lincoln Avenue Music Store, and one of the best informed talking machine salesmen on the South Side.

Fine New Victor Department

One of the finest Victor departments in any Milwaukee music store is that in the new branch house of the Rudolph Wurlitzer Co., at 421 Broadway. The Wurlitzer Co. recently purchased a four-story building, remodeled it completely and early in November moved from

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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

Sales Office:
Room 300, Republic Bldg.
CHICAGO, ILL.
It's the Bees Knees, and just take it from me. There's something I want to say. You're gonna hear it night and day.

**BEES KNEES**

**ABusy Bee Fox Trot**

by Ray Lopez and Ted Lewis

"You can't go wrong With any FEISTiong."

523 Grand avenue, where it has been functioning with great success for the past five years. L. J. Kinnel, local manager, was assisted by Raymond Wurlitzer and John Kimberley, manager at Chicago, during the formal opening.

**Addresses Wisconsin Teachers**

Frances E. Clark, formerly in charge of music in the Milwaukee public schools, and now director of the educational department of the Victor Talking Machine Co., made her annual impressive visit "back home" during the mass convention of the Wisconsin Teachers' Association at the Milwaukee Auditorium recently. Mrs. Clark is in demand by Badger teachers every year at their meeting, and her talks before the music section are hailed as one of the most interesting and beneficial features of the entire convention. This year the music section also was favored by a talk on "Greater Values from the Phonograph," by Mrs. Nellie I. Sharpe, of the Columbia Graphophone Co., New York.

**Benson Orchestra Scores a Hit**

The demand for popular Victor records was stimulated to a very fine degree by the recent appearance of the Benson Orchestra of Chicago, Roy Bargy, director, for a week's engagement at the Milwaukee Athletic Club. So successful was the engagement that the Club has contracted for a return visit during the week of December 19-24.

Figures issued recently by the Department of Commerce at Washington giving Wisconsin seventh rank in the production of talking machines and records were received with great interest. The report gives a total of nine established companies in Wisconsin, illustrating the formidable array which this industry presents in the Badger State.

**Death of Rudolph Olschewski**

Rudolph Olschewski, superintendent of the Badger Cabinet Co., at Plymouth, Wis., died November 22 of tumor of the brain. He was fifty-two years of age and prior to going to Plymouth was associated in an executive capacity with the production department of the Wisconsin Cabinet & Panel Co., of New London, Wis., one of the largest woodworking plants of the Thomas A. Edison industries.

Miss Julia Wolff, manager of the talking machine department of Edmund Gram, Inc., is hearing well-earned plaudits over the splendid record made by her staff this year in merchandising the Cheney, Vocalion and Brunswick. Business in records has been especially active and sales so far in 1922 have exceeded those of any complete year on record.

The Flanner-Hafsoos Music House, specializing in the sale of the New Edison in its talking machine division, is now generally accepted as the largest "consumer" of this line among Milwaukee retail music stores. The Edison department has again undergone enlargement to accommodate more display stock and provide more adequate demonstration facilities.

**KRASCO MANUFACTURING COMPANY**

451 East Ohio Street

Eastern Branch, 120 West 42nd Street, New York

CHICAGO, ILL.
The Talking Machine World Produces Results

The letter reproduced below emphasizes the tremendous drawing power of The Talking Machine World as an advertising medium. Hundreds of similar letters (all of them unsolicited) have been received from our advertisers.

---

**THE OGDEN SECTIONAL FILING SYSTEM LOCATES ANY RECORD IN FOUR SECONDS**

Ogden Sectional Cabinet Company, Inc.

700-702 Salem Street
LYNCHBURG, VIRGINIA

Nov. 10, 1922.

Talking Machine World,
373 Fourth Ave.,
New York, N. Y.

Gentlemen:--

We have been continuously advertising in THE TALKING MACHINE WORLD, we believe, for at least eight, and possibly nine years. While we have given advertising to other publications it has only resulted in convincing us that our advertising in THE TALKING MACHINE WORLD has always been placed in the best publication. So, therefore, for a long time past THE TALKING MACHINE WORLD has received practically our entire advertising appropriation.

As a direct result of our advertising in your columns we have received orders from all over the country, and also from remote parts of the world, which we know directly resulted from our advertising in THE WORLD. We know this because the orders were sent with "WORLD" clippings attached.

Our cabinets have been introduced to the world through "WORLD" advertising. When any magazine or trade paper brings orders and inquiries from South America, the Islands of the Pacific, Southern and Eastern Asia, as well as Australia and New Zealand, it must truly be a world-wide trade journal.

Yours very truly,
OGDEN SECTIONAL CABINET CO.

---

We maintain copy and art departments that will be pleased to submit an advertising plan adapted to your individual proposition. Let us send you a copy suggestion.

TALKING MACHINE WORLD, 373 Fourth Ave., New York
Published by Edward Lyman Bill, Inc.
UNUSUAL DISPLAY BOOSTS SALES

Giant Reproduction of Sheet Music Aids Clark & Jones Piano Co. to Dispose of Many Records of the Number Featured

BIRMINGHAM, ALA., December 7.—A sheet of music ten or twelve feet high behind a plate-glass window is so unusual and so easy to read that scarcely anyone who passes will fail to stop and read it. This is the novel idea employed by the Clark & Jones Piano Co. of this city, to run the sales of a single record up to more than 500 a week. The display has been patented by them. Each year they use it only once, featuring a popular number, reaping the benefit of this unique display through increased sales.

A talking machine, which does not show in the accompanying picture, is always used in connection with the giant sheet of music. Not only does the display attract attention because of its unusualness, but it also affords an easy, effective aid to the observer to learn the words of the song being advertised. All through any day the window was so arranged people were seen to stop, take out their note books and pencils and copy down the words to the song, which was “Three o’Clock in the Morning” this year. Most of those who did not copy the words stood about and hummed them along with John McCormack, Victor artist, whose record of this number is featured and was played constantly for the benefit of passers-by.

According to Robert P. McDavid, manager of the talking machine department of the Clark & Jones Piano Co., several large publishing houses of sheet music have opened negotiations with them regarding the purchasing of the national rights on their patents to this display.

T. F. CLARK ENTERS FIELD

PORT HENRY, N. Y., December 8.—J. T. Breadner, a member of the Phonograph Supply & Repair Shop, this city, has disposed of his share in the business to T. F. Clark, who is now personally managing the business. It is planned to greatly increase the stock and to enlarge the repair department. Springs and repair parts for all makes of talking machines are carried in stock and while the business is comparatively new steady growth has been enjoyed.

Greetings

The Bristol & Barber Co., Inc., OKeh Distributors, esteem it a privilege and pleasure to extend Christmas and New Year Greetings to the OKeh Dealers.

The past year has been a phenomenal one for OKeh Records, but 1923 promises to even outdistance the year now closing in sales volume and prestige.

For this expression of loyalty and confidence we are appreciative and thankful

BRISTOL & BARBER CO., Inc.
3 EAST 14th STREET, NEW YORK
January Releases

Emerson Records
Retail Price 75 Cents

This list of January releases is a typical Emerson selection of the LIVE HITS ready for our dealers "simultaneously with the publishing of the music."

We believe that this list will prove to be the most remarkable selection of popular numbers brought out in many months. It is so strong that it is very difficult to emphasize any particular numbers.

These releases, together with the December Emerson list, gives Emerson dealers all the top sellers right up to the minute.

Emerson January Releases on Sale December 10th

LATEST DANCE HITS

10556 Lady of the Evening ("Music Box Revue")—Fox-trot...Glantz Dance Orch.
10557 Pack Up Your Sins ("Music Box Revue")—Fox-trot...Emerson Dance Orch.
10557 Stop Your Kiddin’—Fox-trot...Original Memphis Five
10558 Burning Sand—Fox-trot...Biltmore Dance Orch.
10558 Bee’s Knees—Fox-trot...Original Memphis Five
10558 Rose of the Rio Grande—Fox-trot...Sam Lanin’s Roseland Dance Orch.

Carry Me Back to My Old Carolina Home—Fox-trot (Vocal Chorus, Arthur Hall), Jos. Samuels and His Orch.

A Picture Without a Frame—Fox-trot...Biltmore Dance Orch.

Who Cares?—Fox-trot...Emerson Dance Orch.

I’m Through Shedding Tears—Fox-trot...Jos. Samuels and His Orch.

Lost, A Wonderful Girl—Fox-trot...Glantz Dance Orch.

Nellie Kelly, I Love You—Waltz—Vocal Chorus...Emerson Dance Orch.

A Kiss in the Dark ("Orange Blossoms")—Waltz...Glantz Dance Orch.

Who Did You Fool, After All?—Fox-trot, Sam Lanin’s Roseland Dance Orch.

Shake It and Break It—Fox-trot, Sam Lanin’s Roseland Dance Orch.

Aunt Hagar’s Blues—Fox-trot, Sam Lanin’s Roseland Dance Orch.

POPULAR VOCAL RECORDS

10563 Lovin’ Sam—Baritone Solo—Orch. Accomp., Irving and Jack Kaufman

10564 Open Up Your Arms, My Alabama—Duet—Orch. Accomp., Arthur Fields

10564 Till My Luck Comes Rolling Home ("Little Nellie Kelly")—Baritone Solo—Orch. Accomp., Arthur Fields

10565 Porcelain Maid—Tenor Solo—Orch. Accomp., Irving Kaufman

10565 Crinoline Days—Tenor Solo—Orch. Accomp., Irving Kaufman

Emerson Records are the equal musically, artistically and mechanically of any records retailing at the same price, viz., 75 cents each. The dealer realizes a net profit 20% greater than on any other records retailing at this price.

Mail us the attached coupon with your selection of these big sellers for the month and demonstrate for yourself the quality of these new Emerson Records. We will send you full details of the new Emerson plans for the distribution of our records and give you information as to how you make extra profits on every Emerson Record you sell.

Emerson Phonograph Company
105-111 West 20th Street
New York, N. Y.
PHILADELPHIA Records on Sale Here. The record sales have been greatly stimulated in this way.

Merrill winner a Proud Daddy
Merrill Winner, of Winner Bros., the well-known Columbia dealer of Williamsport, Pa., is receiving congratulations from his many friends in the trade as he recently became the proud father of a nine-pound baby girl.

Mr. Robbins, head of the Robbins Music Co., a prominent Columbia dealer of Trenton, N. J., was a visitor at the Philadelphia branch of the Columbia Co. recently.

W. B. Hill, of Pottsville, Pa., and N. M. Stokes, of Milford, Del., both well-known Columbia dealers, also visited the offices of the local Columbia branch recently.

Big Demand for Brunswicks
O. F. Jester, manager of the local branch of the Brunswick-Balke-Collender Co., at 1002 Arch street, returned from a trip to Allentown, Easton, Bangor and Bethlehem with the statement that the demands for machines made by the Brunswick dealers in these cities had almost overwhelmed him. He told the dealers that he was making every possible effort to obtain the desired Brunswick machines but that it was impossible to make any immediate

(Continued on page 118)
THE TRADE IN PHILADELPHIA AND LOCALITY—(Continued from page 117)

deliveries as carloads of Brunswick phonographs had been on the road to this city for several months but were being held up by freight embargoes.

Mr. Jester asserts that the $150 York model of the Brunswick machine was so far oversold as to cause the factory to change the price recently to $200.

Robert McCarthy, manager of Gimbel's phonograph department, has been appointed as chairman of the committee to arrange for a smoker for the Philadelphia Victor Dealers' Association, to be held the latter part of this month, probably at the Manufacturers' Club.

Mr. Buehn, president of the Louis Buehn Co., declares that according to present indications the business transacted by this widely known Victor distributing house during this month probably will break all records for the holiday season in past years.

Louis Buehn Reviews Situation

Mr. Buehn, president of the Louis Buehn Co., Victor wholesaler, of Philadelphia, Pa., reports good business in all departments, which includes Victor merchandise, QRS music rolls and Weymann Keystone State musical instruments. November business was exceptionally good and it is expected that December business will equal, if not surpass, December, 1921.

Start Comprehensive Sales Campaign

The Philadelphia Badge Co., of this city, manufacturer of the well-known round record cleaners bearing the dealer's imprint and advertisement of the line carried, has entered into a comprehensive sales campaign. Although the record brush business began as a small part of the general output it has already reached large proportions. These brushes are being used all over the country by retailers as advertising novelties. A somewhat more expensive brush has also been made, using bristles instead of cloth, which, judging from the demand, will be a big favorite.

Louis Buehn Reviews Situation

Louis Buehn, president of the Louis Buehn Co., Victor wholesaler, of this city, reported great activity among Victor retailers throughout the territory and the present shortage of Victor merchandise, Mr. Buehn pointed out, was a distinct tribute to the supremacy of Victor products. The demand for Victrolas in the Quaker City has been exceptional despite several mark-down sales being offered in the city by dealers in other lines. The great demand manifested this Fall is better visualized when it is remembered that practically every distributor had accumulated large stocks during the Summer months in preparation for it. The current supply as well as accumulated stocks are practically exhausted. Mr. Buehn called attention to the wide variety of Victrola models available this Fall and how the retailer was able to supply his trade with portables, table models, a wide range of uprights as well as both curved and flat. The new catalog has been mailed to the trade.

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Appreciating the confidence shown and the loyal support given during the year.

The Louis Buehn Co. of Philadelphia wishes all its friends a Merry Christmas and a Happy New Year.

Louis Buehn
President
Accomplishment

It is with just pride that we point to a year of accomplishments that has made for the Zimmerman-Bitter organization a legion of friends.

They testify with complete satisfaction to all concerned that the work done by our expert personnel has materially helped to attain success for the retail establishment.

Our Wish to All Is for A Joyous Christmas and

A Prosperous New Year

Zimmerman-Bitter Construction Co.

Hearing Rooms
Record Racks
Service Counters

OFFICES—FACTORY—WAREROOMS

325-327 East 94th Street
Phone Lenox 2960

NEW YORK, N. Y.

TRADE NEWS FROM THE QUAKER CITY

(Continued from page 118)

and flat top horizontal types—every one a Victor product and worthy of the famous trade-mark.

Visit Talking Machine Co.

Among recent visitors at the headquarters of the Talking Machine Co., Victor retailer, was Howard I. James, a Victor retailer of Lebanon, Pa. Mr. James is an ardent Victor enthusiast and a hustler. Accordingly, he finds business very good. He purchased a period model Victrola, Adam No. 1, for which he sent a special truck to this city. This model will be displayed attractively in his window for the holiday season.

A. J. Heath Ill Health

Ill health has unfortunately kept A. J. Heath from undertaking his new duties with the General Radio Corp., of this city, as per the announcement emanating from this well-known talking machine and radio distributing house a few weeks ago. Mr. Heath's doctor has ordered him to discontinue all activities until he is in better health.

Mr. Heath's doctor has ordered him to discontinue all activities until he is in better health. "It is very unfortunate that Mr. Heath's health prevents him from entering actively into the work at this time, but it is probably only deferred for a short period until he is in better health."

NEW GENNETT RECORD CATALOG

New Volume Listing All Records Up to January 1, 1923, Just Issued—Carefully Classified and Interestingly Arranged

The Starr Piano Co. has just issued the new 1923 catalog of Gennett records listing all records issued up to January 1. The catalog is a most ambitious work, replete with portraits of prominent recording artists and so classified as to simplify the finding of any particular recorded selection. Special sections of the catalog are given over to the listing of special music and the Gennett foreign records, which represent a most substantial assortment of operatic and other numbers.

The center pages of the catalog are devoted to the listing of the Green Label Gennett records by such artists as Henry Moeller, Edith Gaile, Scipione Guidi, Joseph Holmmand and Helen Clark, and interest is added to the pages through the presentation of the portraits of the several artists in connection with the numbers they have recorded.

For the convenience of the machine owner a special section is set aside for Gennett advance records by well-known dance orchestras. The entire volume makes an impressive showing and gives some idea of the steady growth of the Gennett catalog.

USING BLOTTERS TO ADVANTAGE

SAN FRANCISCO, CAL, December 5.—The Remick Song and Gift Shop, of this city, Columbia dealer, recently used a blotter in a unique way and incidentally featured the name of a popular selection effectively. The blotter, which was printed in three colors, was artistically designed and had for a caption, "Don't Bring Me Raspberries When It's Records That I Need." Besides being a clever piece of publicity, the blotter carried a monthly calendar page which added to its utility value. Specific mention was made of the Columbia New Process records and 8,000 of these blotters were mailed to the names on the store's lists. They created a most favorable impression among those who received them.

PUBLICITY PRODUCES RESULTS

GASTONIA, N. C., December 5.—Geo. L. Rawlings, secretary of the Winget Jewelry Co. of this city, progressive Columbia dealer, is enthusiastic regarding the results received from the campaign sponsored by the Columbia Co. in behalf of New Process records. The direct results of the campaign are very satisfactory and in addition to selling a large number of these records to his old clients, Mr. Rawlings has been successful in adding many new customers to his lists.

MME. SCHUMANNE-HEINK RECOVERING

Mme. Ernestine Schumann-Heink, famous Victor artist, is recovering from bronchial pneumonia at her home in Garden City, L. I. Announcement has been made by her managers, Haersel & Jones, of 33 West Forty-second street, New York, that a concert which she was to have given in Fort Wayne, Ind., and other engagements to sing in Springfield, Grand Rapids and Cleveland, have been canceled.
COLUMBUS

Morehouse-Martens Co. Opens
Foreign Offices—Victor Sales
School Here—Enjoy Fine Trade

COLUMBUS, O., December 6—Announcing the
establishment of foreign offices in London,
Paris, Barcelona, Chemnitz, Berlin, Milan,
Yokohama and Shanghai, the Morehouse-Mar-
tens Co., one of the leading department stores
and talking machine dealers not only in Colum-
bus, but in Central Ohio, conducted an Inter-
national Merchandise Exhibit during the early
part of November.

An invitation was extended to many clubs,
including the Cosmopolitan Club of the Ohio
State University, to tour the store in a body and
observe the quaint novelties. Decorations, fea-
turing flags and emblems of the countries whose
merchandise was represented, were used.

In the music department of this firm the
music of six different countries was featured.
Young women dressed in the attire character-
istic of a particular nationality played the music
of that country on a Victrola. These numbers
were either the national anthems or popular
folk songs.

The Victor business of the Z. L. White Co.
has been very good, according to P. J. Connor,
manager of that department. However, Mr.
Connor does not feel the same way about the
record business. "The volume in record sales
is not yet what it should be, but we hope to
make it as good as our machine business before
this year is out," he said.

Miss Marie Smith, of the record department
of the Z. L. White Co., has been unusually
successful in selling the health records. When
customers come into the store she not only calls
their attention to this set of records, but takes
them into the booth and demonstrates the exer-
cises before them.

Due to the increase in business, Mr. Connor
has added Miss Cleo Kerns to his force in the
department. Miss Kerns was connected for
some time with another talking machine house
and Mr. Connor feels that her experience in
this line will be helpful.

A large demand for the York model of the
Brunswick machines is reported by the F. G.
& A. Howald Furniture Co., Brunswick dealers.
This is a $150 machine and is so well liked by
the patrons of this firm that it has actually
been oversold. It is, of course, the popular
console type that has recently been put on the
market. The more expensive machines, ranging
in price from $300 to $1,000, are also selling
well in this store.

Many of the Victor dealers responded to the
invitation to attend the salesmanship school
conducted by F. A. Delano, of the Victor Talk-
ing Machine Co. The classes were conducted
at the Hotel Deshler and came to a close on
Thursday evening, November 23. Dealers as
well as salespeople were in attendance. Of
those interviewed, everyone stated that he was
greatly benefited by this school. The Perry
B. Whitsit Co., wholesaler of Victrolas and
Victor records, under whose auspices the
school was held in this city, gave a banquet at
the Hotel Deshler on Thursday evening. This
dinner was one of the most delightful events
that has ever taken place here. Mr. Delano and
the visiting dealers were the guests of the
Perry B. Whitsit Co. on this occasion.

When the Eight Famous Victor Artists re-
cently appeared in Newark, O., many of their
SALES PLAN PROVES SUCCESS

Knickerbocker T. M. Co. Awakens Interest in
Unique Idea for Developing Record Sales—
Victor Dealers Using Plan to Excellent
Advantage—Other Fine Dealer Helps

The plan for increasing sales of Victor rec-
ords, recently announced by Abram Davega,
president of the Knickerbocker Talking Ma-
chine Co., Victor wholesaler, New York, is
being put into effect by a number of Victor
dealers with appreciable results. This plan,
which was announced in detail in the last issue
of The World, provides for the grouping of
records for an appropriate evening's entertain-
ment.

At the last meeting of the Knickerbocker
dealers there was distributed, in program form,
"An Evening at Vaudville," in which were
listed ten carefully selected Victor recordings
for a program of this character. The programs
are printed in quantities with space for the
dealer's imprint. Since then there has been
printed a similar program entitled "An Evening
at the Concert." There are also prepared, and
in the course of preparation, other groupings
such as Christmas, New Year's, Easter, An
Evening in Ireland, and other countries, etc.
It is planned to ultimately have fifty-two pro-
grams prepared, a different program for each
week in the year. Dealers are finding that this
plan is showing customers a novel way to get
increased pleasure from their Victrolas and con-
sequently having its effect in the increased
sales of records. There has been prepared for
dealers using this plan an attractive window
strip with the request to "Come Inside and Be
Shown the Modern Way to Play Your Victrolas.
More Pleasure and Entertainment."

An instruction sheet for Victrola owners, en-
abling them to properly classify their records,
have been printed. This card contains twenty
columns under a corresponding number of
classifications, such as dance, novelty, chil-
ren's records, concert, vocal, sacred, humor-
ous, men's, operatic, violin, etc. The inability
of some Victrola owners to provide records for
all these classifications is also expected to
have the desired effect of increased record pur-
chases. The well-known adage that "Variety
is the spice of life" is particularly appropriate
in record selections and a knowledge of the
general catalog proves that the Victrola brings
into the home practically every popular form
of entertainment from vaudeville to grand
opera.

Another window strip which is to be found
in a large number of Victor dealers' windows
and which was prepared by the Knickerbocker
Talking Machine Co., calls attention to the
"Laughing Specialty," Victor record No. 6257.

Mr. and Mrs. Max Landay, of Landay Bros.,
Inc., have given up their residence in Edge-
mere, Long Island, and now reside on River-
side Drive, New York City.

Witzmann-Stuber, Inc., have opened a new
music store at 99 North Second street, Mem-
phis, Tenn. Talking machines and musical in-
struments are featured.

COLUMBUS

Sends Its Greetings

Victor ideals and aims have evidenced their
supremacy during the past twelve months emphat-
ically and convincingly.

We deeply appreciate the whole-hearted co-opera-
tion extended to us by the Victor retailers in 1922,
and it is our earnest wish that 1923 will prove a
year of prosperity, joy and contentment.

Perry B. Whitsit Co. Distributors, Columbus, Ohio.
PARTIAL LIST
OF CLASSICAL AND OPERATIC DOUBLE FACED RECORDS
BY WORLD FAMOUS ARTISTS

002061 Silver Threads Among the Gold (Tenor) ..... Craig Campbell
002066 We've Been Chums for Fifty Years (Tenor) ..... Craig Campbell
002064 Ave Maria (Basso) ..... Percy Hausen
002065 Marguerite (Bassoon) ..... Percy Hausen
002081 Den Giovani, "Papa non se' male" (Bassoon) (In Italian) ..... A. Didur
002084 Figaro, "Non piu andrai" (Bassoon) (In Italian) ..... A. Didur
002082 Falstaff, "Dal labbro" (Tenor) (In Italian) ..... Titia Schipa
002083 Madame Butterfly, "Fren! Fren!" (Tenor) (In Italian) ..... Titia Schipa
002085 Melody in F (Piano Solo) ..... Rudolph Ganz
002086 Menace in G (Piano Solo) ..... Rudolph Ganz
002087 The Palms (Baritone) ..... Percy Hausen
002088 The Resurrection (Baritone) ..... Percy Hausen
002090 Rosamund, "Ballet Music" (Piano Solo) ..... Debrulle
002091 The Walnut Tree (Violin Solo) ..... Debrulle
002092 The Waifs Tree (Violin Solo) ..... Debrulle
002093 The Waifs Tree (Violin Solo) ..... Debrulle
002094 The Waifs Tree (Violin Solo) ..... Debrulle
002095 Faust, "Le Veau d'or" (Basso) (In French) ..... Alex. Debruille
002096 Mignon, "Gavotte" ..... Alex. Debruille
002097 Love Sends a Little Gift of Roses ..... Alex. Debruille
002098 Eleanora de Cisneros
002099 Bourre in B Minor (Piano Solo) ..... Eleanora de Cisneros
002100 Liebesfreud (Piano Solo) ..... Eleanora de Cisneros
002101 Tristan and Isolde, "Wacht-Lied" (Mezzo -Sop. with Or.) (In Ger.) ..... Eleanora de Cisneros
002102 Believe Me, It All Those Endearing Young Charms (Tenor) ..... Craig Campbell
002103 Faust, "Dame de Scudery" (Har. with Orch.) (In Italian) ..... Eleanora de Cisneros
002104 La Tosca, "Sextette" (Sextette with Orch.) (In Italian) ..... Eleanora de Cisneros
002105 "Ernani Involami, Ernani" (Soprano with Orch.) (In Italian) ..... Eleanora de Cisneros
002106 Hyrne des Mameli, "Fratelli d'Italia" (Bar. with Orch.) (In Ital.) ..... Eleanora de Cisneros
002107 Jocelyn, "Berceuse" (Soprano with Orch.) (In French) ..... Eleanora de Cisneros
002108 Elegie (Soprano with Orch.) (In French) ..... Eleanora de Cisneros
002109 Marching Through Georgia (Baritone with Orch. and Chorus Acc.) ..... Eleanora de Cisneros
002110 Tommy, Lad! (Baritone with Orch.) ..... Eleanora de Cisneros
002111 Figaro, "La Maledizione" (Soprano with Orch.) (In Italian) ..... Eleanora de Cisneros
002112 Mephistopheles, "Ballota del mondo" (Ballad of the World) (Basso) ..... Eleanora de Cisneros
002113 "Ernani Involami, Ernani" (Soprano with Orch.) (In Italian) ..... Eleanora de Cisneros
002114 La Tosca, "Cantabile di Scudery" (Har. with Orch.) (In Italian) ..... Eleanora de Cisneros
002115 "Ernani Involami, Ernani" (Soprano with Orch.) (In Italian) ..... Eleanora de Cisneros
002116 Hyrne des Mameli, "Fratelli d'Italia" (Bar. with Orch.) (In Ital.) ..... Eleanora de Cisneros
002117 Jocelyn, "Berceuse" (Soprano with Orch.) (In French) ..... Eleanora de Cisneros
002118 Elegie (Soprano with Orch.) (In French) ..... Eleanora de Cisneros
002119 Marching Through Georgia (Baritone with Orch. and Chorus Acc.) ..... Eleanora de Cisneros
002120 Tommy, Lad! (Baritone with Orch.) ..... Eleanora de Cisneros
002121 La Tosca, "Cantabile di Scudery" (Har. with Orch.) (In Italian) ..... Eleanora de Cisneros
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002146 Elegie (Soprano with Orch.) (In French) ..... Eleanora de Cisneros
002147 Marching Through Georgia (Baritone with Orch. and Chorus Acc.) ..... Eleanora de Cisneros
002148 Tommy, Lad! (Baritone with Orch.) ..... Eleanora de Cisneros

THE NEW PATHE ACTUELLE RECORD—ALL
10 Inch Double Disc and Play with
Steel Needles on Any Phonograph

2 for $1.00 or 55 Cents Each

New German Catalogue Now Ready

New Italian Catalogue Now Ready

All The Broadway Hits---Dance and Vocal---First and Best

Dealers
Write Us To-day

Pathe Phonograph & Radio Corp.
20 Grand Avenue
Brooklyn N. Y.

Better Records—At Any Price—Cannot Be Made
Lane and Harper Make Record accompanying illustration shows Lane and Harper at the telephone, listening to the record. The talking machine is concealed and by cleverly timing his talk the replies of the telephone operator to the actor, reproduced by the talking machine, are heard by the audience.

SONORA JOBING CHANGE JANUARY 1

On January 1 the Sonora Phonograph Co., New York, will take over the States of Ohio, Michigan and Kentucky from C. L. Marshall & Co., of Detroit, and distribute direct from the home office in New York under the personal direction and supervision of Frank J. Coupe, vice-president and sales manager, until permanent arrangements are made. Special representatives of the company will cover the field in the interests of Sonora dealers and the Sonora Phonograph Co. until a new distributor has been selected for this territory.

INTERESTING THE CHILDREN

The Griswold, Richmond & Glock Co., Victor dealer, Meriden, Conn., is interesting parents in Victor products through the children by means of children's classes, when educational records are played and the kiddies play games to music.

Unqualified Dealer Endorsement East and West

Just two months ago our first announcement of the CLARAVOX Reproducer brought inquiries from talking machine dealers everywhere who desired demonstration of the remarkable tone qualities of this wonderful product.

To-day the CLARAVOX is recognized in the trade as the first product of its kind that has proven out. As a large Western dealer describes it, "The only thing we have seen that is right," and, quoting from a letter of a prominent Eastern dealer, "Very good and quite to our liking."

Remember "The CLARAVOX" is not just another reproducer, but rather a device scientifically correct which faithfully reproduces on other talking machines those most exceptional Edison Re-creation Records. The CLARAVOX opens a new field for you—a field that offers unlimited possibilities for profit.

Order your CLARAVOX to-day and hear the most wonderful music you have ever listened to from talking machines.
Your biggest season is on! Every day, from now on, will bring increased demands for Okeh Records of every description and character.

Serious thought should be given to your present stock. Is it thoroughly up-to-date and complete in all sections? From the latest and liveliest hits to the older, yet ever-popular Yuletide carols and sacred music? If not, check up and find out just which and how many Okeh Records you are in need of—no matter which they may be—and then call on us. The real, full meaning of Consolidated Service will be demonstrated immediately.

We will more than convince you that the sudden rush and demand created by the seasonal conditions does not affect the smooth efficiency and promptness of our Service any more than does the casual, smaller order requested on the average day or season of the entire year. Consolidated Service is never hindered by insufficient stocks—at any time. It is at its best during all seasons and in all emergencies.

Why? Because we have on hand at all times, a full and complete line of Okeh Records that is never allowed to deplete.

It is not yet too late to become a dealer in Okeh Records. You can still cash in on the holiday business. Write—right now—for information regarding our unusually profitable sales plan.

Consolidated Talking Machine Co.
227 W. Washington Street
Chicago, Ill.

Branch: 2957 Gratiot Avenue, Detroit, Mich.
Known as the Pattie Studio, is now located in the new Central Building.

The capacity of this model house is six Grafonolas. The model house has not only proved popular with the dealers, but has caused considerable comment all along the road, representing a splendid national publicity for the Grafonola. The dealers are moving this stock as fast as it is received.

In a chat with The World Mr. Goldsmith stated that a noticeable feature of this activity was the demand for consoles, and the several new models introduced by the Player-Tone Talking Machine Co. this season have been given a cordial reception by the trade. For 1923 Mr. Goldsmith has important plans under way whereby new models will be added to the Player-Tone line and an intensive sales campaign will be inaugurated in behalf of the entire Player-Tone line.

**EDISON DISPLAYS FOR THRIFT WEEK**

Window Arrangements Hooking Up With Annual Thrift Celebration in January Offered to the Edison Dealers for Local Use

1923 is the year that the famous talking machines are working to capacity to take care of the demands for consoles, and the stores are moving this stock as fast as it is received.

**HOLIDAY WINDOW ATTRACTS NOTICE**

Gulick-McFarland Co., of Burlington, Ia., brings music to the Fore in Attractively Conceived Holiday Window

**IMPORTED HOMOKORD RECORDS**

We have purchased the entire stock of the Hegeman-Stewart Corp., consisting of HOMOKORD RECORDS, GERMAN and STANDARD Selections.

NOW OFFERED AT ATTRACTIVE PRICES—Special discounts to quantity buyers—Ask for catalog and prices

FAVORITE MFG. CO., 105 East 12th St., New York City
LOCAL DEALERS HOLD MEETING

Leo Feist Day Observed at Meeting of Talking Machine Men, Inc.—Dr. Miller Reese Hutchinson Makes Interesting Address—Hugo S. Radt Gives Timely Talk on Banking—Other Practical Subjects Discussed

The December meeting of the Talking Machine Men, Inc., held at the Café Boulevard on Wednesday, December 6, was one of the most interesting meetings held recently, although, owing to the fact that December is the busiest month of the year, many of the dealers found it impossible to attend. Several interesting addresses were on the program and the dealers present thoroughly appreciated the practical value of the meeting.

Irvin Kurtz, president of the association, made several preliminary announcements, one of them being to the effect that it was practically certain that the Board of Education of the City of New York would adopt the plan sponsored by Mr. Kurtz and the Talking Machine Men, Inc., whereby the local talking machine dealers would have an opportunity to co-operate with the different schools through the medium of music memory tests. The Talking Machine Men, Inc., has a number of important and original plans to introduce in connection with this idea which will make it an invaluable aid in the development of record business.

Mr. Kurtz read an interesting letter from Geo. W. Hopkins, general sales manager of the Columbia Graphophone Co., pointing out that the week of December 3 to 9 was being observed as American Education Week, and emphasizing the tremendous possibilities that are awaiting progressive dealers who appreciate and understand the unlimited scope of the educational records that are in the catalogs. Mr. Kurtz also read a telegram of good wishes from Otto Heineman, president of the General Phonograph Corp., New York, who expressed keen regret at his inability to be present at the meeting.

The December meeting, from a musical angle, was designated as "Leo Feist" day and representatives from this well-known publishing house were present to entertain the members and to feature the latest Feist hits. Theodore Morse, professional manager of Leo Feist, Inc., was given an enthusiastic reception by the dealers, and in a brief talk pointed out the splendid co-operation and help that his organization is extending to the talking machine dealers. Mr. Morse introduced Messrs. Miller and Steinzer, who favored the audience with three of the latest Feist hits, "When the Leaves Come Tumbling Down," "I'm Mighty Sweet on My Sweetie" and "Toot, Toot, Tootie."

Abram Davega, president of the Knickerbocker Talking Machine Co., New York, Victor wholesaler, advised the dealers that timely and interesting literature had been prepared to carry out the idea sponsored by his company under the caption, "The Theatre in the Home." This plan provides for the merchandising of Victorolas and Victor records along decidedly original lines.

It had been planned to present at this meeting the new thirty-minute record invented by the Hon. Noel Pemberton Billing, well-known investor from Great Britain, who sailed for home last week. Mr. Billing, before sailing, made arrangements with Dr. Miller Reese Hutchinson, prominent New York inventor, whereby he would represent Mr. Billing's interests in this country, and it had been planned to demonstrate these new records at Wednesday's meeting. However, through a slip-up in the arrangements, the records did not appear, but Dr. Hutchinson favored the dealers with a brief description of the technical phases of this new record, which is named the "World," and stated that he would be present at the meeting in January to demonstrate the record.

Through the courtesy of Byron R. Forster, president of the Brilliantone Steel Needle Co., the members of the Talking Machine Men, Inc., and their guests were favored with a practical and informative address by Hugo S. Radt, assistant cashier of the Capital National Bank. Mr. Radt, who was formerly identified with the talking machine industry for six years, is also well known in banking circles and he was, therefore, able to give the dealers some valuable pointers as to the desirability of establishing personal and close relations with the banks. Mr. Radt stated that in making loans and in conducting the banking business generally, bankers were guided by three cardinal requisites: character, ability and capital, and he then proceeded to give details as to the importance of these qualifications.

**An Open Letter To Phonograph Dealers**

**YOUR BUSINESS**

demands that before placing your 1923 orders for needles, you receive samples and prices from us.

We offer you a needle of exceptional tone at a price that will please you.

**DO NOT DELAY**

SEND FOR INFORMATION NOW

The Delta Company

Drawer 520

WESTFIELD, MASSACHUSETTS
ANNOUNCES IMPORTANT COLUMBIA CHANGES IN LONDON

President and General Manager H. L. Willson, Who Has Just Returned From London, Tells of Sale of the Stock Interests of the English Company to Prominent Financial House

H. L. Willson, president and general manager of the Columbia Graphophone Co., who arrived in New York Saturday, November 25, on the S.S. "Mauretania," after a three weeks' stay abroad, announced upon his return that the company had disposed of its stock interests in the Columbia Graphophone Co., Ltd., manufacturing and marketing Columbia products in Great Britain. The purchaser of the Columbia Co.'s stock interest was the Constructive Finance Co., Ltd., of London, one of the most powerful and influential concerns in Great Britain, which is backed by a prominent group of English financiers and industrial managers. The disposition of the stock interests carries with it a perpetual working agreement highly satisfactory to the American company.

The new owners are planning to continue the Columbia business as heretofore under the name of the Columbia Graphophone Co., Ltd., and Louis Sterling will continue with the new organization, occupying the post of managing director. Sir George Croydon-Marks will continue as chairman of the board of directors, the same post that he held in the past.

The new owners of the Columbia Graphophone Co., Ltd., will institute important plans for the development and expansion of the company, thereby continuing to give Columbia products in Great Britain the support to which they are entitled. One of the interesting features of the working agreement between the two companies is the consummation of arrangements whereby additional strength will be given to the foreign language repertoires of the Columbia Co. in this country.

Upon his return to New York Mr. Willson was congratulated by the Columbia directorate on the consummation of this deal, which is one of the most important transactions announced in talking machine circles this year. Mr. Willson's accomplishment is all the more remarkable in view of the fact that he was away from his desk only twenty days, having sailed for Great Britain on the "Olympic" on November 4 and returning November 24.

A. C. VALEUR'S NEW ACTIVITIES

Secretary-Treasurer of Sonora Phonograph Co., Now Associated With Canadian Company—Well Known and Popular in the Trade

It was announced this week at the headquarters of the Sonora Phonograph Co., New York, that A. C. Valeur, director and secretary-treasurer of the Sonora Phonograph Co., Inc., had made arrangements to sever his connections with the parent company and transfer his activities to the Sonora Phonograph, Ltd., of Toronto, the Canadian distributor of Sonora products. Mr. Valeur helped organize the Canadian company and is its present secretary and treasurer, assuming on January 1 the additional duties and responsibilities of managing director.

Mr. Valeur visited Toronto during the recent fair and was so impressed with the future prospects of Canada and so pleased with the general character of the Canadian trade, as a whole, that he arranged for his permanent residence in Canada. Mr. Valeur has had a wide experience in the phonograph industry, principally in the managerial end, and leaves for his new field of endeavor with the best wishes of his many friends.

Radio and phonograph combined in the LYRADION—your customers will prefer this line

Lyradion Manufacturing Co.
Mishawaka, Indiana

KENTON W. MIL, Director
Drop in Business Due to Cautious Advertising and Sales Campaigns Causes Resumption of These Activities—Dealers Ordering Heavily in Anticipation of Holiday Rush—Many New Stores Opened—Important Changes in the Trade—Happenings of General Interest

Talking machine dealers in Brooklyn and Long Island report that the month of November and the first week in December showed a slight gain over the same period last year. This, however, has been unsatisfactory, as a larger total business was expected and for some unaccountable reason retail buying, although having a good start in the first week of November, fell off considerably. Dealers who are not enjoying an increased business can explain this to some extent by the fact that their sales campaigns were curtailed immediately at the beginning of the month of November, when on the contrary they should have been increased. During the months of September and October these sales drives were on in full swing and showed excellent results in greatly increased sales. However, most dealers have realized that an intensive effort should be made and kept up and in consequence every live dealer has again taken up intensive sales work with the result that the first week in December began to show a decided spurt in sales in both machines and records. This policy should bring about a large volume of holiday sales.

Wholesalers who cater to this territory report that dealers have been buying large quantities of machines and records in anticipation of the holiday rush. Most of the large dealer deals have been able to supply, but there is an acute shortage of certain types or models which they claim they will be unable to fill in time to deliver to the dealer during Christmas week. Everybody connected with the wholesale distribution of talking machines is keenly interested in dealers' activities at this time and they are making every effort to impress on dealers the absolute necessity of keeping up intensive sales drives in order to keep business up to par.

The Price-cutting Evil

Unfortunately there is still a wave of price-cutting going on in this section, but it is practiced by two or three local stores only and these same stores are being sharply criticized for their actions. No doubt this offering of standard make machines at cut prices has materially affected the business done by the legitimate dealer who is trying to sell his merchandise at the regular list price. This entirely unnecessary method of doing business, especially at this time of the year, must be frowned upon as it is being done without any excuse whatsoever. The legitimate dealers who are adhering strictly to legitimate methods should be commended for their courage in keeping their business on the highest plane possible and no doubt they will in the end be amply repaid for their attitude, as price-cutting only tends to create a bad impression. It must ultimately place the houses which resort to these tactics in a most undesirable light throughout the trade.

Tisch Music Store in Fine Quarters

An important event in talking machine circles in Brooklyn this month was the formal opening of the Tisch Music Store located at Polk avenue, near Twenty-fifth street, in the Jackson Heights section. Adam B. Tisch, proprietor, is receiving the praises of a large number of friends in the opening of this unusual store, as it represents the ultimate step in the commendable progress he has made in the talking machine retail field. Mr. Tisch started in business as a talking machine dealer some years ago back in his own home, where he devoted two of the rooms of his house to the display of talking machine models. After a period Mr. Tisch's business grew to such proportions that he was compelled to procure larger quarters near his home, resulting in the opening of the present store. The general arrangement and equipment of the store represents the very latest in retail store construction and it, no doubt, one of the best equipped and most beautiful stores in all metropolitan New York.

On the day of the opening of the store Mr. Tisch secured the services of a troupe of Hawaiian musicians who entertained the visitors with Hawaiian melodies and also rendered some of the latest hits in dance music recently released by the Victor Co. Charles Mason, of the New York Talking Machine Co., and other representatives of the Victor wholesale trade were present and assisted in the opening.

Vorbach Bros. Open New Store

Another new store recently opened in this section is that of Vorbach Bros., 413 Fulton street, Jamaica, L. I. Vorbach Bros., proprietors of the store, also conduct another establishment on Jamaica avenue, in the Richmond Hill section of Brooklyn, and are well known in talking machine retail circles. The new store is one of the finest retail establishments in this city. Eight sound-proof booths have been installed and also one large sound-proof room which will be devoted to the demonstration of talking machines. Record racks have been erected conveniently near the private hearing rooms and also easily accessible to customers coming in for a record, as they are placed close to the entrance of the store. On the day of the opening an orchestra rendered selections and appropriate souvenirs were dis-
Shortage of Sonora Machines

The Long Island Phonographe Co., Sonora wholesaler for this territory, reports that the demand for Sonora machines during the past month has been unprecedented. Orders for machines have been coming in from all sections of the territory and the question of getting machines enough to meet this demand has become serious. Although shipments have been coming in from the factory with more or less regularity it will be impossible, according to officials of the company, to give dealers all they have ordered. However, steps are being taken that will insure every dealer getting a fair share of the goods received, so that all will be able to have some machines in stock to sell during the holidays.

C. W. Keith, treasurer of the company, as well as J. J. Schratweiser, sales manager, are now back at their desks after a trip which took them to Pittsburgh, Buffalo and to the Sonora factory in Saginaw, Mich. Much fruitful work was accomplished on this trip, especially at the factory, where a closer contact was established which resulted in expediting shipments of machines to headquarters in Brooklyn.

R. E. Keith was away this month, spending some time at the Pittsburgh wholesale Sonora branch and from there journeyed on to the factory in Saginaw to confer with officials there on plans for this year and New Year business. Mr. Keith was accompanied by Frank Coue, sales manager of the Sonora Co.

Dissolve Partnership

The Lynbrook Yacht Shop, 20 Atlantic avenue, Lynbrook, L. I., has just dissolved a partnership which existed between J. O. Benton and his brother, Robert, and from now on J. O. Benton alone is the sole proprietor of the company. Robert Benton, the owner of large real estate interests on Long Island, will devote his time to this business. James Benton was the original active member of the concern and will continue the business as here-tofore under the same name and at the same location. This talking machine business has been a very successful undertaking of quite large proportions, enjoying the patronage of a very fine clientele.

Delivering Large Orders

The American Talking Machine Co., Victor wholesaler for this territory, has been kept very busy this past month delivering large orders for machines and records to dealers in all sections of the territory. New shipments of machines are being received from the factory and as soon as they arrive they are immediately despatched to dealers. The record business, stated R. H. Morris, general manager of the company, has been a healthy and normal one. New records for December enjoyed wide popularity with dealers everywhere. Machine sales have been more or less fair and there is no doubt, Mr. Morris declares, holiday business will be greater than ever before. Chas. Offerman, representative of this company for Long Island, is spending considerable time with dealers, helping them put their stores and stocks in shape for holiday business.

Good Business Practice

To prove that it is worth while to cultivate the friendship of talking machine customers the Neapolitan Talking Machine Co., which con-

Greetings

The continued emphatic public appreciation of the Victor Talking Machine Co.'s products gives an appropriate setting to the season's greetings we extend to our many friends and the Victor Industry as a whole.

TWIN JAMS CO., Inc.
272 Flatbush Avenue Extension Brooklyn, N. Y.

ducts a retail store at 311 Court street, recently made a sale of three No. 17 Victor machines through the friendship of one customer. This customer came into the store looking for a medium size Victrola, but good salesmanship brought about a sale of a large, expensive instrument. A few days later this man returned to the store accompanied by three of his friends who were so pleased with this machine that they each purchased one for their own home. James Lanaro, genial proprietor of the store, is the man responsible for these satisfactory sales, and he stated that incidents like this have happened to him before, proving conclusively that it pays to make friends with every customer the retail merchant sells. In addition to the sale of these machines each purchaser selected a large list of records, which brought up the total to a considerabie figure and no doubt will help materially in putting Mr. Lanaro's yearly business over the top by a very comfortable margin.

E. A. Schweiger, Inc., Enlarges

E. A. Schweiger, Inc., which conducts a retail store at 1525-27 Broadway, opened to the public this month a new addition to their store which has completely changed the old establishment into thoroughly modern quarters. An adjoining store has been added, the dividing wall having been torn out, turning the two stories into one large, spacious showroom. This progressive house is well known throughout metropolitan talking machine circles, as it has conducted a successful Victor retail business at this location for many years past. This addition certainly reflects the progress made and with these added facilities no doubt growth will continue. With every modern convenience known to retail selling installed they will be able to offer talking machine buyers a superior service that is bound to reflect in total sales.

New Sonora Accounts

Among the new dealers recently established by the Long Island Phonographe Co., Sonora wholesaler, is the store of Sarokin Bros., at 125 Church avenue. This dealer, on receipt of his first order of Sonora machines, sold to a customer an Intermezzo model and a Magnette model as well, resulting in the placing of an additional order for machines double the size of the original one. Other new dealers to take on the Sonora include the Zion Music Co., of Church avenue.

Nassau Radio Co. Institutes Drive

The Nassau Radio Co., manufacturer of radio products, is about to launch a campaign designed to interest the talking machine dealer in the possibilities of radio in talking machine retail stores. Ruckgabe Bros., who conduct this company, are well known as talking machine dealers, operating a retail store at 60 Court street. They have in mind at the present time the marketing of a Loop-Tuner antenna which is designed for use with the ordinary tube receiving set and which does away with the outside antenna commonly used. These plans are being perfected and will be announced to the trade very shortly.

A VISITOR FROM CHICAGO

A recent visitor to the executive offices of the Sonora Phonographe Co. was A. R. Rodway, president and general manager of the Sonora Phonographe Co. of Illinois, which was recently appointed as a Sonora jobber in Chicago. Mr. Rodway visited New York for the sole purpose of pleading with the Sonora executives to give him additional merchandise to take care of the requirements of Sonora dealers in his territory. Although the Sonora Phonographe Co. of Illinois has been established only a few months it has already won recognition as one of the most successful wholesale houses in Chicago.

A lease for a term of years has been closed on the store at 93 Summer street, Boston, Mass., by the Barite Talking Machine Co.
Made of High Grade
Hardened Steel
Specially Treated
to Give
Frictionless Surface

Furniture Footwear
Easy Movement

A furniture footwear device must give easy movement over any floor, covered or uncovered. Unless it does it means weakened furniture. No device ever made gives ease of movement under all conditions as effectively as

**DOMES of SILENCE**
"Better than Casters"

In addition this, simple slide has the added important qualities, which ordinary devices do not possess:

- **Economy**
- **Simplicity**
- **Silence**
- **Invisibility**
- **Adaptability**—Suitable for covered and uncovered floors alike.
- **Service**—Long wear.

Gives protection to furniture, floors and rugs and are the perfect footwear for furniture—

**DOMES of SILENCE Division**
Henry W. Peabody & Co.
17 State Street, New York City

In All Your Talking Machine Orders,
Specify **DOMES of SILENCE**
"Better than Casters"

What we say above about Furniture applies also to Phonographs
Van and Schenck, those inimitable vaudeville songsters, have two top liners this month that are as good as a trip to the circus. "All for the Love of Mike" and "You can have him, I don't want him, didn't love him anyhow blues." Two humdingers on one record, A-3735.

CINCINNATI

Demand for Machines, Records, Accessories Far Exceeds Expectations—Expect Record Month's Business—All Jobbers Active

CINCINNATI, O., December 6.—The pre-holiday trade in talking machines and records—in all accessories, in fact, even down to needles—has exceeded the predictions of even the enthusiastic optimists. This month—December—threatens (what a welcome threat!) to be one of the most profitable in years. The public has money. If you need evidence of that fact, all you need to do is to enter any store—music or otherwise—and look over the floor. You probably will be surprised.

There seems to be a great deal of early shopping among the people who desire musical goods. All retailers are going to have their hands full in supplying the trade that is coming to them, and for the time being, at least, the policy of carrying a short and safe stock is thrown into the discard.

November, as a business month, might be called a prophecy. Its promise, already being fulfilled, was excellent. Indeed, November, 1922, was one of the best Novembers ever experienced by a great many local dealers.

Wholesalers in All Lines Active

At the Cincinnati branch of the Columbia Co. business already is booming and orders are coming in which insure, even this early, a splendid month of business for December. The Columbia branch is making every effort to supply its many dealers in this district fully and promptly and thinks that it will be able to do so though trade is exceptionally heavy.

The Ohio Talking Machine Co., wholesaler of Victor goods, supplying virtually every account in Cincinnati, as well as numerous houses in Indiana, Kentucky and West Virginia, also is rushed. A. H. Bates, president of the company, said: "Our holiday business is going to be fine, I am sure. November was a remarkable start toward this big month, and although our stock is huge, we feel that business will be so great that we will be pressed before Christmas."

The New Edison Co., wholesaler for all Edison dealers in this district, also reports a fine trade for November and sees a correspondingly greater trade for December. Manager Delman said: "Our November trade was a big opening for the holiday business. It was the best November in a very long time, and December is going to fall under the same classification. Our stock is adequate, but we do not expect to have much of it left at the end of December, and we shall take about all of the shipments we can get. The new Edison consoles are very popular, as is our new upright model. These are moderate-priced machines, and are going exceptionally well."

S. Reis, manager of the Brunswick products, said: "Brunswick business for November was exceptional and leads us to believe that December is going to be a banner month. We surely are busy here. Orders are coming in with great rapidity and we are going to have trouble supplying the demand during next month."

November Totals Reach High Mark

Retail business at the Otto Grau Piano Co., dealer in Victor, Aeolian and Brunswick products, reached a high mark during November. "November was remarkable," said J. F. Van Court, "but December, unless all signs fail, is going to be one of the best holiday months we ever have had."

Widener's Grafonola Shop, which deals in Columbia, Granby and Victor lines, also reports a fine month and expectation of a much better one to come. Morris Fantel, manager of the Grafonola Shop, declares that this is one of the best Novembers the trade has seen, and that when December is over there will have been some records made by the retailers, as well as by the artists.

Window Displays Bring Business

The Chubb-Steinberg Music Shop continues to do one of the best retail businesses in the city. Howard L. Chubb is untiring in his efforts to arrange attractive display windows, and his originality always draws a considerable number of people to his store. Moreover, Mr. Chubb is the only dealer in the city who always sees that a good record is being played in his windows, so that no persons can pass without hearing this tantalizing music. Radio sets, says Mr. Chubb, who has a well-supplied radio department, are going good for gifts to the younger boys and girls—and some of the older ones as well.

LAST CALL

Model 75, Sample $27.50
Model 35, Sample $12.50
Model 50, Sample $15.00

Just a limited supply of our three models, which must go at Startling Sacrifice Prices

Mahogany 41 x 17 x 19; durable double spring motor, and Universal tonearm.
A Fair Discount Will Be Given in Quantities.
Terms: Strictly Net Cash.
Send in your orders very promptly, we do not expect to have these models on hand for any length of time.
Puritone and Truetone needles at 25 cents per M, in lots of 10 M or up.
Phonograph accessories and repair parts at very low prices.

Fulton Talking Machine Co.

253-255 Third Ave., New York City
Between 20th and 21st Streets

DECEMBER 15, 1922

THE TALKING MACHINE WORLD 131
CROSLEY
Radio Apparatus
Better—Cost Less
A Four Tube Receiving Set
$55

CROSLEY MODEL XXV
A Console Model of great beauty. Consists of a four-tube panel incorporating the same units as the Model X. This cabinet is arranged to take the Model R-3 Magnavox that can be quickly installed and hooked up to the set, but the Magnavox is not furnished at the price. Cabinet also contains space for “A” Battery and “B” Battery and battery charger if desired. 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 phones, batteries or tubes, sells for $150.00

CROSLEY EXPERIMENTAL UNITS
are designed to help the experimenter by furnishing audion detectors, variometers, condensers, audio frequency units and their combinations in individual cabinets. These units can be hooked up by simple binding post connections. Adapted for use with either 6-volt or 1½ volt batteries.

Write for Catalog of these Units

CROSLEY MODEL X. This four-tube set is the most popular on the market to-day. It consists of one stage of Tuned Radio Frequency Amplification, Audion Detector and two stages of Audio Frequency Amplification. The Crosley Model X is built on scientific principles and is the acme of simplicity and efficiency. Especially is the Tuned Radio Frequency Amplification popular. With this set, listeners in Florida have heard broadcasting from Winnipeg, San Francisco and Honolulu. We cannot be too emphatic in recommending this set to everyone. Without phones, batteries or tubes, only $55.00

CROSLEY RECEIVER MODEL VIII (three tubes) $48.00
CROSLEY RECEIVER MODEL VI (two tubes) $38.00
CROSLEY HANKO SENIOR MODEL V (one tube) $15.00

Talking Machine
JOBBERS and DEALERS
You are the logical men to handle Radio Apparatus as we explained on this page last month. This will be a Radio Year and you will greatly increase your profits by supplying Crosley—Better-Cost Less—Radio Apparatus.

The Instruments shown on this page are the height of simplicity and efficiency as well as beautiful pieces of furniture. Nothing better on the market at anywhere near their price. We are prepared to fill any sized order immediately. Write to-day for catalog.

CROSLEY CRYSTAL RECEIVER MODEL 1
A complete crystal receiving set equipped with antenna, phones and necessary hardware, ready to install. Has a range up to 30 miles and will bring in local broadcasting loud and clear. Price $25.00

HARKO SENIOR MODEL V
This is a one-tube set of exceptional merit, and consists of Tuner and Audion Detector, mounted in a mahogany finished cabinet. This set has a range of several hundred miles and, under favorable conditions, listeners in Denver have heard Schenectady and Newark. Price without tubes, batteries or phones $15.00

Liberal Discounts to Jobbers and Dealers

CROSLEY MANUFACTURING COMPANY
1226 ALFRED STREET, CINCINNATI, OHIO
IMPORTANT BIG PUBLICITY CAMPAIGN FOR RADIO WEEK

Through the co-operation of the editors of the various publications devoted to radio, considerable publicity has been given the past month to "National Radio Week," which is scheduled to take place during the week of December 23 to December 30. A handsomely printed three-color postal-card has been designed and millions of these cards have been distributed throughout the country. Readers of The Talking Machine World who may be interested in securing these cards for the purpose of using them in this radio publicity campaign can secure a reasonable quantity by communicating with the headquarters of National Radio Week, 326 Broadway, New York. The interest manifested indicates that the event will be a success.

Columbia dealer, has just finished with a very successful Grafonola sale, one hundred and three Grafonolas being sold in two weeks.

Mr. Miller, Columbia salesman out of the Atlanta branch, has recently been transferred, at his request, from the Tennessee territory to the south Georgia territory. Mr. Miller has a host of friends in his new territory and we are sure his splendid success will continue.


Salesmen of the Brunswick Co.—M. E. Duke, Ralph Hooke and H. Kaliski—were at the branch office in conference with district managers.

Artistic Poster for Radio Week

ATLANTA

Christmas Rush Is On—Urban and Rural Dwellers Offer Fine Opportunities for Live Dealers

 ATLANTA, GA., December 6 — With the passing of Thanksgiving there is every evidence that Christmas shopping has started in earnest. The Atlanta dealers report that machine sales are good and that, in addition, deposits have been made on scores of machines, the actual sale to be completed between now and December 22.

Conditions throughout the Southeast are very much better than they have been during the past two years. With cotton selling at about 21 cents, the farmers, even with their short crops, are a great deal better off than seemed possible in mid-Summer.

In the cities work is plentiful, especially in the building trades. Most all the Southern cities are establishing new high records for building construction. Talking machine dealers are optimistic, their chief worry being the shortage of popular-priced product, especially in the console designs.

M. E. Lyle, Atlanta, reports such a steadily increasing demand for Strand consoles that he has been required to carry about three times the usual Atlanta stock.

Most all the Southern cities are establishing new high records for building construction. Talking machine dealers are optimistic, their chief worry being the shortage of popular-priced product, especially in the console designs.

The many friends of Herbert Brown, manager of the Victrola department of Cable Piano Co., will regret to learn that he is in a local hospital, where he recently underwent an operation for appendicitis.

Lovenman Joseph-Lebo Co., at Birmingham, has obtained the Victor franchise and has already received an initial stock. The talking machine department is in charge of D. G. Green, E. E. Forbes & Son, of Birmingham, have become jobbers for Paramount records. Mr. Forbes reports a large demand, especially for the jazz numbers by colored artists.

"Bob" McDavid, secretary of Clark & Jones, Birmingham, was a Thanksgiving visitor to Atlanta, coming over to attend the Auburn-Tech football game.

The Southern Sonora Co. is planning to move into its fine new location on Peachtree street about the middle of December.

John A. Cunningham, of Jacksonville, Fla.,

"We Serve the South"

Okeh Records for the holiday season

Now that your business season of the year is at hand, sales should be quicker, profits increased, and new customers made and kept.

Okeh Records help you to do all this by offering a complete line of those records that are always popular at this time of the year; from an early release on the newest songs and dances, to Christmas carols and sacred hymns.

We carry at all times a complete stock and are prepared to fill your orders immediately.

Wholesale Phonograph Division

J. K. POLK FURNITURE CO., Inc.

294 Decatur Street

ATLANTA, GA.
EXCLUSIVE FEATURES
1. New, improved type of record
2. Back to pre-war prices—65 cents
3. Practically free from surface noise.
4. Greater durability.
5. Special system of quick service.

Order these "best sellers" NOW

7178 Parade of the Wooden Soldiers (Intro.: "Bum-mel-Petrus") - Medley Fox-trot (Jessel-Itersten)
Coreyfonic Orchestra
7179 Carolina in the Morning-Fox-trot (W. Donaldson)
Coreyfonic Orchestra
7180 Paderewski's Minuet-Fox-trot...
Coreyfonic Orchestra
7181 Homesick-Fox-trot (I. Berlin)
Orpheum Melody Masters

Improvements which make profits bigger

¶ Think of the importance of virtual noiselessness!
¶ Think of the importance of strength beyond the dreams of yesterday!
¶ Think of the importance of records, better than standard, at ten cents lower price—without impairing your profits!
¶ Think of records made by a new process—neither laminated nor paper—which open possibilities heretofore beyond reach.
¶ You can sell these Globe Records.
¶ You can make a lot of money on them.
¶ And don’t forget that they increase business.

GLOBE RECORD DISTRIBUTING CORPORATION
30 Church Street,
New York City
THE PAST YEAR AND THE FUTURE IN MUSIC PUBLISHING

1922 Has Been Close to Normal With Many of the Publishers, With the Usual Quota of Hits

The condition of the music publisher, particularly in the popular end of the business, reflects somewhat on the activity of sales in records. Therefore, a general résumé of the situation in the popular music publishing field is appropriate at this time—practically the close of the year.

There is, of course, nothing stable or permanent in the popular sheet music industry. Therefore, a report on general trade conditions must needs be confined to the amount of salable works which have been issued throughout the course of the past twelve months. There, seemingly, was no dearth in hits. The usual quota of compositions of meritorious and popular caliber has been published and there were at least five or six big outstanding successes.

Probably the most remarkable song and dance success of the past season was “Three o’Clock in the Morning,” which is still quite active and which has had a very substantial sale over a ten months’ period. There was hardly anything remarkable among the other issues outside of the success of “The Sheik” and “The Kashmiri Song,” both of which were linked up with the motion picture entitled “The Sheik.” It should also be reported that the year saw the unusual feature of having a particularly popular number during the months of July and August, namely, “Stumbling,” which tended to keep what are sometimes termed dull months a little more active than usual.

Following the opening of the Fall musical shows there seems to be the usual quota of numbers with popular appeal. However, it is somewhat early to describe any of them as national successes. Probably “Journey’s End,” from the new show, “Up She Goes,” and “Little Nellie Kelly,” from the George M. Cohan show of the same name, are the features in that department of the publishing world.

It should be stated that despite a reduction in the volume of sales of popular numbers the popular music publishers as a whole have not been depressed by this situation. They have admitted that after all the meritorious numbers have had very substantial sales, some of them reaching huge figures. Therefore, their appropriations for the exploitation of works which seem to have possibilities have not been lessened, and, indeed, the majority of publishers are even spending more money than was the case for several years past.

The outlook for the coming year is, indeed, gratifying. Most of the publishing houses have a program that calls for much additional activity and enlarged appropriations for publicity. There has been issued during the past four or five weeks a substantial number of new songs, many of them of great merit and several which have shown indications of creating unusual sales. The publishers are looking forward to a most healthy new year and are making plans accordingly. This additional energy and effort, together with publications of no mean caliber, will, as stated at the outset, be reflected in future sales of popular records.

“UP SHE GOES” HAS AUSPICIOUS OPENING IN NEW YORK

William A. Brady’s First Attempt at Musical Comedy Well Received—Joseph McCarthy and Harry Tierney Collaborate on the Score, Which Is Being Published by Leo Feist, Inc.

With the opening of the new musical show, “Up She Goes,” in the Playhouse, New York City, William A. Brady produced his first musical comedy. This production is a musical version of Frank Craven’s comedy, “Too Many Cooks.” The lyrics are by Joseph McCarthy and the music is by Harry Tierney, both of musical comedy fame. There is an excellent and well-selected company, which includes Richard (“Skeets”) Gallagher, Donald Brian, Gloria For and others.

Practically every paper in New York City in its review gave the new offering a particularly enthusiastic send-off. The New York Sun says: “A spontaneous, breezy and tuneful show and is well worth a trip. Its only shortcoming is the loss of some of the humor of the original—which loss is probably not missed so much when Harry Tierney can supply good tunes to take its place. A superabundance of gay, lifting tunes composed by Harry Tierney, who furnished the music for ‘Irene,’ are at hand.” The Mail, World, Globe, Herald, Times and Tribune and other papers are equally favorable in their comments.

The songs which are mentioned as coming popular successes are “Journey’s End,” “Lady Luck,” “Nearing the Day,” “Ty-up,” “Let’s Kiss” and “Settle Down and Travel.” Leo Feist, Inc., is the publisher.

4 Reasons for “MARTHA” Being a Big Hit

1. A simple melody—beautifully arranged—combined with an consistent lyric.

2. Hundreds of acts and singers being constantly added to great throng now singing “MARTHA”

3. Now being played by every orchestra in the country.

4. The best singing fox trot now before the public.

“DON” LINDEN WITH LEO FEIST

Firm Secures Exclusive Sales Rights to “Century” Catalog in Dominion of Canada

Toronto, Ont., December 9—Donald S. Linden, familiarly known by his wide circle of friends as “Don” Linden, has joined the staff of Leo Feist, Ltd., this city, in the capacity of manager of the professional department. This important announcement comes almost simultaneously with the news that this firm has acquired the exclusive selling rights in Canada for the “Century” catalog.

The Century catalog comprises some 1,500 of the world’s standard compositions. The Century edition music is published by the Century Music Publishing Co., New York, and will retail in Canada at fifteen cents per copy. When dealers know the extent of the advertising behind the Century catalog and the energetic way in which Leo Feist, Ltd., are sure to push this new line in Canada they will realize what is involved in handling Century music. The publisher will run a series of advertisements in national publications featuring this interesting catalog.

JOINS STAFF OF LEO FEIST, LTD.

Don” Linden With Leo Feist, Ltd., Toronto, Ont.

Firm Secures Exclusive Sales Rights to “Century” Catalog in Dominion of Canada

William A. Brady’s First Attempt at Musical Comedy Well Received—Joseph McCarthy and Harry Tierney Collaborate on the Score, Which Is Being Published by Leo Feist, Inc.
LEO FEIST, INC., IS CLOSING A MOST SUCCESSFUL YEAR

Excellent Catalog Combined With Energy and Perseverance of Staff Brings Most Satisfactory Results—Some of the Year's Hits in Popular and Production Field

The noted music publishing house of Leo Feist, Inc., is bringing to a close one of the most successful years in the history of that establishment. This is a remarkable tribute to its meritorious catalog of the past year, the energy and perseverance of the co-workers in the Feist organization and the public response to the Feist slogan "You Can't Go Wrong With Any "Feist" Song."

The record is impressive, too, considering the fact that 1922 in music publishing and retail circles has not been considered an overly active year when popular music is under consideration. Any member of the Feist staff would naturally credit, and justly so, the past season's success of that company to the quality of the songs published, but that would not by any means fully explain the year's record. They would also contend that to make songs national hits they must be exploited through the orchestras and professional channels and that this work must be supplemented by appropriate advertising in various channels, which naturally calls for substantial expenditures.

Early this year the Feist organization decided that no matter what the outlook during any period in the course of the year it would continue to exploit its catalog on the same scale that was prevalent during what was considered more prosperous seasons. The year's results certainly justify the early plans.

Among the Feist songs that have been acknowledged national successes during the course of the past twelve months are: "Virginia Blues," "Georgia," "Wake Up, Little Girl," "Stumbling," "Hot Lips," "Tricks," "All for the Love of Mike," "Swanee River Moon," "Three O'Clock in the Morning," "Lovely Lucerne," "Why Should I Cry Over You?" "Coal Black Mammy," "Toot, Toot, Tootsie," "When the Leaves Come Tumbling Down." The five latter songs are among the numbers the various Feist departments are still actively interested in. In addition to the above, the company has issued the "Feist Dance Folio No. 4," and the "Good Old-time's Song Folio," both of which have had, and are still having, large sales.

The plans of the Feist organization for the year 1923 call for a continuation of the methods and arrangements which were found so successful during the past twelve months. The entire Feist organization with its numerous branches has employed its full quota of workers and will continue its activities without change. All the other arrangements of the departments will be made of the musical shows for which it publishes the music. "Blossom Time" and "Tangerine" of last season's fame are continuing to draw crowds; the former resumed its New York run and has a road show playing throughout the country. Early this Summer the new show, "Sue, Dear," opened successfully, and more recently the new William A. Brady production, "Up She Goes," for which Joseph McCarthy and Harry Tierney supplied the songs, made its debut. Another musical comedy, called "The Little Kangaroo," will also have its New York premiere at an early date.

PHONOGRAPHER REPLACES THE LUTE

U. S. Consul Reports That Chinese Show Distinct Favor for More Modern Instrument

WASHINGTON, D. C., December 7.—Foreign music is growing popular with the foreign educated Chinese, who are constantly increasing in number, says Consul Heintzleman, Hankow, in a report to the Department of Commerce. They cultivate this taste while they study in the schools and colleges conducted under the auspices of the various foreign governments and mission societies. Piano, organ and phonograph music are equally in favor with them. Phonographs which are comparatively cheaper in price are very popular in China and nearly every foreign family and wealthy Chinese family in practically every instance be carried out along the same general lines of the past year. Among the songs announced for the coming season are "Dumbbells," by Zez Confrey; "Vamp Me," by Byron Gay; "Japanese Moon," "Flower of Araby," "All Muddled Up," "Apple Sauce," "Peggy, Dear" and "I'll Give You Back Your Kisses."

In reviewing some of the activities of the Feist company during the past year no mention was made of the musical shows for which it publishes the music. "Blossom Time" and "Tangerine" of last season's fame are continuing to draw crowds; the former resumed its New York run and has a road show playing throughout the country. Early this Summer the new show, "Sue, Dear," opened successfully, and more recently the new William A. Brady production, "Up She Goes," for which Joseph McCarthy and Harry Tierney supplied the songs, made its debut. Another musical comedy, called "The Little Kangaroo," will also have its New York premiere at an early date.
"RUNNIN' WILD" WITH "LOOSE FEET" GETTING RESULTS

Latest Feist Numbers Prove Overnight "Natural" Hits With the Leading Orchestras—Quick Arrangements Made to Record Them on Records and Rolls—An Unusual Occurrence

The orchestras to-day put the great majority of songs through preliminary tests in order to find their possibilities. This is done in cooperation with the leading publishing houses and applies to all numbers with the exception of what are strictly ballads or selections that have other points of individuality that would make such early trials valueless.

However, the fact that one or two orchestras show favor or get enthusiastic over a new issue in its original form is no guarantee of its popularity and the public's approval. In instances, and they are rare indeed, where practically all of the orchestras who have had a chance to render the number, accept it as the unusual and what is termed a "natural" hit, there is left little doubt as to its ultimate popular appeal.

Bearing this in mind it was quite surprising to find that practically overnight, early in December, not one, but two numbers from one catalog won this remarkable prominence and favor from all of the leading orchestras in the metropolitan district.

The numbers are from the catalog of Leo Feist, Inc., and are entitled "Runnin' Wild" and "Loose Feet." Further substantiation of the possibilities of these new publications was noted when several of the leading talking machine record companies requested piano copies or an original manuscript, from which they could immediately make their own orchestrations, following the methods pursued by most of the orchestras who, in a like manner, had their own orchestrations made.

Following the footsteps of "Three O'Clock in the Morning," "Stumbling," "Hot Lips" and other Feist successes of this year, these two additions to that catalog mark one of the most successful years in the history of that publishing firm.

The overnight success of "Runnin' Wild" and "Loose Feet" encouraged the Feist organization to increase substantially the usual appropriation for exploitation. A campaign was immediately planned and is now under way to give these two issues some of the most unusual publicity ever inaugurated in behalf of such a limited number of songs. The professional and the band and orchestra departments, as well as the numerous branch offices, with their entire staffs, have got enthusiastically behind the program and "Runnin' Wild," with "Loose Feet," will, undoubtedly, be heard everywhere. The two titles will be linked up in a manner that will probably mark a new precedent.

The fact that Leo Feist, Inc., has given the trade some of the most remarkable successes of the past year will induce the industry to co-operate upon the same scale as arranged by the Feist forces. In this, we are sure, considering the size, energy and scope of this company and its activities, they undoubtedly will be justified.

"LITTLE NELLIE KELLY" WINDOW

A. H. Mayers, of 1983 Broadway, New York, is responsible for the attractive window here reproduced featuring the Victor Talking Machine Co.'s releases from the George M. Cohan successful musical hit, "Little Nellie Kelly," the score of which is published by M. Witmark & Sons. These active sellers on the Victor records include "You Remind Me of My Mother," played by Paul Whiteman and his orchestra, and "Nellie Kelly, I Love You," sung by the American Quartet, the latter backed by "You Remind Me of My Mother," sung by Henry Burr. Inasmuch as this display was featured simultaneously with the opening of the show in New York, the tie-up proved extremely effective from a record sales standpoint. The fact that Mr. Cohan is the producer as well as the author of the book, lyrics and composer of the music is remarkable.

Attractive Window Display by A. H. Mayers
HEMPEL SCORES IN RECITAL

Famous Edison Artist Delights Large Audience at Carnegie Hall—Sings Also With New York Symphony Orchestra

Mme. Frieda Hempel, famous soprano and Edison artist, gave one of her always delightful song recitals at Carnegie Hall on Tuesday evening, November 28. An immense audience was aroused to great enthusiasm by the interesting program presented and the splendid quality of her singing. Mme. Hempel is unquestionably one of the greatest concert artists now before the public, which realizes that it is always sure of receiving a great musical treat when it goes to hear this singer. Coenraad V. Bos was accompanist and displayed his usual skill, while Louis P. Pfitz, flutist, was a delightful aid in Mme. Hempel's singing of Gretry's aria, "La Fauvette avec ses pets," from Zemire et Azor.

Mme. Hempel was also heard on Sunday afternoon, December 10, with the New York Symphony Orchestra, under Walter Damrosch, and received a very stirring manifestation from the public of its appreciation of her ability as an artist and as a woman.

HUGO ERNST NOW CONVALESCING

The many friends in the trade of Hugo Ernst, vice-president and general manager of Paul Whiteman, Inc., New York, will learn with regret that this popular member of the talking machine trade was operated on for appendicitis a few weeks ago at the Polyclinic Hospital. Owing to the fact that he had been exceptionally busy for several months, Mr. Ernst had neglected to heed the warnings of his doctor and was taken suddenly ill while at his home. He was rushed to the hospital, where for a while his condition was considered dangerous, but it is understood that he is now convalescing and will be back at his desk in the near future.

CARUSO'S LARGE RECORD ROYALTIES

Review of Pierre V. R. Key's Biography of Caruso Shows Large Earnings of Tenor From Records Made for the Victor Co.

In the course of an interesting review of Pierre V. R. Key's "Enrico Caruso: a Biography," in the New York World, it is stated that:

"The sum of $1,825,000 in talking machine royalties had been paid to Caruso during the life of his contracts... to January, 1920, an average of a little more than $125,000 a year. But for the year from January, 1921, to 1922, the royalties received by the Caruso estate reached the sum of $400,000. Thus a total of $2,225,000 has been parsed through this medium."

"DAILY DOZEN" IN POPULAR REVUE

Dealers Should Tie Up With Health Builders Product When: "Passing Show of 1922" Reaches Their City—Great Send-off for "Daily Dozen"—An Aid to Increased Sales

Dealers outside of New York City who carry the Health Builders sets of Walter Camp's "Daily Dozen" on talking machine records will now have an opportunity to take advantage of the favorable publicity given them in the "Passing Show of 1922." As was reported in detail in last month's World, this popular revue includes an act entitled "At Camp's" in which the entire chorus does the "Daily Dozen." After a long run at the Winter Garden in New York this show is now routed for a number of other large cities. It is announced from the stage that everybody ought to do these exercises in their own homes through the use of talking machine records.

CREDIT CONDITIONS IMPROVE

Chief Improvement in Business Lies in Credit Situation, Says J. H. Tregoe, Executive Manager, National Association of Credit Men

The chief improvement in business conditions is in the credit situation, according to J. H. Tregoe, executive manager of the National Association of Credit Men, in his December letter to the members of the organization. He adds that there has been a severe shaking down with the result that credit is now very comfortable and ready for service when the time arrives for its prudent use.

Failures, Mr. Tregoe continues, are very far below the number and amount involved of the same period last year. Collections, however, are not all regular and show no marked improvement. In his letter he also points out that the disparity in the purchasing power of the farmer is probably one-third less than what it was in 1913. The purchasing power of the laborer is probably one-third more than it was in 1913, which is too high a spread for expectations of stable business to materialize.

Mr. Tregoe summarizes the favorable factors toward a business revival as follows: Improved conditions in the fuel supply; the trade volume as reflected by carloadings, bank clearances and other indices of business; the general belief that an inflation would be easy to accomplish just now; increased buying power of the wage earner generally; increased price of cotton and tobacco; increased buying of railroad equipment; the ease in the credit situation.

Arrayed against those favorable factors are five unfavorable ones which he names as follows: The low buying power of the farmer generally reflected in the disparity of the price of farm products and of manufactured products; the car shortage; the somewhat unsettled economic conditions in Europe; the danger of not holding fast to sound economic sense. However, the outlook is brighter than in some time.
PROPER DISPLAYS INCREASE THE SALE OF SHEET MUSIC

The Use of Wall Racks, in Which Sheet Music Larger Sales—Publishers Designing Title Pages With This Method of Display in Mind

There seems to be a move among dealers to get more sales through popular issues. A great number of dealers are using wall racks for the display of some of the more successful of popular numbers. The use of such displays, in addition to attracting attention, more often than not acts as a silent salesman.

The results obtained through the wall racks in which each title is shown off advantageously is any appreciable loss in sales by the dealers.

Naturally, there are moments in every active retail establishment when the normal quota of clerks finds the clientele larger than can be accommodated advantageously. Taking into consideration that most stores, naturally, desire to give service and cooperation to every visitor, the racks at such periods serve a purpose of immeasurable value.

There is hardly any retail establishment that cannot find space available for such purposes. The racks come in small sections and can either be hung from the wall or set on the floor. In some cases dealers have placed them against the back part of the window near the door. This serves the purpose of allotting space for the display of current hits and brings such issues to the mind of every visitor to the store before customers, upon request for a certain title, a newly designed covering which brought exclamations of surprise. How often that happens has never been figured and whether it would hardly be possible to design all title pages in that manner. The publishers of anything but the black and white editions put great value upon the illustration that goes with the title of the song. Most of them have made a study of that feature and naturally it must be taken into consideration in arranging the title proper.

Another point that seems particularly pertinent is the gain or loss in the change of design of a title page following its first introduction to the trade and public. This latter is a question that has never been settled. It has been said on various occasions that dealers have placed before customers, upon request for a certain title, a newly designed covering which brought forth exclamations of surprise. How often that happens has never been figured and whether there is any appreciable loss in sales by the change has yet to be proved. The thought is worthy of some consideration and a word from dealers who have the direct contact might prove important.

Kline Music Co., Syracuse, N. Y., impressively brought out that fact at the last convention of the National Association of Sheet Music Dealers. All of which brings to mind the availability of the designs of title pages for such display purposes. A good many publishers are producing their numbers in a form that easily shows the complete title when inserted in such racks. However, there are still many numbers issued, the titles of which, when placed in such receptacles, do not show enough of the title to acquaint the customer with it without removal. Wherever possible the title page should be made to conform to such display. Naturally, it would hardly be possible to design all title pages in that manner. The publishers of anything but the black and white editions put great value upon the illustration that goes with the title of the song. Most of them have made a study of that feature and naturally it must be taken into consideration in arranging the title proper.

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The Favorite Mfg. Co., 105 East Twelfth street, New York City, one of the largest manufacturers and distributors of parts and accessories for talking machines, recently purchased the entire stock of the Hegeman-Stewart Corp., consisting of a catalog of Homokord records of imported German and standard selections.

The catalog comprises works of every description and is very complete. Some of the German selections are particularly in demand and the new American distributors will endeavor to keep it up-to-date.

Carl Kronenberg, president of the Favorite Mfg. Co., has forwarded announcements of this new acquisition to the trade and plans a sales campaign on the numbers.

VISITORS TO COLUMBIA CO.

Among the recent visitors at the executive offices of the Columbia Graphophone Co. were R. H. Woodford, manager of the company’s Cincinnati branch, and Fred R. Erisman, manager of the Dallas branch. Both of these visitors spoke enthusiastically of the business conditions in their respective territories.

THE HOUSE OF NEVER-WIN

Mr. Mean-to has a comrade.
And his name is Didn’t Do;
Have you ever chanced to meet them?
Did they ever call on you?
These two fellows live together
In the house of Never-win
And I’m told that it is haunted
By the ghost of Might-Have-Been.

BUY HOMOKORD RECORD STOCK

Favorite Manufacturing Co. Takes Over Entire Stock of the Hegeman-Stewart Co., Including Records, Machines and Accessories

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The New Hit by the Writers of "‘TUCKY HOME"

OPEN YOUR ARMS
MY ALABAMY

SOON TO BE RELEASED BY ALL MECHANICAL COMPANIES

IRVING BERLIN, Inc.
1607 Broadway, New York City

BERLIN RELEASES ON RECORDS

"Music Box Revue" Song Hits on Record Lists of Leading Companies

Several of the larger talking machine record and player roll manufacturing organizations have included the leading numbers from Irving Berlin's new "Music Box Revue" in their January releases. The most prominent of these numbers, however, will be included in the special bulletins after the middle of December. The songs that are most prominent in this musical show are: "Cineline Days," "Lady of the Evening," "Will She Come From the East," "Pack Up Your Sins" (And Go to the Devil), "Porcelain Maid," "The Little Red Lacquer Cage," and "Bring on the Pepper."

NEW COLUMBIA RECORD ADS

Second Series of Ads Featuring New Recording Process Now Ready

The advertising department of the Columbia Graphophone Co., New York City, has recently announced that the second series of Columbia new process recording advertisements are now ready to be distributed to the leading newspapers of the country. These advertisements are the second of a series which are scheduled to appear in national mediums during the Winter months.

It was stated that the first advertisements announcing this new process of recording were received with much enthusiasm by the trade generally. Columbia dealers everywhere report that Columbia records took a decided spurt following this announcement, which will help materially to increase the record demand in all parts of the country.

The window is the eye of the store.

FIGHTING FOR MILEAGE BOOKS

National Council of Traveling Salesmen’s Associations Files Brief With Interstate Commerce Commission Urging Issuance of Interchangeable Mileage Books as Per Law

WASHINGTON, D.C., November 28.—Charging that the carriers have produced no evidence that would show a possible injury by reason of the issuance of interchangeable mileage or scrip coupon tickets, the National Council of Traveling Salesmen’s Associations, through its attorney, Samuel Blumberg, has filed a brief with the Interstate Commerce Commission asking it to order the issuance of such tickets, in accordance with the bill passed by Congress shortly before the session adjourned.

The traveling men’s brief summarizes the testimony which was given by their representatives during the hearings held before the commission and reviews the testimony of the carriers. "The commercial travelers who have appeared in these proceedings believe that the evidence presented clearly establishes the fact that there is a demand from the merchants and salesmen of the country for the issuance of an interchangeable mileage book at a reduced rate," it is declared in the brief. "That, in their opinion, the book, if issued with reasonable rules and regulations that will not retard its sale, and yet will at the same time sufficiently protect the carriers against abuses; will result in a great stimulation of business which will bring added revenues to the carriers and generally benefit the business of the country."

A rate of 33 1/3 percent below normal passenger rates is asked by the travelers.

Elaine Bernstein, daughter of Louis Bernstein, head of the music publishing firm of Shapiro, Bernstein & Co., Inc., was married to Eugene Bohn on the evening of November 16.

CELEBRATES FORTIETH ANNIVERSARY

Will A. Watkin Co., of Dallas, Tex., Passes Fortieth Milestone

DALLAS, Tex., December 10.—The Will A. Watkin Co., of this city, recently celebrated its fortieth anniversary with a complimentary concert at the City Temple by Daisy Jean, Belgian cellist.

The concern is one of the first music establishments to be opened in Dallas and has been in business continuously since it began. The present officers are: Will A. Watkin, president; A. Ragland, vice-president, and Robert N. Watkin, secretary.

GOLDMAN BAND IN CENTRAL PARK

The annual season of mid-Summer evening concerts given by the Goldman Band, under the direction and management of Edwin Franko Goldman, for the past five years, will be transferred next Summer to special quarters in Central Park, owing to the building plans of Columbia University, which will utilize the former grounds given over to these concerts for their new buildings.

During the past season this band played to more than a million music lovers and marked the highest point of attendance since the inception of the series. The Goldman Band of seventy pieces will begin its season on June 4 and will continue for twelve weeks, until August 26. The band concert nights will be Mondays, Wednesdays, Fridays, Saturdays and Sundays. In all there will be sixty concerts.

Joe Mitterenthal, Inc., recently published a song entitled "To Have and to Hold," which is being exploited in conjunction with the Paramount photoplay of the same name.

The Catchiest "Tune" in Years

YOU KNOW YOU BELONG TO SOMEBODY ELSE
SO WHY DON’T YOU LEAVE ME ALONE

Being Featured by Orchestras Everywhere
BOTH AS A WALTZ AND FOX TROT

IRVING BERLIN, Inc. 1607 Broadway, New York City
NOTICE

The 1922 Edition of the Talking Machine World Trade Directory demonstrated beyond a doubt the great need and demand for a complete, accurate, classified directory of the American talking machine industry.

1922 also proved that the Talking Machine World Trade Directory successfully fulfilled the purpose for which it was issued.

We are now, therefore, diligently at work compiling, editing and classifying the 1923 edition of the Talking Machine World Trade Directory.

Every concern that is in any way connected with the manufacturing or wholesale divisions of the talking machine industry should be properly listed therein. Such listing is absolutely free. However, it is a listing worth thousands of dollars to any concern seeking an outlet for its products in the talking machine field, because the Talking Machine World Trade Directory has established itself as the handbook of the trade and the standard reference guide of the great industry it covers.

USE THIS COUPON NOW

EDWARD LYMAN BILL, Inc.,
373 Fourth Ave., New York City.

Gentlemen:
Please send me DATA SHEETS for the 1923 Talking Machine World Trade Directory.

Name ............................................................
Firm ............................................................
Street ............................................................
City and State ....................................................
INDIANAPOLIS

Dealers in Keen Competition for Holiday Trade—Ayres Store Celebrates Fiftieth Anniversary — Kiefer-Stewart Co. Elects

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Indianapolis, Ind., December 5.—Every con-

ceivable sort of terms are being offered to

prospective purchasers of phonographs by the

dealers in Indianapolis in their bid for the

Christmas trade. Keen competition such as the

last few weeks has developed is stimulating

trading to a marked degree, but nevertheless

there are mutterings of dissatisfaction here and

there even among those who are taking full

advantage of the instalment plan. Some are

accepting the small payment down plan as be-

ing the best means of developing business,

others use the plan reluctantly as one being

forced on them, while a few dealers flatly re-

fuse to advertise any other plan of merchan-

dising than that which they have always ac-

cepted as the most desirable.

Helping Out in Holiday Rush

Walter E. Kipp, who recently sold his in-

terest in the Kipp Phonograph Co., Edison dis-

tributor, to the Phonograph Corp. of Indiana,

is taking an active part in the business of the

retail store only during the holiday season,

he says. Although he retains his interest in

the retail store he proposes to leave the man-

agement to W. O. Hopkins. Mr. Kipp's plans

include a period of rest, after which he will

take up some line of business which he will

decide on in the meantime.

F. R. Follis, of the talking machine depart-

ment of L. S. Ayres & Co., reports that his

business for the month of November equaled

the total business he had anticipated for both

November and December.

Feature Wallace Reducing Records

Mr. Follis promoted the sale of Wallace re-

ducing records one week by having classes for

the benefit of customers every morning and

afternoon during the week. Miss Vivian

Daniels, of Chicago, conducted the classes,

which attracted much attention among the

shoppers at the store and afforded copy for a

feature writer on one of the local newspapers.

Celebrate Golden Anniversary

One of the main features of the retail trade

of the city during the month was the "Golden

Anniversary" celebration and sale which was

staged in elaborate fashion by the Ayres store.

Each department of the store was given a quota

to be met during the week of the sale. Mr.

Follis won a prize for the showing of his de-

partment in having the largest increase over

its quota of any department during the last
day of the sale.

Kiefer-Stewart Drug Co. Elects

G. Barrett Mouley, former vice-president of

the Kiefer-Stewart Drug Co., Sonora dis-

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annual meeting of the stockholders and di-

rectors to succeed the late William Scott. A.

Kiefer Mayer was made first vice-president,

Edward L. Mayer, second vice-president; Mi-

chael P. Lynch, third vice-president; and J.

Edward Stitz, secretary-treasurer. The new

board of directors is as follows: Charles

Mayer, chairman; Thomas A. Alford, Freder-

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Start Ten Days' Sales Campaign

The Edison Shop inaugurated a new mer-

chandising policy the latter part of November

by advertising that "50 cents down secures your

Edison for Christmas morning." A ten-

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page ad in the newspapers setting forth con-

ditions of the sale. This full-page ad was

followed by half-page and quarter-page adds on

the same proposition.

A New Baldwin Co. Manager

J. J. Carr, formerly with the Wilbur Templin

general music store at Elkhart, has been ap-

pointed manager of the Baldwin Piano Co.

store at Muncie.

New Edison Models Popular

J. M. Van der Voort, assistant manager of

the Phonograph Corp. of Indiana, says that

the new models of Edison machines have made

such a hit among dealers throughout the State

that it is impossible to keep pace with orders.

The Schneider Music Co., of Vincennes, has

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The Schneider Music Co., of Vincennes, has

taken on the Edison line. The company also
carries Victors and Brunswicks. J. C. Huff, of Tell City, has taken on the Edison as an exclusive line.

Shortage of Brunswicks
C. P. Herdman, manager of the talking machine department of the Baldwin Piano Co., says he has found it impossible to obtain Brunswick machines in sufficient quantities to supply the demand. This condition, which is prevalent in Indiana and adjoining States, says C. A. Moore, general salesman for the Brunswick Chicago branch, will be corrected after the first of the year when the entire output of the factory is to be diverted to Chicago for distribution in Indiana, Illinois, Iowa, Michigan and Wisconsin.

Mr. Moore recently was transferred from the Davenport, Iowa, territory to the Central Indiana territory to succeed Charles Saylor, who

DECEMBER 15, 1922

administration in Indiana, Illinois, Iowa, Michigan and Wisconsin.

Mr. Moore recently was transferred from the Davenport, Iowa, territory to the Central Indiana territory to succeed Charles Saylor, who

With the Brunswick Dealers
The Butler Music Co., of Marion, has taken on the Brunswick line. The proprietor, J. Edwin Butler, is president of the National Association of Music Merchants.

The James E. Hamilton Music Store, of Greencastle, is doing some valuable publicity work for the Brunswick by broadcasting the records.

The name of the Lotts Department Store, Brunswick dealer at Anderson, was changed December 1 to the Warner Furniture Co.

New equipment is being placed in the store of J. E. Nash & Son, Brunswick dealers at Franklin.

Mr. Herdman of the Indianapolis Baldwin store, recently employed Miss Daniels, of Chicago, to demonstrate the use of the Wallace reducing records. The demonstration was on a platform in a show window.

Celebrate Pearson Anniversary
The forty-ninth anniversary sale of the Pearson Piano Co. has proved successful so far as the phonograph department is concerned, H. A. Brown, manager, says. He reports brisk demand for Victor, Edison, Vocalion and Cheney. He is featuring just now on billboards the Vocalion machines and red records.

Business Good at Widener's
"Business is very fine," says W. G. Wilson, manager of Widener's Grafonola shop, "and we anticipate having the best Christmas trade in the history of the store." Mr. Wilson says the Columbia machines are selling well. He is featuring now his new special machine, "Widener's Premier." He also has added a stock of Vocalion records for sale with the Columbia.

Window Display of Gennett Records
T. H. Bracken, manager of the Starr Piano Co. store, put in a window display that attracted a great deal of attention during the last two weeks of November. It showed the materials that enter into the manufacture of Gennett records and the appearance of the record at various stages of its manufacture.

Mr. Bracken reports that he is shy on Starr phonographs and therefore is finding it difficult to meet the demand. November, however, proved to be the biggest month for record sales that the Indianapolis district, including central Indiana, has experienced.

Demonstrates Victor Health Records
Miss Minnie Springer, manager of the Victor department of the Taylor Carpet Co., featured the Victor health records in November. She employed two pupils of a local gymnastic school to demonstrate the exercises in the show window. The publicity was valuable chiefly through the comment it provoked, she reports, although sales of the records as well as sales of machines were stimulated somewhat as a result.

Kimball Machines in Demand
The sale of Kimball machines is particularly brisk now in the better models, according to C. F. Kahn, of the Capital Paper Co., distributor. He reports that the Phoenix Furniture Co., of Indianapolis, conducted a successful campaign by means of circulars during the latter part of November and early in December.

R. M. McNeely, piano dealer of Elletsville, has taken on the agency for Kimball's in that territory.

Takes Charge of Phonograph Department
M. H. Zeigler, general sales manager of the Moooney-Moeller-Ward Co., Paths distributor, has assumed charge of the phonograph department. Business is normal for this time of the year, he reports, with the Actualle records selling well. He anticipates that the company will go after new business with renewed vigor after the first of the year.

Period models are much in demand, says C. H. Becherer, manager of the Sonora department of Chas. Mayer & Co. He says he is making no effort to promote sales by special offers, but is relying solely on the merits of the machine to win trade.

OPENS FINE VICTOR DEPARTMENT
SALEM, Mass., December 8.—The opening of the new Victrola department of the J. L. Lougee Co. recently was marked by concerts

AND THEY'RE LAUGHING YET WITH THE
OKID LAUGHING RECORD ODEON

Dealers say they will not accept substitutes but must have the genuine OKID Laughing Record.

Even Old Man Grump laughs with it!

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

CHRISTMAS OKID records—Sacred and Standard.

You can give bigger value for the dollar with the STRAND.

The STRAND line of console—true to period—phonographs will outsell other lines because of the elegance of the design—the finish—the tone quality—and a real motor.

Most Attractive Dealer Proposition—Long Discounts—
Some Good Territory Still Open
Sterling Service—Nuf Ced!

THE STERLING ROLL AND RECORD COMPANY
137 West Fourth Street
CINCINNATI, O., U. S. A.
NEW PATHÉ LOUD SPEAKER READY

Initial Product of the Pathé Frères Phonograph & Radio Corp. Possesses Many Interesting Features—Eliminates the Horn

The plans of the Pathé Frères Phonograph & Radio Corp. to enter the radio field have now taken tangible form in the announcement that the Pathé loud speaker is ready for the market. This newest product of the Pathé Co. has been long in process of development by Pathé engineers. It was the desire of the Pathé Co. to perfect not only in its electrical and mechanical details, but in the quality of its sound reproduction as well. The Pathé Co., in the production of phonographs, has always given particular attention to tonal quality. This same care has been exercised by the new company and the Pathé loud speaker was not placed upon the market until it was worthy to bear the trade-mark of the famous red rooster.

H. T. Leeming, general manager of the Pathé Frères Phonograph & Radio Corp., described the loud speaker as something entirely new in contrast to all other loud speakers. He points out the sound waves are given in a direct manner from the diaphragm and not from the sides of a metallic horn, thus eliminating any metallic sound. In this respect it is somewhat similar to the Actuelle reproducer. Also, it is claimed there can be no prolonged sound after the original ceases. It is stated that the electro-magnetic unit of the instrument is exceptionally efficient, converting into mechanical energy a larger part of the applied electrical energy than other speakers of its class. The use of an external battery is claimed to be unnecessary with the Pathé loud speaker and the operator can vary volume and quality of sound to suit his particular desires and requirements through the means of a knurled thumb-screw adjustment which governs the armature. Although light in weight and extremely compact, the Pathé loud speaker is ruggedly constructed and is not easily damaged. A peculiar property of the diaphragm is that although it may be punctured in several places it will continue to give clear sound and should the new diaphragm be desired at any time it will always be obtainable and easily installed at a low cost.

A Pathé official, in describing the loud speaker, spoke as follows: "The fact that the instrument is a loud speaker does not mean that it can be connected in the place of head telephones on an inefficient receiving outfit and give a volume of sound that will fill a room, any more than a large steam whistle can be successfully operated from a low pressure of steam. The receiver must do its part by supplying the energy. The use of the Pathé loud speaker it is only necessary to employ a receiver fitted with a two-stage amplifier and a battery from 45 to 110 volt. The two terminals on the speaker are wired to the telephone binding posts without the use of an auxiliary source of power of any kind. If considerable volume is desired the plate voltage of the amplifier should be increased."

"To get the most out of a Pathé loud speaker the use of a three-stage audio frequency amplifier with a plate battery of 90 to 125 volts is recommended. Such an instrument can be connected to any receiving outfit having a vacuum tube or even a crystal detector and the loud speaker will fill a large room or hall with sound. This arrangement has the advantage over the use of a two-stage amplifier and an instrument requiring a battery to excite its field in that the power consumption is no greater, the volume of sound is, and the three-stage amplifier is available for use with ear telephones for the reception of distant signals. The likelihood of leaving a storage battery connected all night is much less when it is employed to light a tube than to energize a magnet which gives no visible indication as to whether the power is on or off."

The thorough experience of Pathé engineers in sound reproduction and the manufacturing facilities found in the large Pathé factory in Brooklyn bespeak the stability and future of this newest loud speaker. Careful laboratory tests and inspection will insure the quality of each loud speaker sent out. Its general attractiveness and moderate price, together with the intensive sales campaign planned and the efficient organization behind it will, undoubtedly, place the Pathé loud speaker in the foremost rank during 1923.

DISPOSES OF EIGHTEEN MACHINES

CHATTANOOGA, TENN., December 7.—R. L. Stulce, Columbia dealer in this city, received a carload of Grafonolas at 5 o'clock one evening and started his campaign that very night. The next
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.

We have a splendid proposition for progressive, well-equipped jobbers. Some choice territory still open. Write or wire TODAY for details.

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

LOUIS UNGER IN NEW POST

Traveling Representative of Brilliantone Steel Needle Co. Made Treasurer and General Manager of Reflexo Products, Inc.

A happening of interest to the entire trade is found in the announcement of the resignation of Louis Unger, general traveling representative of the Brilliantone Steel Needle Co., which important position he has occupied for the past five years, and his appointment as treasurer and general manager of Reflexo Products, Inc., New York. Mr. Unger is a widely experienced needle and talking machine man. Ten years ago he entered the field in the retail business of his uncle, Sol Lazarus, and later joined the staff of the Brilliantone organization. His former retail experience has been of particular benefit in giving him an intimate understanding of the problems of the dealer and the five years spent in the Brilliantone organization have given him a remarkable knowledge of the needle business. Mr. Unger during that time formed many strong friendships throughout the trade from coast to coast and throughout the Dominion of Canada.

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Mr. Unger during that time formed many strong friendships throughout the trade from coast to coast and throughout the Dominion of Canada, which he also covered.

Mr. Unger succeeds B. R. Forster, who recently resigned as treasurer of Reflexo Products, Inc., and he will have full charge of its destinies. Reflexo Products, Inc., was previously allied with the Brilliantone Co. under the management of B. R. Forster, but is now an entirely separate organization under Mr. Unger’s direction, and attractive offices have been secured on the sixteenth floor at 347 Fifth avenue. Reflexo Products, Inc., is sole distributor of W. H. Bagshaw Gilt Edge and Reflexo Blue Steel needles, just as the Brilliantone Co. is the sole Bagshaw agent for the staple steel product. Mr. Unger has already enthusiastically taken up his new duties and is making plans for the extension of the business in 1923.

In an interview with a representative of The World Mr. Unger stated: “We are planning big things for the coming year. All indications point towards a big year and this, coupled with the quality of and demand for Reflexo products, gives great promise. The Reflexo Blue Steel needles are selling very well as is also the Gilt Edge needle, which is and always will be a Brilliantone steel needle plated. I am planning to make 1923 the biggest year in the history of the Reflexo organization.”

LOUIS UNGER

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
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.

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.

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

RAGTIME RASTUS
Ragtime Rastus is an automatic dancing darky 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 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

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

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

ARTHUR H. CUSHMAN WITH EMERSON
Well-known Sales Executive Appointed Sales Director of Emerson Phonograph Co.—Splendidly Equipped for This New Post

B. Abrams, president of the Emerson Phonograph Co., New York, announced recently the appointment of Arthur H. Cushman as director of sales. Mr. Cushman assumed his new duties the first of December, although, strictly speaking, the word "new" should hardly be used.

for Mr. Cushman was for a number of years an important factor in the development and growth of Emerson business under the old regime.

Mr. Cushman is well known to talking machine jobbers and dealers throughout the country, as he joined the Emerson organization several years ago and in the capacity of general sales manager built up an exceptionally capable and efficient sales staff. He studied the requirements of the jobbers and dealers in order to give them practical service and co-operation, and gained an intimate knowledge of the record business that was reflected in the growth of the Emerson sales.

More recently Mr. Cushman was associated with the Health Builders, manufacturers of the Walter Camp Daily Dozen, and in rejoining the Emerson organization he brings with him an invaluable knowledge of merchandising conditions that will be placed at the disposal of Emerson dealers.

David Goodman, who has been a member of the Emerson sales staff for quite some time, has been promoted to the position of assistant sales manager and will work in close cooperation with Mr. Cushman.

BIG DRIVE ON "GYPSY BLUES"

Nearly 500 Victor records of "Gypsy Blues" were disposed of by the Elyea Co., of Atlanta, Ga., in a drive on this number which consisted merely of placing special stuffers in the envelopes to customers which contained the monthly record supplement.

SUCCESSFUL OPENING IN BROOKLYN
A. Lesser Features Concert and Music Memory Contest at Opening of New Victor Store at 631 Sutter Avenue in Our Sister Borough

A. Lesser held the formal opening of his handsome new talking machine store at 631 Sutter avenue, Brooklyn, N. Y., on December 5, and attracted a large and interested crowd through the medium of some excellent advertising and the featuring of a concert by an Hawaiian quartet.

Mr. Lesser, who handles the Victor line, conducted a very successful music memory contest among the school children in his district, the final examination being held on the night of the opening. The first prize, a gold medal, was won by Anna Schamack, of Public School No. 149, the second prize by Elizabeth Schamack, of the same school, and the third prize by Calvin Fleigl, also of school 149, which is awarded the school banner. The second school banner went to school No. 173. An interesting feature of the opening program was the playing by the school orchestra from No. 149.

Repair Parts and Main Springs
Double-spring Motors $3.25
Liberty Motors 6.00
Three-spring Motor 12.50
Four-spring Motor 15.00
Tone Arm and Sound Box, per set $1.35 and up

WRITE FOR CATALOG
PLEASING SOUND PHONO. CO.
204 E. 113th St. New York, N. Y.
OPTIMISTIC FORECAST OF BUSINESS FOR 1923

A. H. Curry, Vice-president of Thomas A. Edison, Inc., Phonograph Division, Makes Interesting Analysis of Business With His House During Past Year—Message of Cheer

A. H. Curry, vice-president in charge of the phonograph division of Thos. A. Edison, Inc., talked in a highly optimistic vein regarding the trade outlook for 1923 when interviewed by The World recently.

He said there seemed no doubt but that the general improvement in Edison business, which has been manifest each month for some time past, predicates an excellent year in 1923, not only for the Edison Co., but for the Edison jobbers and dealers. He estimated that the increase at the factory end would be about 100 per cent over that for 1922; that the jobbers' business would increase about 75 per cent over that for the year, and that the dealers' business would increase on the average of 50 per cent over last year. For some years past the Edison Co. has kept a record of the ratio which has existed between the factory sales to jobbers and the jobber sales to dealers and percentages enumerated above are based upon this table. The differences in the percentages of increase are, of course, due to the fact that the dealer is first to accomplish liquidation, the jobber next and the factory last.

Liquidation with the Edison retail trade has been practically completed and January 1, 1923, will see the smallest amount of stock on the floor of Edison retailers that has ever been the case. All of this, Mr. Curry feels, will cause a great deal of enthusiasm in so far as selling against the jobber until the latter part of the current year.

He estimated that the increase in Edison business for the year, and that the dealers' business would increase on the average of 50 per cent over last year. For some years past the Edison Co. has kept a record of the ratio which has existed between the factory sales to jobbers and the jobber sales to dealers and percentages enumerated above are based upon this table. The differences in the percentages of increase are, of course, due to the fact that the dealer is first to accomplish liquidation, the jobber next and the factory last.

Mr. Curry further feels that the retail dealers will see fit to carry a somewhat larger inventory of instruments than has been the case during the so-called period of depression. He said that the introduction of the new models which were introduced in 1922 and the consequent broadening of the Edison market and that the other half will be due to the general business improvement and increased prosperity of the nation.

He said that the introduction of the new Edison models had already been responsible for increasing the demand for certain of the older styles which had remained in inventory with the jobber until the latter part of the current year. This was a more or less unexpected reflex demand.

The new system of releasing records which the Edison Co. will employ in February next year, Mr. Curry believes, will go a long way toward enabling the retail merchant to operate his record department at a continuous profit. It will give the dealers a chance to always have something new to show those who drop in at his store and will in itself be a stimulus to local residents making frequent visits.

Mr. Curry feels that prices will remain stable during the coming year as there is nothing now to indicate any likelihood of a further reduction, due to the fact that there are no supplies of raw materials and labor costs do not show any tendency to drop for at least another year.

Surveys made by the Edison Co. indicate that 50 per cent of the potential buyers of phonographs are financially capable of buying or have the space to devote to console models and that as a consequence the total percentage for the industry should normally run something like 45 per cent console and 75 per cent upright models. However, Mr. Curry believes that energetic salesmanship is likely to cause many people to buy console models who should not logically do so and that as a consequence the ratio is more likely to be 25 per cent console and 75 per cent upright models.

Terms, Mr. Curry believes, will be definitely shortened during the coming year, chiefly because the purchasing public will be better able to pay for whatever it may be buying. The retail trade has always extended terms when times were bad in order to maintain volume, but when general business is good it has been generally found that a year is sufficient time for the average installment sale and fifteen to twenty months about the maximum that should be allowed.

Mr. Curry doubts that there will be any radical changes in either phonographs or records and that the industry will proceed on a basis of releasing what has already been established as its basic products. He does not feel that radio will prove a serious competitor of the phonograph and in general foresees an excellent year for all dealers who work vigorously and who operate their respective businesses with firm confidence.

PERFECTING UNIQUE INVENTION

Miss Mary Hallock, well-known pianist and Columbia artist, has been visiting Pittsburgh in connection with the perfection of her invention relative to the use of light and color in conjunction with the player-piano and organ. The first organ to be perfected has been or- dered by Pierre Dupont, well-known financier, and will be installed within the next sixty days in his mansion. In addition to her musical and engineering activities, Miss Hallock has been visiting Columbia dealers in Pittsburgh.

D. R. DOCTOROW

Make Yourself A Christmas Present, Mr. Music Merchant

When you are making up your Christmas list this year don't forget YOURSELF. And if you haven't one already resolve, right now, to present YOURSELF with a Small Goods Department.

You won't have to WISH yourself a Prosperous New Year—you'll be guaranteeing it in advance! For a Small Goods Department means—

- Increased Sales! And Most of Them Cash!
- Small Investment! Rapid Turnover! Liberal Profits!

Not to mention the number of new customers attracted to your store by the appeal of this interesting and highly salable merchandise.

The First Step Is to Send TO-DAY for These Two Free Books

Catalog No. 22—Everything in Musical Merchandise is pictured and described in this catalog. Nearly 3,000 different Instruments and Accessories in all, quoted at retail prices.

Trade Price List No. 5—A confidential book for music merchants, giving net wholesale prices on our entire line.

A. H. Curry


Musical Instrument Makers Since 1883

60 Broadway

BROOKLYN, N. Y.
GREETINGS TO THE TRADE

The year now closing is decidedly a "Victor" year, thanks to the efforts and activities of the Victor retailers.

It is with a sincere appreciation of the co-operation and patronage accorded us by the Victor dealers that we extend hearty greetings for a Merry Christmas and a 1923 of prosperity and happiness.

EDUCATIONAL WORK IN COLUMBUS

Miss Streeter, of Victor Educational Department, is an energetic teacher who has come to be known as a real prize in all work connected with parent-teacher associations, and has given much time to the work of this important organization. She is a splendid teacher and a real leader.

It happened that Miss Streeter was in Columbus at a very opportune time, as the week of December 4 was known as Education Week in this city. In observing this week a special meeting of the Franklin County Parent Teacher Association was called for Thursday afternoon, December 7. Miss Streeter was invited to address this body. Because her audience on this occasion was composed of presidents of parent-teachers' associations and principals of public schools, Miss Streeter spoke on music appreciation from a different angle.

Leaders in the city are enjoying a healthy business in both records and machines. E. M. Levy, manager of the Victrola department of the Otto B. Heaton Co., 168 North High street, reports that a very good volume of business was done by this firm in the past month. Of course, with the approach of the holiday season a much larger volume of sales is anticipated. The smaller machines, particularly the new flat top, hundred-dollar consoles, have been very much in demand.

Leslie L. King, manager of the talking machine department of the Morehouse-Martens Co., High and Town streets, has added a number of new people to his sales force. They are Miss Bell Mathews, Miss Violet Hines, Miss Ethel Hoyt and B. C. Lynn. The type of work delegated to Miss Hoyt will take her out of the store. She will visit the homes of prospective customers. The other salespeople will do their selling in the store.

Every talking machine dealer, whether he conducts an exclusive talking machine business or carries that line of goods along with other lines as in department stores, has featured the talking machine record in his window displays in the past week. Practically all window displays were arranged so as to suggest a Christmas atmosphere. Among the firms whose window displays are unusually well arranged are the Morehouse-Martens Co., featuring both the Victrola and Brunswick talking machines; the C. C. Baker Co., who carry Victrolas and Columbias; Heaton's Music Store, the Elite Music Store, Spence Music Store, Robert L. Seeds Co., who carry the Columbia and Cheney phonographs, and the Stewart Bros. Furniture Co., Victor dealers.

PERU REVISES CUSTOMS TARIFF

The customs tariff on many commodities, including talking machines and pianos, has been revised by Peru, according to advices received by the Department of Commerce from Attache Dunt, located at Lima, Peru. The increased duties average 22 per cent.

Work on the fine new building of Adolph Winters, prominent music dealer of Richmond, Cal., is being rushed to completion and the large stock of Victrolas, records, pianos, etc., will soon be housed in the new quarters.

DON'T BE AN UNDERTAKER

That's the position of a piano man when only selling pianos. He's like the undertaker who only gets his man once.
BALTIMORE

Business Jumps From Fifty to Three Hundred Per Cent Over Last Year's Figures—Department Stores Dig for Business—The News

BALTIMORE, Md., December 8.—The talking machine business has been exceptionally good since Fall trade started in and a number of the jobbers report last month as the best November in the history of their business, increases over the corresponding month of 1921 being placed as high as 300 per cent and the lowest 50 per cent. The only question now confronting the jobbers is that of being able to fill orders on their books for the holiday trade. Few of the jobbers expect to be able to do this unless the factories make unusually heavy shipments and present freight conditions improve.

Naturally the retail stores have also had a considerable better business both last month and so far in December and this notwithstanding the fact that the department stores this year are all making extensive drives in the advertising of machines and so far in December and this notwithstanding the fact that the department stores this year are all making extensive drives in the advertising of machines and the department stores of standard make at cut prices by one of the large department stores, which, in addition to price inducement, is offering free records.

In addition, the same store also advertises the Elginola No. 100 phonograph at $29.75. Other makes of phonographs advertised at cut-rate prices in other department stores are the Player-tone, $39.95; the Arietta, $79.75; the Supreme, $69.50; the Vitanola, $95.00; the Supertone, $69.50; the Ellbronola, $79, and the Pathé, $95.00.

A concerted effort on the part of talking machine shops, department stores and furniture houses to make this a talking machine Christmas is being made in the way of extensive advertising in the daily papers. Large and attractive displays are also being featured in the show windows of all stores and stores, which is backed up by attractive advertising in the daily papers.

Pollack's furniture store is featuring the Granby in a Christmas club proposition. The Canfield Piano Co., on Eutaw street, is making an extensive drive on the Edison machine and reports big business. The E. Paul Hamilton Co., on North Howard street, reports excellent trade and big demand for machines, while the demand for other well-known makes is equally good.

Manager Roberts, of E. F. Droop & Sons Co., says business so far this year, without all the holiday trade, is away ahead of last year's record.

Manager Shaw, of the Brunswick agency, says business of this branch last month more than doubled that of any month in the history of the agency here. Two new Brunswick accounts opened this month are N. Davis & Sons, of Petersburg, Va., exclusive dealers, and R. W. Norman Co., of Salisbury, N. C.

A canvass of the retail shops shows conditions extending to the Home and Eye. Manager Shaw has just returned from Norfolk, Va., where he went to attend the opening of the Sprinkle Piano Co.'s store on December 9. A canvass of the retail shops shows conditions so far this year. In addition to the handling of musical merchandise, too. The continued great popularity of musical merchandise, together with the large number of dealers who have added, or are contemplating adding musical merchandise departments, would indicate a very prosperous year for 1923.

One specific instance was a dealer in Hempstead, L. I., who, although only opened a few months, has just made his fifth sale of a saxophone and four spot cash, too. The continued great popularity of musical merchandise, together with the large number of dealers who have added, or are contemplating adding musical merchandise departments, would indicate a very prosperous year for 1923.

Walter Gretsch, whose return from European markets was announced last month, reports somewhat chaotic conditions in the continental manufacturing industries, but a manifested disposition on the part of all to remedy this condition as quickly as possible, and these efforts will, no doubt, clear the situation somewhat in the not far distant future.

FINE YEAR FOR FRED. GRETSCHE


"An exceptional year in every respect," is the way E. E. Strong, sales manager of the Fred. Gretsch Mfg. Co., importer and wholesaler of musical merchandise, Brooklyn, N. Y., described 1922. "December will close as the biggest month in the history of the Fred. Gretsch Mfg. Co., with November a very close second. December was a record month not only in the number of instruments, but in dollars and cents as well. In addition to the large amount of increased business from our old dealers we opened many new accounts during 1922. These new dealers report much success in the handling of musical merchandise. One specific instance was a dealer in Hempstead, L. I., who, although only opened a few months, has just made his fifth sale of a saxophone and four spot cash, too. The continued great popularity of musical merchandise, together with the large number of dealers who have added, or are contemplating adding musical merchandise departments, would indicate a very prosperous year for 1923."

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Is the Phonograph Dealer Missing His Opportunity in Radio?

Every Phonograph Dealer has undoubtedly thought of the question: To whom does the major portion of the Radio business belong?

Without question, the Phonograph Dealer—by virtue of his organization, facilities and experience—is far better equipped to handle higher grade radio instruments than any other class of trade. It is only for him to grasp his opportunity—NOW.

Though the radio art is comparatively new, the public has already awakened to the realization that, for the best enjoyment of broadcasting, quality wireless apparatus is a foremost essential. The radio-buying public is therefore insisting not only upon wireless equipment that is scientifically correct in every detail of construction, but that, in addition, has an attractive appeal from the standpoint of neat appearance and as a suitable acquisition for the finely furnished home.

The Quality of Bestone Wireless Apparatus

Bestone Wireless Apparatus embraces a Radio line that achieves superiority by reason of elegant design, scientific accuracy, simplicity, as well as unusual volume and clarity of tone. The Bestone line will appeal to those who recognize Radio as a practical art and to those who seek the manifold diversions as made possible by popular broadcasting.

Prices of Bestone Sets range from $22.50 to $125.00.

Send for Illustrated Catalog—and complete Sales Proposition

HENRY HYMAN & CO, Inc.
Manufacturers

Executive Office: 476 BROADWAY, NEW YORK
Branch: 212-216 W. AUSTIN AVE., CHICAGO
DETROIT

Brisk and Growing Trade Leads to Holiday Optimism—Stores in Gala Attire—Gift Appeal in Ads

Detroit, Mich., December 8.—The talking machine business in this city is exceptionally brisk and dealers report that they expect to close one of the best years in history. Pre-holiday buying has set in already to a very marked degree. Interest in the consoles offered by the various makers is running high and sales of these models are expected to set a record in themselves. Uprights and table models are also evoking a share of attention that is proportionate with a well-established model.

With the coming of colder weather, interest in radio has taken a big spurt and dealers handling radio outfits and combination talking machines and radio cabinets report that they are receiving a great many inquiries daily in regard to these instruments. Practically all of the music stores of the city are garbed in their holiday attire, or are busily decked out at this writing. Advertising of many firms in the city stresses the value of talking machines and records for Christmas gifts.

Comment is being caused by the action of a number of the dealers in the city in offering machines of a reputable make, together with a number of selections, at excessively low terms. Dealers who are not a party to such offers, but who handle the same makes of phonographs, are inclined to the opinion that such a policy is an undesirable one.

Charles W. Smith, manager of the Detroit Music Co., which handles Columbia Grafonolas and records, in addition to pianos, reports that business has been fairly brisk. The new process Columbia records have made a big hit with his patrons, he says.

The J. L. Hudson Music Store, carrying Victorials, Brunswick and Cheney phonographs, reports that sales for November were almost on a par with the biggest month in its history. The Edison Shop, as the name suggests, handles only the Edison phonograph and is enjoying a very brisk business. An interesting case came to light recently at the Edison Shop, with the sale of one of these machines to a customer. The buyer proved to be the tenth member of a family which had purchased Edison phonographs, since the first member of the family had made his original purchase some two years previous. Edison still continues to be the first in Detroit with the latest paying hits. One of the most popular records is a piano number of "Three O'Clock in the Morning," by Ernest Stevens.

The Brunswick Shop, exclusive Brunswick dealer, bids fair to be away up at the top of the list of Brunswick dealers, for whom 1922 has been a most successful year. J. Francis Quinns, general manager of the shop, has an exceptionally high-powered sales force. The Brunswick organization is making a strenuous bid for supremacy here and in Michigan in general.

Some of the very best accounts possible to attain, both in Detroit and throughout the State, have been secured by the Brunswick-Balke-Collender Co.

H. A. Barnard, of the Barnard Music Co., Jackson, Mich., was a visitor to the Detroit Brunswick Shop on December 7, where he renewed friendships with the members of that firm and gave a brief statement of business conditions in Jackson. Mr. Barnard is an exclusive Brunswick dealer, having handled that line for the past three years. Business conditions in Jackson are not as good as they are in Detroit, owing to the fact that the industrial revival here has been slower in getting under way. Jackson is not only a manufacturing center, but is also a railroad center and the recent troubles in the rail shops have hindered the revival of business conditions to quite an extent.

DUR-A-TONE RECORD CO. FORMED

New Newark, N. J., Concern Organized by G. Howlett Davis—Will Make Talking Machine Records by New Process

G. Howlett Davis, president of the Standard Music Roll Co., Orange, N. J., recently organized a new company for the purpose of manufacturing a new talking machine record which embodies some exclusive patented ideas. The record is formed of laminations of flexible fibrous material with a thin veneer of shellac. It is said that it can be produced at a much lower price than the present records. The new firm will operate under the name Dur-A-Tone Record Co., with offices at 15 Park Place, Newark, N. J.

USES WINDOWS TO ADVANTAGE

Niagara Falls, Ont., December 4—P. C. McNally, of this city, Columbia dealer, has been using a series of attractive windows featuring an Attractive Columbia Window Columbia Grafonolas and records. These windows have been instrumental in stimulating Columbia business materially and Mr. McNally is coupling his publicity ideas with aggressive salesmanship. The accompanying illustration shows a recent window prepared by Mr. McNally which was the subject of considerable attention from passers-by.

Last Minute Money—In Bubble Books

Don't overlook the money that's waiting for you in last-minute Bubble Book Sales.

There are going to be hundreds of people right in your neighborhood who—just about three days before Christmas—will suddenly decide they need some more gifts for little folks.

Don't let them wonder what to get, but have your Bubble Book stand right out in plain sight where they can't miss it. Tell them again what everyone who has ever bought Bubble Books knows: That a Bubble Book Christmas is the merriest ever—that Bubble Books are enjoyed, not once, but over and over again—that they are the ideal indoor amusement for children.

BUBBLE BOOKS "that Sing"

By RALPH MAYHEW and BURGES JOHNSON

Illustrated by Rhoda Chase

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.
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.

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

Specifications:
All of the Long Consoles illustrated on this page, except Style 606, are also ideally adapted for use with the Columbia Grafonola A-2.

New LONG Radio and Talking Machine Cabinet

Specifications for all models except 606. Made in dark mahogany only.
Two-piece top, 36 inches long, 34 inches high and 22 inches deep.

Style 608
Price $30.00

Style 650
Price $33.00

Style 610
Price $25.00

Greetings
IT is a pleasure to wish the trade a Merry Christmas and a Happy and Prosperous New Year.

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

Start Big Brunswick Publicity Drive—W. S. Gray at Strand Conclave—Vocalion Concert—Association Dance—Other News

LOS ANGELES, CAL., December 4.—Although reports indicate that business is excellent with all the talking machine departments, sales, big as they were in the aggregate for the month of November, did not show the heavy increase over the preceding months as was anticipated. Perhaps September and October, following close on the heels of a wonderful Summer business, were so unusual that a temporary high-water mark was reached. However, November was really very good and, as the saying goes, and Hollywood, both exclusive and combination apartment.

Leading Brunswick dealers of Los Angeles were shown. Mr. Gray was especially pleased with the showing of the Los Angeles branch, which was opened in June under the management of Mrs. H. P. Howard.

Gray Visits Strand Convention
Walter S. Gray, president of the Walter S. Gray Co., jobber of phonograph accessories and distributor of the Strand phonograph, attended the convention of Strand phonograph distributors at Salem, Ind., last month. He returned via Los Angeles and reported that the convention, which was attended by twenty-three distributors, was a very great success and that, in addition to learning about the new Strand sales plans for 1923, two new models were shown. Mr. Gray was especially pleased with the showing of the Los Angeles branch, which was opened in June under the local management of J. J. Grimsley. Sales indicate an increase of 100 per cent over last year.

Wiley B. Allen Shows Big Increase
E. P. Tucker, general manager of the Wiley B. Allen Co.'s southern California division, reports a splendid business during the month of November in the Brunswick and Victor department of the Los Angeles store. He declares that all previous sales totals have been beaten in this department, of which W. Bell is manager. Mr. Tucker also spoke very highly of the steady increase of sales in the record department, which is in charge of Freda Stephan.

Cecil B. De Mille Buys Victrola
W. H. Richardson, president of Richardson's, Inc., has always specialized in Victrola sales to members of the motion picture world and recently sold a Victrola XIV to the famous producer, Cecil de Mille. The instrument was purchased for use on Mr. de Mille's private yacht and some alterations had to be made when it was finally installed in its new home. Mr. Richardson also sold a $375 console model to Helene Chadwick, Paramount star, last week.

Vocalion Artist in Concert
John Charles Thomas, gifted baritone, appeared in concert at the Philharmonic Auditorium in the latter part of last month and was accorded a great reception. Incidentally this was the first concert to be given under the direction of the Fitzgerald Concert Bureau, and Merle Armitage made a point of giving complimentary tickets to the Thomas concert to all the salesladies of the various Vocalion record departments, believing that they had in sales talks to customers given a considerable amount of publicity to the concert. Members of nearly all the various talking machine departments attended the dance given by the Music Trades Association of Southern California on November 16 at the Goldberger Bosley School of Dancing. A good time was enjoyed by all and many compliments were paid to the excellent orchestra which was provided by Dick Schattinger, piano salesman of Hamburger's Music Salons. J. W. Boothe, general manager of Barker Bros. music department, was chairman of the entertainment committee and arranged for the evening's gaiety. President Tucker, H. N. Briggs, A. C. Danz, Irving Andrews, H. T. McCallen, Harley Long and J. Patten were among those present. Mrs. H. P. Howard, of the Parmeele-Dohrmann Co., and Mrs. Dear, of Barker Bros., and Miss Hallenbeck, of the Broadway Department Store, acted as hostesses during the evening.

Barker Bros. Report Increase
Barker Bros. report a wonderful increase of sales in the Victor and Sonora department during the month of November. J. W. Boothe, general manager, states that he is fearful of a shortage of stock for December business, which

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.

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"
In a chat with The World Mr. Davis was keenly enthusiastic about the possibilities of radio with the talking machine dealers. "However," he stated, "the talking machine dealer and, in fact, every dealer who is now handling radio, or contemplating doing so, is sadly deficient in his knowledge of the technical side of the machine. To back up the dealer we have prepared a campaign designed to give the dealer a thorough education in the most important technical requirements of radio to enable him to merchandise in an intelligent manner. To back up the dealer we are preparing for 1923 a national advertising campaign that is bound to create a demand for Magnavox products, and we hope that by co-operating with the dealer by direct contact with him we will be able to fit him so he can capitalize on the demand created by this aggressive campaign."

**BOOSTS HEALTH RECORD SALES**

The May Co., Victor dealer of Cleveland, has established a special room in which customers may try the Victor health records. Demonstrations and instructions are also given to those interested in these records. This policy is resulting in increased business.
MONTREAL DEALERS ANTICIPATE BRISK HOLIDAY TRADE

Decrease in Unemployment and Increase in Inquiries 

Basic Reasons for Optimism—Need for Education in Radio Field—Trade Changes and Activities of the Month

MONTREAL, CAN., December 8—The majority of dealers here anticipate a good holiday trade. For the first time in many months unemployment is decreasing, which is a bright spot on the horizon. They also report improved collections, more inquiries and have generally an optimistic feeling that has been lacking for a long time.

Dealers, wholesalers and manufacturers should take a little of their time in educating their patrons in the science of radio. The general fervor of the recent rush has abated and now the buying public wants to learn as much as it can; how to operate the sets they now have, how to get the best results, etc.

Gavin & Courchesne, His Master's Voice dealers, Quebec City, ran considerable newspaper and magazine ads which were enjoyed by thousands of visitors.

This Fall, the Toronto music industries, had a great fair which was enjoyed by thousands of visitors.

The Toronto Musical Merchandise Sales Co., Ltd., has increased its stock of His Master's Voice products, both in Columbia records and Sonora Phonographs, Ltd., has moved from the parlour floor to the street and has opened up a huge new branch in the heart of the city, which is quite familiar with the trade in Canada. His Master's Voice has a large number of Canadian businesses, and the Toronto office is now handling a large number of inquiries.

The Grafonola Club, the Toronto branch of the Grrenwich Club, has been greatly surprised and, incidentally, that a constant stream of Victorias is entering and leaving the building at the same time. We expected a big rush on Victorias and prepared for it, said C. G. J. White, of the company, "but it has gone beyond our expectations."

Ruthven McDonald, the well-known baritone, spent a week in Toronto at the recording laboratories of the Columbia Co., Ltd., singing for Apex records under the personal supervision of H. S. Berliner.

Very attractive Brillantone display cases put out by the Musical Merchandise Sales Co. can now be seen in nearly every talking machine store in Toronto and dealers report increased needle business from the fact that their needles are now displayed in such a manner that they attract attention.

TALKING MACHINE DEALERS IN TORONTO VERY ACTIVE

Combination Phonograph and Table Lamp Placed on Market by Local Concern—Toronto Music Men Participate in Fair—Sonora Phonograph, Ltd. Moves—Other News

TORONTO, Ont., December 8—A new Canadian invention has just been placed on the market in the form of a combination phonograph and table lamp, which is being manufactured in Toronto by Crescent Electrics, Ltd. Thomas J. Strachan, head of the firm, is the inventor.

Fred Ball, of Orme, Ltd., Ottawa, was the "cradle" of the phonograph in Canada. He opened up the first phonograph store in Canada, and the first phonograph store in Ottawa.

A small exhibit of phonographs was held at the Russell Hotel, Ottawa, on October 7. One of his prizes was a miniature Victrola in bronze.

The town of Oakville, Ont., where so many of Canada's great musicians have lived, has a new music store, which was opened by thousands of visitors. It was under the directorship of R. H. Murray, manager of His Master's Voice, Ltd. Sonora Phonographs, Ltd., has moved from 172 River St. to a new premises in the Old House block, building at the corner of King and Bathurst streets, to accommodate the growing business.

George W. Lyle, New York, president of the Muncie Phonograph Co., Inc., visited the Canadian capital, paid a flying visit to Toronto recently. Mr. Lyle spent a day with Otis C. Dorian, who has the sales representation of the Strand line of phonographs in the West.

Simplicity characterized the special Thanks-
Repairing an Old Cylinder Machine

A. H. Dodin,
Talking Machine World.

Dear Sir—I have an Edison Standard model cylinder two and four-minute machine in my shop for repair, and find it a difficult problem. There is a loss of power when belt is put on mandrel wheel with feed in contact with worm, although worm does not seem too tight or too loose. There seems to develop a loss of power when belt is put on, for instance, one belonging to a Firestone rubber company, which has been put on, and four-minute records and not one with an improper main spring. I have ground it down or opened it up with emery cloth, so it seems to turn free now and does not seem too tight or too loose. Every gear seems to work free but no results seem to develop. The slide rod for the reproducer frame is well oiled, but there seems to be too much load somewhere. Could it be too much graphite in the cage (which would prevent proper pull)? Also be sure that the belt is not too tight. If, as you say, you have gone over all the gearings, make sure that the mandrel shaft is not tight in the pivot bearings, and you will have nothing left to attend to but the exception of the feed nut.

The feed nut has been the cause of most of the troubles in the cylinder machine, and it is very hard for me to judge your trouble in this case, particularly when you are not positive whether you are using the correct feed nut on the machine. On the other hand, the feed screw on the basic machine may be bruised or worn in such a way that the feed nut will not feed and will cause the machine to stop.

Your trouble undoubtedly lies in the use of an improper main spring and the proper feed nut.

A. H. Dodin,
Talking Machine World.

Dear Sirs:—While reading The Talking Machine World I noticed that you are giving advice on repairing of talking machines. I would like to ask you if there is any book published on that subject or that line.

I sometimes do repair some machines but I'm not very good at it, therefore I'm asking about the books. Do you think I could buy one somewhere?—L. J. Schiffner.

Answer:—I do not know of any book published which deals exclusively with the repairing of talking machines. Up to date, the repairman has had to depend on the booklets and catalogs issued by the various talking machine companies. These booklets just give the reader an accurate description and diagram of the particular motor or sound box made by the company issuing same. What to do when anything happens that is not described in the booklet is left for the repairman to figure out for himself. I am sure that it would be a good idea for someone to write up a book on the repair question, and I hope it will not be long before such a book will appear for the benefit of all repairmen in the industry.

GENERAL RADIO CORP. DOING WELL.

Enjoys Three Hundred Per Cent Increase in Three Months—Demand Growing Steadily—Confident of New Year's Prosperity

PHILADELPHIA, Pa., December 8.—The General Radio Corp., of this city, distributor of Strand phonographs, Okeh records, the Music Master Horn and RCA and Geraco radio products, reports that it has found the past year a particularly good one. It is stated that in the last three months business has increased over 300 per cent and orders are still coming heavily. Walter L. Eckhardt, president of the company, and his co-workers are confident that 1923 will be a big year in every respect and undoubtedly surpass the past year in volume of business.

The Castner-Knott Dry Goods Co., Nashville, Tenn., Victor dealer, recently used eight pages of newspaper advertising to announce a sale.
STRAND ORGANIZATION IS EFFICIENT AND EXPERIENCED

Manufacturers Phonograph Co. Has Developed Capable and Aggressive Sales Staff—Strand Representatives Well Equipped to Give Dealers Practical Service

As announced in the November issue of The Talking Machine World the Manufacturers' Phonograph Co., New York, maker of the well-known Strand phonograph, celebrated last month its first anniversary. This anniversary was fittingly commemorated by important sales meetings at the Strand factories in Salem, Ind., where Geo. W. Lyle, president of the company, conferred with the members of his sales staff relative to 1922 accomplishments and 1923 plans. A considerable measure of the phenomenal success attained by the Strand phonograph may be attributed to the splendid sales organization developed by Mr. Lyle. He has appointed representatives in the leading trade centers whose experience and qualifications have enabled them to co-operate to excellent advantage with Strand dealers. They have advanced practical sales suggestions that have stimulated business for the dealers and it is gratifying to note that without exception all of these Strand representatives are closing in 1922 a year far beyond their highest expectations.

In the accompanying illustration there are presented the photographs of some of the representatives who have contributed so much to the success of the Manufacturers' Phonograph Co. and the Strand line. Practically all these "live-wire" representatives are well known in the talking machine trade and they have won the esteem and friendship of the dealers in their territories through the co-operation they have extended.

E. A. Fearn, president of the Consolidated Talking Machine Co., Chicago, Ill., is one of the most successful wholesale men in the Middle West. His company has expanded rapidly and his Strand activities have been an outstanding feature in the Chicago trade the past year, having established many important dealer accounts. Walter L. Eckhardt, head of the General Radio Corp., Philadelphia, is one of the veterans of the talking machine trade. A thoroughly capable and efficient wholesale executive, Mr. Eckhardt includes among his friends practically every successful dealer in Philadelphia territory. His intimate knowledge of every detail of the leading independent, wholesale distributor on the Pacific Coast, and has built up a successful business, founded on confidence and experience. Arthur C. Erisman, head of the Grasonola Co. of New England, Boston Mass., dates back his talking machine experience to 1900, and since that time has been an important factor in the New England trade. His recognition of the requirements of New England dealers has enabled him to give the Strand line remarkably efficient and productive representation in this important territory.

M. E. Lyle, head of his own company at

MAKE THIS YOUR NEW EQUIPMENT

All-Brass

Throw-Back

Balanced

Presto All-Brass Tone Arm No. 22

A new tone arm unsurpassed in design, construction and tone qualities. In general this arm will be pronounced at once a highly finished and attractive product with the important distinctive features of all-brass, throw-back construction and superior tone qualities.

Made in lateral and universal types. The standard hub makes this arm available for all standard sound boxes—the qualities of our own rubber-hub sound box make it unequalled.

PRESTO PHONO PARTS CORPORATION

124-132 Pearl Street

Brooklyn, N. Y.
DECEMBER 15, 1922

THE TALKING MACHINE WORLD

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C. O. Brown, manager of the Sterling Roll & Record Co., Cincinnati, Ohio, is a graduate of the Columbia organization, with which he was identified for fifteen years. Mr. Brown is a capable, experienced sales executive, whose enthusiasm regarding the Strand product is being reflected in the success his organization is attaining.

H. H. Kaliski, representing the Strand in New Orleans, La., and the surrounding territory, has to his credit a detailed knowledge of conditions in the South that has enabled him to give the Strand exceptionally fine representation in this important section.

OUR INSTRUMENTS IN BIRMINGHAM

American Player-pianos and Talking Machines in High Favor in English City

WASHINGTON, D. C., December 4.—American player-pianos and graphophones hold high favor in Birmingham, England, according to a report from Consul J. F. Jewell, and are bought wherever obtainable. While there is little evidence of direct importation into this territory there is considerable business carried on with what would appear to be articles of certain American firms who have factories located in Great Britain. These instruments are of very high merit and appeal to a good class market. Although the sale of German pianos is increasing they are now very largely bought from agents in London as it has been found that individual compliance with the full requirements of direct importation from that country are insidious and involved.

DAVIS PHONOGRAPH CO. BUYS FACTORY

CHICAGO, ILL., December 11.—The Davis Phonograph Co. of this city recently concluded arrangements for the purchase of the three-story factory building at 314-316 West Forty-third street, owned by Harry Diamond. The purchase price was $95,000.

OTTO HEINEMAN TO EUROPE

President of General Phonograph Corp. Will Sail December 16—Recently Returned From Western Trip—Found Conditions Excellent

Otto Heineman, president of the General Phonograph Corp., New York, accompanied by Mrs. Heineman, will sail on the S.S. "Majestic" December 16 for a short stay abroad. Mr. and Mrs. Heineman are planning to spend the Christmas holidays in Europe, returning to New York shortly after the first of the year.

A few days ago Mr. Heineman returned to his desk from a flying trip through the Middle West during the course of which he visited Chicago and St. Louis. At the former city he held a conference with S. A. Ribolla, general manager of the General Phonograph Corp. of Illinois, and was delighted to find that this organization was closing a business far beyond all expectations. The outlook for 1923 is very encouraging and Okel records throughout the Middle West are gaining in popularity by leaps and bounds.

W. PHILLIPS ENDS WESTERN TRIP

President of Wm. Phillips Phonos Parts Corp. Finds Manufacturers Active—Firm Starts Marketing of Two New Tone-arms

William Phillips, president of the Wm. Phillips Phonos Parts Corp., returned to New York last week after a very successful trip through the West. Mr. Phillips reported much activity among the manufacturers and decided confidence in the outlook for the industry for 1923 in evidence everywhere.

The Wm. Phillips Phonos Parts Corp. is placing on the market, at this time, two new tone-arms, which are variations of the well-known Nos. 1 and 2 tone-arms of the Phillips line. This will permit models Nos. 1 and 2 to be obtained in the throw-back type as well as in the regular straight type as heretofore.
A two-fold appeal to good taste
—unusual tonal beauty and faithfulness of reproduction
—exquisite cabinet work in popular period styles.

Many successful phonograph merchants have found that the two-fold appeal of the Widdicomb is building them a steadily increasing patronage and prestige among discriminating buyers. If you are genuinely interested in increasing your business among the best class of trade, write us today for complete 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.
THE ATTITUDE OF THE DEALER TOWARD ADVERTISING

L. C. Lincoln, Advertising Manager of the Sonora Phonograph Co., Writes a Most Interesting Article on a Subject That Is Vital to Progressive Members of the Industry

In a recent issue of the "Sonora Bell," the house organ that is published monthly by the Sonora Phonograph Co., L. C. Lincoln, advertising manager of the company, contributes an interesting article under the heading of "The Attitude of the Dealer Towards Advertising." In this article Mr. Lincoln as follows:

"A recent investigation by the Bureau of Business Research of the New York University on the attitude of the retailers toward the manufacturer's advertising brought out some very interesting information. Most of this was not unknown to the Sonora Advertising Department, nevertheless it is always interesting to have one's opinions, which naturally are based on past experience, corroborated by others equally experienced.

"Few merchants probably realize that the advertising departments of manufacturers are always interested and desirous of receiving their opinions and views. Each merchant's ideas could not, of course, be put into actual practice, but those of the greater number are invariably used when contributed. The sending of questionnaires to merchants is not always satisfactory because merchants frequently have personal reasons for not wishing to present certain information to manufacturers. It is for this reason that the New York University Bureau of Business Research sent out questionnaires directly to the manufacturers themselves in the hope that many of them had made personal investigations on the subject and by gathering in as many reports as possible valuable information would be acquired.

"According to the 219 prominent manufacturers reporting on the subject, the dealers' preference for the media used by manufacturers is in the order following: (1) Daily newspapers, (2) Sunday newspapers, (3) Weekly magazines, (4) Monthly magazines, (5) Women's magazines, (6) Car cards, (7) Outdoor signs, (8) Direct mail. This is just about the way the Sonora advertising department decided a year ago and its 1922 advertising was planned accordingly.

"Sonora general publicity originally was through weekly and monthly magazines, outdoor signs and a small showing in the newspapers. Changing conditions, however, have caused changed opinions, and during 1922 the greater proportion of Sonora publicity has been directed to the manufacturers themselves in the hope that many of them had made personal investigations on the subject and by gathering in as many reports as possible valuable information would be acquired.

"This investigation also brought out that only 25 per cent of the dealers are keenly interested in the manufacturers' advertising, 50 per cent mildly, 20 per cent not interested and 5 per cent antagonistic. It is encouraging to note, however, that more than 96 per cent stated that the interest in the manufacturers' advertising is increasing.

"I do not believe that these percentages would apply to the phonograph trade, as I fail to see such a large proportion of the dealers in the advertising of a manufacturer of any but the most mild nature.

"Changing opinions, and during 1922 the greater proportion of the manufacturers' advertising brought out some very interesting information. Most of this was not unknown to the Sonora Advertising Department, nevertheless it is always interesting to have one's opinions, which naturally are based on past experience, corroborated by others equally experienced.

"The dealers usually believe that the use and display of advertising material does not assist them in making sales. Some make the assertion boldly; others do not express their opinions, but actions speak louder than words. Waste in some kinds of advertising is impossible to overcome, but unless the advertisers, many of whom are experienced in spending millions of dollars annually, all are wrong and the dealers who do not believe in advertising are right, then such dealers should at least make proper use of all available dealer helps. And it is a self-evident fact that the man who spends vast sums of money for advertising year after year is more likely to know why he is doing it than the man who not only will spend nothing, but refuses to make use of advertising material supplied free of charge.

"Practically all advertising appropriations are based upon a certain proportion of the sales, and as advertising material costs money—some of it much money—waste in advertising, failing to influence its proportion of sales, adds to the cost of the product. In other words, productive advertising makes possible lower and stabilized prices, but wasteful advertising prevents lower prices and often fails to prevent increased prices."

CORLEY CO. SUFFERS FIRE LOSS

About $150,000 Damage Done to Company's Stock and Building in Richmond by Fire Which Starts in Basement—Temporary Quar ters Secured by Company to Handle Business

RICHMOND, Va., December 4—The Corley Co., Inc., prominent piano and music merchant of this city and also Victor talking machine wholesaler for this district, suffered a loss estimated at $150,000 as a result of a fire which broke out in the basement of the company's building at 213 East Broad street here last month, and completely destroyed approximately 200,000 records, together with other stock in the basement, as well as causing considerable loss through smoke and water to goods on the upper floors.

The fire gave the firemen a stubborn fight, practically all the apparatus in the city being called to the scene, and although the flames were confined to the basement of the Corley building, it was nearly four hours before the blaze was under control. The store runs from Broad to Grace street and the length of the basement proved a handicap in getting at the flames, which greatly retarded efficient operations by the firemen.

According to officers of the company, about twenty rare violins, several of them worth close to $1,500, were destroyed in the fire. The Corley Co. immediately opened a temporary office at Third and Grace streets, to be occupied until such time as the burned structure can be repaired. Additional stock was ordered from manufacturers and it is hoped that there will be little interruption of business as a result of the fire. A temporary store has already been opened to take care of the new stock as it arrives and business is being continued as heretofore.

The officers of the Corley Co. are John G. Corley, president; Frank W. Corley, vice-president and general manager; Horace C. Lukhart, secretary, and G. William Greener, treasurer and assistant general manager.

SECOND YEAR SUCCESSFUL LEADER

Canada Patent 9478

The Most Dependable and permanent NEEDLES

Lid Support on the Market

The bottom plate is constructed as one piece of metal and it works automatically perfect. No parts to go out of order. The hinges are flexible and bent. Samples on request.

STAR MACHINE & NOVELTY CO.
81 MILL STREET
BLOOMFIELD, N. J.
L. C. Lincoln, Canadian Distributor
41 Richmond St., East, Toronto, Ont.

Sonora Phonograph Company, Inc.
GEORGE E. BRIGHTON
President
279 Broadway
New York
Canadian Distributors:
Sonora Phonograph Ltd., Toronto

Now for 1923 Profits With
Sonora
Semi-Permanent NEEDLES
Sonora Semi-Permanent needles, well displayed, sell themselves. Not to have them on hand is to miss an un solicited sale and many a good aggregate profit every month.

For dancing with the record-repeater, Sonora semi permanent needles are a necessity. For all kinds of playing they are a saving—money, time and record life.

It takes but a moment to show why these needles, with the long, uniform point, do not injure and score the record grooves as the ordinary tapered needle does.

Start the year right, with every advantage. Stock and display Sonora semi-permanent needles.
A reliable combination

Okeh Records
The Records of Quality

and Independent Service

You can always rely upon Okeh Records for early releases on all the popular song and dance hits, and a well-balanced monthly release; to sell as fast as they are released; to make satisfied, friendly customers.

You can rely upon Independent Service to be operating at its best, for your interests, at all times; to have on hand continually in complete lines of Okeh records; to be able to fill your most urgent wants immediately.

If you are not already an Okeh dealer it will pay you to investgate our unique sales plan.

INDEPENDENT JOBBOING COMPANY

122 East Centre Street, N.

GOLDSBORO, N.C.
CELEBRATE ANNIVERSARY OF AEOLIAN CO. PRESIDENT

Henry B. Tremaine, Honored by Aeolian Co. Representatives Throughout the World on Twenty-fifth Anniversary of His Assumption of the Presidency of That Company

During the week of November 20 to 25, inclusive, the Aeolian Co. and its representatives throughout the world participated in the celebration of International Duo-Art Week in commemoration of the twenty-fifth anniversary of the regime of Henry B. Tremaine as president of the Aeolian Co., during which period the development of the company as a factor in the musical instrument industry of the world has been most pronounced.

The celebration was in the hands of a general committee of one hundred, made up of prominent lights in musical and industrial circles throughout the world, and special programs of music were arranged for each day of the week, from Monday, which was "International Music Day," to Saturday, celebrated as "Popular Music Day." The programs were carried out simultaneously by Aeolian Co. representatives throughout the world. During the week Mr. Tremaine was presented with a solid gold cup by a hundred or more Aeolian Co. representatives, and with a silver cup by the officers and directors of the Aeolian Co. He also received messages of congratulations from all parts of the globe, Norway, South Africa, and even Japan, Java and the Dutch East Indies.

A noteworthy feature of the week was the message received by Mr. Tremaine from the Vatican notifying him of his appointment as a Chevalier in the Order of St. Gregory the Great. The cable announcing the appointment was signed by Cardinal Gasparri.

Mr. Tremaine has already been decorated with the Cross of the Legion of Honor by the French Government and has seven royal appointments from the courts of Europe for his achievements in the field of music.

Although the celebration was devoted chiefly to the exploitation of reproducing pianos upon which the business of the Aeolian Co. was founded primarily, the fact that a majority of the company's representatives handle and feature Vocalion phonographs and Vocalion Red records gave to those products a prominent place in the celebration.

Even the radio was enlisted to assure the success of the program, Mr. Tremaine broadcasting a message from Station WJZ on Tuesday evening and one of the chief concerts being broadcasted from that station. This pleased a big army of Aeolian Co. admirers.

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.

<table>
<thead>
<tr>
<th>Model</th>
<th>Price</th>
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<tbody>
<tr>
<td>C-601</td>
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Columbia A-2 Grafonola

The Geo. A. Long Cabinet Co.
HANOVER, PA.
Interesting Decision Handed Down in Repeater Litigation—Arguments on Original Suit to Be Heard Shortly in U. S. District Court

Judge Rellstab in the District Court of the United States, District of New Jersey, handed down an interesting decision on December 5, whereby the counter-claim in the suit of Edmund S. Geer and the Walbert Manufacturing Co. vs. the Zenith Manufacturing Co. was dismissed, meaning the sale of twenty-five machines and 250 ten-inch records to each.

In its answer the Zenith Mfg. Co. maintained that the Geer record repeater patents. In its answer the Zenith Mfg. Co. maintained that the Walbert Mfg. Co. and the Gold Seal Co., manufacturers of the Zenith Mfg. Co. vs. the Zenith Manufacturing Co. was dismissed, meaning the sale of twenty-five machines and 250 ten-inch records to each.

In handing down his decision dismissing the counter-claim Judge Rellstab called attention to the fact that the defendant had acquired its alleged rights to the cause of action stated in its counter-claim between the time of the commencement of the plaintiff's action and the filing of the defendant's counter-claim.

Arguments on the original suit filed by Mr. Geer and the Walbert Mfg. Co. against the Zenith Mfg. Co. will be heard soon.

COURT DISMISSES COUNTER-CLAIM

The “Cielo e Mar,” from the opera La Gioconda, is the finest of all Ponchielli’s beautiful arias. In the long curving phrases of this rapturous song of moonlight and love Puccini, the pupil of Ponchielli, found the inspiration for his greatest work.

Charles Hackett’s singing of this famous aria makes the most delightful record of this selection ever produced. 98040 in the December list.

LUDWIG BAUMANN & CO.'S NEW HOME

Prominent New York Furniture House Has Elaborate Talking Machine Department on First Floor of New Building

Ludwig Baumann & Co., one of the largest retail furniture houses in New York City, have just moved into their new building which has just been completed at 505 Eighth avenue. This company has carried on a talking machine business in conjunction with their furniture business for some years past, and has been very successful, especially with the sales of higher-priced machines. This department has been given a very desirable location on the first floor of the new store where modern equipment has been installed, including twelve booths for the hearing of records, as well as a modern counter and record racks. This construction was installed by the Unit Construction Co., well known in the talking machine trade for its installations. Henry Conn, who supervises the activities of this department, is very enthusiastic about prospects for future talking machine business, and predicts a continued growth of this business that will more than warrant the expenditure entailed in giving the talking machine department this new equipment and such a desirable location in the store.

NEW FACTORY IN INDIANAPOLIS

International Dayton Products Co. Opens Branch in That City for Manufacture of Organola—Instrument Has Unusual Features

INDIANAPOLIS, Ind., December 10.—The International Dayton Products Co., of Dayton, O., has opened a factory branch in this city. The offices are in the Occidental Building, N. J. Matheny, of Dayton, is in charge as manager. The branch selling organization is known as the Indianapolis Organola Co.

The Dayton company has been manufacturing and selling the Organola for some time past, according to Mr. Matheny. The instrument is sold as a modification of the talking machine, the feature of the construction being twenty-seven fiber organ pipes arranged in five octaves.

In the Organola the tone arm, similar to the tone arm of other recording instruments, connects with a sound chamber in which Mr. Matheny explains, the sound waves are distributed in uniform, even lengths to the organ pipes.
IMPORTANT RADIO PATENT SUITS

Radio Corporation Files Suit on Vacuum Tube Patents—Action to Be Tried Early in Year
—Outcome of Interest to Industry

A patent action of considerable importance to the radio industry has been started in the United States District Court, Southern District of New York, by the Radio Corporation of America, against A. H. Grebe & Co. and the J. H. Bunnell Co., as joint defendants. The complaint alleges infringements of five specific patents concerning the vacuum tube.

The first of two suits instituted against the Grebe and Bunnell companies involves the two DeForest patents, 841,387 and 879,332. The former covers the vacuum tube as a so-called audion amplifier and the latter covers the well-known "grid" structure of the modern "triode" or three element vacuum tube. This suit is the more important of the two. The two DeForest patents were transferred to the American Telephone and Telegraph Co. by Dr. Lee De Forest, of the De Forest Co. The title of these patents has been given to the Radio Corporation of America, together with the right to sue under them for the purpose of this suit and other specific suits.

An interesting feature of the situation created by this action is the position of the seventeen licensees of the Armstrong regenerative patent. These manufacturers were the original licensees and at the time the Westinghouse Electric & Manufacturing Co. took over the Armstrong patent, they did so subject to the licenses and agreements outstanding. The Armstrong licensees have formed a corporation, the directors and officers of which are in each case representatives or owners of Armstrong licenses. It is said that this corporation will cooperate with the Grebe Co. in the defense of the action.

The second suit involves comparatively minor patents which are alleged to be infringed. The action will probably be tried some time early in the new year, and the outcome will be of keen interest to the entire radio industry.

NEW MANAGER OF WIDENER'S, INC.

NEWARK, N. J., December 11.—L. A. Dexter, for several years connected with the outside sales staff of Widener's, Inc., Columbia dealer, of this city, and more recently in charge of the Hartford, Conn., branch of the concern, has been made manager of the local store. George Turner, who has been with the staff of the New York store for the last three years, has been made assistant.

The Guett Drug Co., of Merrill, Wisc., has secured the franchise for Columbia Grafonolas and records in that city. A complete stock has already been installed.

HAVE YOU THOUGHT

That it is absolutely impossible to secure real satisfaction from your Talking Machine unless you use a Good Needle? Why not then secure only the best and

Always Insist on Getting

DE LUXE NEEDLES

Sample Needles Gladly Furnished

DUO-TONE COMPANY, INCORPORATED

Sole Manufacturers of De Luxe Needles

ANSONIA, CONN.

DON'T FORGET THESE FACTS

Perfect Reproduction of Tone  No Scratchy Surface Noise
PLAYS 100-200 RECORDS

Three for 30 cents (40 cents in Canada)
LIBERAL TRADE DISCOUNTS
CLOSES LARGE RADIO BUSINESS

E. E. Bucher, Sales Manager of Radio Corporation of America, Books Large Orders—Jobbers and Dealers Keenly Interested in Sales Possibilities of Radio—Lyon & Healy Closing Outstore a fortnight ago after a four and one-half weeks' trip, which included a visit to thirty-two trade centers in the Middle West. Mr. Bucher's trip was decidedly interesting and profitable, as he secured orders for RCA products, returned to

Mr. Bucher stated that the results of his trip were far beyond all expectations, and that wherever he visited there was a feeling of confidence and optimism regarding the outlook for radio that was most encouraging. In the leading trade centers Mr. Bucher found that the successful electrical jobbers were running as high as 40 per cent of their total business in radio, and

Mr. Bucher was the guest of honor at dinners given by the Rotary Clubs, Chambers of Commerce and other civic organizations, which evinced a keen interest in the progress and development of the Radiola. Mr. Bucher gave demonstrations of RCA products at all of these banquets, and invariably the merchants in attendance were amazed at the phenomenal results that he attained.

In a chat with The World Mr. Bucher stated that the results of this trip were far beyond all expectations, and that wherever he visited there was a feeling of confidence and optimism regarding the outlook for radio that

BIG DEMAND FOR "TALKER" TOYS

National Co. Enjoys Exceptional Demand for Novelities During Year

Boston, Mass., December 11.—The National Co., manufacturer of talking machine toys, has found 1922 an exceptional year. W. A. Ready, president and general manager of the company, stated to a representative of The World: "We are happy to say that this year's business has far exceeded our expectations and at the same time the sales on the "Rustus Family" have been increased and have far exceeded our expectations. If sales are any indication of the general trend of conditions in the phonograph industries, then, certainly, there is prosperity in store for everyone during the coming year."

A. E. SATHERLEY IN NEW POST

Appointed Manager of New York Recording Laboratories in Gotham—Succeeds A. J. Baum—Has Had Wide Experience

A. E. Satherley, who for the past twelve years has been connected with the New York Recording Laboratories and its subsidiary organizations, and who in the past has made his headquarters at the factory of the company, Port Washington, N. Y., has been appointed manager of the New York recording rooms of the company, succeeding A. J. Baum.

Mr. Satherley will have associated with him, Al Hausman, who was a member of the Columbia Graphophone Co.'s recording staff for a period of years, and Charley Prince, who will act as musical director. The New York offices of the company, 1140 Broadway, have undergone a reorganization and plans to extend the activities of these offices have been arranged. Under the new arrangement recording, plating and pressing of records will be at one source.

DOING EDUCATIONAL WORK

Miss Donzella Cross, special representative of the Victor educational department of Sherman, Clay & Co., has returned to Los Angeles after several months' absence in San Francisco, where she was engaged in the same work for the northern part of the territory.
DECEMBER 15, 1922

THE TALKING MACHINE WORLD

167

Everybody's Panning Wild!

With House Feet

The Two New Hits for the New Year

You can't go wrong
With easy FEET songs

PORTLAND, ORE.

Many Changes in Trade—Hold Edison Tone Test—Starr Co. Moves

Portland, Ore., December 8.—The first Edison tone test of the season was held recently in the Municipal Auditorium when the Dann Trio and Harvey Hindernyer, tenor, were presented under the auspices of the Reed-French Piano

Co. of this city. The artists presented a very interesting program that served to demonstrate most impressively the reproducing qualities of the Edison to an enthusiastic audience.

Harry Marshall, district manager for Oregon of the Edison company, entertained with a dinner for the artists during their visit, inviting all Portland Edison dealers to meet them.

The Starr Piano Co. has moved its offices and warerooms from 320 Blake McFall Building to 22 North Tenth street, near Burnside. Charles Soule, wholesale representative, says: "We made the move primarily to have a more convenient location for our shipping purposes and to be in a more accessible location for our dealers. Our motto is "service" and in our new location on the main floor we are able to make a shipment at any hour of the day, where before we were at the mercy of the elevator man supplied by the building, who did not work after hours under any circumstances."

Mr. Soule announces good business in Starr phonographs and says the Gennett record business is going ahead by "leaps and bounds."

The Seiberling & Lucas Music Co., for the past eight years at 125 Fourth street, will move on the first of the year to 151 Fourth street, where they have secured a ten-year lease on the four-story Greenfield Building, formerly occupied by the Graves Music Co. The building is reinforced concrete and will be remodeled and made modern in every way to suit the needs of the music company, who expect to have the finest and most complete music house in the city.

Ernest Stitts, formerly with the Wyxcoff-Verrinder Co., of Pasadena, Cal., has been added to the sales force of the Meier & Frank phonograph department.

How to keep physically fit by the use of phonograph was demonstrated in a splendid way by Charlotte Chelsey, "champion" health record sales girl of the phonograph department of Meier & Frank Co. Miss Chelsey and a corps of attractive and athletic assistants recently held full sway in one of the main windows on Sixth street, going through all the exercises to the strains of the Wallace reducing records, all guaranteed to keep one "young," "slender" and "beautiful."

Placardi announcing the benefit to be derived from such exercises were displayed and interested crowds were in attendance all day watching these attractive, healthy-looking maidens.

M. Davis, district manager of the Brunswick-Balke-Collender Co., has been so busy keeping up with his out-of-town business and supplying orders of his Portland dealers that he is harder to get in touch with than the President of the United States. However, Brunswick dealers in the city, viz., Wiley B. Allen, Edwards Furniture Co., Powers Furniture Co., and others, all report excellent business and say the new model "York" is a "knockout.

G. F. Johnson, of the G. F. Johnson Piano Co., reports excellent business in the Cheney phonograph. Mr. Johnson reports advance sales for Christmas very good and anticipates that a record will be set by the end of the month.

Arthur Stein, manager of the Victrola department of Sherman, Clay & Co., reports November business far beyond last year and believes the December sales will be far in excess of business done during the holiday season of last year. Vancouver phonographs were furnished last month with two beautiful electric Victrolas 800, by this department, one to the headquarters company and one to Company F. School marches have also gone strong during last month, according to Mr. Stein, who says that the Music Week activities and the coming music memory contest are partly responsible for the added interest.

"Everything in Talking Machines" is the motto of the Hyatt Talking Machine Co., dealers in Brunswick, Columbia, Victor and Edison phonographs, and from reports received business in all lines is more than good and getting better all the time.

E. B. Hyatt, president of the Oregon Music Dealers' Association, extended invitations to dealers of the Association and their friends to attend a dance to be given December 16.


A complete music store is being installed at Tillamook, Ore., by J. E. Berry, who will carry the Victor line.

H. L. Stoner, who for the past year has been connected with the G. F. Johnson Piano Co., has gone to San Francisco and joined the forces of Kohler & Chase.

OLYMPIC RECORDS

Latest Popular Hits

10 Inch Double Disc

LIST PRICE 50 CENTS

DANCE

Carbells (Fox-trot)
I Wish I Could Shimmmy (Like My Sister Kate)
Southern Five
Carolina in the Morning (Fox-trot)
New York (Fox-trot)
Great Scott (Fox-trot)
You Give Me Your Heart (Fox-trot)
All Over Nothing at All (Tenor Solo), Orch. Acc.
Yankee Doodle Blues (Tenor Solo), Orch. Acc.
Jingle Bells (Tenor Solo), Orch. Acc.
O'Clock in the Morning (Tenor Solo), Orch. Acc.
Story for Children

POPULAR VOCAL RECORDS

Three o'Clock in the Morning (Tenor Solo), Orch. Acc.
Yankee Doodle Blues (Tenor Solo), Orch. Acc.
Nelly Kelly, I Love You (Tenor Solo), Orch. Acc.
All Over Nothing at All (Tenor Solo), Orch. Acc.
Billy Edwards

FLETCHER RECORD COMPANY, Inc., 156 Meadow Street, LONG ISLAND CITY NEW YORK

Complete catalogue of Operatic, Standard, Instrumental Records on request

CHARLES RICHARDS

CHRISTMAS RECORD

A Visit From St. Nicholas (Children)
The Cowbells (Fox-trot)
I Wish I Could Shimmy (Like My Sister Kate) (Fox-trot)
Down South (Fox-trot)

THE TALKING MACHINE WORLD
OKEH JOBBER DOUBLES SPACE

New York Okeh Wholesaler Leases Additional Floor Space—Sales Steadily Increasing—Plan Increased Service During New Year

In order to handle its fast-growing business, the New York wholesale distributing division of the General Phonograph Corp., distributor of Okeh records in this territory, has leased the second floor of the building at 15 West Eighteenth street, New York. The company has maintained offices at this address for the past year, occupying the main floor, but sales increased so steadily that it was found necessary to secure additional space to handle the requirements of the trade which could not be done most efficiently before.

E. B. Shidell, general manager of the New York distributing division, regarding the sales possibilities for Okeh records in this territory, particularly as sales for the past few months have shown a tremendous increase over any period in the history of the organization. With the lease of the second floor there is available more than twice the space formerly occupied, and 1923 service to Okeh dealers will therefore be augmented to a considerable degree.

WEYMANN & SON SUFFER FIRE LOSS

Philadelphia, Pa., December 13.—H. A. Weymann & Son, Inc., Victor wholesalers, suffered a loss estimated at $50,000 by fire which broke out in the company’s building yesterday. It is stated that there will be no interruption in business.

Business to Be a Third Better

Talking Machine Business May Be Expected to Register a Substantial Gain in 1923, Says Ralph L. Freeman, Director of Distribution, Victor Talking Machine Co.

Ralph L. Freeman, Director of Distribution at the Victor Talking Machine Co., said when interviewed by The World:

"Of course, the most important development affecting our industry in 1922 has been the general improvement in fundamental conditions. In the trade itself the liquidation of inventories of goods that could not stand the strain of a competitive market, the correction of past mistakes in buying, the balancing of stocks and the elimination of irresponsible manufacturers mark milestones on the road of progress.

"As to next year our feeling is that general conditions will be a full third better than in 1922, that the talking machine business will be larger in at least that degree and that standard trade-marked products will enjoy the preference they merit. Our production schedules up to May already in our factories are based on this expectation. We believe there already is a noticeable change in demand favoring records of selections of a higher class than those that had such a considerable vogue in the recent past and that this promises to be a feature of next year’s business."

Paul Whiteman Opens Trianon

Paul Whiteman and His Orchestra Open Trianon and Are Paid $25,000 for One Week

Chicago, Ill., December 11.—Chicago, for the first time in its musical history, turned out en masse during the week of December 4 to welcome a twentieth century musical organization. The welcome was for none other than Paul Whiteman and his orchestra, who played one week at the new Trianon ballroom.

Paul Whiteman and his orchestra, as everyone knows, are exclusive Victor artists and for the week’s showing this organization was paid $25,000. This amount goes on record as being the largest sum ever paid a dance orchestra.

Thousands of people who have visited the Trianon during Mr. Whiteman’s stay here are
now in a position to appreciate what a truly great organization he conducts. They are also in a position to appreciate how faithfully his records portray his art.

The Trianon is said to be the most beautiful ballroom in the land and cost more than a million dollars to erect, the best architectural and decorative thoughts in the country being drafted for its construction. On the night of its formal opening Chicago's society danced for charity and the occasion was known as the "Bal Fantastique." It was given for the benefit of the Illinois Home and Aid Society and the women building, its operating forces and orchestra were donated to the cause.

On the occasion of Paul Whiteman's appearance here Ferdinand A. Buescher designed, made and fitted out completely the entire orchestra with a set of Buescher gold instruments said to cost about $10,000.

**BUSINESS WILL COME TO WORKERS**

Geo. W. Hopkins, Vice-president and General Sales Manager of Columbia Graphophone Co., Tells Why Next Year's Prospects Are Bright—Stresses Salesmanship

In discussing the developments of the year in the talking machine trade and the prospects

George W. Hopkins for business for the coming year George W. Hopkins, vice-president and general sales manager of the Columbia Graphophone Co., said to The World:

"Elimination of nondescript phonographs, which, like the mule, have no pride of ancestry or hope of posterity, means increasing business for those manufacturers who are building the industry.

"Business will come, however, only to those who will work.

"Storekeepers will take a back seat for merchandisers or salesmen out of retail stores.

"The go-getter type of merchant will find 1923 a happy and prosperous year.

"Quality merchandise will win the business if backed by an aggressive sales policy.

"The salesman who will be welcome in your store will be the man who conveys, not displays knowledge. At 12:01 o'clock January 1, 1923, we will be ready to go."

**TWO OKEH DINNERS TO STAFFS**

Otto Heineman Host to Members of Executive Staff—Employees of Offices Dined

Otto Heineman, president of the General Phonograph Corp., was the host at a dinner given to the members of his executive staff at his home in the Hotel Majestic on Tuesday evening. All of the executives and heads of the departments at the executive offices, together with the executives in the recording division and the distributing division, were present, and Mr. Heineman, as usual, was a host par excellence.

On Thursday evening, December 14, all of the employees of the executive office, recording division, distributing division, Newark factory, together with all of the executives, were the guests of the company at a dinner and dance given at the "Maisonneuve" on West Forty-fifth street. This was the usual Christmas party given by the company and this year it was held somewhat earlier owing to the fact that Mr. Heineman sails for Europe on Saturday.

**DEATH OF JOHN WANAMAKER**

Famous Merchant Prince Dies at Age of Eighty-four—World Renowned as Merchandising Wizard—Passing Deeply Regretted

John Wanamaker, head of the famous New York and Philadelphia retail establishments bearing his name, died at his home on Tuesday, after an illness of several months. Mr. Wanamaker, who was eighty-four years of age at the time of his death, was recognized internationally as one of the greatest retail merchants the world has ever known.

Many years ago Mr. Wanamaker realized the tremendous sales possibilities of the talking machine and established talking machine departments in the New York and Philadelphia stores that have won recognition as model talking machine departments. For a number of years the house of John Wanamaker was a Victor distributor and in recent years it has carried several lines of talking machines with the Victor as a leader.

**Get on the Okeh Band Wagon**

There is still time to cash in on the tremendous demand for Okeh records, and thereby roll up a big holiday business.

Our prompt service on shipments will be maintained right up to the last minute.

Dealers everywhere are cashing in now. You ought to get your share of the extra profits there are in supplying your trade with Okeh and Odeon records.

Write, wire or 'phone today for our dealer offer.

**GENERAL RADIO CORPORATION**

Walter L. Eckhardt, President

624-628 Market St., PHILA. 806 Penn Ave., PITTSBURGH


Also distributors for Strand Phonographs. Handsomely designed, perfectly toned.
A FEW SALT LAKE CITY BRIEFLETS

SALT LAKE CITY, UTAH, December 9.—Although merchants in many lines are complaining right now the music dealers, with scarcely an exception, seem to be enjoying a good business. There is nothing in the nature of a boom, perhaps, but the turnover is ample in volume and steady.

Stone & Co., 44 West Second South street, have announced through the press their intention of closing out here and moving to New York, where they will continue as wholesalers and manufacturers. Since this decision was made, however, Mr. Stone states that the local store may be continued by the company as a branch.

Music merchants, as well as others, are much interested in the announcement that "Steel City," a new community, is to be founded between Provo and Springville. It is an outgrowth of the new steel industry in the State. Fred A. Bain, of the John Elliott Clark Co., Victor wholesaler, says his company cannot get shipments fast enough to supply the demand of his trade. The Style 210 Victrola appears to be the big favorite.

The Glen Bros.-Roberts Co. made a big hit with a recent window display of John McCormack's record of "Three O'Clock in the Morning," resulting in many sales of sheet music, records, rolls and everything. The display was made up of a huge clock with hands pointing to 3 a.m. The face was transparent and through it were seen the shadows of couples dancing.

A recent visitor was William Schonian, Jr., of the Schonian Furniture Co., DuBouche, who reported that the turkey industry was helping that section.

Miss Beth Erickson, of the Educational Department of the John Elliott Clark Co., has returned from a three weeks' tour of Montana during which she met and addressed Boards of Education and groups of teachers and students. She reported her trip to be most successful.

The Daynes-Beebe Music Co. gave each employee a big fat turkey for Thanksgiving in recognition of the loyalty and hard work of the staff during its recent big sale.
J U S T  O U T!

New Arion Records which will bring the German trade in flocks to your store. Something Germans wanted, but could not get before.

THE FIRST TWO RECORDS

STAHL'S ORIGINAL GERMAN DANCE BAND

Recorded exclusively for Arion.

German Dance Music as it should be played. Nothing like it ever made before. Every German will want one.

Bogaroscher
505 Bogaroscher Walzer
Lieblings Polka

506 Ujgeler Walzer
Susi heb dich Polka

2 Stahl Dance Records will appear every month.

ANNOUNCES THE RADIOLA FOUR

Radio Corp. of America Adds Handsome Instrument to Line—Will Be Advertised Extensively—Self-contained With Many Important Features That Will Interest Trade

The Radio Corporation of America, New York, manufacturer of RCA products, has just announced the addition to its line of the Radiola 4, and in all probability this instrument will be used as the keynote of the company's publicity and merchandising campaign during 1923. Deliveries of the Radiola 4 will be made subsequent to January 1, although it is possible that a small quantity of instruments will be ready around Christmas.

In referring to this new instrument, E. E. Bucher, sales manager of the company, terms it as a radio instrument for the "woman in the home." The Radiola 4, which has a number of distinctive features, will retail at $275.

It is a self-contained instrument, operated by dry battery tubes, a new type of tube being used, and is equipped with a two-wave length range, and has other technical features which will undoubtedly make it one of the greatest German hit ever produced!

The Greatest German Hit Ever Produced!

A laugh every second— the funniest record ever made.

Facsimile of large chart given free with Record. First Balle and Arion Quartet.

12-inch, $1.25

504 Geh'n wier mal ruber zu Schmidt
O, du lieber Augustin

502 Vereinspraeidenten Geburtstag (mit Schnitzelbank) Schnadahuppen

The Radiola Four, which has a number of distinctive features, will retail at $275. It is equipped with a two-wave length range, and has other technical features which will undoubtedly make it one of the greatest German hits ever produced.

12-inch, $1.25

504 Geh'n wier mal ruber zu Schmidt
O, du lieber Augustin

502 Vereinspraeidenten Geburtstag (mit Schnitzelbank) Schnadahuppen

that with an indoor loop this instrument is capable of receiving broadcasting within a distance of fifty miles, and with the average outdoor antenna the receiving distance is approximately 1,000 miles. It is equipped with a two-wave length range, and has other technical features which will undoubtedly make it one of the greatest German hits ever produced.

DEMONSTRATES HEALTH RECORDS


PITTSBURGH, PA., December 11.—The Standard Talking Machine Co. conducted an interesting demonstration of the Victor Health Records before the Rotary Club of Pittsburgh at a meeting of that body on Wednesday of last week, the demonstration being arranged by J. C. Roush, president of the company, whose turn it was to provide the program for the club. A woman demonstrator gave an exhibition of the value of the records following a brief health talk, and the 150 members present were much interested in the various setting up and reducing exercises. The Standard Co. has furnished a corps of woman demonstrators to its dealers from the time the Victor Health Records were brought on the market about the first of the year. An advertising and sales drive is being planned in the interest of this new product. These needles are especially adapted to records which reproduce one's own voice, according to Oscar Kerns, general manager, and this quality will be featured in the campaign.

FOR SALE

A well established music house in city of $9,000 in Michigan, handling nationally known instruments, phonographs a specialty. Best of reasons for selling. Pedigree at once for holiday trade. Address "Box 1225," care The Talking Machine World, 373 Fourth Ave., New York, N. Y.

SALESMAN WANTED

Salesman traveling established territory, calling on talking machine and drug trades, can make large additional income through large initial commission and commission on repeat orders. No bulky samples required. Greatest line of semi-permanent needles on the market. Made by one of oldest, time-tried and proven concern affiliated with phonograph industry from its inception. When replying state territory covered and period of time traveled. Address "Box 1241," care The Talking Machine World, 373 Fourth Ave., New York, N. Y.
SITUATION WANTED—Am I Your Man? 8 years' experience manager retail and commercial traveler wholesale phonograph and record sections. If so, please communicate. Address "Box 1229," care The Talking Machine World, 373 Fourth Ave., New York, N. Y.

WANTED—Experienced talking machine salesman to act as assistant to sales manager and travel occasionally. Must be familiar with office details. Address Cohen & Hughes, Inc., Victor Distributors, Washington, D. C.

WANTED—Commission salesmen in different sections of country to sell a self-recording disc made of metal for which there is a great demand. A definite area as a sideline. Address "Box 1225," care The Talking Machine World, 373 Fourth Ave., New York, N. Y.

WANTED—Experienced talking machine salesman to act as assistant to sales manager and travel occasionally. Must be familiar with office details. Address Cohen & Hughes, Inc., Victor Distributors, Washington, D. C.


WANTED—Position as manager of phonograph department. Experienced. I am a good salesman and closer and can train sales force to do their best. Victor and Brunswick experience. Also ten years selling pianos and players. Salary and commission. Indiana or Ohio preferred. Address "Box 1233," care The Talking Machine World, 373 Fourth Ave., New York, N. Y.

WANTED—Salesman calling on phonograph dealers to carry repeating device as side line. New repeater which is unquestionably the most popular one offered for sale. Send for sample and commission proposition. The Rapid Repeater Co., 226 Van Alst Ave., Long Island City, N. Y.

POSITION WANTED—American, 18 years' experience in talking machine laboratory. I can handle the work from the wax through to the finished stamp 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.


POSITION WANTED—By gain of wide experience and acquaintance in wholesaling of phonographs, records and radios. Can act as district manager or handle entire output of a new phonograph dealer. Address "Box 1231," care The Talking Machine World, 373 Fourth Ave., New York, N. Y.


"RECORDION" PHONOGRAPH of standard value—past and present—five uprights—three consoles—1023 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.

FOR SALE

A well established needle business. Has been on the market for a number of years and is a going concern. Wide distribution among dealers throughout the country and well advertised. Trade name and good will rank high. Offers exceptional opportunity to secure a profitable business already organized. If interested address for full particulars "Box 1235," care The Talking Machine World, 373 Fourth Ave., New York, N. Y.

EXCEPTIONAL OPPORTUNITY

Manufacturer of first-class mica, with up-to-date plant, and owning mica mines, wants to enter into connection with capable and energetic man or firm who could secure large orders from the leading phonograph manufacturers, and who could secure large orders on mica diaphragms for phonographs. Address "Box 1240," care The Talking Machine World, 374 Fourth Ave., New York, N. Y.

EXPERIENCED SALES EXECUTIVE

An experienced sales executive is open for a position with a standard, high-grade phonograph manufacturer who desires to secure New York representation. Is thoroughly familiar with the retail situation in Greater New York, knowing the dealers throughout the territory, and is in a position to give excellent representation to any manufacturer of high-grade quality machines. Please send full details regarding proposition to "Box 1238," care The Talking Machine World, 373 Fourth Ave., New York, N. Y.

SALESMAN WANTED

We need an experienced talking machine salesman to represent prominent wholesale talking machine house in prescribed territory. To travel by car from residence to be established in territory. Address in strictest confidence, giving qualifications, etc., "Box 1236," care The Talking Machine World, 373 Fourth Ave., New York, N. Y.

WANTED

BACK ISSUES OF TALKING MACHINE WORLD. Desire to purchase complete back file of the Talking Machine World from May, 1906; August, September, October and December, 1907. Address "Box 1239," care The Talking Machine World, 373 Fourth Ave., New York, N. Y.

FOR SALE

A jobber to handle output of a new phonograph needle factory which has a producing capacity up to 20 million needles weekly. Terms on request. Write Drawer 530, Westfield, Mass.

SALESMEN WANTED

For territory not already closed. If you call on the retail trade we have an attractive proposition for you. Small samples, ready orders. Equitable good references. For particular address "Box 1239," care The Talking Machine World, 373 Fourth Ave., New York, N. Y.

500 AMPLIFYING HORNS AT A BARGAIN

These horns with cast-iron necks and high-quality woodwork were made by one of the largest manufacturers of record products. Measurements: 10 inches high, 13 inch front, 17 inches from centre of casting. Small quantities $1.50 per horn, large quantities at an exceptional discount.

FAVORITE MFG. CO., 105 E. 12th St. Telephone: Stevens 1666

WANTED—Salesmen that have been or are calling on electric or radio trade. See Mr. Rice, 6311 N. Clark St., Chicago, Ill.

LONDON, E. C., December 2.—Seasonable greetings to my readers; may they be not too dry during the festive period ahead! Following closely upon your election in the U. S. A., the English parliamentary reference to the people has in a sense resulted in a repudiation of the Lloyd-Georgian policy. The Conservative Party has secured a working majority over all other parties; in a word, we are under a new Government. Its policy is to be defensive, rather than offensive. That being a representation of vox populi, it must be accepted with every hope of a good result, which time alone can definitely assert.

Apart from what must be expected by the turn of an election, it cannot be said that there has been any really serious disorganization of business; on the contrary, as far as the music trade is concerned, little or no trade effect can be registered. A steady sales progress has been felt for some time through every department of the gramophone business.

Machine trade is really good and on the record side manufacturers have been compelled to run night shifts to keep pace with orders from jobbers and dealers. 'Though this period represents the Summer of our content, as it were, it is nevertheless pleasantly surprising to find that a semi-luxury trade such as ours should move along so satisfactorily considering the instability everywhere in evidence. Take our national trade. The latest returns show little indication of that effective revival so necessary to the resurrection of industries generally and the absorption of the mass of unemployed. Compared with September, imports for October rose by over £9,000,000, re-exports increased by nearly £2,000,000 and exports declined to the tune of £2,112,556. A not very cheerful schedule! The cost of food values has risen two points and worse still, unemployment, according to latest figures at time of writing, is again on the increase. Yet is the gramophone trade (if not actually prosperous) doing a very satisfactory turnover! Well might folk ask—will it last? Much may be expected of the new Government, but to my way of thinking, 'tis too soon to bask upon any radical improvement of the economic position, at least for some considerable time to come. Its policy has got to be proved, to pass the period of incubation and upon fruition only will it be possible to estimate the value of the new Government's direction of the country's interests. All one can say at the moment is that given a settlement of the Near Eastern troubles, the prospect of concentration upon steps to promote trade and thereby alleviate unemployment, should result gradually in the stabilization of industries at home and abroad.

Financial Report of the Gramophone Co., Ltd. The report for the year ended June 30 last shows a decided improvement in the business and in the financial position of the "His Master's Voice" Co. The latter part of last year and beginning of this shares were quoted at as low as 15/-, but rose in gradual stages to 30/-. They are now quoted (time of writing) at 25/- ex-dividend. Compared with only 26,119 last year, the present fiscal year's trading has leaped up to 140,307. This permits of a declared dividend of 15 per cent, less tax, against 6 per cent last year. Comparative figures for 1922 and 1921 are interesting:

(Continued on page 174)
trade-marks and goodwill), and of the foreign branches and factories, at June 30, 1922, amounted to £1,938,243, leaving, after deduction of liabilities and debenture stock, net tangible assets of £1,544,939, compared with £1,495,493 at June 30, 1921. The whole of the stock has been written down to market values at the date of the balance sheet. Since the end of the financial year, it is stated, sales have shown steady and substantial increase. On the Continent, however, abnormal conditions still prevail and in spite of increased sales unsatisfactory exchange and general restrictions to commerce continue to render trading unprofitable.

**The Gramophone and Eletrographing**

What an opportunity missed! Over 1,500 candidates for parliament and less than half a dozen made use of gramophone records to acquaint electors with their views. True, a little more costly than cold print. But more telling and to an increased degree if the usual election address be told to the accompaniment of a live song hit or popular musical composition. As it was, very few new ideas were adopted. One candidate made a tour of his constituency accompanied by a man with a bell, the vigorous ringing of which soon collected a crowd. The Conservative candidate for Peckham made gramophone records of several short speeches and by means of a Stentorophone on a van was able to visit every street and address folk in several places at the same time. This proved very successful. Even more successful was the plan of C. L. Nordon, who recorded his election address and afterward had the discs distributed among all voters in possession of a gramophone. Other similar cases could be cited, but taking all things into consideration the valuable publicity channel of the gramophone failed to attain the recognition it deserved.

**Miscellaneous News Paragraphs**

Severe trade depression last year resulted in 4,840 business failures, over double the figure for 1920, and involving liabilities of £21,887,000! It is stated that 59 per cent. of these were for 1920, and involving liabilities of £21,887,000! As previously stated in these columns, P. B. in the States was planning a visit to New York. He was due to return November 11, but owing to pressure of business was compelled to postpone departure for a week or so.

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FROM OUR LONDON HEADQUARTERS—(Continued from page 174)

Hornless, Table Grand, Upright and Horizontal Cabinet Grands

Actual Manufacturers Export a specialty

REX GRAMAPHONE COMPANY
59 Chiswell Street, LONDON, E. C., England
Calle Adriano "Lyonelico, London"

He also referred to a series of short paragraphs which were now being sent out week by week and to a new series of monthly reviews of new gramophone records.

A New Idea in Cabinet Gramophones

A very interesting development of the cabinet type of gramophone has been evolved by the Buxton organization here. It consists of a corner cabinet with half front sides of equal depth to the front face, which gives space for doors to the amplifying chamber and record cupboard under. The construction and equipment of this instrument are entirely unique, resulting in a really wonderful record reproduction.

USE AND CARE OF THE PHONOGRAPHER

W. A. Willson, of Columbia Co., Has Interesting Views on Timely Subject—Importance of Giving Phonograph in School Proper Care

W. A. Willson, manager of the Educational Department of the Columbia Graphophone Co., has some interesting views on the use and care of the phonograph in the school. In a recent chat regarding this important subject Mr. Willson commented as follows:

"At the present time dealers are selling many phonographs to the public schools. The dealer should always advise the teacher regarding the care and use of the instrument. A piano, to insure satisfaction, must be tuned at least once a year. A phonograph is a more delicately constructed instrument than a piano and requires attention and care. In the schoolroom the phonograph is often left standing for months during the Summer without any use, at which time the lubricant which has been applied to the delicate machinery hardens and it is found in every case that they had been very badly worn. The result was entirely satisfactory.

"Teachers are customers and are most eager to secure the phonograph as a means to bring best music into the experiences of their pupils. They do not know of the possibilities or limitations of the instrument. They need advice concerning types of needles, how to regulate speed and what types of records to use. This is a matter of service on the part of every dealer who sells a phonograph."

STARTING THE DAY’S WORK RIGHT

A Philosophic Dissertation on the Point of View to Be Maintained by the Man Who Starts to Business Worthy of Consideration

The individual who feels an instinctive dislike to tackling the day’s work as he starts to business should find out what’s wrong. If he forces himself to go through the paces he will hold down a job, perhaps, but will he make a success of it? The chances are all against it. The really efficient worker is the one whose mind and body are attuned to his tasks, who doesn’t let his work get ahead of him, or “on his nerves,” and who does it happily, interestingly and enthusiastically. He never makes the mistake of thinking that smiles were made for leisure hours only, but carries them to business with him. Watch out for him. He’s the man to get ahead.—Telephone Review.

Shapiro, Bernstein & Co., Inc., recently released a new folio carrying ten popular pieces for the saxophone. It is known as the “Gem Saxophone Folio No. 1.” The numbers include those most popular in the company’s catalog.
The present invention relates to a drop-cover check, and has particular reference to improvements in the general construction of devices of this character and to provide an improved mounting for reproducing apparatus, all or a part of which may be produced in accordance with the present invention. Fig. 1 is a side elevation illustrating one type of reproducing apparatus, all or a part of which elements may be produced in accordance with the present invention. Fig. 2 is a perspective view illustrating the vibration transmitting arm, the needle vise by which it is carried, and the needle, all or a part of which elements may be produced in accordance with the present invention. Fig. 3 is a vertical section through another type of reproducing apparatus, and Fig. 4 is a detailed section taken on the line 2--2 of Fig. 1, showing the manner of mounting the tone arm and of suspending the horn.


One object of the present invention is to provide an improved sound box for talking machines, which will be instrumental in more accurately reproducing sound than devices previously used for this purpose.

Another object of the present invention is to discriminate and equalize the impulse caused by the connection of the stylus bar to the diaphragm prior to the passage of the sound waves through the tone conducting portion of the machine.

Figure 1 is an enlarged fragmentary section taken centrally through a sound box made in accordance with the invention, the stylus bar being shown in outside view. Fig. 2 is a section taken on the line 2--2 of Fig. 1. Fig. 3 is a front face view of a member which forms a part of the invention in the construction illustrated. Fig. 4 is an edge view of said member, and Fig. 5 is a rear view of said member.


The invention relates to sound boxes for phonographs or recorders. One object of the invention is to provide an improved sound box in which provision is made for deflecting the sound between the diaphragm and the tone-arm or sound-outlet, so that the sound will be diffused and amplified, but also concentrated, to eliminate the sharp metallic noises or sounds.

Another object of the invention is to provide an improved connection between the needle support and the sound box, which is simple in construction and efficient in operation.

In the drawings: Fig. 1 is a side elevation of a phonograph embodying the invention. Fig. 2 is a section taken on line 2--2 of Fig. 1. Fig. 3 is a section taken on line 3--3 of Fig. 2. Fig. 4 is a detail perspective showing the parts of the improved pivotal connection between the needle support and the sound box.


This invention relates to phonographs, particularly of the built-in horn type, and one of the main objects thereof is to provide means for preventing the escape of sound waves at any point between the sound box and the outer end of the horn while at the same time allowing full freedom of movement to the tone arm during reproduction.

Figure 1 is a vertical section through a phonograph embodying several features, as on the line 1--1 of Fig. 2. Fig. 2 is a similar section taken on the line 2--2 of Fig. 1. Fig. 3 is an enlarged section, fragmentally, through the horn which is employed, as on the line 3--3 of Fig. 2. Fig. 4 is a bottom plan view of the upper horn member, as on the line 4--4 of Fig. 3. Fig. 5 is a top plan view of the lower horn member, as on the line 5--5 of Fig. 3.

Another object is to provide a cover supporting and checking means for restraining elements or parts from a material which will insure a uniformly accurate reproduction of the recorded sounds because of a more perfect transmission of the vibrations produced in the travel of the stylus point in the record groove.

Figure 1 is a side elevation illustrating one type of reproducing apparatus, all or a part of which elements may be produced in accordance with the present invention. Fig. 2 is a perspective view illustrating the vibration section taken on the line 2--2 of Fig. 1, looking in the direction of the arrow. Fig. 3 is an elevation of the cylinder and associated elements of the invention, and Fig. 4 is a vertical section through the cylinder, and Fig. 5 is a disassembled perspective view of the catch mechanism.


This invention relates more particularly to diaphragm frame mounting for reproducers and the objects are to improve and simplify the general construction of devices of this character and to provide an improved mounting for a diaphragm frame which will afford the frame absolute freedom of motion and vibration.

Fig. 1 is a face view of a reproducer constructed in accordance with this invention. Fig. 2 is a view similar to Fig. 1, but with the front ring of the casing removed. Fig. 3 is a section on the line 3--3 of Fig. 1. Fig. 4 is an enlarged detailed section through the line 4--4 of Fig. 3. Fig. 5 is an enlarged detailed section on the line 5--5 of Fig. 3. Fig. 6 is a detailed section on the line 6--6 of Fig. 4.


The primary object of the present invention is to form the styli of such apparatus from various non-metallic materials as, for example, ivory, wood, bone treated by various processes, etc., but even by the use of such expedients uniformly good results cannot always be obtained. Likewise, it has been proposed to form the diaphragm of such an apparatus from various kinds of material to counteract the metallic sounds attending the use of a metallic needle, but without any great degree of success. As stated, therefore, it is the object of the present invention to form this and other sound-vibration transmitting elements or parts from a material which will insure a uniformly accurate reproduction of the recorded sounds because of a more perfect transmission of the vibrations produced in the travel of the stylus point in the record groove.


This invention relates to sound amplifiers for phonographs and the method of making the same. One object of the invention is to simplify the construction of the throat and horn of the phonograph as a matter of facilitating the manufacture of these parts and of making them more uniform. Another object is to provide a throat and horn of homogenous construction; that is, a construction in which both of these parts are formed of a single piece of material. It has been found that the acoustic qualities of the amplifier are much better where the throat and horn are homogenous. It is not possible
to make these parts from wood and to make them from metal, whereas, in the present case, these parts may be made homogeneous and at a cost which is less than the cost of making these of wood in separate parts.

Another object of the invention is to make the amplifier of a moldable material in order to simplify the construction thereof and in order to secure the most advantageous shapes without increasing the cost of manufacturing. An other object is to make the amplifier of a moldable composition, which, when set, will have all the tone qualities of wood and in some respects superior thereto. In the present device one is able to obtain the mellow tones usually obtained with wood and to eliminate the irregularities due to the grain of the wood. Where a curved surface of wood is made, the grain is not suitably arranged for all portions thereof, whereas, in the present device, one can obtain the quality ordinarily obtained with wood, but without having a grain structure, so that the sound waves are more uniformly directed.

The invention also includes a novel core or form over which the improved amplifier is adapted to be made. Figure 1 is a side elevation of an amplifier consisting of form and core, embodying the invention, part thereof being broken away for illustrative purposes. Figure 2 is a sectional view taken on the line 2-2 of Fig. 1; Fig. 3 is a sectional view taken on the line 3-3 of Fig. 1; Fig. 4 is a vertical sectional view showing the method of making the amplifier on a form or mold. Fig. 5 is a similar view taken in a plane at right angle to the plane on which Fig. 4 is taken. Fig. 6 is a perspective view of one of the form members. Fig. 7 is a perspective view of one part of one of the form members, being a perspective view of another form member. Fig. 9 is an elevation of one portion of the form, and Fig. 10 is a plan view showing one method of preparing the material for forming. Another object is to provide an improved mounting for the stylus bar, whereby the same is separated from the sound-box casing by a non-conducting and sound-insulating member, thus preventing the objectionable "scratch" of the needle in the groove of the record from being conveyed to the said casing, as by a conventional metallic stylus bar.

A further object is to provide in such a device a diaphragm-retaining gasket having an axially directed extension for the yielding, resilient, sound-insulating support for the stylus bar.

And still another object of the invention is to provide an improved method of mounting the diaphragm within the sound-box casing; to provide an improved means for holding the stylus in co-operation with the stylus bar of the reproducer; to provide an improved method of attaching the stylus bar to the diaphragm; to provide an improved manner of supporting said reproducer, and other details of construction and operation fully brought out in the following description. Figure 1 is a side elevation of the reproducer and the adjacent end portion of an amplifier. Figure 2 is an enlarged diametrical section of the sound reproducer in its preferred form. Figure 3 is a transverse section of the same. Figure 4 is a plan view of the diaphragm free of the reproducer, and Fig. 5 is an enlarged detailed perspective view of the metallic flange from which the stylus bar is formed.


The object of this invention is the production of a convertible tone arm which may be used in playing records in order to be used with and reproduce three different forms of phonograph records.

A further object is to provide a device of this character in which the tone arm is formed with three parts adjustable with respect to each other so that the tone arm may be turned into three different positions to thereby provide for the reproduction of Victor, Edison or Pathé records, as may be desired, the stylus lever or holder being so designed as to provide for adjustment of the stylus to correspond with the record which is to be placed.

Another object is to provide for the lengthening or shortening of the tone arm necessary where the tone arm is adjusted for playing different styles of records.

Figure 1 is a side elevation of the improved tone arm and sound box as applied to a Victor record. Figure 2 is a sectional view of the device as applied to a Pathé record; Fig. 3 is a similar view as applied to an Edison record. Figure 4 is a plan view of the tone arm and sound box, the full lines indicating the position of the sound box as applied to a Victor record and the dotted lines as applied to an Edison record and a Pathé record. Figure 5 is a detailed plan view of the tone arm. Figure 6 is a top plan view of the connector 18. Figure 7 is a detailed end elevation of the sound box.


The principal objects of this invention are to provide a simple and practical device by which a talking machine, or the like, can be caused to play and replay a record as long as may be desired of different lengths, adjustments being arranged for at both ends of the record; to provide connections on a shaft operated by the motor shaft for initiating the various operations or controlling them; to provide automatic means for throwing said devices in and out of operation; to provide an improved and simplified means for lifting the stylus from the record and lowering it back into operative playing position; to control the mechanism therefor by locating it in the tone arm; to provide a convenient device for swinging the tone arm back from the stopping position to the starting position; to provide means connected with the last-named mechanism for controlling the stopping of the said shaft and for locking the shaft starting connections.

Figure 1 is a plan of a talking machine of one type showing such features of this invention as are applied on the top of the casing. Figure 2 is a sectional view on the line 2-2 of Fig. 1, showing the tone arm and its connected parts in side elevation. Figure 3 is a plan on a scale of the mechanism shown in Fig. 1 with the tone arm removed. Figure 4 is a sectional view on the line 4-4 of Fig. 5, which is an elevation of the mechanism for lifting the sound box. Figure 6 is a sectional view on the line 6-6 of Fig. 1. Figure 7 is an end elevation of the parts shown in Fig. 6. Figure 8 is a sectional view on the line 8-8 of Fig. 6; Figure 9 is a side elevation of the clutch mechanism. Figure 10 is a sectional view on the line 10-10 of Fig. 8, showing the clutch-locking mechanism in plan. Figure 11 is a sectional view on the line 11-11 of Fig. 7, showing part of the clutch-locking mechanism. Figure 12 is a plan taken above the cover of the casing showing the part of the locking mechanism. Figure 13 is a sectional view on the line 13-13 of Fig. 8. Figure 14 is a sectional view on the line 14-14 of Fig. 13. Figure 15 is a sectional view on the line 15-15 of Fig. 7. Figure 16 is a plan taken above the cover of the controlling mechanism, shown in a different position from that in which it appears in Fig. 3. Figure 17 is a sectional view on the line 17-17 of Fig. 16. Figure 18 is an end view of the tone arm moving elements, and Fig. 19 is a sectional view on the line 19-19 of Fig. 15.


This invention relates to an automatic sound control for a phonograph and is particularly adapted for embodiment in connection with a phonograph which is arranged to operate in synchronism with other mechanism, such, for instance, as a kinetograph.

Figure 1 is a plan view of an apparatus embodying a phonograph kinetograph and the automatic sound control device for the phonograph. Figure 2 is a sectional enlarged detail view taken as indicated by line 2-2 on Fig. 1, and Fig. 3 is an enlarged side elevation of a portion of the automatic sound control device showing the electric circuits diagrammatically.
**DANCE SELECTIONS**

- 14455 Sixty Seconds Ev'ry Minute (Think of You) (Intro.: "Sweetheart Lane," from "Greenwich Village Follies, 1922")-Bar Harbor Society Orch.
- 14457 Just As Long as You Have Mr. (Intro.: "The Jennie Rue," from "The American Girl"")-Von Tiiller-Froiman-Foot-trott.
- 14458 For You ("Peggy-O"")-Foot-trott.
- 14459 For You ("The Three Bears"")-Foot-trott.
- 14460 The Old Gentleman and His Mennonite Orch.-Foot-trott.
- 14461 Teddy Bear (Blues) (Jackson) -Foot-trott.
- 14462 Bees' Knobs (Lopez-Lewis) -Foot-trott.
- 14463 Ride the Old Black Stairs Paying the Wages of Sin-Waltz, Vocal Church by Karlsenburg.
- 14464 Lovey Loo (Eloise) -Waltz, Vocal Church by Karlsenburg.
- 14465 Stop Your Kidnicking (Mills-Grey-McHugh) -Waltz, Vocal Church by Karlsenburg.
- 14466 That Barking Dog-Woof! Woof! (Austen) -Waltz, Vocal Church by Karlsenburg.
- 14467 Pick Up Your Sisns (and Go to the Devil) ( Intro.: "I've Got a Dream") -Waltz, Vocal Church by Karlsenburg.
- 14468 Porcelain Maid (from "The Music Box Revue").
- 14469 Old Time Waltz (French) -Waltz, Vocal Church by Karlsenburg.
- 14470 So Long (Intro.: "Sweetheart Lane," from "Greenwich Village Follies, 1922") -Waltz, Vocal Church by Karlsenburg.

**FLASHERS**

- 51079 You Tell Her I'll Be Home Soon (Intro.: "Sweetheart Lane," from "Greenwich Village Follies, 1922")-Foot-trott.
- 51082 I Came, I Saw, I Told (from "The Pajama Game")-Foot-trott.,: Baderman's Orch.
- 51083 The Cat and the Canary-Foot-trott.
- 51084 Somewhere in a Cottage for Two-Foot-trott.
- 51086 Whistling-Foot-trott. Al Burt's Dance Orch. in Down in Sweetheart Town-Foot-trott.
- 51087 Dance Orchestra.

**EDISON DISC RE-CREATIONS**

- 14507 You Tell Her I'll Be Home Soon (Intro.: "Sweetheart Lane," from "Greenwich Village Follies, 1922")-Foot-trott.
- 14510 I Came, I Saw, I Told (from "The Pajama Game")-Foot-trott.,: Baderman's Orch.
- 14511 The Cat and the Canary-Foot-trott.
- 14512 Somewhere in a Cottage for Two-Foot-trott.
- 14514 Whistling-Foot-trott. Al Burt's Dance Orch. in Down in Sweetheart Town-Foot-trott.
- 14515 Dance Orchestra.
Advance Record Bulletins for January

Gennett Lateral Records

The World Is Waiting For the Sunrise (Lock-Gennett Laughing Record Orch.)


Renata, Rifles, a生活在, tenor, orchestra.

Donaldson)—Contralto, Orch. Accompaniment.

The Trail to Long Ago—Baritone, orchestra.

Sally, Irene and Mary)—(Coots)—Fox-trot,

Those star-spangled Nights in Dixieland (C. A. Neid-Orch. Accomp. 20th Century)

Muriel Boger—Jewish Dance, Orch. and Hooffman.

EMERSON PHONOGRAPH CO.

Black Swan Records

Blues Records

Black Swan Records


Dance Records

Rhythm of the Fields—(Boogie and Swing)—(West Coast Swing)—(Rhythm and Blues)—(Jazz and Swing)—(Swing and Blues).

Sally, Irene and Mary)—(Coots)—Fox-trot,

Dance Records

Rhythm of the Fields—(Boogie and Swing)—(West Coast Swing)—(Rhythm and Blues)—(Jazz and Swing)—(Swing and Blues).

Sally, Irene and Mary)—(Coots)—Fox-trot,

Dance Records

Rhythm of the Fields—(Boogie and Swing)—(West Coast Swing)—(Rhythm and Blues)—(Jazz and Swing)—(Swing and Blues).

Sally, Irene and Mary)—(Coots)—Fox-trot,

Dance Records

Rhythm of the Fields—(Boogie and Swing)—(West Coast Swing)—(Rhythm and Blues)—(Jazz and Swing)—(Swing and Blues).

Sally, Irene and Mary)—(Coots)—Fox-trot,
Some Leading Jobbers of Talking Machines in America

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COLUMBIA Product

Test It. Our Victor Record Service
has a reputation for efficiency. Suppose you try it.

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1200 G. STREET, WASHINGTON, D.C.

W. J. DYER & BRO.
DYER BLDG, ST. PAUL, MINN.
NORTHEASTERN DISTRIBUTORS OF THE
VICTOR Machines, Records and Supplies

Ready, Full Stocks, and Prompt Deliveries

COLUMBIA

Ready Reference for Salesmen, Dealers and Department Heads

Note Novelist Tells of the Merits of the Talking Machine

How a “Health and Gymnasium Week” Would Help Sell Health-Giving Records

Off With the Old, On With the New—A Year of Achievement and Prosperity Ahead

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Otto Heineman’s Twentieth Anniversary in the Industry

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Important Publicity Campaign for Radio Week

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All parts Plated in Nickel or Gold

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