

The TALKING MACHINE WORLD

For the makers & sellers of talking machines

Published Each Month by Edward Lyman Bill, Inc., at 373 Fourth Ave., New York, May 15, 1923

Victrola

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"HIS MASTER'S VOICE"

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Victor Talking Machine Company, Camden, N.J.



This Is a Quality Era

With the country's gradual return to prosperity, quality products have become more firmly entrenched than ever before. Sonora business during the past few months has proven this indisputably.

The situation is truly an exceptional one for the dealer handling Sonora. It opens up to him a tremendous market, ready and waiting to absorb this high-grade, quality instrument. Wire or write us for full information.

SONORA PHONOGRAPH CO., Inc.
NEW YORK, 279 BROADWAY

Canadian Distributors:
SONORA PHONOGRAPH LTD., TORONTO

The Highest Class Talking Machine in the World

The Talking Machine World

Vol. 19. No. 5

New York, May 15, 1923

Price Twenty-five Cents

VOCALION RECORD CUT-OUT PLAN

112 Titles May Be Returned by Dealers During June on a Full Credit Basis—Three Plans for Rejuvenating Record Stocks Outlined

The Aeolian Co. has announced a new cut-out on Vocalion Red records that will go into effect on June 1, 1923, and continue in operation until June 30. The cut-out list includes 112 titles, representing a very substantial portion of the catalog and is designed to keep the record stocks of dealers in the best possible condition to guarantee a regular and frequent turnover.

The new cut-out is to operate under three different plans, optional with the dealer, all of them on an even exchange basis, full allowance being made for each record returned. The first plan provides that the dealer shall purchase two new records in the 14,000 series, the popular list, for each record returned in the cut-out list. Plan B provides that the dealer shall purchase three new records not in the 14,000 series for every two records in that series that are returned. Plan C provides that the dealer shall purchase five new records of any series for every record returned in the same series, or at the same list price other than records in the cut-out list.

The new exchange plan is considered by dealers to be one of the most elaborate and equitable that has been offered to the trade for the reason that it is calculated in one form or another to enable the dealer to make a clean sweep of the slow-moving record stock, eliminate the records that are not perhaps suited to his locality and reorder in selections that have proved their selling qualities in his territory.

O. W. Ray, manager of the wholesale Vocalion record department, stated that both distributors and dealers had expressed their enthusiasm regarding the new cut-out plan and that the volume of orders already received as a result of the announcement was sufficient to swamp the company's pressing plant for some time to come. Arrangements have been made, however, to ship current selections immediately, so far as possible, and to ship standard selections as soon as production and facilities permit.

IMPORTANT SONORA APPOINTMENTS

J. F. Quinn and J. E. Hornburger Become Assistant General Sales Managers in the Field

Frank J. Coupe, vice-president and general sales manager of the Sonora Phonograph Co., announced this week the appointment of J. F. Quinn and J. E. Hornburger as assistant sales managers in the field. Both of these men are experienced in the talking machine trade and they will call upon Sonora jobbers and dealers throughout the country, co-operating with them along practical lines. With the addition of these two representatives the Sonora Phonograph Co. now has four men in the field constantly and, judging from the reports of Sonora jobbers and retailers, their work is prolific in results of a most satisfactory nature.

O. G. FELTNER IS NOW MANAGER

Takes Over Managership of Texas-Oklahoma Phonograph Co., Succeeding A. C. Dennis, Who Returns to Work on the Road

DALLAS, TEX., May 5.—O. G. Feltner, formerly secretary and treasurer of the Texas-Oklahoma Phonograph Co., Edison jobber in this territory, has been appointed manager of that concern and A. C. Dennis, former manager, has gone back to his work of traveling among the Oklahoma trade. Mr. Dennis, by the way, has a substantial interest in a retail phonograph shop in Oklahoma City, of which he is president and general manager.

McCREEDY JOINS STRONG RECORD CO.

Well-known Sales Executive in Charge of Merchandising and Advertising—Well Equipped for Important Post—Intensive Sales Campaign Now in Course of Preparation

The Strong Record Co., New York, manufacturer of Strong records, announced this week that Thos. McCready, one of the best-known members of the Eastern talking machine trade, has joined the company's organization and will be in charge of merchandising and advertising. This will be welcome news to Mr. McCready's many friends throughout the country, who will be glad to learn that he has joined



Thomas McCready

the Strong Record Co.'s staff in this important capacity.

Mr. McCready has been identified with the talking machine industry for the past eight years and for practically all of this period was associated with the Victor Talking Machine Co. For five years he was district manager of the Victor Co. in metropolitan territory and, prior to that, served for two years as Victor traveling representative in this territory. He was later associated with the Granby Phonograph Co. for a short while as general sales manager and he brings to his new post in the Strong Record Co.'s organization a thorough knowledge of record merchandising. Mr. McCready has had unlimited opportunities to work in close co-operation with the retail trade, and the knowledge that he has gained during the past eight years will be at the disposal of Strong dealers.

According to his present plans Mr. McCready will inaugurate during the next week or so an intensive sales campaign in behalf of Strong records. This campaign will be nation-wide, and the distinctive features of Strong records will be featured in the introduction of this new record line to jobbers and dealers.

PHONOGRAPH SALES CO. CHARTERED

MILWAUKEE, Wis., May 8.—The Phonograph Sales Co., 2845 West Nineteenth street, this city, was recently incorporated, with a capital of \$100,000, to deal in phonographs, records, etc. Incorporators are H. B. and G. Babson and J. M. Cameron.

CHAS. EDISON IN FLORIDA

Charles Edison, chairman of the board of directors of Thos. A. Edison, Inc., is at present on a vacation in Florida and will return to his desk sometime around the end of May.

NEW STRAND REPRESENTATIVES

Geo. W. Lyle Announces Appointments in Texas, New Orleans and Denver—April Sales Are Reported to Show a 100 Per Cent Increase

Geo. W. Lyle, president of the Manufacturers Phonograph Corp., New York, manufacturer of the Strand phonograph, announced this week the appointment of R. M. McNamara as Strand representative in western Texas with headquarters at El Paso, Tex.; R. W. Orte as Strand representative in New Orleans territory with headquarters in that city, and the Sharp Music Co., 823 Fifteenth street, Denver, Colo., as Denver representative. All of these new representatives have placed substantial orders for the Strand line, and are planning to give dealers in this territory efficient service and co-operation. Mr. Lyle is gradually broadening out his organization so that practically every important territory in the country will be given proper representation in behalf of the Strand line.

In a chat with *The World* Mr. Lyle stated that April sales showed an increase of more than 100 per cent over last April, and that the total business for the first four months of the year showed a very substantial increase over 1922. New dealers are being established throughout the country, and judging from all indications Strand sales for the remainder of the year should exceed all expectations.

Mr. Lyle returned recently from a visit to Canada, where he conferred with Otis C. Dorian, Strand representative in Toronto, who submitted excellent reports regarding Strand activities in that country.

C. F. LIGHTNER WITH BRUNSWICK CO.

Prominent Export Man Representing Brunswick Interests in South America—Making Headquarters at Buenos Aires—Important Move

The Brunswick-Balke-Collender Co. announced this week that Chas. F. Lightner has been appointed traveling representative and will handle the Brunswick products exclusively. Mr. Lightner is now making his headquarters at Buenos Aires and will cover the trade extensively throughout Argentina, Brazil and Uruguay.

The appointment of Mr. Lightner as Brunswick export representative will be welcome news to the talking machine trade in South America, as he is recognized throughout the industry as one of the most capable and valuable export men in the talking machine field. He has been identified with this industry for many years and numbers among his personal friends talking machine dealers throughout the leading South American countries.

JOIN THE SALES STAFF OF BRUNO

Philip Silverman and Wm. Wielage Will Aid in Extension and Betterment of Record Service

The staff of C. Bruno & Son, Inc., Victor wholesalers, New York City, has been augmented by the addition of Philip Silverman and William Wielage, both well experienced talking machine men. These men will aid in the extension and improvement of the record service department of the company in conjunction with William Koch, who has been connected with the Bruno organization for many years.

Mr. Silverman is a record service specialist of some ten years' experience, and Mr. Wielage is also excellently equipped for his new duties, having spent his entire business life in the talking machine line. Messrs. Koch, Weilage and Silverman are planning to make trips throughout the territory in the near future in the interest of bigger sales of Victor records.

Salesmen's Contests as Sales Promoters

Merchants Who Have Tested the Sales Contest Plan Favor It—
Some Examples of Such Contests Which Have Proved Their Value

Contests among retail salesmen have strong advocates among the retail dealers and as strong opponents. Those who favor them claim they keep the selling organization on its toes and increase its volume of business; those who oppose them declare that, while they do increase sales, this increase is too often made at the expense of quality and profit, for in the rush to win the prize offered sales are closed on terms or are made to prospects which, in the ordinary course of events, would not be accepted. But the balance of opinion in the retail trade seems to favor them and holds that, if proper precautions are taken to meet these conditions, there is no question that the retail salesmen's contest is well worth the trying and that the extra expense involved in conducting it is more than compensated for by the better spirit engendered among the sales force through the competition, to say nothing of the greater number of sales closed.

Variations of the Ordinary Contest

There are some interesting variations of the ordinary form of sales contest in the retail music trade. For years Sherman, Clay & Co., in their San Francisco headquarters and in their many branch stores, have held a contest to which all employees are eligible. This is based not on the number of sales closed, but on the number of prospects turned in who are eventually sold. No better plan than this has ever been used to make every employee of the house feel himself a part of its selling organization, for that is what it actually does. The direct returns from this contest have always been good, many prospects being turned in by its means more than half sold before the salesman reaches them, which otherwise would probably never even have been approached.

The Knight-Campbell Music Co., of Denver, another large chain organization, holds a similar contest, which also has been very successful. So far has this spirit of healthy competition gone among the employes of this house that department struggles against department for the better record, and each is often willing to back itself on the number it will turn in over a given period, thus adding a further incentive. Naturally, the house profits from this spirit. In such contests the prize offered for the largest number of prospects turned in who are eventually

sold is not all that is received by those who participate, for each employe turning in a name that is eventually sold receives a certain commission on the sale, usually a flat sum. The overhead involved in creating these prospects is, as a usual thing, lower than that created by ordinary means, such as advertising, etc.

Contest on the Quota System

A house which conducts a very successful annual salesmen's contest is the J. B. Bradford Piano Co., Milwaukee, Wis. All salesmen participate, the winner being the one who increases his gross volume of business the greatest percentage during the twelve months. The award of the prize is made at an annual dinner, which is a gala affair and to which the men look forward.

The basis on which the Bradford contest is handled is the only fair basis in such events. To offer an award for the greatest gross increase during a period, or for the greatest amount of business written, is to place the contest at the mercy of the best salesmen in the force and to discourage the poorer salesmen from participating. Thus the men who most need the urge are the ones who receive nothing from it. On the contrary, when the award is made on the basis of the greatest relative increase, all start on an equal basis, and the man who writes the lowest amount of business and who needs the spur has a fair chance of winning. The usual plan is to take the business of the past year as a quota of 100 per cent and award the prize to the man showing the greatest number of points for the next twelve months.

Another interesting variation of the salesmen's contest is the one based on the largest percentage of cash collected in down payments among the salesmen. For instance, in a recent contest of this kind a salesman was awarded one point for a 10 per cent down payment, two points for a 15 per cent down payment, three points for a 20 per cent payment, and so on. The man scoring the greatest number of points each month is awarded a prize. Another variation is to award the prize to the man whose down payments average the greatest percentage of his gross business during a given period. Still another variation, one that is somewhat more complicated, is to award points for both the percentage of cash and the shorter time

in which a salesman writes his leases. Dealers who have used these contests are almost unanimous in declaring that they are an effectual check to the habit so many salesmen have of giving a prospect the maximum terms of the house with no effort to shorten them or to obtain a greater percentage of cash. There are more salesmen who work this way than is generally thought.

Contest on a Single Style

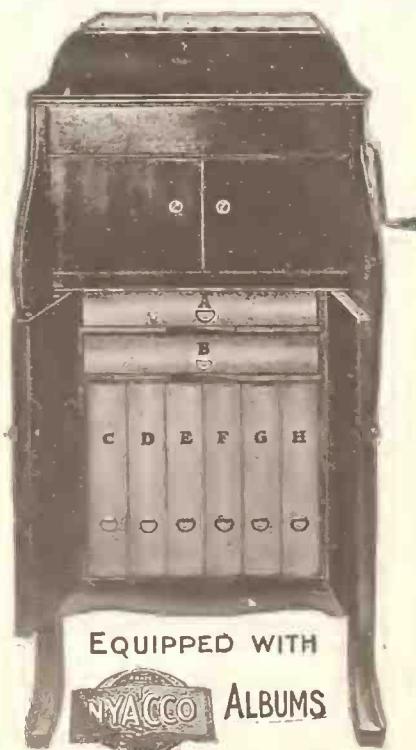
There are dealers who use the salesmen's contest to move some particular style of instrument which is not moving fast. Some time ago a large concern in New York conducted such a contest, offering an automobile to the salesman who sold the greatest number of such instruments during a given period. The results were good, the salesmen's interest being aroused throughout at the expense of the other models.

As was pointed out at the beginning of this article, the salesmen's contest is profitable, but it must be used with precautions. Every effort must be made to impress upon the men that the fight will be fair, that prospects will be evenly distributed and that no favoritism will be shown. Furthermore, they must be impressed with the fact that, during the contest, the house will accept no sales that depart in any particular from the rules which are ordinarily in force. Credit restrictions must be maintained at their ordinary rigidity; neither the maximum of terms nor the minimum of down payments should be departed from, and the men must be convinced of that.

The competitive spirit is one of the strong factors in creating a live sales force. A man may not care very much if his weekly or monthly income is running a little lower than ordinarily, due to the fact that his business is not as good as it usually is. But he does care if he is being beaten by the other fellow, perhaps the fellow who occupies the next desk to him on the floor, and he will work like a beaver to prevent that from happening.

Luskin & Levine, of New York City, have been granted a charter of incorporation under the laws of New York State, to deal in talking machines and musical instruments, with a capital of \$20,000. Incorporators are B. Luskin, H. Zukerman and I. J. Levine.

THE TALKING MACHINE'S HELPMATE



The Nyacco Line is Complete

No matter what your requirements are in record albums, we can give you just what you want.

The Nyacco line includes from the lowest priced to the highest priced album made.

But, remember, every album is a Nyacco album and represents the best value for the price.

If you are not already familiar with the Nyacco line it will pay you to write us today for full information and let us explain the many distinguishing features of Nyacco albums.

The Best Interchangeable Leaf Record Album on the Market



Write for display card—mailed without cost. It will help you sell more Nyacco Albums

New York Album & Card Co., Inc.

NEW YORK

23-25 Lispenard St.

CHICAGO

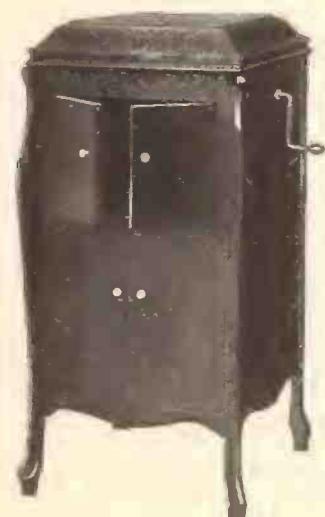
415-417 S. Jefferson St.

Pacific Coast Representative: Munson Raynor Corp., 643 South Olive Street, Los Angeles, Calif.

Victor supremacy is the supremacy of performance



Victrola VI, \$35
Mahogany or oak

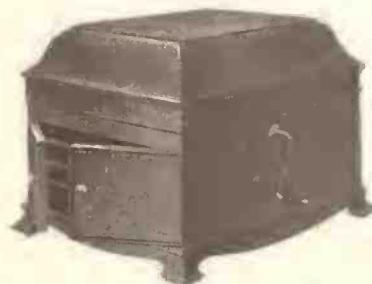


Victrola No. 80
\$100
Mahogany or walnut



Victrola No. 210
\$100
Mahogany or walnut

Right here and now you have the advantage of the experience and knowledge gained through a quarter-century devoted solely to the sound-reproducing art. This is a consideration of vital importance to every dealer in Victor products.



Victrola IX
\$75
Mahogany or oak



Victrola No. 100
\$150
Mahogany or walnut



Victrola No. 220
\$200
Victrola No. 220, electric, \$240
Mahogany or walnut



Victrola No. 240
\$115
Mahogany or walnut



Victrola

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

Victor Talking Machine Company

Camden, New Jersey

UNUSUAL SERVICE STIMULATES INTEREST IN RECORDS

Owners of Large Record Libraries Appreciate Cataloging of Their Records and Become More Enthusiastic Patrons—Experiment Tried by Wiley B. Allen Co. Manager

It is not an unusual thing to hear of music lovers and record enthusiasts who have collected great libraries of phonograph records amounting to the hundreds and, in some cases, thousands. Managers of record departments and record sales girls often boast about the desirable patrons. "He comes in every month as regularly as clockwork," says the record sales girl, "and picks out the best records on the new list and buys them." And one wonders sometimes whether it is love of music or satisfaction of buying from a pretty sales girl that is the motive—perhaps a mixture of both.

Well, it is a fine thing to have a customer of that kind. But it looks a little too easy—too easy to last indefinitely.

At least that is what Freda Stephan, manager of the record department of the Wiley B. Allen Co., San Francisco, Cal., thought. So

she developed a plan in the shape of service.

She planned things out with Barbara Carruth, one of the members of her staff of sales girls. Barbara had a customer who owned about 1,000 records—practically all Red Seal records at that—who was a regular buyer of more records each month. The customer was a lady, and Miss Stephan wondered how she kept track of so many records. Were they properly filed and indexed?

To make a long story short, Barbara Carruth was sent to the lady's house, where she found confusion and lack of system both in lists and files. So help and assistance was given in the construction of suitable record racks or files and lists of the records were indexed and cross-indexed by Miss Stephan and Miss Carruth.

Now this is what the result was: The lady, for the first time, knew what records she really

had and could get at them at any time without any trouble—and she was delighted.

But, when the index was examined, and when the lady happily read the cross index—showing what operas she had, with this and that overture—she found gaps. And then the smiling Barbara came to her rescue and filled up the gaps! Many records had to be purchased before that library was as complete as the owner wished it to be.

The lady has become a more enthusiastic collector than ever. She still buys records every month—more than ever—and she is tremendously obliged to the girls for their splendid service.

But that operation—somewhat reminiscent of the killing of the golden goose, but so different in result and so painless—brought a rich reward.

And now Freda Stephan has taken it upon herself to be a regular performer of similar operations. Customers who are real collectors of records are picked out and offered the services of Barbara Carruth, or of one of the other members of the record sales department, and they are generally delighted to accept.

SELL VICTOR CATALOG RECORDS



16008	16963	17710	18193	18727	35399	35710	55068	64422	64863	74199	74541	87255	88296
16029	16996	17720	18195	18735	35410	35809	55069	64423	64873	74203	74545	87269	88311
16051		17747	18199	18767	35809	55079	64424	64874	74232	74547	87280	88326	
16052	17001	17756	18207	18768	35809	55093	64425	64878	74236	74550	87286	88327	
16053	17044	17763	18208	18771	35809	55094	64426	64897	74243	74552	87297	88339	
16056	17055	17767	18209	18771	35809	55095	64428	64900	74251	74557	87298	88376	
16060	17080	17774	18221	18771	35809	55096	64439	64913	74258	74558	87301	88378	
16104	17100	17780	18221	18771	35809	55097	64440	64921	74321	74562	87304	88391	
16160	17121	17781	18221	18771	35809	55098	64450	64925	74333	74563	87305	88416	
16184	17129	17781	18221	18771	35809	55099	64502	64947	74335	74567	87307	88439	
16193	17140	17781	18221	18771	35809	55099	64529	64950	74336	74568	87312	88560	
16225	17141	17781	18221	18771	35809	55099	64543	64958	74339	74569	87321	88580	
16226	17228	17781	18221	18771	35809	55099	64546	64961	74341	74570	87330	88594	
16227		17781	18221	18771	35809	55099	64962	64963	74346	74571	87342	88612	
16228		17781	18221	18771	35809	55099	64964	64965	74356	74577	87352	88617	
16261		17781	18221	18771	35809	55099	64966	64967	74359	74583	87351	88625	
16286		17781	18221	18771	35809	55099	64974	64975	74366	74588	87513	88635	
16289		17228	17228	18771	35809	55099	64979	64980	74379	74592	87514	88644	
16380	17227	17228	17228	18771	35809	55099	64982	64983	74387	74598	87516	88656	
16381	17228	17228	17228	18771	35809	55099	64985	64986	74390	74601	87520	88667	
16386	17232	17228	17228	18771	35809	55099	64986	64987	74392	74601	87523	88677	
16387	17234	17228	17228	18771	35809	55099	64986	64987	74395	74605	87524	88686	
16388	17234	17228	17228	18771	35809	55099	64986	64987	74398	74608	87525	88695	
16389	17257	17228	17228	18771	35809	55099	64986	64987	74401	74611	87526	88704	
16390	17268	17228	17228	18771	35809	55099	64986	64987	74404	74614	87527	88713	
16393	17305	17228	17228	18771	35809	55099	64986	64987	74407	74617	87528	88722	
16394	17309	17228	17228	18771	35809	55099	64986	64987	74410	74621	87530	88731	
16395	17311	17228	17228	18771	35809	55099	64986	64987	74413	74624	87531	88741	
16396	17321	17228	17228	18771	35809	55099	64986	64987	74416	74627	87532	88751	
16404	17332	17228	17228	18771	35809	55099	64986	64987	74419	74630	87533	88763	
16405	17332	17228	17228	18771	35809	55099	64986	64987	74422	74633	87534	88773	
16410	17356	17228	17228	18771	35809	55099	64986	64987	74425	74636	87535	88783	
16412	17357	17228	17228	18771	35809	55099	64986	64987	74428	74639	87536	88793	
16413	17380	17228	17228	18771	35809	55099	64986	64987	74431	74641	87537	88803	
16416	17385	17228	17228	18771	35809	55099	64986	64987	74434	74644	87538	88813	
16431	17408	17228	17228	18771	35809	55099	64986	64987	74437	74647	87539	88823	
16520	17416	17228	17228	18771	35809	55099	64986	64987	74440	74650	87540	88833	
16521	17442	17228	17228	18771	35809	55099	64986	64987	74443	74653	87541	88843	
16531	17454	17228	17228	18771	35809	55099	64986	64987	74446	74656	87542	88853	
16547	17509	17228	17228	18771	35809	55099	64986	64987	74449	74659	87543	88863	
16674	17521	17228	17228	18771	35809	55099	64986	64987	74452	74662	87544	88873	
16676	17522	17228	17228	18771	35809	55099	64986	64987	74455	74665	87545	88883	
16696	17531	17228	17228	18771	35809	55099	64986	64987	74458	74668	87546	88893	
16741	17536	17228	17228	18771	35809	55099	64986	64987	74461	74671	87547	88903	
16743	17553	17228	17228	18771	35809	55099	64986	64987	74464	74674	87548	88913	
16748	17563	17228	17228	18771	35809	55099	64986	64987	74467	74677	87549	88923	
16798	17578	17228	17228	18771	35809	55099	64986	64987	74470	74680	87550	88933	
16813	17581	17228	17228	18771	35809	55099	64986	64987	74473	74683	87551	88943	
16825	17600	17228	17228	18771	35809	55099	64986	64987	74				

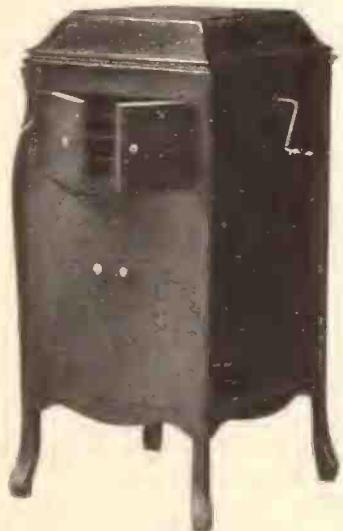
Victor supremacy is the supremacy of performance



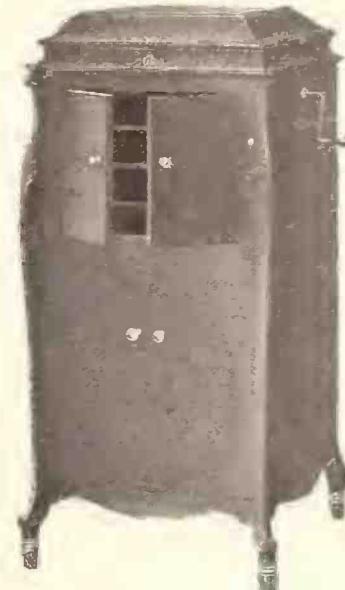
Victrola IV, \$25
Oak



Victrola VIII, \$50
Oak



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



Victrola No. 111
\$225
Victrola No. 111, electric, \$265
Mahogany, oak or walnut



Victrola No. 220
\$200
Victrola No. 220, electric, \$240
Mahogany, or walnut



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



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



"HIS MASTER'S VOICE"

Victrola

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

Victor Talking Machine Company
Camden, New Jersey

Charging Interest on Sales Is Necessary

The Margin of Profit on Instalment Sales Is Reduced to a Minimum Unless the Talking Machine Dealer Charges Fair Interest

Regardless of how large the annual sales volume of the talking machine dealer is, he will surely find himself in financial difficulties unless he receives a price for his merchandise which allows of a fair margin of profit. In large business enterprises, such as manufacturing, costs of doing business are figured to a nicety and the two main problems to be faced are cheaper production on the same plane of quality and an organization capable of selling sufficient quantities of goods to make the profit worth while. The average small retail dealer, and this applies to the talking machine merchant as well as retailers in other lines, does not apparently realize the importance of knowing his sales costs in every detail.

Since the talking machine business is essentially an instalment business, as conducted at present, one phase of the cost of selling stands out as a beacon, but despite this fact it is surprising how many really live merchants ignore this avenue of receiving a fair profit for their merchandise. The writer refers to the matter of charging interest when a machine is sold on the deferred payment plan. Department stores especially are lax in this respect and it is safe to say that a large percentage of exclusively talking machine establishments throughout the country are in the same boat.

Importance of Interest on Sales

No man in his right senses would loan another a large sum of money without charging a fair rate of interest for the favor. The banks demand it and the depositors also demand it from the banks. It seems strange, therefore, that this important factor in the instalment business is neglected to such a large extent. When the talking machine dealer accepts a small down payment from the purchaser of a machine, he is really financing the customer in the purchase of the instrument. In other words, he is loaning the customer a sum of money, the total of which is the difference between the initial payment and the cost of the instrument. Suppose the dealer received cash on his sale. He could either invest the money so received in new stock and through its sale realize

greater profits, or he could invest it in other securities which would bring him in a fair rate of interest. Why, then, should he lose this profit simply for the sake of doing a customer a favor?

The writer recently discussed this topic with a very successful dealer. This merchant declared that he had found it absolutely essential to charge interest at a rate of 6 per cent in order to bring his profits up to a fair margin. "There seems to be a general impression among retail dealers," he declared, "that the customer is doing the dealer a very great favor in buying from him at all, and, therefore, every possible concession should be made to the customer in order to insure a sale. While I believe that a customer is conferring a favor on the dealer by buying at his store, I do not believe the dealer should forego his profit simply to favor the customer. It would be much better to go out of business. We are all in the game to make a living and we are entitled to a fair return on our investment. As a matter of fact the instalment plan is a distinct favor to the customer. The expense of carrying an instalment account on our books, making collections, etc., to say nothing about losses due to bad accounts, is naturally much heavier than when a cash sale is made, and there is no logical reason why the dealer should carry the expense of making the purchase convenient for the customer.

Interest Charge Increases Down Payment

"Another thing which I have noticed is that when customers have explained to them the amount of interest in dollars and cents which they must pay when buying on the deferred payment plan they often are so anxious to reduce this interest charge by either making a larger initial payment than they would make if there were no interest charge and in some cases they even pay cash. It is surprising how many people who can really afford to pay cash for a talking machine take advantage of the instalment privilege. What the initial payment is in cases like this or whether the sale is made on a cash basis depends largely on the ability of the members of the sales organization.

"Before we allow a customer to sign the contract the terms are carefully gone over and explicitly explained so that there can be no misunderstanding at a later date, with the resultant harm which usually follows, i.e., repossessions, enemies and loss of profit. The customer is told what the interest charge will be each month. Of course, the interest must be paid on a monthly basis. If it were not the customer could have the use of the instrument several months, making the regular payments without interest, and then allow the obligation to slide, eventually resulting in repossession of the talking machine. In this eventuality the dealer is the loser. He could easily have collected his interest monthly, thus being so much more ahead of the game."

Safeguard Against Loss

In conclusion, it will do no harm to emphasize again the importance of knowing sales costs and the necessity of charging interest on instalment sales. This is only one means which the dealer has to safeguard himself against loss and it deserves the serious consideration of every merchant in the talking machine business who is making no interest charge at the present time. It doesn't pay to work on too close a margin of profit, even to beat out a competitor. It is much preferable to lose sales than to make them at a loss. Think this over!

OLD MEMPHIS CONCERN HONORED

Talking Machine Houses Play Prominent Role in Celebration of Firms in Business More Than a Half Century—Guests at Banquet

MEMPHIS, TENN., May 3.—A celebration in honor of those concerns which have been in business in this city for a half century or more was recently staged by the local Chamber of Commerce. A banquet at which members of these old concerns were guests was held in the Hotel Gayoso and among the firms prominent in the talking machine trade who have been in business fifty years were included Goldsmith's Department Store, which operates a large music department; Armstrong Furniture Co., Edison and Pathé dealer; Wm. R. Moore Dry Goods Co., and the Van Fleet-Mansfield Drug Co., both former talking machine jobbers, but comparatively inactive in the talking machine field now. The banquet was an enjoyable affair, the guests being treated to a musical program and presented with souvenirs.

MAKES SALESMEN OF COLLECTORS

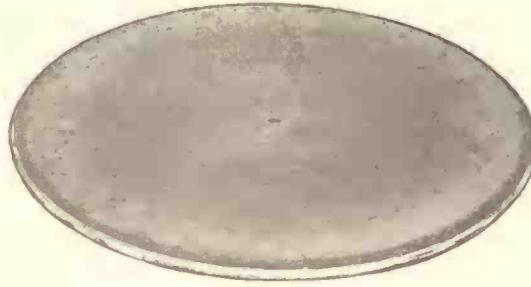
GIRARD, ILL., May 3.—J. D. Francis, of this city, has put in effect a stunt which is boosting sales of records tremendously. His plan consists of supplying collectors with from \$25 to \$30 worth of records, and he finds that in most cases almost all of these records are sold on each trip. In addition, his plan has helped in building good-will with customers, and it has also been found that the number of delinquents as regards payments has fallen off considerably.

PHILPITT & SON OPEN BRANCH

ORLANDO, FLA., May 2.—S. Ernest Philpitt & Son, known in musical circles throughout the State, recently opened a complete music store at 58 North Orange avenue, this city. This branch of the firm's business is thoroughly modern, furnishing a fitting setting for the various lines of musical instruments handled. Stock includes a complete Victor record library, talking machines, pianos, small musical instruments, and musical supplies and accessories.

VELVET COVERED TURNTABLES

ADD TO THE QUALITY OF MACHINES



A.W.B.
Boulevard
VELVETS

THE BEST TALKING MACHINES ARE EQUIPPED WITH

A. W. B. BOULEVARD VELVETS

GRAND PRIZE—GOLD MEDAL, ST. LOUIS EXHIBITION

WRITE FOR SAMPLES AND PRICES

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

ESTABLISHED 1845

THREE STRIKES—and OUT

(The Portable Season will be here and gone before you know it)

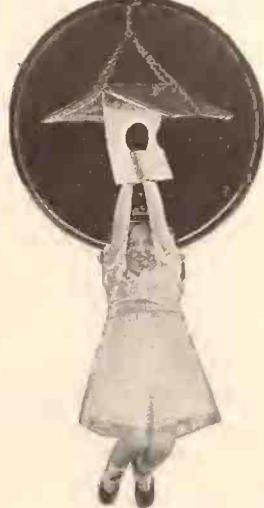
Summer Sales Stunt

Boys like to sell goods and their vacation period affords the dealer a splendid opportunity to sell records through their efforts at a minimum expense.

Get a number of responsible boys who desire to make a little vacation money. Equip them with a Peerless Carrying Case filled with the latest records. Send them out among their older friends to demonstrate and sell the records *and the carrying case*. A small commission to the boys will bring you some mighty good and profitable business.

Phil Ravis

Write for prices on our "Special No. 6" Album



Peerless quality is uniform and dependable. There are no two ways about it.

PEERLESS ALBUM COMPANY

WALTER S. GRAY
San Francisco and
Los Angeles

PHIL. RAVIS, President
636-638 BROADWAY
NEW YORK

L. W. HOUGH
Boston
20 Sudbury St.

All indications point to the early Summer as one of the greatest seasons in the history of the industry for portable machine sales.

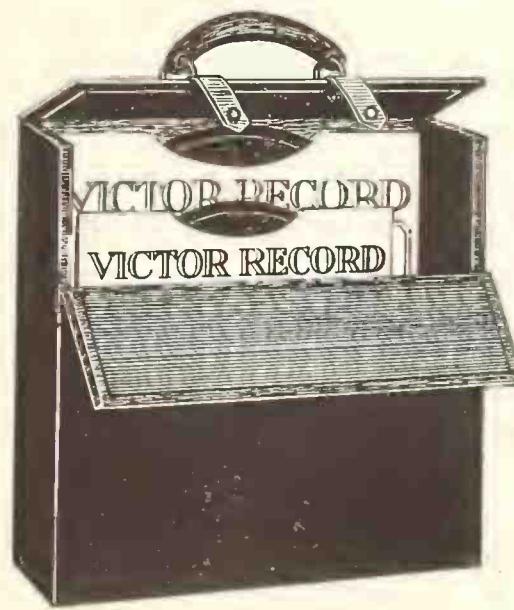
This means an added opportunity for you to realize big returns on an indispensable accessory — the new and improved

Peerless Record Carrying Case

The Peerless Carrying Case is built as a traveling companion to all portables, even the finest instruments.

Its finish and workmanship matches the high standards of the best talking machines and it can be sold at a price low enough to insure the dealer a rapid turnover, whether it is sold separately or with a portable.

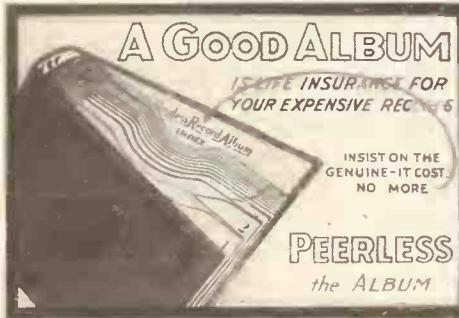
We urgently solicit your orders now while there is yet time to prepare your stock to meet this big and promising demand.



Made by the manufacturers of

PEERLESS —the Album

Write for sample and prices



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

It Does Make A Difference What Album You Sell

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



(Registered in the U. S. Patent Office)

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NEW YORK, MAY 15, 1923**THE FALLACY OF TOO MUCH CONCENTRATION**

BUSINESS conditions in various sections of the country vary as they affect the talking machine trade, but at the same time, almost without exception, reports are received of the great popularity of the console or horizontal type of talking machine and of the means adopted by dealers to push that style. This, of course, does not take into consideration the demand for portable models, which naturally grows with the approach of the Summer season.

The question arises at times as to whether this concentration on horizontal models is altogether wise from several angles. In the first place, by stimulating a demand for certain types it is calculated to create stock shortage in those models, owing to the inability of the factories to center all their efforts on the production of one or two models. Then, again, it serves to place horizontal models in homes where an upright style would be much more appropriate, and, thirdly, it is calculated to discourage prospective purchasers of upright or table models of moderate price and keep them waiting until they feel they can afford a good console model, even though these are offered at very reasonable prices.

Nor is it altogether a question of price, for there are homes in which the more expensive upright styles would fit in much more satisfactorily than would the horizontal model, no matter how fine it might be. Particularly is this the case in the larger cities where the so-called "modern" apartments are being erected—apartments in which it is impossible to install a piano and where there is little room for even a fair-sized console talking machine without causing undue crowding.

There are talking machine dealers who have given thought to these matters and use their salesmanship ability to place the proper type of machine in the proper environment, through the study of the customers' need as well as his pocket book. The great trouble is that too many retailers apparently prefer to follow the line of least resistance both in handling machines and records, concentrate on the styles and titles that are most strongly featured by the manufacturer and preferred by the public, and let those products not so generally favored go by the board.

In every line of business there is some particular type of product that is easily sold, but these are the staples of the lines and

serve to pay the expenses of the business. The real profit lies in the moving of the less popular products through constructive salesmanship with a view to keeping both retail stocks and factory production well balanced and evenly distributed.

In the average well-balanced talking machine line, with its upright, portable and console models, every instrument is introduced to meet some specific purpose, and not simply to complicate the manufacturing problem. When dealers generally realize this fact and learn to merchandise different types to meet particular needs, then the shortage problem as it affects certain models will be ameliorated considerably.

PROVE REAL TRADE CO-OPERATION POSSIBLE

THE celebration of New York's Fourth Annual Music Week from April 29 to May 5, inclusive, proved to those who have questioned the possibility of the manufacturing and wholesale divisions of the talking machine trade getting together on a satisfactory basis that such a thing is feasible, for all the varied and competing interests located or represented in the metropolitan district of New York co-operated most effectively to tie up the industry as a whole with the Music Week program.

There may be some things that the trade interests cannot discuss in common, but there is no question that any movement for the improvement of the industry as a whole, and for the arousing of a more general interest in the merits of the talking machine as a musical instrument *per se*, is worthy of the support and co-operation of all factors of the industry.

In getting together on a friendly basis for the promotion and carrying out of a general campaign of advertising in the daily papers during Music Week the trade has accomplished a great deal more than simply giving recognition to a movement organized by outside interests. It has proved that talking machine men can gather with competitors and discuss and work out programs that are calculated to work a benefit to everyone, and can do so on a distinctly friendly basis.

With the Music Week celebration opening the way, it might be well for the manufacturing and wholesale interests to get together again at intervals for the purpose of considering those things that are calculated to advance the interests of the industry as a whole. There is no question but that in the course of a year there are innumerable matters that offer opportunities for co-operation between competing interests for the general betterment of the trade. Hence it should not be necessary to wait for another Music Week celebration to renew this get-together spirit. The idea is worth while and plausible, even though there are those who still believe it is not desirable to form a definite association with the obligations that such an organization involves.

If the celebration of New York's Fourth Annual Music Week has done nothing else, it has shown that talking machine manufacturers and wholesalers can really get together. Other trades, some of them in the music industry itself, have accomplished this on a permanent basis. Why not the talking machine men?

SELLING METHODS THAT CHEAPEN THE TRADE

IN the face of all efforts to put the retail talking machine business on a new high plane as compared with other lines of retail activity and to keep it there, there is still apparent a tendency on the part of a certain type of retailers to merchandise machines in a way that is calculated to reflect upon the value of the instruments and upon their intrinsic value from the sales standpoint.

On a single Sunday recently New York newspapers carried no less than three advertisements of talking machine dealers offering to give piano lamps and similar articles free to purchasers of machines, and as some of the machines were advertised at prices considerably below \$100 one pauses to wonder just how much they are actually worth in consideration of the fact that the cost of the lamp must be deducted from the sales price.

The piano trade for years suffered from the tendency on the part of various over-generous dealers to give away everything from a scarf to a suite of parlor furniture to the purchaser of a piano—this, in addition to the usual bench, and, in the case of a player-piano, also rolls and roll cabinet. The better element of the trade, however, frowned upon the practice and it is not nearly so prevalent as formerly, though it is still possible to get a mantel clock with a player.

The great trouble is that the offering of various articles separate

and apart from talking machines as premiums for purchase of the instrument reflects upon its intrinsic value and also upon the value of all other machines offered at prices accepted as standard.

Millions of dollars are spent each week in advertising the talking machine and emphasizing its value and particularly the value of the records which accompany it, bearing out the new music week slogan, "Own a Phonograph and You Own the Music of the World." It is, of course, practically impossible to legislate against the type of dealer who throws in everything but the rent receipt when he sells an instrument in his anxiety to build business, but moral suasion still has a certain degree of force and the wiser retailers through their associations might do well to exert that force as much as possible.

It is, of course, admitted that for a time the market was flooded with talking machines, many of them of the nondescript type, but much of this surplus stock has been liquidated and there is not sufficient remaining to warrant sales tactics that reflect upon the industry as a whole. The talking machine and its records and the wealth of music they bring into the home should be sufficient of themselves to afford the strongest kind of selling point. If the prospective purchaser is so disinterested in the music itself that he must be bribed with housefurnishings to persuade him to buy, then his trade is hardly worth the seeking.

SUCCESSFUL CANVASSING STILL POSSIBLE

THE possibilities of selling talking machines, and even records, through the medium of the canvasser are as great to-day as they ever were, provided the dealer gives proper thought to the question of canvassing and has an understanding of the method of organizing a canvassing campaign and of supporting his men in the field.

There are retailers who have tried canvassing in an effort to stimulate a drooping business but have been disappointed with the results because of the fact that their men were in competition with canvassers in many other lines ranging from vacuum cleaners to patent brushes. Any retailer who turns his crew out cold and without support from the store is going to face the same disappointment, for the day of the successful house-to-house peddler appears to be nearing an end.



REMOVAL NOTICE

On the first of June, or shortly thereafter, the headquarters of The Talking Machine World will be moved from the present address at 373 Fourth Avenue, New York, to spacious NEW QUARTERS AT 383 MADISON AVENUE, NEW YORK.

This change is being made in order to take care of the space requirements of our rapidly expanding business and also in order that we may serve the trade with the additional advantages that are only possible through our being located in the heart of the new center of the advertising and publishing business.

We ask the readers of The Talking Machine World to kindly make note of the change in our address and we wish at this time to extend a most cordial invitation to all our readers to visit us in our new establishment. We value very highly a personal acquaintance with you all, and we are anxious that you be familiar in a first-hand way with the character and scope of our organization.

EDWARD LYMAN BILL, Inc.

*Publishers • of • Business • Papers • for • Over • 44 • Years
383 MADISON AVENUE, NEW YORK*

Successful canvassing depends largely upon the ability of the manager himself, not so much in giving his salesmen the common or garden variety of "leads," but in providing for the salesman a form of introduction that will at least insure him a hearing. Even such simple things as following up a personal letter to the prospect from the manager of the store or a 'phone call judiciously timed will insure the canvasser an audience. After that it is a matter of salesmanship and no fixed rule can be provided for that work.

In The World there have appeared, and will appear, articles recording the experiences of those who have met with success in canvassing work, and the ideas presented are worth money to dealers, particularly those in congested territories who have come to realize that their business will not develop or even remain "put" if they continue to wait for trade instead of going after it.

ON THE JOB

"Use Pearsall Service and Save All."

Ask any Pearsall Dealer, he'll tell you.

"Desire to serve, plus ability."

10 EAST 39th ST.



NEW YORK CITY

SILAS E. PEARSALL COMPANY

DISTRIBUTORS

THOMAS F. GREEN, President

Music Memory Contests Boost Business

Individual Dealers Can Reap Benefit of Stimulated Business by Staging Such Contests—General Interest Aroused Always Pays

Wherever music memory contests have been held in various cities throughout the country their effect has been to generally stimulate sales of all things musical, especially talking machines and records, sheet music and music rolls. In the majority of instances music memory contests have been fostered by the community organizations, such as music clubs, civic bodies and very often by music supervisors of the schools. In all cases, however, the schools have been solidly behind any such move sponsored by outside bodies to increase appreciation in things musical. Talking machine and music dealers have also lent their assistance in making these events a success, but it seems that a really exceptional opportunity to stimulate business has been practically overlooked by the trade in general. Comparatively few talking machine dealers apparently are aware of the rewards in sales awaiting those who are aggressive enough to get behind a music memory contest of their own. It is true that a few dealers have staged such an event, but the number is so small that it is hardly worth mentioning. However, where talking machine dealers have spent time, money and taken the trouble to do this the returns in all cases have been of such volume that, from the standpoint of business secured, the events were in all cases remarkable successes.

Makes Music Memory Contests Pay

The music department of Polzin's Furniture Store, Rapid City, S. D., is one of the several concerns which is making the music memory contest an annual event. This store last month started its second annual contest under the direction of its music supervisor. Participants include members of church organizations, clubs and societies, schools and various civic organizations. In the musical programs of all of these organizations contest numbers are chosen for the programs. Moving picture slides and all theatre orchestras are also used to give the compositions comprising the list widespread publicity. Preparation for the contest covers a period of six weeks and during this time concerts are held in the store three days each week, so that pupils of the local schools may have the opportunity of familiarizing themselves with the compositions. These concerts are always well attended and the amount of interest on the

part of both children and adults has been one of the most surprising features of these events. The store concerts are not merely confined to the rendition of the various numbers, but an important feature is a short lecture on each selection, explaining the various features of the music which are most likely to appeal.

Supplies Clubs With Instruments

Polzin's Furniture Store also makes it a point to see that all clubs have talking machines and some of the contest numbers when they hold their meetings, and when necessary someone connected with the contest visits clubs on meeting nights and demonstrates the various contest selections. During this period considerable space in the local newspapers is utilized to carry stories of these recordings. Of course, Polzin's has in stock all the records on the list when the contest opens, but the demand becomes so great that the stock is soon depleted. This year, for example, the demand for the recordings comprising the contest numbers exceeded the most sanguine expectations of the company and before the contest was really well under way the order department was kept busy trying to secure enough records to take care of all comers. In fact, the cry for records was so loud and continuous that the company found it impossible to secure enough of certain numbers and would-be purchasers had to be content with placing their orders for future delivery. In addition a number of fine prospects were secured for talking machines.

Prizes Create Interest

Of course, in a contest of this character prizes of some kind must be the goal of the contestants if general interest and keen competition is to be aroused. Sometimes a number of cash prizes are the goals of contestants and some successful contests have had as prizes scholarships in some good conservatory of music. Another dealer who recently staged an eminently successful music memory contest offered \$1,000 in prizes to consist of stock handled in the store, such as certain talking machines, records, articles of furniture, both ornamental and useful. These latter prizes were awarded to winners in a music memory contest staged not so very long ago by the Home Furniture Co., Fairmont, W. Va. The contest arranged by

this live furniture and music dealer was also successful beyond expectations and the demand for records was felt for a long time after the affair was brought to a close. Not only that, but a great number of interested prospects was secured which afforded the members of the talking machine department sales organization a live and productive field in which to carry on their sales promotion work. In this contest prizes were awarded not only to individual winners, but there were special prizes for winning organizations which participated in the event. The rules for the registration of contestants provided by the store were the direct means of building up a live mailing list. These rules provided that all persons who desired to enroll for the contest must come to the store to do so; they must clip lists of selections from the newspapers to learn to recognize titles and be prepared to give names of composers when selection was played. There were 100 numbers and the persons and organizations giving the greatest number of correct answers were entitled to the prizes. In addition to the immediate sales made and the number of prospects secured the company obtained a great deal of free publicity through the local newspapers.

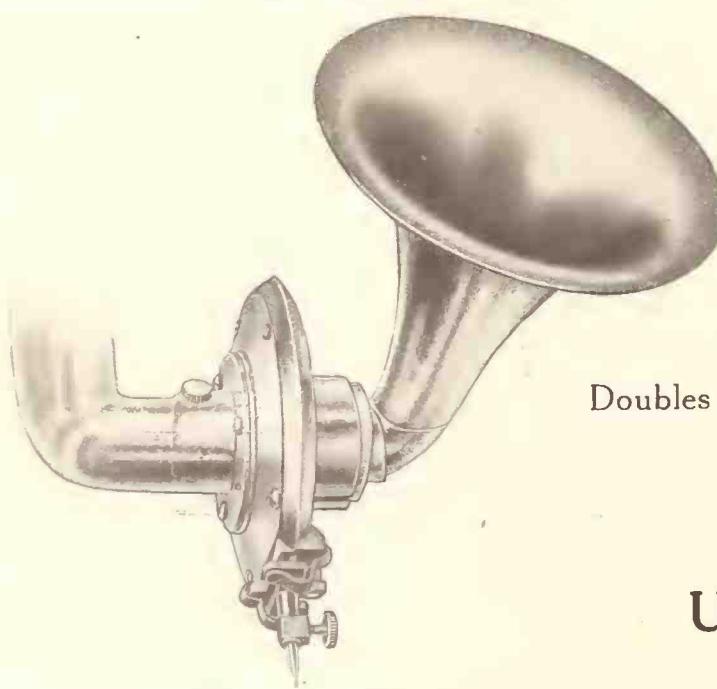
These are only two instances where the music memory contest has been made a powerful business builder and others could be cited. The opportunity is there and talking machine dealers in every community, no matter how small, can cash in on this form of business promotion. It needs only aggressiveness and the willingness to spend a little money for a large return to be successfully carried out.

AN EFFECTIVE RECORD SUGGESTION

A clever plan of augmenting record sales has been inaugurated by Fay Luyster, manager of the Victor departments of the Cline-Vick stores in Herrin, Carterville, Royalton, West Frankfort, Zeigler, Johnston City and Marion, Ill. This consists of cutting the record list placed by the Victor Co. in the newspapers and mounting them on heavy paper or pasteboard. These are given to customers as they enter booths, facilitating the selection of records and thus economizing on supplements.

ADD-A-TONE

THE SUPREME TONE AMPLIFIER



A simple, neat appliance, easily attached to your machine.

Produces a pure natural tone, free from all "blast," vibration or distortion.

Note the novel spring suspension

Incomparable for Dancing

Renewed pleasure from your favorite record is assured.

Doubles the volume, yet improves the quality and detail.

"If you haven't heard the
ADD-A-TONE
You haven't heard your machine"

UNIQUE REPRODUCTION CO., Inc.

32 Union Square, New York

"Pusher" Plan Sells Dead Record Stock

**Liability Represented by Slow Moving Records Can Be Reduced
by Thoroughly Tested Plan Which Is Accomplishing This Result**

One of the most difficult problems facing the talking machine dealer to-day is the question of how to conduct his record business in such a manner that there will be no dead stock of records. In other words, finding some means of bolstering up the sales volume of those recordings which under ordinary circumstances sell so slowly that, in comparison to the selections in more popular demand, there seems to be no call for them. Of course, the record releases always contain a number of records which are the hits of the day and these go very quickly. The average dealer also has certain customers who call regularly for classical numbers of a certain type. However this may be, there are always records which the dealer orders, thinking that they are sure to be in popular demand and, much to his disappointment, remain almost uncalled for, while other recordings for which no such high hopes were held sell like hot cakes, as the saying goes.

Now, it is obvious that if these slow-moving records remain on the dealer's shelves he is losing money. They must be moved and it is up to the merchant to see that they are moved. There is no use in shrugging shoulders in discouragement and saying, "The people do not want them and they cannot be sold." They can and will be sold readily enough if proper steps are taken and a vigorous and determined sales campaign is inaugurated.

One of the largest department stores in the East, namely, Frederick Loeser & Co., Inc., of Brooklyn, N. Y., which operates a very large

talking machine department, has largely eliminated the dead record stock bugaboo by means of a clever plan recently put in effect. This stunt is so good that we pass it along so that other talking machine dealers who are troubled about slow-moving records can get busy on something similar themselves.

At the Loeser record department only sales-women are employed and, while a very large record business is enjoyed, it was found that certain records were not selling as they should. After puzzling over a way in which these records could be disposed of during the course of regular business it was determined to mark these records in some way so that the sales people could determine at a glance just which are the slow sellers. These slow-moving numbers are called "pushers" and at the monthly inventory those recordings which are not selling are put in the "pusher" class and listed. No attempt is made to mark all the "pushers" at once, but only a few are marked for the guidance of the sales organization. The marking is done simply by pasting a small red label, easily visible, under each group of slow-moving records on the shelves. When a customer comes in and requests to hear a certain record the sales person, while obtaining this recording, quickly makes a mental note of a "pusher" which might appeal to that customer and, when the proper time arrives after the called-for record has been demonstrated, the saleswoman suggests a demonstration of the "pusher" which she has in mind and very often a sale is made.

The results of this simple plan have been surprising, and one of the factors which have aided materially in putting this stunt across is the enthusiasm and co-operation of the members of the sales organization. To inject an element of competition into the sale of these "pushers" the standing of the various girls as regards sales volume is posted on the bulletin board of the talking machine department each month. Quite naturally, those saleswomen who have done poorly one month in making sales of these slow-moving records make a more vigorous try the following month and the competition for first place is very keen.

As has been mentioned, the success of this plan was surprising indeed. An average of twenty-five records are sold each day through the "pusher" plan. These are all records which have not sold well when ordinary sales methods were used.

Here is a practical plan which every talking machine dealer can inaugurate for himself. Other successful plans have been put in effect, ample proof that records which sell slowly under ordinary circumstances can be moved quickly enough to suit the most impatient merchant. The thing to do is not to sit back and repine, but to get busy and plan ways and means. If you have purchased a large stock of records in the belief that there would be a demand for them and the contrary is the case, why, then, create a demand, make a market, and you will not know the meaning of the words dead record stock.



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



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



Showing Reproducer of Jewel Needle Equipment in Position for Playing Edison Record With Fibre Needle.

For The New Edison

**N O T
Just Another Equipment
B U T**

a distinct improvement in Tone Reproduction as well as in Mechanical Construction and Finish.

Send for descriptive circular which contains "HINTS REGARDING THE CARE OF A PHONOGRAPH."

WRITE YOUR EDISON JOB-BER. HE HAS IT.

Price the same. Liberal discount to dealers.

GUARANTEED IN EVERY WAY.

MONEY BACK IF NOT SATISFIED.

We handle highest grade Jewel Point Needles.



Showing Back View of Jewel Needle Equipment in Position for Playing Lateral Cut Records on Edison Phonograph

Needle CENTERS on all records.

Straight air-tight construction and absence of movable joints insure perfect reproduction and great volume.

Pivoted ball-joint insures perfect reproduction and freedom of movement both vertically and horizontally.

Weight is the lightest that can produce perfect results, thus saving the record, and permitting a freedom and sweetness of tone considered impossible.

Indestructible NCM-Y-KA diaphragms do not blast, crack, split or warp, and are the greatest development in phonographic sound reproduction in years.

Plays all types of records. Operates the same as the "EDISON" with the LEVER.

No adjustments necessary when changing from lateral to vertical cut records. Stop prevents swinging to the right.

Needle scratch almost entirely removed.

Turning back of Reproducer permits of easy access to needle socket and saves records from unnecessary scratching.

Is the ONLY equipment that plays vertical cut records with a Fibre needle in the proper "EDISON" position with the Reproducer turned FACE DOWN to the record, giving it a floating action.

JEWEL PHONOPARTS COMPANY

160 W. Whiting St., Chicago

Columbia



Features!!

1. **Motor.** A new, one spring, long playing motor, built like a watch; powerful in driving capacity; silent in operation; accurate in register; can be wound while playing.
2. **Reproducer.** New, improved No. 12 reproducer, identical with standard equipment used on highest grade cabinet models.
3. **Tone Chamber.** Amplifying chamber, scientifically designed; concealed in cover; provides full and natural development of sound waves.
4. **Tone Control.** Two adjustable tone control leaves, operating on same exclusive pipe-organ principle as in cabinet models.
5. **Record Drawer.** Sliding drawer accommodates 8 double-faced, 10-inch records. No other portable so conveniently arranged for carrying records.

New
Columbia
Portable



First again

The Perfect Portable

THERE is no need to tell you of the sales possibilities of a correctly designed and completely satisfactory portable phonograph. Every hustling dealer in the industry has been eagerly waiting for this development. Leading manufacturers have been working on the proposition for years.

Columbia phonographic engineers are first to hit the bull's eye and we are elated to announce the New Columbia Portable—the most perfect portable phonograph that has ever been designed.

This instrument, light, small, compact, is a beautiful piece of mechanism and a beautiful piece of workmanship. And, what is of even greater moment, it is a musical instrument of the highest quality, with a sweetness of voice and volume

of tone that fully satisfy the most exacting critic.

By any standard of comparison, there is no portable on the market to-day that even approaches the New Columbia Portable in beauty, in design and in reproduction quality. To show and demonstrate this instrument is to sell it.

We are now in regular production on this new model. The New Columbia Portable is being delivered to Columbia Branches. Visit the Columbia Branch in your territory *at once* and investigate. The selling season for portables is here. Get ready to take your share of the big business that is waiting.

List price, \$50. Regular franchise discounts to dealers.

**COLUMBIA
GRAPHOPHONE COMPANY
New York**



How a Wise Manager Scores by Leading

A Dissertation on the Various Types of Sales Managers and the Methods Used by One of the Most Successful to Secure Business

There are many kinds of sales managers, but one can roughly divide them into three or four different classes. First, there is the sales manager in the well-established, somewhat conservative house, who never does anything out of the ordinary—he is not expected to. He is a species of "chair-warmer" in many respects, but if he jumped out of that chair and began hop-

the buck to his salesmen and drives them with a lash and carefully selected threats.

Then there is the sales manager who is original, without being freakish; who, holding a position with a firm which is willing to try some things, at least once, has wisdom enough to know his limitations, the extent to which his house is willing to go and who, with those

vertising, good goods—and plenty of them—J. W. Boothe, general manager of the music department of Barker Bros., made the conditions and surroundings and conveniences for his salesmen as smooth as possible and launched forth on his December phonograph business. Time was the essence in sales; the customers poured into the department—they must be sold as quickly as possible. Customers' satisfaction must not be sacrificed to this speed, however—the department must retain its reputation for service and satisfaction—the reputation of the main house of Barker Bros. was at stake. And so the competition of salesmen began, proceeded and ended, and four of the salesmen, the 'Big Four of the Pacific Coast,' as their sales manager, Boothe, calls them, came in like a four-in-hand of well-groomed horses, with traces almost even—\$100,000 of sales for one month among them; a few dollars' worth of business only between each man's total.

In the same month the record department did



EARL DIBLE FINDLAY SMITH WILBUR SPRAY FRANK MORENO

ping about he would scare the heads of his firm out of their wits—so it is just as well that he proceeds at all times in the very even tenor of his way.

Next, there is the sales manager who is all froth; he sold himself to his employers by placing a superlative value on his qualifications. He is full of a few sapient arguments and neatly turned phrases, which he uses over and over again—they are generally borrowed, but he uses them so often that he believes eventually that he originated them himself. He usually passes

limitations well in view, goes part way often, reserving the limit for some future time, if necessary. In this way he is always establishing confidence and slowly but surely pushing the limitations further and wider. He is at all times seeking for new plans which will help his salesmen, with whom he is ever in touch—leading, rather than driving them forward. He is always willing to admit his own mistakes and does not ask others to take them and swallow them ad nauseam.

Carefully preparing the way with good ad-



Barker Bros. Sales Women as Opera Stars

BACK ROW, left to right: Miss Reddington (Marguerite—Faust); Miss Horn (Santuzza—Cavalleria Rusticana); Miss Harris (Lady Harriet—Martha); Miss Mulholland (Aida—Aida). CENTER ROW, left to right: Miss Hornby (Gilda—Rigoletto); Miss Schroer (Carmen—Carmen); Miss Anderson (Cho Cho San—Madame Butterfly); Mrs. Dear (Tosca—La Tosca). FRONT ROW, reclining position: Miss Malone (Salome—Salome).

nobly. The young ladies toiled courageously and with smiles reflected from the department manager, Mrs. Dear. But, after the whirl of the holidays, business slipped back to normal and the girls chafed for more rush days.

What could their chief do for his wild young women? The opera company came to town; J. W. Boothe wanted it in his store. So he turned his record sales girls into opera stars. He had them costumed as stars, at least; it was not necessary for them to use their voices—the records sang for them, and they sold them.

More big advertising, lots of records and gorgeous costumes. The crowds of Los Angeles swarmed in and bought voraciously from Marguerite, Carmen, Salome, Gilda, Tosca, Cho-Cho-San, Aida, Lady Harriet, Santuzza.

Just the other day the piano department had a wonderful window, which brought all kinds of business—but that's another story.

There are at least three salient points to be noted from the above which should give food for thought:

1. The salesmen were put on their mettle by means of a competition among themselves—without the objectionable phase of being driven.

2. Ingenuity was shown by costuming the record girls in grand opera clothes during grand opera week.

3. The value of window displays is never lost sight of.

Harry P. Vonderschmidt, music dealer, of Washington, Ind., recently sold his Victor and Edison agencies to E. K. Sudduth, a well-known local business man.

VICTOR RECORDS IN ALL LANGUAGES

Most Complete Stock in U. S. A.

"FOR PERSONAL SERVICE"

Phone Morningside 3009

KNICKERBOCKER
TALKING MACHINE CO., Inc.
138 West 124th Street New York City

"New York's Progressive Victor Wholesaler"

Arranging the Patriotic Record Window

How Dealers Can Profit by Forthcoming Holidays Through Special Window Displays Suggested in an Article by Lester G. Herbert

There are several patriotic holidays ahead and it always proves something of a problem how to trim a window so that it has a definite sales value and still is closely linked up with the spirit of the occasion. If you desire a window which is somewhat different and still attractive —try this.

Procure a roll each of red, white and blue crepe paper, cut lengthwise into strips an inch and a half wide. You will require four or five strips of each. Now, take this crepe paper and pull one edge of it gently between the thumb and forefinger so that it ruffles nicely. Do not touch the other edge.

Now, take pairs of records and put a ruffle of red around and between the edges of one pair; a ruffle of blue between the edges of another pair; treat another pair similarly with white. The records will be slipped over pegs of suitable size or held in place with record holders specially designed for window display work. If you have no such fixtures, and the records have a tendency to slip apart, just fasten at two or three places on the edge with tiny strips of adhesive plaster.

The tissue paper frill may be punctured to let the narrow strip of adhesive go through. Later this can be removed with a cloth moistened with gasoline.

Arrange these red, white and blue discs freely all over the background and window base. In the center of the window put a large and very handsome talking machine. If you have one of the new decorated or horizontal variety in stock use it. On either side put a small and rather

inexpensive machine to suggest that you have instruments to suit every purse.

Next, have your showcard maker prepare a large circular card with a center opening like a record. This card may be made of some of the wallboard material and sown out so as to give it more rigidity. Border this big disc, which should be at least four feet across, with black, so as to make the outline definite.

Now mark this disc into eighteen or twenty pie-shaped sections. In each section print a name plainly in black and red of a patriotic record. Stand this big disc easel fashion on the window floor, or suspend it above the handsome talking machine in the center of the window and attach a small motor, so as to keep the disc slowly turning. In the latter case make a narrow fringe out of plain tissue paper of red, white and blue colors and with a little mucilage fasten this fringe to the inside edge of the disc. As it revolves the fringe will flutter gently.

Then, to focus attention on your patriotic window, stage some kind of a contest similar to a music memory contest, the winners to receive prizes. Have contestants answer half a dozen questions concerning our best-known patriotic airs. This contest would be announced in the newspaper and would set people talking and would, literally, force them to think of your establishment.

It is well to remember that young people from twelve to twenty years of age have great initiative, a fondness for anything which represents life or action, and are almost invariably attracted by mechanical devices. If you doubt

this look at the eagerness of the young chap for an automobile, a radio and a talking machine. In a great many instances it is the young people in the home who are responsible for the buying of equipment of this kind. When they become possessed with a desire for ownership they rarely cease talking about it until father or mother comes across with the price. And in the majority of cases these young people have the deciding voice as to what the ultimate choice will be.

So it is logical and desirable to cultivate their interest and friendship. A patriotic window affords an excellent opportunity to do this. Try the idea out for yourself and watch results. It is rather certain to prove worth while.

BROCKTON FIRM OPENS SIXTH STORE

United Talking Machine Co. Adds Another Branch in New London, Conn.

BROCKTON, MASS., May 3.—The United Talking Machine Co., of this city, has announced the purchase of another music store. The new store will be located in New London, Conn., and was formerly owned by D. S. Marsh & Co.

The United Talking Machine Co. now has six stores, with a probability of soon adding a few more. The first store of this chain started here fourteen years ago, under the management of Messrs. Feldman and Popkin. A few years later Plymouth was added, then Willimantic and Stafford Springs, Conn., stores were opened, followed by the opening of a store in Webster.

MIS' Co

A Complete Victor Jobbing Service

Merchandise = Selling

Advertising = Finance



Musical Instrument Sales Co.

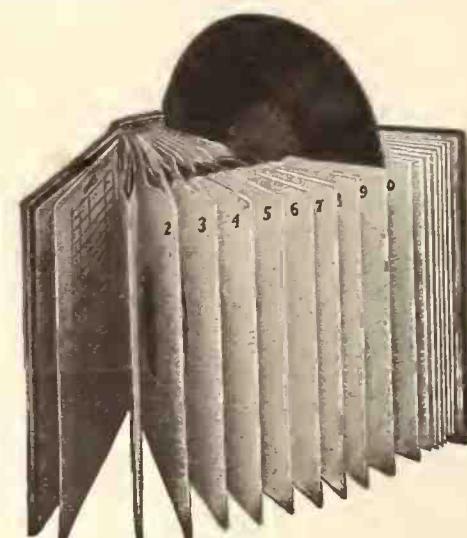
Victor Wholesalers
673 Eighth Avenue
TELEPHONE 9400 LONGACRE
New York

The ALBUM method EXCELS all other RECORD FILING systems EVER TRIED



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

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



To the Trade:

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

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

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

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

MANY CONCERTS DURING MUSIC WEEK

Talking Machine Trade Responsible for Many Well-arranged Musical Events—Concerts Draw Many Into Stores of Live Merchants

The talking machine trade played an important part in the fourth New York Music Week celebration, which ended on May 5. Dealers throughout the city staged elaborate concerts, to which were invited patrons and their friends, and there can be little doubt that the cumulative effect of these store concerts make the effort well worth while.

Among many such events staged were a series of short concerts given each day at noon at Aeolian Hall and, in addition, an all-American song program, at which a number of well-known American composers appeared in person, on Wednesday afternoon. There were also special programs of music and dancing on Friday afternoon and on Friday and Saturday evenings. Of particular interest, from the viewpoint of the talking machine trade, was the appearance, on Tuesday, at Aeolian Hall of Vincent Lopez and His Hotel Pennsylvania Orchestra.

At the Wanamaker Auditorium specially elaborate programs were arranged for each day during Music Week and at Wurlitzer Hall, on Forty-second street, there were also given free daily recitals.

A concert which attracted considerable attention was arranged by M. Rappaport's Music Shop, 880 Westchester avenue, in the Bronx section of New York, at which the entertainers were William Robyn, Victor artist, and Jack Shilkret and His Orchestra. Special letters of invitation were sent out by Mr. Rappaport, in

which announcement was made that Music Week would be celebrated in the store by daily concerts by the most celebrated artists on the Victrola and Victor records. All of these concerts were well attended.

M. Goldsmith & Son, Victor dealers, 1493 First avenue, also staged an excellently arranged concert. The program included selections by the Victor International Orchestra, Nat Shilkret, conductor; William Robyn, Victor artist; Brooke Johns, appearing in The Tent in "Jack and Jill," who sang some of the songs which have taken so well at the show and which he will soon record for the Victor Co. Mr. Johns was assisted by Jack Shilkret, who is playing with him at The Tent.

The concerts at this store served a double purpose, as, in addition to featuring Music Week, they featured the celebration of the twenty-third year of the firm's business and the first year of the opening of the First avenue store.

On Wednesday evening of Music Week A. Bersin, Victor retailer, of Bedford avenue, near Fulton street, Brooklyn, entertained his customers and their friends at a concert given in his warerooms. The services of Nat Martin and His Orchestra were secured for an evening of music and the attendance exceeded all expectations. Not only were the warerooms filled, but it was estimated that more than 2,000 people gathered on the sidewalk outside the store.

T. M. M. TO ELECT OFFICERS

Officers Nominated at Last Meeting to Be Voted Upon—Important Program Arranged

Election of officers nominated at the last meeting, a detailed account of which appears in another section of this issue of The World, will be the principal business of the Talking Machine Men, Inc., of New York, at the meeting in the Cafe Boulevard on May 16. Other matters of importance to the trade will be discussed. In addition to the business session a program of entertainment has been arranged through the courtesy of the Bee-Tee Publishing Co., 145 West Forty-fifth street, New York, who will feature some of their latest song hits, including "Keep It Under Your Hat," "Grand Daddy" and "Eddy Steady," the latter Eddie Cantor's latest comedy hit.

P. MARCUS WITH EMANUEL BLOUT

Made Sales Manager for Emanuel Blout, New York Victor Wholesaler

Philip Marcus, one of the best-known men in the talking machine industry, was recently appointed sales manager for Emanuel Blout, the well-known New York Victor wholesaler. After almost eighteen consecutive years of service with the S. B. Davega Co., New York retailer and former Victor jobber, Mr. Marcus again returns to Victor distribution activities. He is one of the pioneers of the talking machine industry, having entered the field at its inception and being an active worker in the progress attained by the trade.

Mr. Marcus' decision to leave the executive position with the S. B. Davega Co. came as a distinct surprise to his former associates and to the trade in general. The hearty welcome from his many friends among Victor retailers makes him feel doubly confident that he has made a step in the right direction.

With Emanuel Blout, Cass Riddle and Joseph Kerr, each well known and of the highest standing in Victor circles, the addition of Mr. Marcus will represent an enthusiastic and efficient Victor quartet.

Emanuel Blout, head of the firm, is busying himself with plans for a new location which will be arranged to facilitate the handling of the already large and rapidly growing demands on this representative Victor organization.

EDISON ARTIST SCORED IN CHICAGO

Wide publicity attended the recent appearance of Arthur Middleton, baritone and Edison artist, at a concert in Chicago, Ill. Enthusiastic comments of the press on this singer's artistic ability and the large audience which was present at the concert were followed by greater interest in his records.

J. W. DAWSON ADDS SMALL GOODS

PHOENIX, ARIZ., May 7.—J. W. Dawson, who has conducted a retail piano business at 35 West Adams street, has added a complete line of musical merchandise and will feature it prominently.

A Real Money Maker



Boston Interchangeable Leaf Album

The envelope leaves may be changed at will. This new feature made possible only by our newly patented wood-back.

Remember, when you sell Real Merchandise your customers will never trade elsewhere.

Boston Book Company
501-509 Plymouth Court, Chicago, Ill.

Phonograph Parts and Supplies

MOTORS, TONEARMS, SOUNDBOXES, SPRINGS AND NEEDLES OUR SPECIALTY

Lowest Prices and Best Qualities Always Available for Delivery Anywhere

Send for Bargain List of Repair Parts and Motors

THE VAL'S ACCESSORY HOUSE

1000-1002 Pine Street

St. Louis, Mo.

VINCENT LOPEZ

AND HIS HOTEL PENNSYLVANIA ORCHESTRA

have attained nation-wide popularity

From the four corners of the nation come the echoes of spontaneous applause and unstinted praise for the unrivaled musical accomplishments of Vincent Lopez and His Hotel Pennsylvania Orchestra.

Nightly, in the elaborate Grill Room of the Hotel Pennsylvania, the largest hotel in the world, Lopez and His Orchestra entertain hosts of diners and dancers. By special arrangements with the Newark wireless broadcasting station WJZ, every note of his delightful dance selections is carried on the wings of wireless to distant homes where thousands upon thousands of people are eagerly "listening in."

Wireless broadcasting, the popular OKeh Records, and triumphant vaudeville tours are spreading the fame of this talented dance orchestra. Guests at the Hotel Pennsylvania, coming from all parts of the country, insist upon meeting Lopez and complimenting him personally; Newark Broadcasting Station WJZ is besieged with letters from radio "fans" from widely separated localities, praising the remarkable orchestrations of modern dance music.

Lopez is adding daily to his host of friends and admirers, and all are eager buyers of his popular and exclusive OKeh records. As an OKeh dealer, your share of this booming demand is practically assured. Be prepared to get it quickly by keeping a complete stock of Lopez's records on hand—at all times.

Here are the

Four Latest Lopez Records

4804 { Fate
10-inch { The Natchez and the
75c { Robert E. Lee

4788 { Some Little Someone
10-inch { You Know You Belong
75c { to Somebody Else

4797 { Parade of the
10-inch { Wooden Soldiers
75c { Nola

4783 { Aggravatin' Papa
10-inch { Burning Sands
75c {



General
Phonograph Corporation
OTTO HEINEMAN, President
25 West 45th St. New York

OKeh Records

The Records of Quality

Man Behind Counter Must Be Sold First

Good Business to Share Certain Secrets With Salesmen, Says A. M. Burroughs in an Article Entitled "Sell the Salesman First"

That line to the effect that "If you would sell more, tell more" might well be pasted over the desk of every music store manager in the land. And for several reasons.

If it is good salesmanship to take customers into your confidence it is just as good salesmanship to share certain business secrets with your salesmen (or salesman).

If you are a good merchandiser you will show your customer, in minute detail, how a piece of merchandise is manufactured; where the materials come from, what care the manufacturer exercised in producing a certain effect, how much time and labor he spent in perfecting details and assembling the finished product; perhaps, even what tests it can be put to.

You will picture and paint and expound until his original "It sounds interesting" attitude matures into a "Wrap it up" decision.

It is just as essential, however, to sell the man behind the counter as the man in front of it, and sell him first. Before you try it ask yourself a few questions.

Does each of my salesmen know how much merchandise he sold last year? Last month? Last week? Yesterday?

Do my salesmen know how much business we did last year and how much we hope to do this year? How much money they earned last year—not how much I paid them, but how much they actually earned?

Have I ever showed them by actual figures what a little extra effort on their part will produce in the shape of net profits between now and December 31, 1923?

Am I keeping an accurate record of each salesman's sales?

If you have to answer "no" to those questions, let us see if there is not a way of bettering conditions. Suppose your business amounted to \$50,000 last year; that your overhead was 18 per cent and your net profit 7 per cent. Naturally, these are not the figures for your business. We are using them simply to illustrate our idea.

You show these figures to your salesmen and tell them of your new plans:

"Last year we sold \$50,000 worth of merchandise. We made seven cents net on every sales dollar. If we sell the same amount this year, we will make the same amount of net profit. But on every dollar's worth of business over \$50,000 we will make, not seven, but twenty-five cents."

Naturally they will want to know why there would be the difference. This is your explanation: "All expenses—salaries, rent, depreciation of equipment and stock, light, heat, new equipment, taxes, interest, insurance, delivery hire, advertising, etc.—are spread over the \$50,000 volume of sales. All told, it amounts to 18 per cent of the year's business.

"Just as soon as we have sold \$50,000 worth of goods we have provided for all expenses. Thereafter we will make a clean profit of twenty-five cents on every dollar's worth of goods sold until the end of the year."

With their interest aroused it is not going to be a hard job to discuss each individual's sales for the past and present year and win his support to your plan.

Let us suppose that your sales records show the following totals of sales by salesmen for last year:

Salesman A	-----	\$12,500
Salesman B	-----	11,000
Salesman C	-----	16,500

Your own sales amounted to only \$10,000. You devoted part of your time to other work.

With these figures to guide us let us draw up a new schedule for this year's sales and give each salesman a definite mark to shoot at. We will make it neither too difficult nor too easy—just a goal that he can reach by extra effort, hearty interest in his work and more persuasive selling. Perhaps you can offer such inducements as increases in salaries, or bonuses, or prizes in some other shape.

These will be their 1923 quotas:

Salesman A	-----	\$15,500
Salesman B	-----	13,000
Salesman C	-----	19,000

Then give yourself a quota of \$12,500.

What will happen if the four of you make your 1923 quotas? Your excess of sales over \$50,000 will amount to \$10,000, of which 25 per cent, or \$2,500, is clear profit. From that sum you can well afford to set aside a few hundred dollars as bonuses to your salesmen.

Such a plan is workable. By keeping accurate figures on each salesman's sales, day by day, you can have totals for any period of the year. These figures originate from sales slips and can be posted to a sheet of paper, properly ruled, which you yourself can draw up and post in a few moments' time each day.

A record of sales by salesmen will prove to be more convincing to the salesmen themselves than "pep conferences" and curtain lectures. Accurate figure facts can't be argued down or laughed out of a discussion.



CONSTRUCTION

Three and one-half inches in diameter.
Made of metal, celluloid and pile plush.
Built to last indefinitely.
Advertising matter will not fade, rub off and cannot be removed.

DISTINCTIVE FEATURES

The cover has your advertisement and design in any colors desired. KNOTE THE KNOB. Here is imprinted the trade mark of the machine you handle.

LIFT THE KNOB—You have a NEEDLE BOX holding any number of needles up to three hundred.

TURN THE KNOB OVER—Here is your advertisement again on the inside—if you want it.

LAY THE KNOB DOWN—Now you have a container for used needles.

NOTE THE SMALL HOLES IN THE TOP.

Push your discarded needles through.

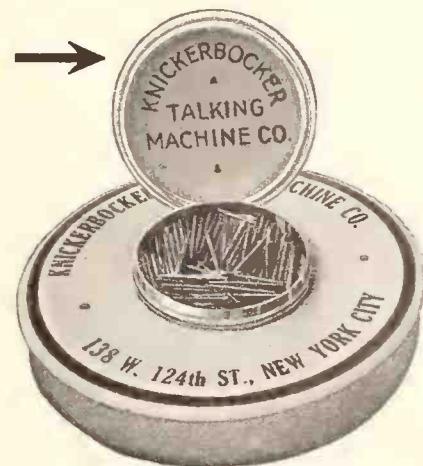
There is room for hundreds of them.

THE K - N O B - O →

NEEDLE BOX --- RECORD CLEANER

"KNOTE THE KNOB"

*A Combination of Essential Features in
ONE UNIT*



COMMERCIAL FEASIBILITY

Fill with needles and sell at a good profit. At the same time place your name and business conspicuously in the home under daily observation. A perpetual silent salesman.

Stimulates the sales of larger quantities of needles.

Especially adapted to portable machines where no provision has been made for needles.

The K-nob-O is so attractive, ornamental and useful that sales are made without effort.

DISTRIBUTORS AND DEALERS

Here is an opportunity to push a novelty with a universal appeal to every owner and prospect for both machines and records.

Now is the time to start. Full details and samples mailed upon application.

K-nob-O furnished with selected design and printed matter in quantities of 100 and over. Also available as straight selling brush without advertising. Orders filled in a few days. We work with you to create sales and build up business.

PHILADELPHIA BADGE CO., 942 Market St., PHILADELPHIA, U.S.A.

Manufacturers and Patentees of Record Cleaners and Artistic Business Building Novelties.

The Widdicomb Sheraton model illustrated is finished in Red or Antique Mahogany, or Walnut, and is equipped with albums for records, automatic stop and patented tone control. Widdicomb Phonographs play all records. Prices range from \$90 to \$260.

INVESTIGATE the possibilities of the Widdicomb franchise and you will find that Widdicomb phonographs in period designs have a twofold appeal for discriminating buyers. For the Widdicomb is not alone a musical instrument of unsurpassed tonal beauty and faithfulness of reproduction, but an article of fine furniture fitted to take its place harmoniously in the most perfectly appointed home. Write today for catalog and full particulars regarding the Widdicomb franchise.

THE WIDDICOMB FURNITURE COMPANY
Grand Rapids, Michigan
Fine Furniture Designers Since 1865

NEW YORK: 105 W. 40th Street

CHICAGO: 327 S. La Salle Street

Widdicombe
PHONOGRAPH
The Aristocrat of Phonographs

Developing Business in the Small Town

W. B. Stoddard Points Out the Opportunities That Simply Await Development—The June Bride and Her Friends as Sales Prospects

The belief is quite general among a certain class of talking machine merchants that there is little opportunity for business development and expansion in the so-called small town. This viewpoint undoubtedly can be attributed to the fact that these dealers do not give the business the requisite attention necessary to develop sales, nor do they realize the great opportunity for sales which exists not only in the village or town where they are located, but in the surrounding communities and country as well.

If one does not believe in the results of intensive salesmanship he should consult Thorvald Andresen, Manistee, Mich., who, in a town of less than ten thousand inhabitants, averages a sale of a phonograph a day for every business day in the year. When asked how this was done he replied succinctly: "Hard work and good service."

Later he amplified this with "My guarantee is that if anything goes wrong with any of my machines I'll have it repaired within twenty-four hours or furnish a new instrument. I've had to change certain machines four or five times to suit certain people whom I didn't seem able to just satisfy. I've lost money on these sales, but these very people later became my best boosters and brought me other prospects. I've furnished new machines to homes where children ruined the first one. Invariably these people have made good to me in some way."

This enterprising merchant makes a great play for the farmers' trade, two-thirds of his time being spent on the road, the store being left in charge of his sister. Everybody for sixty miles about Manistee knows his big white truck, painted in front in big black letters "Here comes Thor" and in the back "There goes Thor." He is a great believer in personality advertising. There is never a farmers' gathering but that he is there with his big white truck, a phonograph and a Magnavox. Although located on a side street, he takes his car to the main business street, gives a jazz concert and the interested ones follow him back to his little store. On merchants' automobile trade tours Thor's gaily painted truck is always in the van.

His latest stunt has been to take a musical census of Manistee. For this purpose he employed a local young woman, who went from house to house, asking fifteen questions concerning its musical equipment and other matters. Nothing was said about whom she represented. With the completed list in his hand Thor said he had plans which he believed would increase his present business 50 per cent. The card used was a very comprehensive one, as follows:

CANVASSER'S REPORT

Name _____
 Address _____
 Employed by _____
 Do they own a Talking Machine _____
 Would they exchange for new one _____
 Date _____
 Married or Single _____ No. Children _____
 Position _____
 What make _____
 Do you consider them a prospect for a Talking Machine _____
 Remarks _____

In the last-named item (Remarks) is some of the most valuable information, as here are listed such items as birthday dates, anniversaries, Christmas suggestions and other details that will lead to future sales.

Supplying Music for June Brides

Just at present the advertising of live talking machine men should make an especial appeal to the June bride and her friends. Some of the best advertising of the season has come from merchants in the smaller towns—who realize what a profitable customer the bride may be

made. Once the instrument is sold she is always in the market for new records—which she may either purchase for herself or have given to her by friends on the anniversary of the presentation of the original gift. Hackmans, Staunton, Ill., showing the cut of a bride admiring her Victrola, said:

COMPLETE HER HOME WITH A VICTROLA
 You cannot choose a more substantial and useful wedding present for the June bride than a Victrola. For what is more welcome than music in the home of the newly married?

A Victrola, with appropriate Victor records, is the sort of a gift that remains a joy forever. Choose your gift from our complete selection of Victrolas. We will deliver it on the day desired.

Spengels, of Highland, Ill., likewise had an ad that appealed to many a young couple and their friends.

A Wedding Gift that Carries Happiness with It
THE VICTROLA

A wedding! Two hopeful young souls starting down life's long road—together. Music will smooth the road—will make the hills less steep. It will dull the edge of sorrow—and impart to joy a brighter glow. The home where music dwells is a more contented home. The home that starts with music gets a better start.

So there's hardly any wedding gift that can bring so much happiness as the Victrola—nor will any other gift be more cherished through the years.

The balance of the ad was given to enumerating some of the new records appropriate to go with the machine; or to add to the musical collection of those already possessing an instrument.

Another catchy ad of Spengels featured the joy of music in the Summer. It showed a young woman placing a record on a talking machine which was standing on the porch overlooking a lake. The ad suggested:

IN SUMMER—YOU NEED MUSIC
 For music is the language of romance. And without it, Summer, the time of romance, is somehow lacking in fullness of delight.

You need music to complete the joy of the golden afternoons—to add to the glory of magic, moon-lit nights.

AND YOU CAN HAVE MUSIC

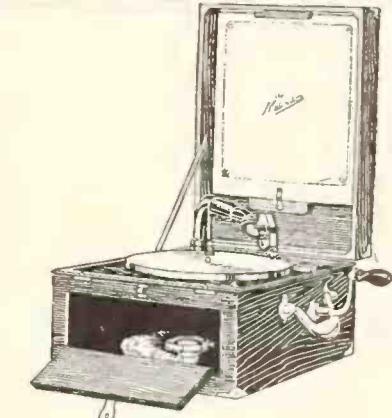
The ad then goes on to suggest that the greatest singers, musicians, orators and orchestras in the world can be heard if one has a phonograph and a good selection of records.

At the present time there are cabinets of every description and the latest idea is to have the talking machine conform to the other furniture of the room. For this reason the wicker cabinet, to harmonize with porch or sun parlor furniture, is especially timely, and the display of Spengels appealed equally to the bride and to those in search of an instrument for the Summer. The window was arranged as a veranda, with green bamboo shades and cretonne draperies. A grass rug covered the floor, and several pots and vases of flowers were scattered about. Standing by the machine was a wax model, borrowed from a dry goods store, with a record in her hand which she was about to place upon the machine. Several records were scattered over the floor, and a card at one side gave a list of the new records for the month. This window attracted considerable attention.

Mrs. Thomas A. Edison, wife of the famous inventor, was elected chaplain general of the Daughters of the American Revolution at the society's annual congress, held in Washington, D. C., recently.

WHY SHOULD YOU SELL

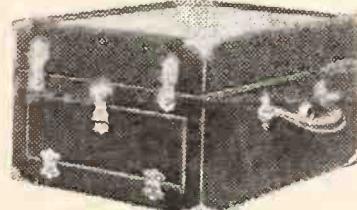
*The
Modernolette*



The Following List of Distributors Have Taken on The Modernolette Since Jan. 1st Ask Them Why

Moderno Sales Corp., 1340 Broadway, New York, N. Y.
 General Phono. Corp. of New England, 142 Berkeley St., Boston, Mass.
 General Radio Corp., 624-8 Market St., Philadelphia, Pa.
 General Radio Corp., 806 Penn Ave., Pittsburgh, Pa.
 General Radio Corp., 1403-4 Monadnock Block, Chicago, Ill.
 Talking Machine Co., 97 E. Main St., Rochester, N. Y.
 Wm. Volker & Co., Third & Main, Kansas City, Mo.
 D. C. Whittle Music Co., 1213 Elm St., Dallas, Texas.
 Turner Music Co., 412 E. Douglas Ave., Wichita, Kansas.
 Phonograph Supply Co., 1438 Randolph Street, Detroit, Mich.
 Yahr & Lange, 207 Water Street, Milwaukee, Wis.

Retail Price —East of Mississippi River—\$35.00
 —West of Mississippi River—\$40.00



Some valuable territory still open for jobbers. Act quick, it is going fast.

MODERNOLA COMPANY
 Office and Factory, Johnstown, Pa.



Baby Grand
\$200



Queen Anne
\$275

Sonora Instruments Are Easy to Sell

ONE of the most attractive features of the Sonora line is the comparative ease with which it can be merchandised. Sonora's inherent quality of tone, together with its exceptionally handsome appearance, wide range of attractive designs and superior workmanship, is so palpably evident that an immediate favorable impression is invariably created and selling resistance lessened appreciably.

At this time particularly, when people are demanding quality and possess the wherewithal to gratify their wants, Sonora has become more easy to sell than ever.

An investigation of the Sonora proposition will not obligate you in the least, and it may prove to be the means of creating a more profitable and satisfactory business for you. Why not write today for full information?

SONORA PHONOGRAPH CO., Inc.
279 BROADWAY

Canadian Distributors
SONORA PHONOGRAPH, Ltd.

NEW YORK

Toronto

THE INSTRUMENT OF QUALITY
Sonora
CLEAR AS A BELL

The Highest Class Talking Machine in the World

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

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.	Lower Michigan, Ohio and Kentucky. Sonora Phonograph — Ohio Company, 417 Bulkley Bldg., Cleveland, Ohio.	Wisconsin, Upper Michigan. Yahr & Lange Drug Co., Milwaukee, Wis.
State of New Jersey. Sonora Sales Co. of New Jersey, 605 Broad St., Newark, N. J.	States of North Dakota, South Dakota, Minnesota and Northern Iowa. Doerr-Andrews-Doerr, Minneapolis, Minn.	Eastern Pennsylvania, Maryland, Delaware, District of Columbia and Virginia. Sonora Co., of Phila., Inc., 1214 Arch St., Philadelphia, Pa.
State of Indiana. Kiefer-Stewart Co., Indianapolis, Ind.	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.	Western Pennsylvania and West Virginia. Sonora Dist. Co. of Pittsburgh, 505 Liberty Ave., Pittsburgh, Pa.
State of Nebraska and Western Iowa. Lee Coit Andreesen Hardware Co., Omaha, Nebr.	States of Montana, Colorado, New Mexico and Wyoming East of Rock Springs. Moore-Bird & Co., 1751 California St., Denver, Colo.	All of Brooklyn and Long Island. Long Island Phonograph Co., 150 Montague St., Brooklyn, N. Y.
The New England States. Sonora Phonograph Co. of New England, 221 Columbus Ave., Boston, Mass.	Utah, western Wyoming and southern Idaho. Strevell-Paterson Hardware Co., Salt Lake City, Utah.	New York City, with the exception of Brooklyn and Long Island. 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., 234 W. 39th St., New York
Southeastern Part of Texas. Southern Drug Company, Houston, Texas.	Illinois and Eastern Iowa. Illinois Phonograph Corp., 720 S. Michigan Ave., Chicago, Ill.	

Doorbell Route to Sales Secures Results

The Story of a Merchant Who Has Built a Substantial Business
From an Insignificant Start—Some Policies That Brought Success

Because of the constant influx of new ideas on scientific merchandising some of the good, old-fashioned practices which have proved their worth through the years have been discarded by many merchants. In recent years many in the trade have discarded the doorbell route to sales and have adopted less effective plans of sales promotion, which have in their favor only that they are in some cases novel, and in many instances require less work.

However, ringing doorbells is still as powerful a force in securing trade as in years gone by and no member of the talking machine trade can afford to neglect this phase of business. The doorbell-ringing salesman, of course, works much harder than the indoor salesman, who only serves those customers who come into the store for the specific purpose of looking over the line.

Efficiency of the Doorbell Method

An example of the efficiency of this method of working up sales comes to mind. A talking machine dealer just outside of the metropolitan district of New York has developed a tremendous business by this means during the last three years. Starting with small capital this dealer opened a very small and unpretentious establishment. The first purchase after stock had been arranged for was a small automobile. In this the dealer started a widespread doorbell-ringing campaign, not only in the city where the store was located, but in the surrounding communities as well, and from the start the business prospered. Although in existence but three years the sales volume of this concern has increased to such an extent that the business has outgrown a larger store which was secured a few months after the opening of the first one. Plans are under way now by this merchant to construct a large building to facilitate service to the growing clientele.

At the present time three outside salesmen and a collector, supplied with motor cars, are working for this concern and the persistent doorbell ringing is netting steadily increasing results. The way the plan is worked is this: The salesman makes an effort to determine the

financial standing of the prospective customer. If the prospect owns his or her own home he or she is considered a good risk and the salesman makes an effort to place a machine in the home for a trial demonstration of forty-eight hours. At the expiration of this period the salesman returns and if the instrument has not sold itself by that time he delivers his sales talk and tries to close the deal. Most machines placed in this manner for demonstration remain in these homes permanently.

How Problem of Terms Is Handled

Now there is another phase of this business which this dealer handles differently than the majority of other talking machine merchants. And that relates to the matter of down payment and terms. In short, this clever merchandiser demands a 20 per cent down payment and allows the customer only one year in which to pay for the entire instrument. In addition to this 6 per cent interest is charged on all instalment sales. Here is something for those merchants who place machines in the home on the dollar-down and a dollar-a-week plan to think seriously about. This proves that talking machine merchandising can be carried on on a profitable basis for the dealer and that there is no necessity for slashing prices and making terms so ridiculously low that the merchant stands to lose out on the deal even if all payments are met promptly when due. In the matter of interest alone this live dealer clears a substantial sum each year because of the large number of instruments disposed of.

Decisive Action in Making Collections

In the matter of collections also there is no beating about the bush or equivocating. If a customer falls behind in payments a letter is immediately dispatched. If at the expiration of a thirty-day period the payment of the previous month has not yet been made more drastic action is immediately taken. In other words, the customer is made to understand that, regardless of conditions, a certain amount of the usual monthly payment agreed upon must be paid when due. That this method of forcing the

issue has been successful is evident from the fact that the concern does not know what a re-possession is and complaints are few and far between.

The large business built up by this method of intensive canvassing is growing larger each week. The cumulative effect of persistent effort of three years is making itself felt more and more. For example: Last year this concern disposed of almost 1,100 phonographs of all sizes, prices and styles, as well as a large number of records, resulting in a gross income of \$164,000. Plans are under way to increase the number of sales to 1,500 during 1923 and at the present time it looks as if this figure will be realized. Remember, too, this volume of business was achieved without making a single price reduction or concession regarding terms, etc., of any description.

This is a record worth striving for and every dealer who reads this article should turn the searchlight on his own business to see if there is not some possibility of improvement in the method of going after business and in cutting out the too generous concessions to the public which are not only harming the dealer practicing these evils, but the entire trade as well.

SHIPPING FROM KIMBERLEY PLANT

Reconstruction of Plant Recently Damaged by Fire Well Under Way, With Incorporation of Improvements to Facilitate Production

The Kimberley Phonograph Co., Perth Amboy, N. J., whose plant suffered considerable loss through fire and water damage on April 18, will shortly return to normal production of Kimberley products. Following the fire the sales department of the company was able to take care of the trade to some extent with undamaged stock which remained on hand. In the meantime the damaged sections of the plant are undergoing necessary rehabilitation and, at an early date, the plant will be able to care for its trade on a larger scale than was heretofore possible. Many improvements are also being made which will greatly facilitate production of Kimberley phonographs.



HENRY BURR



ALBERT CAMPBELL



JOHN MEYERS

EIGHT FAMOUS VICTOR ARTISTS

In Concert and Entertainment
Personal Appearance of

Eight Popular Victor Favorites on One Program

A live attraction for live dealers and jobbers

Bookings now for season 1923-1924
Sample program and particulars upon request

P. W. SIMON, Manager
1674 Broadway

New York City



FRANK CROXTON



MONROE SILVER



BILLY MURRAY



RUDY WIEDEOFT



FRANK BANTA

Famous Ensembles including

Campbell & Burr - Sterling Trio - Peerless Quartet

REGINA

PHONOGRAPH DE LUXE

The instrument of incomparable tone, that plays any record better than you have ever heard it played before.

Complete line of table, upright and console models.

Prices to the Trade Range from

\$8.50 to \$125.00

Cabinets of beautiful design and finish, improved motor equipment.

Dealers write us: The Reginas now in homes are making lots of friends; people come in and ask for them. Watch us increase our sales.

Cash in on the Regina; now is the time. Also Regina Music Boxes with or without phone attachment.

Regina Hexaphones and Mandolin orchestras.

Regina tune discs and parts for any instrument ever manufactured by the Regina Co.

Send for particulars on territory arrangements.

The Regina Phonograph Co.

MANUFACTURERS

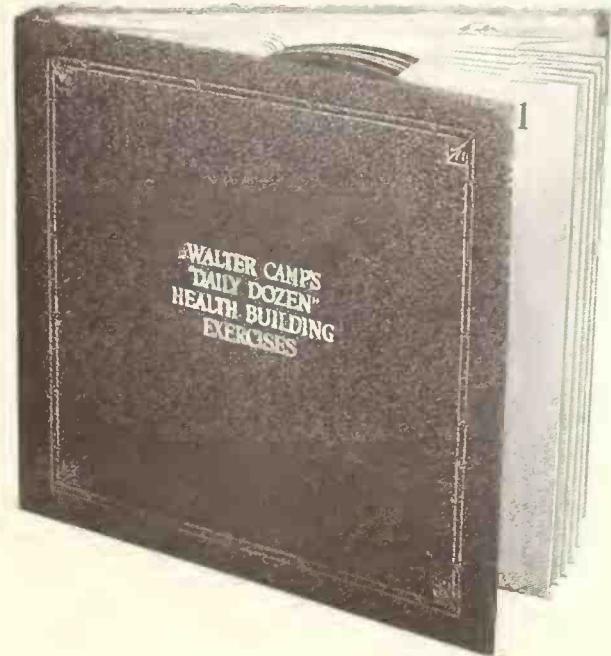
RAHWAY

NEW JERSEY

Ready-Made

vs.

Made to Order



There is that much difference between ordinary physical culture exercises and Walter Camp's "Daily Dozen." Selling your customers a hap-hazard collection of exercises with any kind of music isn't selling satisfaction.

Walter Camp's "Daily Dozen" on Health Builder records is the recognized standard of physical culture exercise. Each exercise has been selected as the best for its particular purpose. Used in its entirety it accomplishes its goal in keeping you fit. Every muscle of the body has been exercised. To go even further into details each musical selection is the best fitted to suit the exercise and the commands are so given that they stimulate instead of weary. These and many other qualities have made the "Daily Dozen" supreme in this field. This is why the "Daily Dozen" is preferred by discriminating persons over other sets that perhaps even cost less.

In your business you are selling merchandise plus satisfaction. That is why if you are not already selling the "Daily Dozen" you ought to carry it in stock. Convince yourself first. Send for a sample set at the dealer's price \$6.00 (list price \$10.00). Return it if you want to and we will cheerfully return your money.

"In the Spring a young man's fancy lightly turns to thoughts of"—keeping fit—so does every member of the family. Capitalize on this Spring business with Health Builder "Daily Dozen" sets.

HEALTH BUILDERS, Inc.

DEPARTMENT W5

334 FIFTH AVENUE

NEW YORK, N. Y.



All we do is tra-la-la, Don't we carry on!

DON'T WE CARRY ON

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

INTERESTING ANALYSIS OF RADIO

Price Slashing and Other Evils Affecting Radio Industry—Deferred Payment Plan Suggested as Sales Stimulator—Programs Must Be Sold

An interesting analysis of the radio, past, present and its probable future, recently appeared in the Nation's Business under the title: "What Is Wrong With Radio?" The article dealt with the chaos existing during the height of the radio craze and traced the harm resulting from the growing practice of price slashing. Among the other problems discussed was the fact that the sale of a radio outfit obligated the manufacturer to see to it that purchasers were supplied with entertainment. It was also pointed out that when a phonograph manufacturer sells a machine he opens up an outlet for the sale of records, thereby making a continuous profit, while in the radio business the sale of the outfit concludes the transaction and, instead of making a continuous profit, the manufacturer is put to a regular expense, under the present system, in supplying entertainment.

Emphasis was placed on the deferred payment plan as a possible means for making the radio industry a growing power, and the suggestion was made that, instead of selling radio outfits, programs must be sold. This is merely an abstract of the high lights of the many important problems still facing the radio industry which were discussed in detail in this most constructive article.

TIE-UP WITH EMERSON ARTISTS

Concert by Irving and Jack Kaufman in Frederick Loeser & Co. Store in Brooklyn Stimulates Interest in Emerson Records

A clever tie-up was made recently by the talking machine department of Frederick Loeser & Co., big Brooklyn, N. Y., department store, when Irving and Jack Kaufman, popular Emerson artists, appeared at the store and sang a number of the songs which they have recorded for the Emerson. On the platform with the artists was placed an Emerson phonograph and when the artists had completed a song a record of the same number was played on the instrument. A large and interested audience was secured by placing invitations in every department of the store. Other Emerson concerts are planned.

MODERNOLETTE PORTABLE IN FAVOR

JOHNSTOWN, PA., April 23.—Although the Modernolette portable, made by the Modernola Co., of this city, has enjoyed good sales straight through the Winter, the coming of the Spring and Summer months has seen a remarkable increase in demand. At the same time the distributing organization of the company has been constantly added to. Among the newest additions to the list of Modernolette distributors are the General Radio Corp., of Chicago; the Phonograph Supply Co., of Detroit, and Yahr & Lange, of Milwaukee, Wis.

HELPING THE DEALER TO SELL

How Prominent Singer Augments Record Sales in Preparing His Programs

Most concert artists feel that they have contributed enough to the general publicity of a song when they have rendered it in their programs. There are many ways, however, in which the artist can be of additional service to the music trade in general without lowering his standard as an artist and without commercializing his talent.

There has recently come to our notice the work in this direction of Leonard Braun, the



Leonard Braun

popular tenor of New York, who has recorded for both the Victor and Vocalion records. Mr. Braun has a unique way of getting his records before the public. Not only does this contribute to the sale of such records, but assists materially in sales of sheet music of the compositions.

He has just returned from a concert tour of the country, where his singing met with unusual success, re-engagements being booked for next season without exception in centers where he appeared during his recent tour.

His method of giving additional publicity to his song offerings is to mention in his programs the fact that the number just rendered has been recorded on the Victor record or Vocalion record. Thus the local dealers find an additional clientele and sales that would not otherwise accrue.

Among the songs Mr. Braun has featured during the past season is "Israel," which many consider as a successor to "Eli-Eli." It is published by Fred Fisher, Inc., and the publisher attributes some of the popularity attained by this high-class number to the work and interest of Mr. Braun.

ILLINOIS PHONO. CORP. CHARTERED

A charter of incorporation has been granted in New York State to the Illinois Phonograph Corp. Incorporators are H. E. Kimball, R. I. and A. R. Rodway and J. F. Kennedy.

Talking Machine Cabinets

Console and Upright Models

Write for cuts, prices and place sample order at once.

THE H. LAUTER COMPANY

West Washington & Harding Streets

INDIANAPOLIS, IND.

Efficiency in Making Collections Vital Factor in Business Success

Excellent Advice Regarding Collections on Instalment Accounts Contained in Interesting Article on "A Word About Collections" by W. J. Keyes, Treasurer of Sonora Co.

In an interesting and instructive article, entitled "A Word About Collections," appearing in the current issue of The Sonora Bell, Warren J. Keyes, treasurer of the Sonora Phonograph Co., Inc., gives some excellent advice regarding collections on instalment accounts. The question of keeping collections up to the mark is of vital importance and, therefore, Mr. Keyes' article is reproduced herewith:

"Did you ever realize how often a sale will be turned from a profitable venture into a considerable loss because the last instalments can-

not be collected or the account turns out to be bad? A bad account receivable will wipe out the profits of a great number of sales.

"It is quite pleasant to be able to say after a hard day at the store, 'Well, I made \$200 to-day.' However, if you do not make sure of the collection of the accounts outstanding as a result of these sales this \$200 profit will disappear.

"People sometimes buy phonographs on the instalment plan with every intention of paying their instalments as they fall due. But they lose their jobs, have sickness in the family or for some reason find that they haven't enough



Warren J. Keyes

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Ward's Padded Khaki Moving Covers



for
Pianos
and all
Models of
Upright
and
Console
Machines

Distributors
BRISTOL & BARBER, INC.
3 E. 14th St. New York City

SHERMAN, CLAY & CO.
741 Mission St. San Francisco, Calif.

THE C.E.WARD CO.
Manufacturers
NEW LONDON OHIO

REGAL
50c
RECORDS

Summer time is the season when people buy on the average of 95% popular records to 5% of the other kind. Certainly this explains why REGAL sales continue big right thru the Summer.

People who know REGAL, of course prefer REGAL the year round. Those who are not yet familiar with REGAL'S remarkable quality buy it because of the 50c price.

But once they discover REGAL's quality they become REGAL enthusiasts and thereafter seldom buy anything but REGAL.

Summer time is just around the corner. It is the best time to test the true value of a record. It is time for you to try REGAL. Write today.

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

"You do not have to be an expert accountant to maintain this system. Nor do you even require a knowledge of double entry bookkeeping. When a sale is made merely record it on some sort of sales slip, from which an entry should be made against your inventory, showing the cost and a charge to the customer. This should be done preferably by the use of a card system, assigning a card to each customer. Then you can keep track of your outstanding accounts and of the balance of your merchandise on hand. Without any complicated records or any great amount of effort you will be able to keep your outstanding accounts collected up to date, take your discounts and make all the profit that a retail dealer should make."



Any Nora Bayes number is O.K., but this month this popular comedienne puts across two songs that are K.O.—if you know what we mean.

In "Dearest" and "You Know You Belong to Somebody Else" Nora uncorks a punch that sends the customer down for the count—of 75 cents. She packs a sale-maker in each number of this record—A-3862.

COLUMBIA GRAPHOPHONE CO.
New York

INTERESTING COLUMBIA DISPLAY

Excellent Window Display in Model Shop in San Francisco Columbia Branch Shows Evolution of These Instruments

SAN FRANCISCO, CAL., May 3.—An excellent window display has been installed at the headquarters of the Columbia Graphophone Co., 343 Bryant street, this city, by Assistant Manager Schrade. In one window of the branch model shop an idea is given of the different stages of development of the Columbia instruments. The first instrument shown is the old-style cylind-



Model Shop in Columbia Branch

der graphophone, originated about 1897, and a large window card standing next to it gives the history of the instrument, while a number of Chauncey Olcott cylinders are adjacent. Next in line of display is the first model graphophone disc instrument. The accompanying card states that this was originated ten years later than the first of the series, the Columbia Co. about that time producing the double-disc record, with music on both sides, and a number of these records are shown. Then comes the beautiful L-2 model Columbia of to-day, which illustrates the evolution of Columbia prestige. Dealers visiting San Francisco headquarters of the Columbia Co. have expressed great admiration for the Model Shop and its window displays.

PLAN TO PRESERVE INDIAN MUSIC

A committee whose special work will be that of research on the music of the American Indian has been appointed and added to the Music Committee of the General Federation of Women's Clubs, which has headquarters in Washington. A club woman of Indian blood, Mrs. Eugene B. Lawson, of Nowata, Okla., is chairman of the committee. This is to co-operate in every way with the Government research work along the same lines which is being done by the Smithsonian Institution and which hopes to obtain the authentic music of the Indians.

FILES BANKRUPTCY PETITION

OKLAHOMA CITY, OKLA., May 2.—The Phonograph Shop, of this city, recently filed a voluntary petition in bankruptcy, listing liabilities of \$145,008 and assets of \$167,439.59. The assets of the concern consist of notes and securities, unliquidated claims, machinery, tools, stock, etc.

TRAINING SALESMEN ESSENTIAL

Need for Trained Men Greater Than Ever Before—Dealers Must See to It That Their Sales Representatives Possess the Proper Knowledge and Thorough Sales Ability

The need for trained salesmen in the talking machine field is greater to-day than ever before, if the more than satisfactory progress of the industry in years past is to continue. Really experienced salesmen and saleswomen are scarce in comparison to the number of positions requiring special knowledge. Salesmen, no matter what their records in other fields, cannot become expert talking machine salesmen overnight. When a talking machine merchant secures the services of a new man, even one who has never before sold these products, the time and trouble involved in thorough training are well worth the effort. The salesman reflects the house in a large measure and the dealer who has a number of inexperienced and bungling salesmen in his employ is losing money every time he meets the payroll, to say nothing of sales lost because the sales organization is unable to cope with the many problems and conditions which are constantly coming up.

BROADCASTERS PLAN SCHEDULES

Twenty-seven Organizations Represented at Conference With Federal Radio Inspector

Twenty-seven radio broadcasting organizations, existing and contemplated, met Arthur Batcheller, Federal Radio Inspector in the Second District, to adopt time and wave length schedules for stations in the most congested area in the United States.

At the conference were representatives of municipalities, including New York, which plans a departmental broadcasting station, police departments, churches, steamship lines, newspapers, wireless and telegraph agencies, theatres, radiophone manufacturers and commercial broadcasters.

They came from points in New Jersey and New York, north along the Hudson and including Albany and Schenectady. The schedule adopted will conform as nearly as possible, said Mr. Batcheller, to the priority and wave length assignments suggested by Herbert Hoover, Secretary of Commerce, in his recent report on investigations by the National Radio Conference Committee.

NEW EDISON STORE IN KOKOMO

KOKOMO, IND., May 2.—The Carlin-Quick Music Co., featuring the Edison phonograph and records, has started business in an attractive store at 110 East Superior street, this city. The proprietors are L. G. Carlin and W. L. Quick, both formerly with the Edison Shop, Indianapolis.

DeVere Kaufman, of Wooster, O., has succeeded to the business of A. L. Zook, of that city. The Columbia line is featured.

GOOD LUCK T. M. CO. CHARTERED

The Good Luck Talking Machine Co., New York City, has been granted a charter of incorporation under the laws of this State, with a capital of \$10,000. Incorporators of this new concern are C. Goldzweig, I. L. Anger and M. Tessler.

The PHONOSTOP

STANDARD for SEVEN YEARS

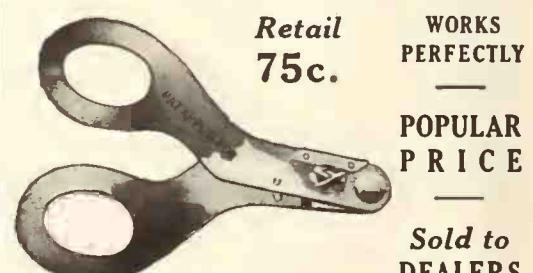


Your phonograph
is worthy of the
best stop.

Your customers appreciate it.

NEED-A-CLIP

*Fibre Needle Repointer
with Hardened Tool Steel Blade*



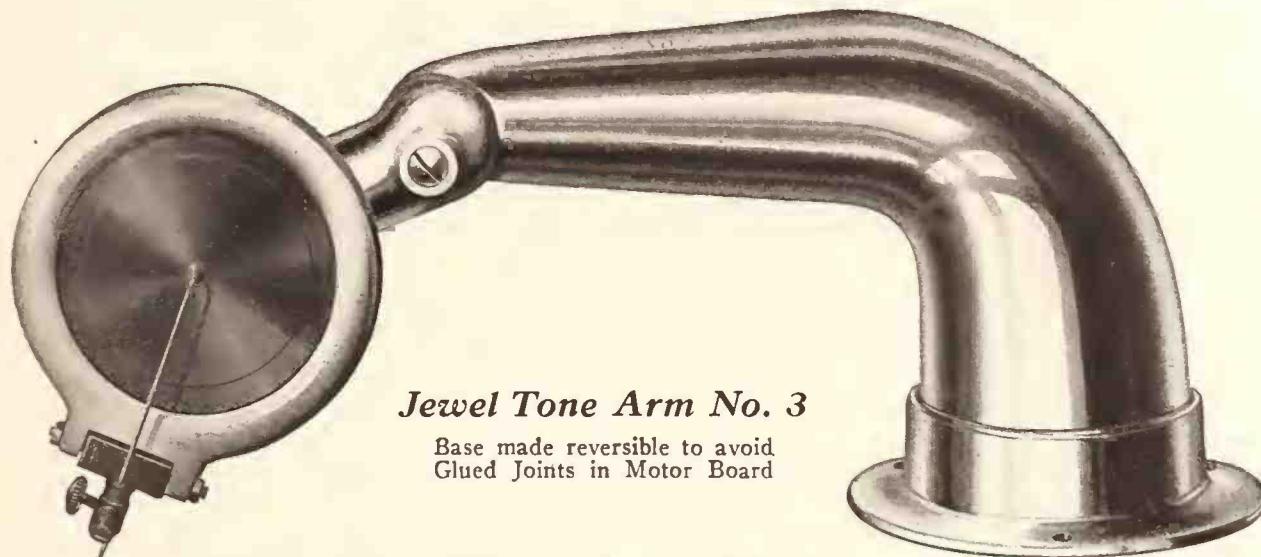
We also sell
Standard Phonograph
Hardware and Trimmings

*Get Our Printed Matter
and Prices*

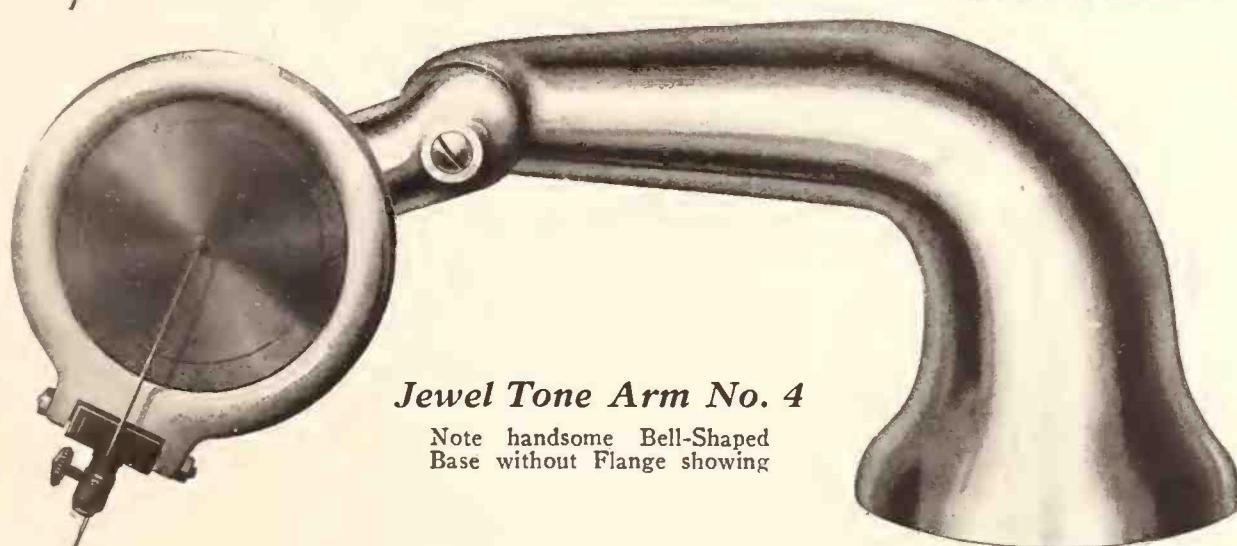
PHONOMOTOR CO.

121 West Ave. ROCHESTER, N. Y.

The Jewel-Tone Reproducer and Tone Arm

**Jewel Tone Arm No. 3**

Base made reversible to avoid
Glued Joints in Motor Board

**Jewel Tone Arm No. 4**

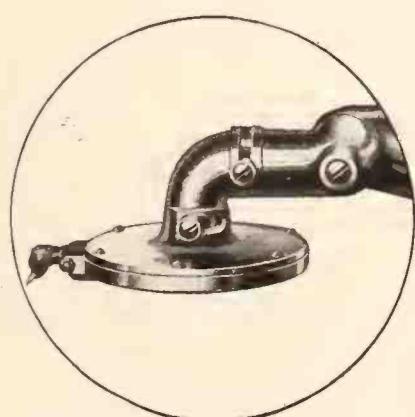
Note handsome Bell-Shaped
Base without Flange showing

Original and Exclusive Features

Plays Edison and Pathé Records in actual Edison position and with a fibre needle.

Made in 8½", 9½", 10½". When thrown back on tone arm in Edison position, the reproducer lies flat, so dome cannot touch it when closed.

Finished in nickel or gold plate.



Reproducer in position to play
Edison Records with Saffo
point or fibre needle.



Shows reproducer thrown back
on tone arm in Edison position.
Dome cannot touch it.



Equipped with or without
Mute, Mica or NOM-Y-KA
Diaphragm.



150-160 Whiting Street

CHICAGO, ILLINOIS, U. S. A.

Keeping Record of All Cash Customers

How This End May Be Successfully Accomplished Pointed Out
Interestingly and in Detail by Frank H. Williams for Our Readers

The talking machine store's most important customers are its cash customers and, for this reason, the alert dealer ought to keep a record of such customers and use the record every now and then for promotion purposes. It is, after all, upon the cash customers that the store relies in getting its volume of business and in making a quick profit. The credit customers help the good thing along, of course, but the cash trade is the foundation of the store's success. But how many stores, realizing all this, have lists of their cash customers?

It wouldn't be very difficult to keep a list of cash customers. And, of course, it would be the easiest thing in the world to cash in on the list from time to time.

A practical way to get up a list of cash customers would be to have some slips printed for the use of the sales people, on which would be space for the notation of the customer's name, address and kind of goods purchased, together with the date of the purchase. The sales people could, upon making each sale, fill in these blanks and the blanks could then be alphabetically classified each evening. In the case of customers repeatedly coming in the slips filled out for each of their purchases could be pinned together. Or, if the sales people were too busy to fill out the blanks themselves, the customers could be asked to make out the blanks and when this was done they could be told something like this:

"We are keeping a record of our cash customers so as to be able to inform them of special offerings from time to time and other things in which they will be interested."

Most customers would appreciate the value of being on such a list and so would willingly fill out the blanks themselves.

The list of cash customers could be used by the store in the following ways:

First, for telephone selling. The store could, by going through its cash customer records, pick out the names of people who hadn't been in the store for some time and it could then call up these people and tell them about special offerings of records or machines of a line in accordance with the purchases they had formerly made. This would, in many instances, lead to the store making sales of goods which, otherwise, it never would have made.

Second, for direct mail advertising purposes. The list of cash customers would be a particularly live list for the store to use for direct mail circularization when it had anything special in the way of cash offers to call to the attention of the patrons. If the list wasn't used too frequently for direct mail advertising it would be sure to bring splendid results every time it was used.

Third, for house-to-house selling. Every now and then it would be a splendid idea for the store to go through its list of cash customers to find out what some of the patrons who hadn't been in the store for a long time were interested in and to then send a man around with a good supply of the right sort of records for demonstrations right in their homes. This sort of a thing would be quite profitable when the store had a fairly long list of cash customers to work on in this manner.

Don't let the cash customer come in and make his purchase and get out of the store without getting him on a list. He is worth as much, if not even more, attention than is given to the credit customer. List your cash customers in this way and use the list in the ways suggested.

LOPEZ CONCERT AT WANAMAKER'S

Talking Machine Department Takes Advantage of Concert to Institute Drive on Okeh Recordings Made by This Orchestra

The appearance in the spacious auditorium of the music department of the New York store of John Wanamaker recently of Vincent Lopez and His Pennsylvania Hotel Orchestra, through the courtesy of the General Phonograph Corp., manufacturer of Okeh records, was taken advantage of by the talking machine department, which tied up with the concert and made special arrangements to boost the sale of these artists' recordings.

Special tables were placed just outside the auditorium, which adjoins the talking machine department, and these were well stocked with Okeh records. Near these record counters were a number of instruments equipped with the Audak record demonstration attachments, and prospective patrons were thus enabled to select and demonstrate their own records. As a result of this concert and the efforts of Lambert Friedl, manager of the talking machine department at the Wanamaker store, sales of Okeh records were considerably stimulated.

9,061,230 WILL READ



THE SATURDAY EVENING POST

MORE THAN 850,000 CIRCULATION
SUCCESSFUL FARMING

JANUARY 1923

Carola phonograph

CAROLA
The Nightingale of Phonographs

Nationally Advertised to 9 Million People

Four great national magazines are carrying compelling Carola sales messages to millions of subscribers who are being sold again and again on the merits of this wonderful phonograph. They are asking for Carola demonstrations from thousands of dealers all over the country.

SPECIFICATIONS

The Motor—Exclusive Carola product—Heavy cast frame—no spur gears—self-lubricating—noiseless action—easy adjustment—standard 14-foot spring—plays full 12-inch record one winding—used on all new Carola models.

Reproducer and tone arm—full-sized exclusive Carola construction—guaranteed to equal those found on machines costing many times price.

Amplifier—Special Carola design giving great volume—may be regulated and played when closed.

ALL PARTS STANDARDIZED

SPECIFICATIONS

Size and Weight—Cabinet models, 11x13x31 with top open—weighs about 17 pounds. Portable model, 11x13x9—weighs about 15 pounds.

Finishes—Cabinet models in acoustic metal finished in Mahogany or Old Ivory, nickel trimmings—and Polychrome, gold fittings. Portable finished in Jet black with nickel trim.

Special—Ample record storage space in all models. **Packing**—Cabinets in single cases. Portables—four to a case.

AND INTERCHANGEABLE.

Send For Dealers' Proposition

THE CAROLA COMPANY

NEW YORK: 118 East 28th Street

410 Lakeside Ave., N. W.

CLEVELAND, OHIO

CHICAGO: 30 N. Michigan Avenue



Retail prices, all models except Poly-\$
chromie—East of Rockies \$20
Polyehrome—East of Rockies ... \$25

LIBERAL DEALER DISCOUNTS

*Yes,
all of them!*

BRILLIANTONE
COMBINATION TONE

PETMECKY
NEEDLES

are made by

W.H.BAGSHAW CO.

Factory, Lowell, Mass.

370 SEVENTH AVENUE

AT 31st STREET

NEW YORK

SUITE 1214

Canadian Distributors: The Musical Mdse. Sales Co., Toronto
Foreign Export: Chipman, Ltd., 8-10 Bridge St., New York City

Pacific Coast Distributor:

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

Western Distributor:

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

**Consider 5 Times Your
Present Needle Business**

**GIVE FREE
a Record Cleaner
with every 500**

SUPERIOR STEEL
BRILLIANTONE
REGISTERED TRADE MARK
NEEDLES

THE NEW BRILLIANTONE
Record Cleaner
FREE

Come in and
get yours today

We are offering, as long as the supply
lasts, a useful, handy, necessary
record cleaner, that will keep your
records in perfect shape indefinitely
—absolutely free with every pur-
chase of five hundred famous Bril-
liantone steel needles, for 50c.

STORE NAME HERE

**Run This Ad.
in Your
Local Papers
- CUTS FREE -**



Sell 500 Needles to
Every Customer
Instead of 100

The name and fame of Brilliantone Needles are so widespread that they need no introduction. The new package of 500, with its record cleaner feature, brought to the attention of your customers by a short circular letter, by an ad in your daily paper, by a window sign, by the display carton, will quickly and easily bring at least 500 outstretched hands to your store.

Most sensible people look askance at anything offered to them free. Most things given away are usually worth just what you pay for them. But we are giving away free something real, something useful, something absolutely necessary, if you want to keep your expensive records in perfect condition indefinitely.

It is a record cleaner of proven quality, produced by the makers of the famous Brilliantone Needles, and is given absolutely free with every purchase of 500 needles. The demand for them will be overwhelming, so we advise that you come for your FREE RECORD CLEANER now.

**Send This
Letter to
Your
Customers**



Work a Plan ~ that WORKS Make a Profitable Deal



Sell a 50c Package
Where You Sold
10c Ones Before

*The Display Carton
is an effective sales-
man! Get in on this
deal. Use the coupon
for quick delivery.*

Specify how many Dance Tone Cartons,
how many Loud Needle Cartons, how
many Medium Needle Cartons you want
in this assortment.



DEALERS Introductory SPECIAL OFFER

that allows of a handsome margin
of profit- 10 display cartons each
containing 20 Combination Rec-
ord Cleaners with Needles—Al-
together 200 50c sellers—(nets
you \$100) for a fifty cent item
that costs but 30c.

\$60

BRILLIANTONE

STEEL NEEDLE CO. OF AMERICA
INCORPORATED

Selling Agents for
W. H. BAGSHAW & CO. Factory, Lowell, Mass.
AT 31st STREET 370 SEVENTH AVENUE, SUITE 1214
NEW YORK

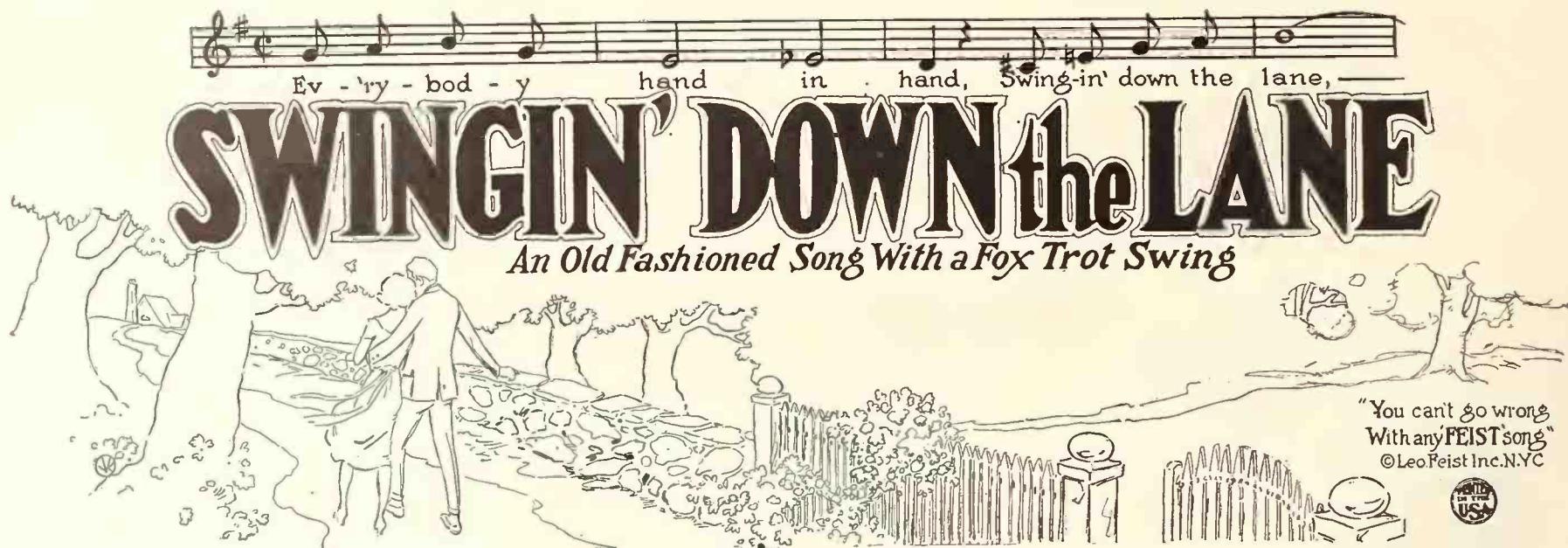
Canadian Distributors: The Musical Mdse. Sales Co., 79 Wellington St. W., Toronto
Foreign Export: Chipman Ltd., 8-10 Bridge St., New York City

Pacific Coast Distributor:
Walter S. Gray Co.
942 Market St.
San Francisco, Cal.

Western Distributor:
The Cole & Dumas Music Co.
50-56 West Lake St.
Chicago

For Quick Delivery, Use This Coupon

Brilliantone Steel Needle Co., Inc., 370 Seventh Ave., New York City, Incorporated
Ship and charge to our account, New York City.
of cartons of Dance Tone, \$60 deal, to consist
of cartons of Loud Tone, cartons of Medium tone, cartons of
Machine World, cartons of 10 cartons) as advertised in The Talking
Machine World.
Name _____
Address _____



STAGE MOST EFFECTIVE CONCERT

Gunther-Kenney, Inc., Middletown, Brunswick Dealers, Hold Unusually Successful Concert—Prominent Trade Members Present

MIDDLETOWN, N. Y., May 4.—Gunther-Kenney, Inc., Brunswick dealers, of this city, staged a most effective artists' concert recently. The concert features included the Melody Trio and songs; George Schottler, piano selections; Al Bernard, character songs; Frank Ridge, tenor; Joe Lavelle, piano accordionist, and Conroy and O'Connell, character songs and stories. But the real feature of the entire affair was Bennie Krueger's Brunswick Dance Orchestra, as the attraction was billed. Bennie and his artists dominated the concert and controlled the emotions of as many Middletown people as could crowd into the State Armory for the dancing which followed the show.

Many prominent phonograph men attended

the affair, among them being Walter Hoenschen, director of popular music for the Brunswick Co.; James O'Keefe, of the Brunswick recording laboratories; Frank Elliott, sales department; H. D. Leopold, record department of the company's Eastern offices, and Henry Nye, of the Silas E. Pearsall Co., of New York.

ORMES PUSHES STANDARD NUMBERS

Prepares Booklet for Distribution by Dealers to Customers and Prospects

Realizing the importance of dealers pushing the standard selections and not concentrating entirely on the easy-selling jazz numbers, Ormes, Inc., Victor wholesaler, of New York City, has prepared a little booklet in which are listed selected records of the standard type. The booklet bears the title: "If You Bought Only One Victor Record a Week," and it has been prepared for distribution by dealers to prospects

and customers. In addition, Ormes has prepared a special list of standard catalog records for the reference of dealers in ordering.

In a letter to the trade the company urges dealers and salesmen to become thoroughly acquainted with the entire Victor catalog and points out that anyone with an intimate knowledge of the eight hundred standard selections on the special list is fitted to increase sales.

ANNOUNCES SPEAKING FLAME DEVICE

Lee DeForest Describes New Form of Microphone—Will Improve Talking Moving Pictures and Radio Broadcasting

Dr. Lee DeForest has announced that he has evolved an entirely new form of microphonic device, a speaking flame, which promises to revolutionize present methods of transmitting voice sounds into electrical waves without the present sound distortion. Dr. DeForest declares the new device will eliminate the vibrating diaphragm.

The field of immediate application for the talking flame device is expected to be in the talking motion picture film and also in the world of radio broadcasting.

Describing the principle of the speaking flame, he said: "Take the ordinary bat-wing gas burner or a certain form of Welsbach mantle gas light or special forms of oxy-acetylene gas flames, insert two heat-resisting electrodes therein in proper relation to the flame and to each other and connect these electrodes to an appropriate electro-motive force. You will then have an extremely sensitive sound converter which gives an electric reproduction of the sound waves in the air enveloping the flame, which is of an entirely different order of fidelity from that ever obtained from any form of microphonic device using a diaphragm, whether carbon, electro-magnetic or electric-static variety."

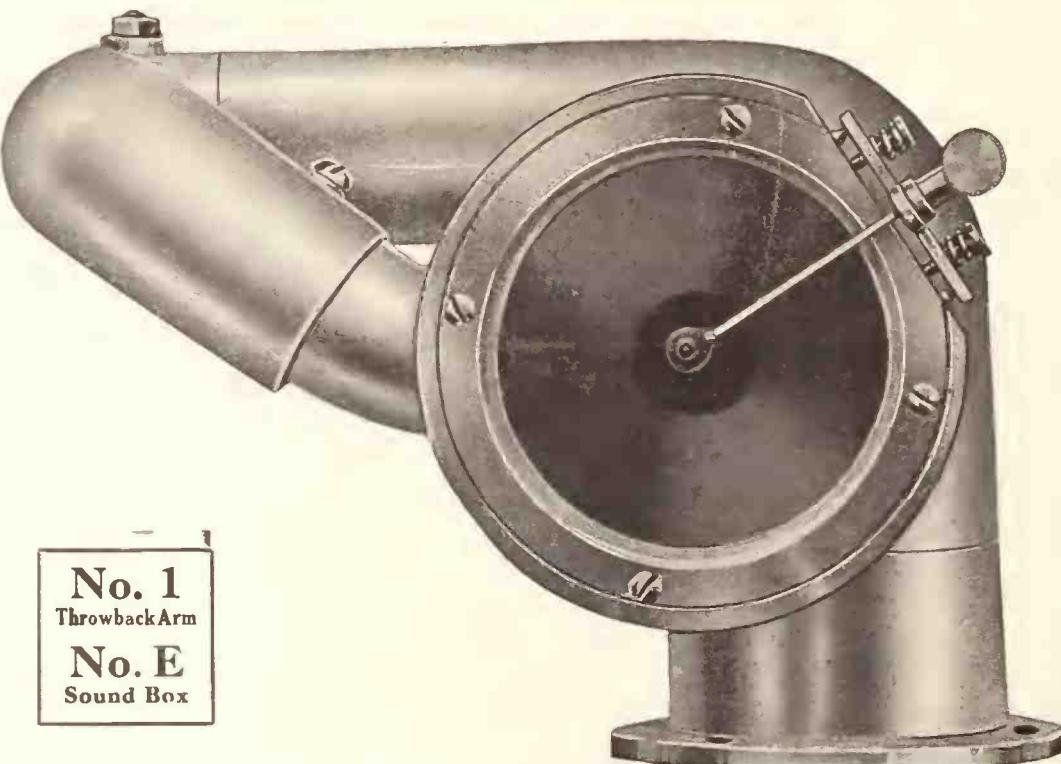
NEW CLARAVOX PUBLICITY

YOUNGSTOWN, O., May 2.—The Claravox Co., manufacturer of the Claravox attachment for playing Edison records, has just issued a handsome four-page folder which can be used by the trade to excellent advantage. This folder briefly describes the scientific features of the Claravox and emphasizes the fact that the device embodies a diaphragm of unusual shape, connected by a balanced spring tension to a light stylus, thereby reproducing the Edison record in every detail. The folder is printed in two colors, and typographically is exceptionally attractive.

WALTER L. RHEIN CO. EXPANDS

The Walter L. Rhein Piano Co., handling pianos, talking machines, etc., of Belleville, Ill., recently purchased a three-story building adjoining the present store, which will be used for the piano and talking machine departments.

The PHONOGRAPH'S "RIGHT ARM" is the PHILLIPS TONE ARM



No. 1
Throwback Arm
No. E
Sound Box

No. 1 IMPROVED THROWBACK ARM

Length 8 1/4" and 8 1/2" Centre to Centre. Full, Deep Tone

Sample to Manufacturers \$3.00 Post Paid

Tone Arms for Portable, Medium and High Grade Machines

WM. PHILLIPS PHONO PARTS CORP.

145 West 45th Street

CABLE ADDRESS
"PHONOPARTS"

New York City

STRONG RECORDS

For Early Future Sale

**FLEXIBLE—UNBREAKABLE—NON-CHIPPABLE—
WILL NOT WARP—CANNOT BE AFFECTED BY WEATHER CON-
DITIONS—OR BREAK DOWN UNDER THE NEEDLE.**

There has been no basic change—no fundamental improvement in the recording and pressing of talking machine records for the past 20 years.

Now Comes The New Strong Process Record

The entire industry—manufacturer, dealer and jobber alike have long known that an improvement was due and have been interested in what it would be.

The New Process Strong Record Is The Answer

An entire change in the method of recording and pressing has produced an indestructible record with a clear, rich, vibrant tone which more than meets all record requirements.

Strong Durability Tests

The new Strong process records are everlasting. Under factory tests, they are still going strong after their 3000th playing.

Added Profits For Dealer and Jobber

Production facilities hitherto unapproached both in speed and certainty of perfection have made possible a cost of production that enables you to offer your patrons a superior record at a lower price at a greater margin of profit to yourself than has heretofore been thought possible.

The New Process Strong Record Is Inevitable

It is the invention for which all have been waiting.

We want jobbers who can prove their standing with the trade and their ability and worth to share in a big future.

Write or Wire for our Proposition

STRONG RECORD CO., Inc.

Have you heard the latest releases of the present Strong shellac records? They include popular dance hits, German selections and Jewish numbers. Exceptional jobber and dealer discounts.

**206 Fifth Avenue
NEW YORK CITY**

Sales Opportunity in Standard Selections

Uneven Demand for Various Types of Recordings Results in a Loss of Profits—Practical Suggestions Designed to Remedy This Evil

The standard selections of records issued by various recording companies offer the aggressive and forward-looking talking machine merchant an unexcelled opportunity for sales promotion work, with the object in view of greatly expanding record sales. It is a well-established fact that most dealers have a certain number of patrons who select these standard selections at regular intervals, but the sales of these records are quite small when compared to the large numbers of the more popular or jazz selections which are always in demand. There is an evil in this great demand for one type of product to the comparative exclusion of other products which is not recognized by many merchants, and there are many more who, if they are aware of the losses and restrictions placed upon them by this practical concentration of demand, merely shrug their shoulders and forget about the matter, not realizing the vast sales possibilities which are open to the dealer with vision enough to get busy and devise ways and means of securing some of the business which is waiting just around the corner on "Prospect" street.

There are one of two courses open to the dealer who is suffering from the evil of uneven sales distribution—that is, a demand for one type of music on records which is out of all proportion to the demand for another type. The first, and almost unthinkable course, is to discontinue handling the records which are not in great demand. Before any dealer takes such a drastic and harmful (to himself) step he must consider just what it means. Bluntly, it means that when people do call for these records he will not be able to supply them, i. e., he will lose sales. It means that he will antagonize and drive away from his establishment a certain type of customer who offers the best possibility of becoming a regular buyer. It means that his reputation as a talking machine record dealer will suffer; music lovers who really like the better type of music will give his store a wide berth. And it also means, naturally, that when these sales are lost profits are sliced in proportion. It also means many more things which are not to the best interests of the talking machine merchant who is trying to build his business on a sound and substantial basis.

On the other hand, the second course offers the dealer the opportunity of a steadily growing sales volume and a greater measure of prosperity. This alternative is merely to keep a diversified stock of standard selections always on hand. These records should not only be stocked, but, if a profit is to be realized on the investment, they must be sold. Concentrating on the sale of easy-selling numbers will not do this. What the dealer must do is to get down to brass tacks and do some constructive sales promotion work. This includes some good advertising, direct-by-mail, window displays, intelligent salesmanship and the development of a liking for this kind of music among those cus-

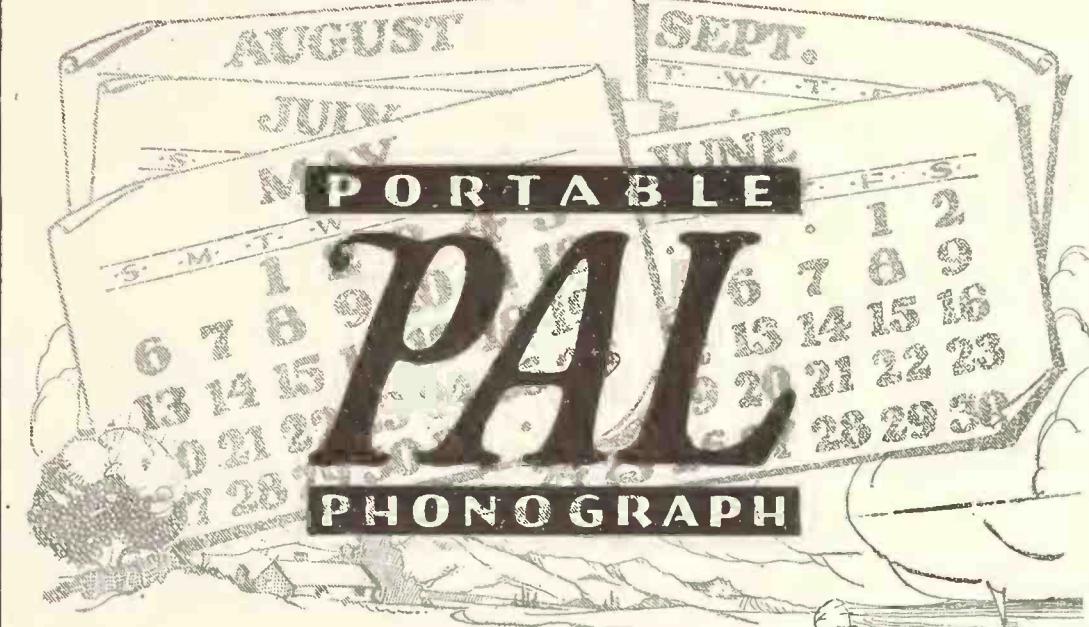
tomers who are buying only the other kind.

Publicity will accomplish wonders and here is an important point to remember in connection with advertising: Sales of any product will increase or decrease according to the amount and quality of the publicity used to bring the merits of the product before the public. There are many dealers whose advertising is devoted mainly to one or two of the products they handle and, of course, the demand for these is much greater than it is for the unadvertised goods. When the advertising appropriation is declared for the year the various products handled should each receive a fair share, and the merchant who

divides his advertising money in equitable proportions to cover the various kinds of music in his record stock will be taking a step in the right direction. He will thus insure the more even sale of the entire record catalog, instead of merely one unit of it.

However, advertising alone will not produce maximum results. The sales organization must be impressed with the necessity of carrying on a constant effort to educate patrons to the more lasting forms of music, and every member of the sales staff should take it upon himself to back the company's advertising to the limit. After all, co-operation is what counts.

This is a "PAL" Year



"PAL" owners have made "PAL" nationally famous!

AND dealers have said: "It is the perfect portable."

From the patented needle cup to the rugged, staunch motor, every feature and every detail in "PAL" makes for a lasting, inner and outer quality.

Light—compact—durable—beautiful to look at—good to listen to—Aristocrat of all Portables.

Best of all, when you sell a "PAL"

you are absolutely confident that you are giving your customers the best portable value their money can buy. And you know that you are making a good profit for yourself.

If you haven't ordered "PAL" yet, order now! WRITE TODAY! NOW!



"PAL"—in Mahogany, Walnut, or Fabrikoid

List \$35 - - Net \$21

F. O. B. New York

PLAZA MUSIC CO.
18 West 20th St., New York

"Every time you sell a 'PAL' you make a friend."

Artificial Flowering Plants and Trees with Pots, Complete, from 10c. up



Our ILLUSTRATED CATALOG No. 35, with illustrations in colors of Artificial Flowers, Plants, Vines, Trees, etc., MAILED FREE FOR THE ASKING.

FRANK NETSCHERT, INC.
61 Barclay St.
New York, N. Y.

Some famous artists
who have recorded for the
New EDISON Phonograph

Key to group of
EDISON artists

- 1 Anna Case
- 2 Frieda Hempel
- 3 Sergei Rachmaninoff
- 4 Albert Spalding
- 5 Claudia Muzio
- 6 Vasa Priboda
Photo © Underwood & Underwood
- 7 Margaret Matzenauer
Photo © Victor Georg
- 8 Carl Flesch
- 9 Marie Rappold
Photo © Mishkin, N. Y.
- 10 Carolina Lazzari
Photo © Mishkin, N. Y.
- 11 Christine Miller
- 12 Emmy Destinn
Photo © Mishkin, N. Y.
- 13 Lucrezia Bori
Photo © Mishkin, N. Y.
- 14 Giovanni Zenatello
- 15 Thomas Chalmers
Photo © G. M. Kessler, B.
- 16 Mario Laurenti
- 17 Alice Verlet
- 18 Arthur Middleton
- 19 Marie Tiffany
- 20 Marie Sundelius
Photo © Mishkin, N. Y.
- 21 Cyrena Van Gordon
Photo © Matzen, Chicago
- 22 Marie Morrisey
Photo © Freeman Art Co.
- 23 Edoardo Ferrari-Fontana
- 24 Alessandro Bonci
Photo © Mishkin, N. Y.
- 25 Cecil Arden
Photo © Ira L. Hill's Studio
- 26 Merle Alcock
- 27 André Benoist



The NEW
P H O N O

*First to adopt the policy
of instantaneous
record releases*



JUST a small part of that immense group of world famous artists, who, in recording for the only phonograph that dares to play in direct comparison with themselves, have actually perpetuated their art.

THOMAS A. EDISON, Inc.
ORANGE, NEW JERSEY

EDISON

G R A P H



*There are three reasons
why the New Edison
Baby Console Model
is preferred by music
lovers:*

1. Re-Creates the exact tones of the original artists.
2. Conservative, artistic design.
3. Moderate price —\$175.00.

The NEW
P H O N O



THE New Edison Baby Console is winning the approval of music lovers everywhere. Its superior tonal qualities, its attractive design and its moderate cost have made the Baby Console a popular member of the New Edison Group.

The New Edison *actually* Re-Creates the golden tonal quality of famous voices, a distinctive feature of the New Edison that is daily influencing music lovers in their preference for the phonograph they purchase.

THOMAS A. EDISON, Inc.
ORANGE, NEW JERSEY



EDISON

G R A P H

A large, stylized, serif font word "EDISON" is positioned at the bottom center. Below it, the letters "G", "R", "A", "P", and "H" are spaced evenly along the bottom edge of the word.



RIVER SHANNON MOON

A Sweet Ballad in Waltz Time

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

© 1923 Feist Inc.

BANQUET OF TALKING MACHINE MEN, INC., BIG SUCCESS

Record-breaking Attendance of Talking Machine Dealers and Friends Listen to an Exceptionally Brilliant Musical Program by Leading Record Artists and Organizations

The annual banquet and entertainment of The Talking Machine Men, Inc., of New York, is now a thing of the past, but the memory of the evening of April 25 at the Hotel Pennsylvania will remain long in the minds of those privileged to enjoy a gathering of artists that could probably be brought together under no other circumstances.

From every angle the affair was a distinct success, the attendance surpassing that of any previous banquet given by the Association and filling not only the main floor of the large ballroom, but a considerable section of the balcony. So extensive was the entertainment program that it began immediately after the guests had been seated and continued without intermission well into the morning hours.

Through the courtesy of the various record manufacturers, including the Columbia, Victor, Brunswick, Vocalion and Emerson concerns, a great galaxy of recording artists of wide reputation had been prevailed upon to appear before the talking machine men and their guests during the course of the evening and a number of dealers had the opportunity for the first time of hearing in person the artists whose records they have been featuring successfully.

Among those who entertained during the course of the evening was Colin O'More, well-known Irish tenor, who sang several Irish airs; Barbara Maurel, soprano; Joe Hayman, originator of "Cohen on the Telephone," who recited his latest record, entitled "Cohen on

Telephone Etiquette"; Marion Harris, well-known interpreter of "blues"; Sally Hainlin, who told some stories and ended the piano selection with the aid of the Knabe Ampico reproducing piano; Van and Schenck, the popular vaudeville team; Will Rogers, monologist from "The Follies," who expressed his sympathy to the talking machine dealers for being compelled to sell his records, and then told some stories calculated to put them in good humor. Tanzy Mackenzie and William C. Kennedy, both capable tenors; the U. S. S. "Leviathan" Orchestra, presented through the courtesy of Paul Whiteman, Inc.; the Memphis Five; the Georgians; Harry Stoddard's Orchestra, and a number of singers and dancers from Miss Kathryn Westcott's School, youngsters who displayed marked ability. Paul Specht's Orchestra furnished the music for dancing during the evening.

Through special arrangement with the WJZ broadcasting station of the Westinghouse Co., a large part of the program was broadcasted by radio and heard by some thousands of fans. The arrangement with the broadcasting station was made through the efforts of Landay Bros., wholesale distributors for the Radio Corporation of America.

The success of the evening was due to the indefatigable work of members of the entertainment committee, of which Sol Lazarus was chairman, and the appreciation of the organization was made manifest by the presentation to Mr. Lazarus of a handsome gold watch.

Irwin Kurtz, president of The Talking Machine Men, Inc., presided at the banquet and acted as announcer. Incidentally he had his own troubles in endeavoring to quiet those who preferred to hear themselves talk over business rather than hear the artists. In fact, the voice of Mr. Kurtz was heard over the radio at regular intervals.

Among the diners were seen practically everyone of prominence in the talking machine trade of New York and vicinity, as well as numerous visitors from out-of-town. Those at the head table included Geo. E. Brightson, president of the Sonora Phonograph Co.; Otto Heineman, president of the General Phonograph Corp.; Frank K. Dolbeer, sales manager of the Victor Talking Machine Co.; O. W. Ray, manager of

the wholesale Vocalion record division of the Aeolian Co.; Harry A. Beach, Eastern sales manager for the phonograph division of the Brunswick-Balke-Collender Co., and others.

Judging from the hour at which the party broke up, and the energy devoted to dancing when the opportunity presented itself, it is doubtful if there was any great activity shown in selling talking machines in the metropolitan district during the day that followed.

NEW HOME FOR JACKSONVILLE FIRM

Arnold-Edwards Music Co. Completes Negotiations for the Construction of Three-story Building to House Large Business

JACKSONVILLE, FLA., May 5.—Negotiations were recently completed by the Arnold-Edwards Music Co., of this city, for a long-term lease on a building which will soon be erected on Adams street. The proposed structure, which will be designed especially for the music house, will cost in the neighborhood of \$40,000. The building will be three stories high, the first floor containing the musical merchandise and talking machine departments, the second floor will house the large piano department and the third floor will be devoted to a large auditorium and several studios. When completed, this structure will be one of the finest in the South.

MUTUAL DISTRIBUTOR IN MEXICO

The Mutual Phono Parts Mfg. Corp., New York City, manufacturer of Mutual tone arms and sound boxes, has announced the appointment of Industrias Unicas, S. A., as exclusive distributor of the Mutual line for Mexico. The Mutual line has long enjoyed popularity in this country and its expansion into foreign fields has been going on for some time. This new appointment provides still further facilities for foreign trade.

GEORGIA FIRM ADDS BRUNSWICK

AUGUSTA, GA., May 4.—The W. P. Manning Music Co., of this city, recently secured the agency for the Brunswick line of machines and records, and the complete line is now carried in stock. The concern also handles the Columbia instruments and records, and through aggressive business tactics is known throughout the South as Augusta's Exclusive Music Shop.

ITALIAN Popular Music



AND

ITALIANSTYLE MUSIC ROLLS

MONTHLY RELEASES
WRITE FOR CATALOG

Distributed by

ITALIAN BOOK CO.

145 Mulberry St. New York, N. Y.

QUALITY IS NOT AN ACCIDENT

The superior quality of our COTTON FLOCKS for record manufacture is the result of continual study of the manufacturer's requirements—diligent adherence to the use of raw materials which will produce the best flocks and scrupulous attention to every detail of their manufacture. Numerous record manufacturers are profiting by the cleanliness and uniformity of our product through reduction in spoilage of records.

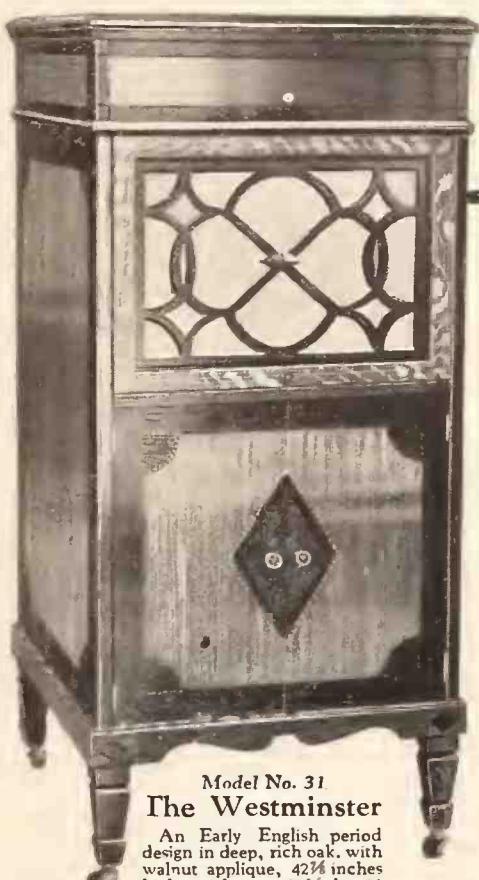
ARE YOU ONE OF THESE MANUFACTURERS?

CLAREMONT WASTE MFG. CO.

Claremont, N. H.

The Phonograph of Distinctive Features

The CHENEY



The most perfect music-reproducing instrument made

Any salesman who has met The Cheney in competition will vouch for the fact that its features are far more than selling points. Phonograph against phonograph, value against value, The Cheney is more than a match for any other.

Consider these five great features:

- 1 An acoustic system that develops and restores the original tone from the record.
- 2 Practical elimination of needle scratch.
- 3 A violin resonator which makes Cheney tones grow sweeter with age.
- 4 Designs which set the standard in the industry for elegant simplicity.
- 5 Cabinet workmanship which bears the imprint of craftsmanship.

Cheney dealers find their trade constantly increasing—and they have behind them the assurance of sales policies which are eminently fair and permanent. The Cheney franchise is growing increasingly valuable.

Two of our most popular models

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 exceptional sellers.

The prices are hardly short of sensational. With these models you can advertise, and you can deliver, a rarely artistic musical instrument famous for its 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
DISTRIBUTORS

CHENEY PHONOGRAPH SALES CO. 1965 E. 66th St., Cleveland, O. 1107 Broadway, New York City
806 Pennsylvania Ave., Pittsburgh Ohio, W. Va., Western Pa. Greater New York, Western Conn., New Jersey

CHENEY SALES CORPORATION, 1105 Chestnut St., Philadelphia Eastern Pd., Del., Md., Washington, D. C.

CHENEY SALES CORPORATION, 376 Boylston St., Boston New England

CHENEY SALES COMPANY EDW. G. HOCH & CO.
Brandeis Bldg., Omaha 27-29 Fourth St., N., Minneapolis
Iowa, Nebr., Colo., Wyo. Minn., N. D., S. D., Northern Wis., Mont.

RIDDLE PHONOGRAPH CO., 1205 Elm St., Dallas, Tex.
Texas, Southern Okla.

ROI.YAT DISTRIBUTING CO. CHENEY PHONOGRAPH CO.
Provo, Utah 212 Selling Bldg., Portland
Utah, Southern Idaho Washington and Oregon

MUNSON-RAYNER CORP., 643 S. Olive St., Los Angeles California, Western Nev., Ariz.

All territory not listed above is handled direct by the Cheney Talking Machine Company, Chicago



It's a "mean" bunch of saxophones that perform in "Crying for You" and "You Know You Belong to Somebody Else"—Record A-3850.

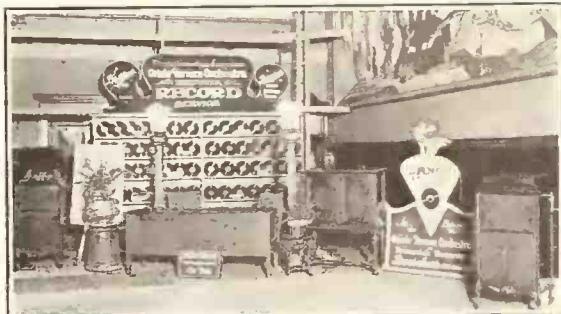
In these two fox-trot numbers the Lanin Orchestra is responsible for some remarkable instrumental effects, and a rhythm that is as smooth as poured cream. You'll strain your ears before you hear better dance music than this.

COLUMBIA GRAPHOPHONE CO.
New York

RECORD SHOP IN THEATRE LOBBY

Extensive Tie-up With Brunswick Artists Includes Establishment of Temporary Record Shop in Lobby of Theatre in Cleveland.

The increasing number of prominent record orchestras which are appearing in vaudeville in cities throughout the country offer the dealers handling the records made by these aggregations of artists an opportunity for cashing in on the local appearance of the artists which is



Brunswick Shop in Theatre Lobby

worthy of the highest type of co-operation. Wherever merchants have tied up with the local appearance of an artist or a group of artists they have found the venture extremely profitable and, in certain instances, sales of records were beyond all expectations.

An example of the lengths to which a tie-up can be carried and the profits resulting was amply demonstrated in Cleveland, O., recently, when the Oriole Terrace Orchestra, Brunswick

artists, which plays in the Carlton Terrace Restaurant, entertained at Loew's State Theatre, that city. The Cleveland branch of the Brunswick Co., Leslie I. King, sales manager of the phonograph division, sold the theatre the idea that when artists who have made records and have achieved popularity appear in the theatre all persons who own records by these artists will desire to see them in person. The result of this was that the theatre management made an effort to secure the names of Brunswick prospects from local dealers. In return dealers were supplied with publicity matter featuring the Oriole Terrace Orchestra as Brunswick artists. This publicity was to be distributed while the show was in progress.

Another important feature of the co-operative effort of Brunswick dealers during this time was the establishment of a Brunswick record

shop in the handsome lobby of the theatre by the Buescher Co., Irving Buescher, proprietor, 1310 Huron road. The value of this stunt is indicated by the fact that, although only one saleswoman was in attendance, one hundred and seventeen records were sold to people passing out of the theatre on a single afternoon.

Another stunt in connection with the appearance of the Oriole Orchestra at the Carlton Terrace Restaurant was a program list placed beside the plate of each diner. This was a four-page folder. The first page was in the nature of an announcement. The program was on an inside page, together with a statement of the fact that the numbers played may be secured on Brunswick records, and on the last page was a list of all local music stores handling these records. The latter was designed as a directory to prospective record purchasers.

devoted to the opening and a six-piece orchestra furnished musical entertainment during the afternoon and evening.

An excellent window display was arranged by Mrs. C. C. Baker, wife of the proprietor, who has had wide experience in window dressing, with the assistance of Miss Janet Furness, well-known local artist. The three lines of instruments handled by the company were featured in this display.

Insofar as business was concerned during the opening day the company was never busier. Members of the sales organization were kept on the jump during the entire time supplying the demands of customers and others who never before had made purchases at the C. C. Baker Co.'s store.

The new establishment is unusually attractive and it is, without question, one of the finest stores of its kind in this section. The building housing the business is 20 by 187 feet. Before moving in the interior was thoroughly remodeled to meet the requirements of the business. A feature is the record demonstration booths which are constructed of sugar cane fibre, which is said to absorb any harshness of tone emanating from the instruments and which is sound-proof, according to Mrs. Baker.

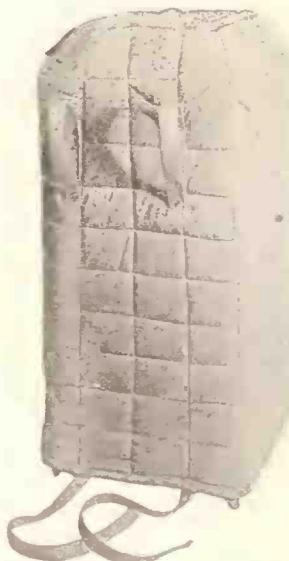
MUSIC AT "OWN YOUR HOME" SHOW

Talking Machine and Piano in Model Home in New York Show—Edison Exhibited

Thousands of people from metropolitan New York and suburban communities visited the "Own Your Home" Exposition held in the Sixty-ninth Regiment Armory during the latter part of April. Among the many varied exhibits was that of the Buckley-Newhall Co., large furniture store, with headquarters at Sixth avenue and Forty-first street, New York, Edison dealer. An Edison console phonograph formed part of this company's exhibit. A model home, full size, was one of the features of the "Own Your Home" Exposition and prominent among the furnishings of this house were a phonograph and a piano.

BRUNS MADERITE Phono Moving Covers

Cover, Straps Attached



For all models of Upright and Console Machines

Every progressive dealer needs a supply of dependable moving covers. Mr. Average Man dislikes to unpack anything he buys. By using padded delivery covers you protect and deliver a perfect instrument with no necessity for dirt, inconvenience or trouble to your customer.

It is much more simple to slip a cover over an instrument at the store and off at point of delivery and the impression left with your customer is pleasant. MADERITE covers are strong, well padded and satisfactory from every standpoint.

Consult your accessory jobber, phono distributor or write us for literature and prices.

A. BRUNS & SONS

Manufacturers of Canvas Goods

50 Ralph Avenue

BROOKLYN, N. Y.

Continued Patronage Depends on Service

There Is Truth in the Old Saying That a Satisfied Customer Is the Best Advertisement—Some Pertinent Remarks by W. B. White

The old saying about a satisfied customer being the best advertisement is pretty well worn by this time; but it has lost none of its essential validity. In every branch of industry connected with mechanical appliance of any kind, from a steam boiler in a factory to a vacuum cleaner in the home, the modern manufacturer and dealer recognize the need for following up the career of the article sold after it has been put in use. In the music industries we find that the electric player-piano business has been largely founded upon the practice of rendering to the purchaser such technical service as shall assure at least the probability of general satisfaction with the results obtained from the instrument in the home. In fact, wherever one goes one finds that the buyer is no longer regarded as one who takes his own risks and should be happy if he is fortunate enough to obtain a satisfactory article in exchange for his money. The buyer no longer is bidden "beware." To-day it is generally recognized that business does not consist in "putting something over" on the unsuspecting, but rather in rendering to the community a service, for which the reward will not be ungenerous if only the work be done unselfishly and upon a generous scale. "He gains most who gives most" is the principle of advanced business practice in this day and age.

What Is Business?

That is not to say that the principle thus described is universally understood and practiced. There are, unfortunately, still some men calling themselves business men who believe that business consists in "putting things over" on their fellow-men. Well, it may sometimes, and in fact sometimes does, happen that advantages come to a business man which he has not actually earned; advantages principally derived through some concatenation of circumstances which no one foresaw. Apart from these, and from those other advantages which are the just result of foresight and wisdom, all good business consists in rendering the best possible service to the community and in taking from that community a just reward. There is in the world work enough, needs enough waiting to be filled, and rewards enough waiting to be taken, to satisfy any reasonable desire.

The idea that business consists of rendering service is based upon the sound social principle that civilized life cannot be a constant strife. If we are to consider life as merely a battle between warring interests we might as well confess that civilization has failed. There are some signs that it is not all we have complacently thought it to be, but at the same time

it cannot, simply cannot, be worked on the dog-fight principle. Civilization has become too complex for that primitive principle any longer to prevail; unless, indeed, the whole structure is to fall into ruins.

Application to Our Business

In the music business, and especially in the talking machine business, such principles are peculiarly applicable. The talking machine differs little if at all from the most complicated pieces of industrial machinery in respect of the public ignorance of its functions and peculiarities. Simple as it is, there are "tricks" galore to be learned by those who wish to obtain the utmost in enjoyment from it. It is the bounden duty of every honest music merchant to see that every one of his customers has the chance to obtain the needed knowledge and to learn how to get the most out of the talking machine he has purchased. This, in fact, is simply a most elementary aspect of service as applied to the talking machine business.

If a satisfied customer is the best advertisement, how much more can this be said of a customer who is not only satisfied but intelligently satisfied! In other words, while it may not be difficult to keep a customer in a quiescent state and so conclude satisfaction from the absence of complaint, this does not constitute real service. True service consists in aiding each purchaser to get the utmost out of his purchase, on the principle that the more intelligent the use made of the machine the more business will be done with the purchaser, in this case through records, accessories, and so on. The principle is simple and sound. It can very easily be put into practice.

Concrete Examples

It is, of course, necessary not to offend people by officiousness; but a little diplomacy is alone required to handle any case. By far the best way of working things is to have the machine delivered with the essential parts locked and a ticket on the lock stating that the adjuster is on his way and will unlock the machine, set it in order for immediate playing and describe the right way of manipulating the needles, sound box, motor, etc. The drayman can be instructed to say that the instrument will be opened by the adjuster who follows him. When the adjuster arrives the whole family will be in a state of anticipation and it will be easy to secure their attention to the points on which they should be instructed.

These points relate mainly to (1) care of records, (2) handling of records on the machine, (3) choice of needles, (4) when and where to oil motor, (5) how to treat motor in matter

of winding, etc.; and, in the case of an electric motor, (6) the setting up of the connection to the light circuit and the inspection to prevent possible trouble with current. Each and every one of these, so far as it applies in any given case, ought to be most carefully explained. It is well not merely to show how everything is done, but to have one or more members of the family perform the various operations on the spot, so that it may be seen whether they really understand.

Effects of This Service

An expert can do all this so effectively that the members of the family will realize to some extent how much there really is to know and how their enjoyment of music will depend upon the skill they show in choosing needles, keeping motor at right speed, etc. Moreover, the opportunity will always be present for the expert to demonstrate a few records. If the house is wise that man will invariably have with him some choice records, preferably high-class ones, so that he may show the family how the machine responds to high-grade requirements in the way of reproduction. Usually more can be done at home in this way than the salesman can do in the store. Thus the seeds can be sown for future harvests of record sales.

That is only one side of the service question, of course, for the general principle demands that at all costs every customer be kept satisfied, even if it means a loss in some particular case. This principle is thoroughly understood in great department stores, which depend mainly upon reputation and community good-will. The late Marshall Field is credited with having originated the expression, "the customer is always right," which has become the foundation of modern advanced retail practice. It is a principle not yet wholly recognized in the music field; but music merchants are coming to see it more and more clearly, and it will be the dominating principle of to-morrow's merchandising.

Half the sales-resistance in our field comes from ignorance. Service removes ignorance and substitutes knowledge. Knowledge always brings satisfaction and we all know, do we not, that a satisfied customer is the best advertisement. Old stuff, but awfully true.

HARDY MUSIC CO. EXPANDS

The Hardy Music Co., of Bay City, Mich., has been considerably enlarged and improved by removal to thoroughly remodeled and larger new quarters in the Elks' building. The move was made necessary by increased business.

A FEW JOBBING TERRITORIES STILL OPEN

WALL-KANE NEEDLES

Each needle guaranteed to play ten records.

CONCERT NEEDLES

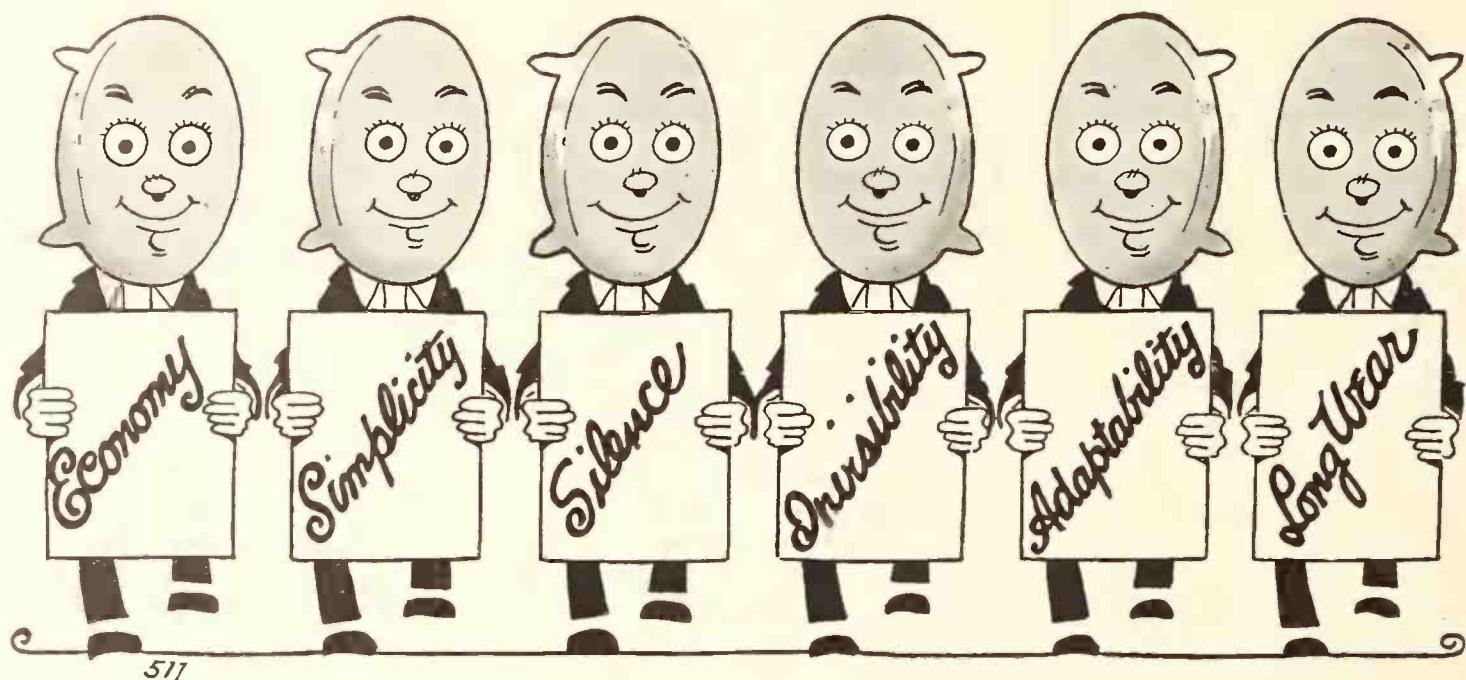
Steel needles in tones of extra loud, loud, medium and soft.

JAZZ NEEDLES

The special extra loud needle. The only one of its kind in the world.

Profit-Producing Jobbing Proposition

WALL-KANE NEEDLE MFG. CO., 3922 14th Avenue, BROOKLYN, N. Y.



DOMES OF SILENCE

"Better than Casters"

Made under Patent No. 995758 which has been vigorously contested and sustained by the Court of Appeals. Any infringers and those involved in the manufacture, sale or use of same will be liable for prosecution and subsequent damages.

The six points of excellence

ECONOMY
SIMPLICITY
SILENCE

ADAPTABILITY
INVISIBILITY
LONG WEAR

All furniture retailers know these famous slides.

All of them appreciate these six points of excellence.

All realize their use on furniture means easier selling.

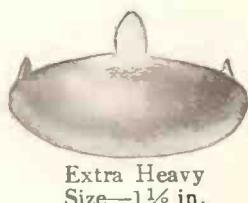
Retailers want **DOMES of SILENCE**.

Why not use them?

DOMES of SILENCE Division

Henry W. Peabody & Co.
17 State Street, New York City

MADE IN SIX SIZES SUITABLE FOR ALL KINDS OF FURNITURE



Extra Heavy
Size—1 1/8 in.

5/8 in.

3/4 in.

5/8 in.

1/2 in.

3/8 in.

Reg. U. S. Pat. Off. No. 995758 which will be strictly enforced

What we say above about Furniture applies also to Phonographs

JOSEPH A. FLANAGAN IN NEW POST

Resigns From Frederick Loeser & Co. to Become General Manager at Abraham & Straus' Music Department in Brooklyn, N. Y.

Joseph A. Flanagan, formerly connected with Frederick Loeser & Co., Brooklyn, N. Y., as manager of the talking machine department, resigned from that organization late in April to accept a position as general manager of the talking machine, small musical merchandise and sheet music sections of Abraham & Straus, Inc.,



Joseph A. Flanagan

also a Brooklyn department store. Mr. Flanagan is one of the most popular members of the retail trade in the Brooklyn section of New York and he comes to his new position with experience covering several years and a pronounced merchandising ability which will stand him in good stead in his new post.

UNUSUAL PUBLICITY STUNT WINS

Carbondale, Pa., Dealers Co-operate in Publishing Miniature Newspaper to Broadcast News of Their Businesses to Public

CARBONDALE, PA., May 5.—A clever stunt sponsored by local business men, including Harper Fulkerson, proprietor of Fulkerson's Music House, one of the most aggressive talking machine and music concerns in this section of the State, and through the co-operation of the local board of trade, is the publication of their own county newspaper. According to Mr. Fulkerson, who was a recent visitor to New York, this plan has resulted in business coming to local merchants from many outside points. In addition, Fulkerson's Music House is making consistent efforts to interest children in music, thereby building for the future.

TRUMPETONE CO. EXPANDS

Manufacturer of Trumpetone Portable Adds to Space—Business Good—T. F. DeLaney Ends Long Trip—New Jobbers Appointed

The Trumpetone Co., manufacturer and distributor of the Trumpetone portable machine, reports that business for the past month has been exceedingly good and that dealers throughout the country are marketing this small machine successfully.

In order to meet current demands, the company has found it necessary to secure larger quarters in order to have adequate space for assembling and shipping, and announces it has secured an entire floor in the building at 295 Douglas street, Brooklyn, a short distance from the factory, which will ensure the assembling and delivery of machines in a much more efficient manner.

T. F. DeLaney, vice-president and general manager of the company, has just returned from a two weeks' trip to the Middle West, visiting Chicago, Detroit, Cleveland, St. Louis and Buffalo, N. Y., calling on the trade and co-operating with the jobbers in these territories. While in Cleveland Mr. DeLaney established R. J. Jamison, 625 Swetland Building, as a distributor for Trumpetone machines in that territory.

The Stanley William Sotcher Co., Apartado, 137 Bis, Mexico City, Mexico, was this month appointed a distributor for the Trumpetone for Mexico territory. The first shipment of machines for this jobber was made this month and it is expected it will be the forerunner of many additional shipments which this company will distribute to its large clientele.

NEW RECORDS BY SHORT'S ORCHESTRA

First Three Vocalion Records by Popular Chicago Orchestra Just Released

The Aeolian Co. has announced the release of the first three Vocalion Red records made by Short's Tivoli Orchestra of Chicago, which organization recently contracted to record for the Vocalion exclusively.

The first of the three new records is of "Dreams of India" and "Down in Sweetheart Town," two fox-trots. The second record is of "By the Shalimar" and "Long Ago" ('Mid Apple Blossoms), also fox-trots, and the third record is of "Wolverine Blues" and "Liza" from the show of that name. All the numbers have proved immediately popular, particularly in Chicago and the Middle West, where Short's Orchestra is a favorite. Special window display advertising material has been issued for the use of dealers in calling public attention to the new releases.

The Greeley Music Shops, New York, have been incorporated with a capital stock of \$10,000 by M. and E. H. Horowitz and M. Udkowitz.

MARYLAND VOCALION DISTRIBUTORS

Recently Organized Vocalion Record Co. of Maryland to Look After the Distribution of Vocalion Red Records in That State

The Aeolian Co. has announced the appointment of the Vocalion Record Co. of Maryland, located at 305-7 North Howard street, Baltimore, as exclusive distributor for Vocalion records throughout the State. The heads of the company are A. J. and John A. Oldewurtel, who are well known in the talking machine trade and whose successful experience should insure very satisfactory representation for the Vocalion Red records in the territory.

The Vocalion Record Co. of Maryland has taken over the entire stock of the Clark Musical Sales Co., formerly active as Vocalion record distributor in Maryland. The new company has installed elaborate shipping quarters and a dealers' service department at the North Howard street address, and are now in a position to meet dealers' requirements promptly.

ORTON BROS. CELEBRATE BIRTHDAY

Thirty-seven Years of Progress in Music Business Celebrated by Prominent Butte Firm

BUTTE, MONT., May 3.—Orton Bros., the pioneer music house of this city, recently celebrated the thirty-seventh anniversary of the founding of the firm. The concern handles a varied selection of musical instruments, including talking machines, pianos, and small musical instruments of all kinds. Orton Bros. was founded by five brothers, Walter, Fred, Jim, Van and William, the latter two brothers assuming the active management of the concern. William C. Orton is now president and sole owner of the business, which from a small beginning has grown to what is considered one of the largest music houses in this and neighboring States, and it is still growing.

JORDAN MUSIC CO. IN NEW HOME

CHARLESTON, S. C., May 3.—The Jordan Music Co., King street, this city, recently removed its business to more attractive quarters a few doors from the former location. The concern handles a complete line of pianos, musical instruments, etc., and operates a radio department.

TULSA MUSIC SHOP OPENS

TULSA, OKLA., May 2.—A new music house called the Tulsa Music Shop will be opened at 514 South Main street the first week of May. The company has been organized by P. R. Chapman, formerly the manager of the Old Phonograph Shop, and will handle several makes of pianos and Edison phonographs. Associated with Mr. Chapman will be H. P. Downs and R. A. Irwin.

The MODEL "E" PORTABLE PHONOGRAPH

Artistic---Superior Tone Quality---Light Weight---Compact---Durable.

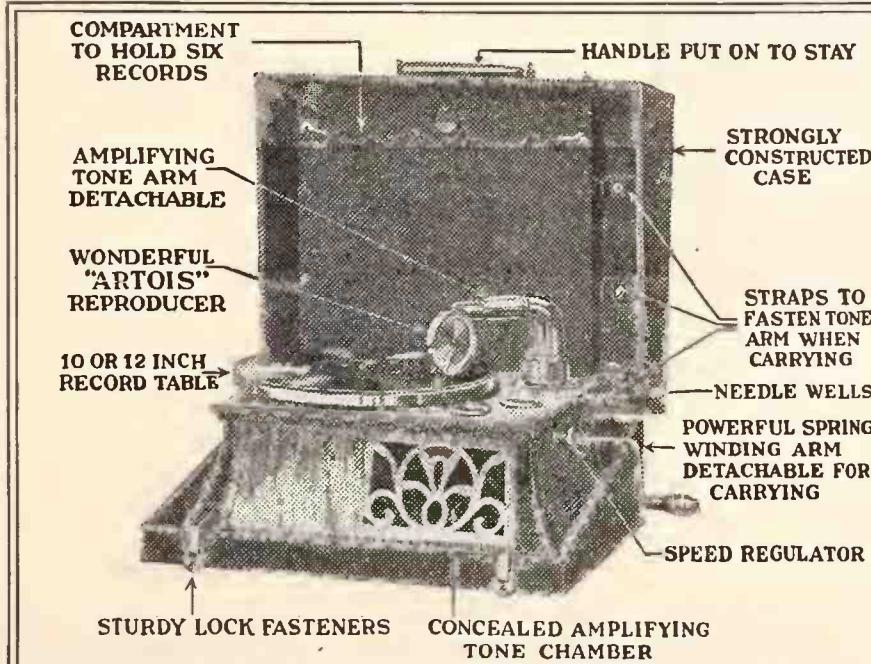
Not a Seasonal Portable.

By removing four screws, which hold the phonograph in the case, it is instantly converted into a table model.

A VERY DESIRABLE AND EXCLUSIVE FEATURE. PLAYS ALL RECORDS.

Write for Our Proposition

THE GENERAL PHONOGRAPH MFG. CO.
ELYRIA, OHIO.



The AEOLIAN-VOCALION

Duo-Tone Finish Brown Mahogany

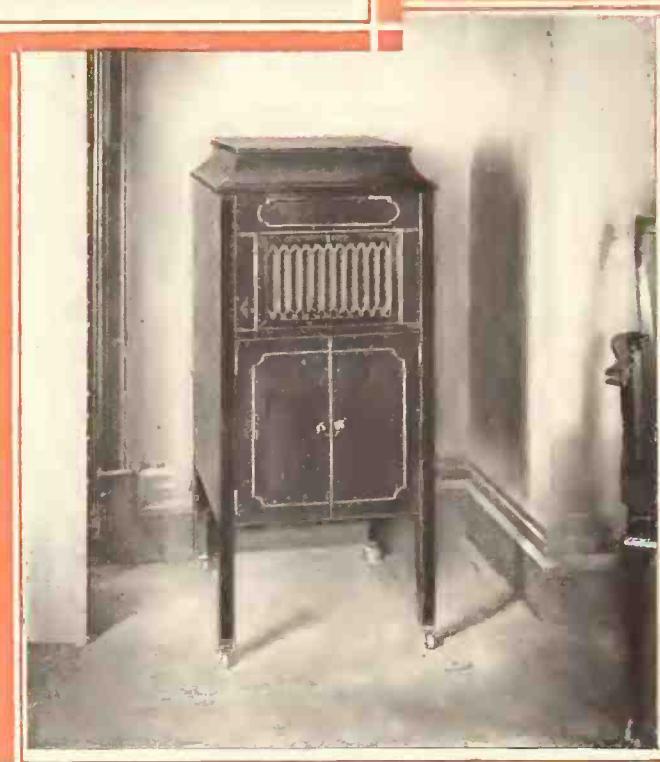


PERIOD VOCALION
CONSOLE MODEL
Style 1620
Early American

A N extremely good example of the furniture of our forefathers. A beautiful brown mahogany finish. This case is an exemplification of the best work of some of the Early American Craftsmen, of whom Duncan Phyfe was among the leaders. Graceful in every detail, this case would enhance any Colonial living-room. Dimensions: Height, 35 inches; width, 37 inches; depth, 22 inches.

CONVENTIONAL
VOCALION
Style 460
(Duo-Tone)

A BIT more ornamentation in design marks this style Vocalion, finished in two-tone effect in Brown Mahogany. Fully equipped with all special features. Hardware — Nickel. Dimensions: Height, forty-four and one-quarter inches; width, nineteen and one-half inches; depth, twenty-one and three-quarter inches.



THE richness of coloring and classic perfection of these cabinets have won instantaneous popularity.

Combine in these artistic cases the mellow-toned Aeolian-Vocalion, manufactured by the world's leading manufacturer of musical instruments, and you have the reason why this phonograph is the choice of those who demand the *Utmost In Phonograph Perfection*.

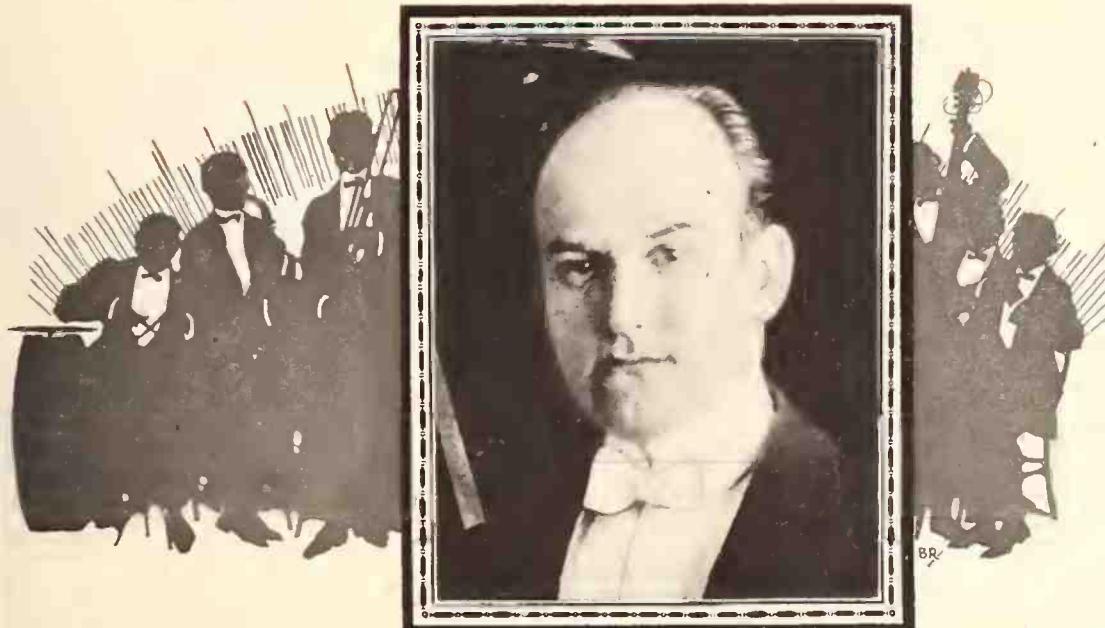
The remarkable Graduola Tone Control is to the phonograph what the artist's touch is to other instruments.—It is an exclusive Aeolian-Vocalion feature.

The AEOLIAN COMPANY
AEOLIAN HALL

NEW YORK

VOCALION

RED RECORDS



Albert E. Short and his Tivoli Syncopaters of Chicago have just signed Exclusive Contract to record for Vocalion Red Records.

Syncopation Plus: *Close Harmony—Blues—Swing and Sway*

NO wonder there's such demand for the numbers recorded by the Albert E. Short Tivoli Syncopaters exclusively for VOCALION RED RECORDS.

Every lover of syncopated music will want the following mellow melodies:

A-14552—Dreams of India.....	.75
B-14552—Down in Sweetheart Town.....	{ .75
A-14553—By the Shalimar.....	{ .75
B-14553—Long Ago (Mid Apple Blossoms)	{ .75
A-14554—Wolverine Blues.....	{ .75
B-14554—Liza (from "Liza")	{ .75

VOCALION RED RECORDS Play on All Phonographs

The AEOLIAN COMPANY
AEOLIAN HALL NEW YORK

Distributors of Vocalion Red Records

MUSICAL PRODUCTS DISTR. CO.,
37 E. 18th St., New York City.

WOODSIDE VOCALION CO.,
154 High St., Portland, Me.

A. C. ERISMAN CO.,
174 Tremont St., Boston, Mass.

GIBSON-SNOW CO.,
306 W. Willow St., Syracuse, N. Y.

LINCOLN BUSINESS BUREAU,
1011 Race St., Philadelphia, Pa.

SONORA DISTR. CO.,
505 Liberty Ave., Pittsburgh, Pa.

CLARK MUSICAL SALES CO.,
324 N. Howard St., Baltimore, Md.

O. J. DEMOLL & CO.,
12th and G Sts., N. W. Washington,
D. C.

LIND & MARKS CO.,
530 Bates St., Detroit, Mich.

VOCALION CO. OF CHICAGO,
Distributors of Vocalions and
Vocalion Records,
529 S. Wabash Ave., Chicago, Ill.

VOCALION CO. OF OHIO,
328 W. Superior St., Cleveland, O.

LOUISVILLE MUSIC CO.,
570 S. 4th St., Louisville, Ky.

THE AEOLIAN CO. OF MISSOURI,
1004 Olive St., St. Louis, Mo.

HESSIG-ELLIS DRUG CO.,
Memphis, Tenn.

GUEST PIANO CO.,
Burlington, Ia.

D. H. HOLMES CO.,
New Orleans, La.

STONE PIANO CO.,
Fargo, N. D.

STONE PIANO CO.,
826 Nicollet Ave., Minneapolis,
Minn.

STREVELL-PATERSON HARD.
WARE CO.,
Salt Lake City, Utah

MOORE-BIRD CO.,
1751 California St., Denver, Colo.

MUNSON-RAYNER CORP.,
643 S. Olive St., Los Angeles, Cal.

THE MAGNAVOX CO.,
616 Mission St., San Francisco, Cal.

Linking the Store With Local Concerts

Opportunity for Exploitation of High-Class Records That Lies in Effective Advertising Tie-up With Concerts by Record Artists

An interesting and important phase of talking machine and record exploitation which is not receiving the full attention it deserves in some sections of the country, despite the efforts of manufacturers and others concerned in the successful marketing of those products, is that concerning the tying up of local publicity with the appearance of concert artists and operatic organizations who have made records.

Despite the fact that the leading record companies issue, from time to time, itineraries of prominent artists as a guide to retailers in preparation of their publicity matter, it is doubtful if many members of the industry realize the great number of concerts of various sorts that are given during the course of a single season and in which recording artists participate in one way or another. It is estimated in certain quarters that the number of public concerts to which admission is charged and at which professional artists appear is in excess of 25,000, and practically all these are given between October 1 and April 1.

The practice of advertising the appearance of the artist and hooking up the publicity with the fact that the artist makes records for this or that company has long been followed by manufacturers themselves in the larger cities of the country and by wholesalers and live retailers in the smaller cities and towns and the result, taken as a whole, has been satisfactory.

The fact that a great artist appears in a city is going to bring little profit to a talking machine merchant unless he capitalizes that fact not only through newspaper advertising, but by special circulars sent to his mailing list and by window displays that tie up effectively. Results are particularly satisfying if an advance copy of the program can be secured and special stress laid on those numbers included in it that have already been recorded.

The accompanying reproductions of a number of advertisements featured in San Francisco newspapers during the past season by Sherman, Clay & Co., Victor wholesalers, afford some idea of the character of copy that is calculated to impress the music lover and get results. It is to be noticed that the style of copy is varied,

two of the advertisements listing some of the records made by the featured artists, together with their prices. Others simply call attention

man, Clay & Co. handled the seat sale for the opera just as many other talking machine and music dealers handle the seat sales for musical

Sherman, Clay & Co.

**Success to Mary Garden
Edward Johnson
and the Chicago Opera Association**

Obtain your seats as early as possible. The ticket offices are on the ground floor at Sherman, Clay & Co., Kearny and Sutter streets.

The Victrola Book of the Opera (new edition, 433 pages) will give you a vast fund of operatic information. Sumptuously illustrated, delightfully written, bound in cloth, \$1.50.

We also have Victor records, librettos, sheet music, selections, player rolls and Duo-Art reproducing rolls of these operatic masterpieces.

Sherman, Clay & Co.

Kearny and Sutter Sts., San Francisco
Fourteenth and Clay Streets, Oakland
Sacramento - Stockton - Fresno - San Jose

Hear Amato on the Victrola

ASQUALE AMATO, famous baritone of the Metropolitan Opera Company, is here in concert this week. Hear him, then prepare to enjoy his mighty art at home all year on your Victrola.

Owing to the tremendous demand for Amato's Victor records, our stock is reduced. But you are cordially invited to place your order, and if we are out of your favorite Amato number, it will be filled as soon as we get delivery.

Victrola \$25 to \$1500
Concert \$1.50

Sherman, Clay & Co.

HEIFETZ, famous Victor violinist, is here to play for us in concert. Hear and enjoy his great art rendered in person, then records.

Capriccio, \$1.25
Medeaon (Glaesow), \$1.25
Turkish March, \$1.25
Minuet (Porpora-Krindorf), \$1.25
Scherzo Tarantelle, \$1.25
Ave Maria, \$1.25
Hebrew Melody, \$1.25
On Wings of Song, \$1.25
Tchaikowsky's Valse, \$1.25
Gypsy Air, \$1.25

Sherman, Clay & Co.

Kearny and Sutter Sts., San Francisco
Fourteenth and Clay Streets, Oakland
Sacramento - Stockton - Fresno - San Jose

Sherman, Clay & Co. Newspaper Advertisements That Are Worthy of Study

to the appearance of the article and the fact that he or she makes Victor records.

Particularly interesting is the center advertisement run just prior to the appearance of the Chicago Opera Co. in San Francisco. Sher-

affairs in their own locality. The kick to the advertisement lies in the second paragraph, which presents the Victrola Book of the Opera as a timely and valuable guide. In disposing of copies of that volume to opera lovers a direct channel was opened for the creation of new customers for operatic records and other selections of the better class.

Practically all the record companies at the present time are featuring records by concert artists of standing and reputation, and the retailer who does not capitalize the fact that these artists are appearing in his own town and may be heard by his own record customers is overlooking a form of publicity that promises more direct results than probably any other method.

Not only can a direct publicity tie-up be made in connection with the appearance of concert artists, but it can be applied with equal success to the appearance of vaudeville artists and musical comedy stars, for it is the timeliness of the appeal that gives it value.

The manufacturers, in most cases, supply either mats or electrotypes of specially prepared advertising for local use by dealers generally without charge, and this service is of great value to the dealers in the smaller cities and towns who have not the advantage of the advice of advertising experts. Where professional advertising service can be secured, however, there is provided an opportunity for the display of originality in the preparation of the advertising appeal as it relates to the coming of the artists.

Records of operatic and concert numbers, regardless of how excellent or tuneful they may be, will not sell themselves, except to a comparatively small number of music lovers who appreciate their value from personal experi-

We Serve New York!

OUR SUCCESS in consistently rendering satisfactory service to the hundreds of Okeh dealers in New York is the result of our maintaining at all times a thoroughly complete stock of the fast-selling Okeh Records, and having a smoothly running organization adequately equipped to handle all orders—large or small—with unfailing promptness and efficiency.

To-day is a good day to give this service a trial.

NEW YORK DISTRIBUTING DIVISION
15 West 18th Street New York City

Okeh Records

ence. Nor is it possible for the average dealer to demonstrate specially good records of that class to a sufficient number of prospects to make the sales results worth while. The opportunity, therefore, lies in making a direct appeal to the concert and operagoer at the moment when the concert and opera are uppermost in his thoughts, and the hooking up of the concert, the artist and the latter's records accomplishes this result.

AD MEN TO CONVENE IN JUNE

The Associated Advertising Clubs of the World will hold their annual convention in Atlantic City from June 3 to 7. To stimulate interest in the convention among advertising men the Association has inaugurated a vigorous campaign, in which many trade publications are co-operating.

Do unto customers as you would have others do unto you if your positions were reversed.



More than 20,000
Now in Use

EDISON DISC RECORDS

should NOT be played by untried reproducers and haphazard attachments.

The "VICSONIA"
has long been accepted by the Trade for its distinctive interpretation of the Edison Disc records.

Furnish your customers with Vicsonias and increase your record circulation.

Sample Vicsonia, in silver set with sapphire point, sent on receipt of \$4.50.

VICSONIA MFG. CO.
INCORPORATED
313 East 134th Street
NEW YORK

OUR EXPORTS OF TALKING MACHINES

Export Figures on Talking Machines and Records Show Increasing Tendency as Compared With Last Year—Our Buyers Abroad

WASHINGTON, D. C., May 10.—In the summary of exports of the commerce of the United States for the month of February, 1923 (the latest period for which it has been compiled), which has just been issued, the following are the figures bearing on talking machines and records:

Talking machines to the number of 4,524, valued at \$181,697, were exported in February, 1923, as compared with 4,275 talking machines, valued at \$156,620, sent abroad in the same period of 1922. The eight months' total showed that we exported 39,469 talking machines, valued at \$1,543,260, as against 22,453 talking machines, valued at \$985,210, in 1922.

The total exports of records and supplies for February, 1923, were valued at \$103,146, as compared with \$72,311 in February, 1922. The eight months ending February, 1923, show records and accessories exported valued at \$721,846, as compared with \$1,084,998 in 1922.

The countries to which exports were made in February and the values thereof are as follows: France, \$4,517; United Kingdom, \$6,140; other Europe, \$4,728; Canada, \$69,937; Central America, \$3,180; Mexico, \$10,932; Cuba, \$3,518; Argentina, \$6,892; other South American countries, \$13,418; China, \$1,793; Japan, \$24,550; Philippine Islands, \$3,624; Australia, \$15,110; Peru, \$5,424; Chile, \$757; other countries, \$7,177.

In the above report the imports are not included and this is explained by the Bureau of Foreign and Domestic Commerce, which informs The World that "Only the exports of domestic merchandise by articles and principal countries are published at this time on account of the delay in the import reports. The corresponding statement of imports will be published when the delayed reports are received."

EFFECTIVE TIE-UP WITH ARTISTS

Talking Machine Department of L. Bamberger & Co. Cashes in on Vincent Lopez Okeh Record Sales Through Enjoyable Concert

NEWARK, N. J., May 2.—The talking machine department of L. Bamberger & Co., large department store, of this city, recently staged one of the most effective tie-ups with artists ever accomplished in this section. Vincent Lopez and His Pennsylvania Hotel Orchestra, Okeh record artists, who recently appeared in Proctor's Theatre here, were induced by the Bamberger talking machine department to hold a one-hour concert on the floor occupied by the talking machine department. In order to facilitate the sale of this orchestra's records a number of counters were arranged around the concert platform, each containing a number of Vincent Lopez's recordings, and the large crowd which gathered to hear the concert were not a bit backward in buying these records. In fact, the regular record department was probably the quietest place in the store during the concert and the special counters were the busiest.

The Bamberger store has what is generally conceded to be the best talking machine department in the city, and the large stock of Victor, Brunswick and Sonora instruments offers a wide selection to the large following of this concern.

MISS MARGARET FIELDS SUCCESSFUL

Miss Margaret Fields, secretary to Herman Doehler, president of the Doehler Die-Casting Corp., Brooklyn, N. Y., was successful in the popularity contest conducted by the Brooklyn Eagle and is one of fourteen young women who have been awarded a trip to the devastated regions of France. Following a trip to Washington, where they were received at the White House by President Harding, they will sail on May 23 for a six weeks' sojourn.



They Want Them!

GILT EDGE DANCE TONE NEEDLES

SEVENTY per cent of the records sold in this country are dance records. It follows, naturally, that this great dance-loving public will want a needle which will play their dance records properly. Gilt Edge Dance Tone Needles are real dance needles. They bring out the best in every record. They make people want to play their phonographs oftener and to buy the newest records.

Each Needle Plays Ten Times

Made by "Bagshaw of Lowell," of the same quality standards of other Bagshaw needles. Gilt Edge Dance Tone Needles are packed in "Princeton" colored boxes, 50 needles to a box.

FREE!

We will furnish you with an attractive counter display stand and cartons. The public is waiting for these needles. Send in your order today. Dance Tone Needles will be the big seller in 1923, and you should cash in on them now.

Gilt Edge Needles also made in the following tones: Extra Loud, Loud, Medium.

REFLEXO PRODUCTS CO. Incorporated

Sole Agents for W. H. Bagshaw Co.
Gilt Edge and Reflexo Blue Needles
Factory, Lowell, Mass.

Office:

347 Fifth Ave., New York City





Mention Grieg, and the mind of the music-lover instinctively turns to "Anitra's Dance." In Record 79835 this perennial favorite is presented as a distinctive violin solo. You can almost see the daughter of the Bedouin Chief gyrate as Toscha Seidel's capable bow evokes this rhythmic mazurka, with splendid pizzicati and double stopping effects.

COLUMBIA GRAPHOPHONE CO.
New York

H. L. IRELAND IN NEW POST

Made Assistant Manager of New York Wholesale Branch of the Columbia Co.

George W. Hopkins, vice-president and general sales manager of the Columbia Graphophone Co., New York, announced this week that H. L. Ireland, formerly a salesman in the Pittsburgh branch, has been appointed assistant manager of the New York wholesale branch, New York City. Mr. Ireland will be assistant to Kenneth Mills, manager of this important branch, and his experience gained in the Pittsburgh territory qualifies him for this new position. This change takes effect this week and Mr. Ireland is now at his desk taking up his active duties, pertinent to creating a contact with Columbia dealers in this territory.

LARGER QUARTERS IN COATESVILLE

Miller Piano Co. Plans Elaborate New Warehouses in Coatesville, Pa.

COATESVILLE, PA., April 30.—The Miller Piano Co., which handles an extensive line of musical goods here, including the Kurtzmann, Hallet & Davis, Gulbransen and Cable-Nelson pianos and players, together with Victor, Edison and Cheney talking machines and musical merchandise, has arranged to move to new and larger quarters at 144 East Lincoln highway, this city.

Before the new quarters are occupied they will be remodeled on an extensive scale. An addition will be built to the rear of the first floor and eight sound-proof demonstrating booths will be installed.

BUYS OUT PARTNER IN MEMPHIS

MEMPHIS, TENN., May 4.—Allen Welburn, of the Bell-Welburn Piano Co., which handles the Victor line of talking machines in addition to pianos, music rolls, etc., has purchased the interests of his partner, Mr. Bell, and he is now the sole owner of the business, which is now located in new quarters at 134 South Main street. The name of the firm has been changed to the Allen Welburn Piano Co., an amendment to the charter having been filed.

Optimism induces friendliness and cheer. Pessimism has the opposite effect.

MILEAGE BOOKS SALE DELAYED

Interstate Commerce Commission Postpones the Sale Until January, 1924

WASHINGTON, D. C., May 8.—Orders of the Interstate Commerce Commission requiring railroads to begin sale of interchangeable mileage books at 20 per cent reduction on regular passenger fare rates on May 15 have been revoked and the effective date of the mileage books sale postponed until January 1, 1924.

The action of the Commission, which follows the granting of an injunction in Boston against the Commission's order, resulted directly from an appeal for postponement by Western carriers.

Though the court restrained only the sale of the books by fifty Eastern railroads, the Commission decided to forestall the confused situation which would arise from the sale and use of the books in other parts of the country and from possible court action on behalf of Western and Southern railroads.

CROWN MUSIC CO. TO MOVE

The Crown Music Co., one of the largest jobbers of sheet music, talking machine records and accessories, will shortly move from 1437 Broadway to the seven-story building at 143 West Forty-first street. The entire building will be occupied by the Crown Music Co. and its subsidiaries, the Home Music Co. and the Cameo Record Distributing Co. Alterations in the building are now taking place and it will be ready for occupancy about May 1.

BUYS WENTWORTH MUSIC CO.

WATERVILLE, ME., May 4.—John F. Choate, who has purchased the stock and fixtures of the Wentworth Music Co., is opening a store this week under the name of the Choate Music Shop. The store has been closed since February, while alterations were being made. Mr. Choate plans to make this store the musical center of Waterville and will carry a full line of musical instruments and sheet music. He has secured the agency for the Victrola and Victor records.

The Collins & Son Music Co., Logansport, Ind., have moved into attractive new quarters at 310 Pearl street, one of the most advantageous business locations in the city.

ZIMMERMAN-BITTER CO. BUSY

Many Installations of Most Modern Equipment Completed—Capacity Operation Necessary to Fill the Large Orders on Hand

The Zimmerman-Bitter Construction Co., manufacturer of store equipment, New York City, which has just completed several large contracts, has booked a number of important orders which will keep the company busy for some time to come, thus rounding out a year of activity and prosperity. Among the stores recently equipped by this company was that of the Eclipse Talking Machine Co., Paterson, N. J., where equipment was furnished for the five floors of its new building. The first floor has thirty-six sound-proof hearing rooms of double construction, record racks, sheet music and piano roll racks, new show windows and a small goods department, which was all executed in French period design and finished in ivory enamel. Another installation completed recently was that of the Good Luck Phonograph Co., 83 Norfolk street, New York City, consisting of six hearing rooms, piano roll demonstrating room, record racks and service counters. The company is also now equipping the store of the Windsor Music Co., Tarenton, Pa., and that of Morris Ross, 48 Delancey street, New York City. One of the finest jobs which the Zimmerman-Bitter Co. has done within a recent period is the installation of entire new equipment in the store which E. G. Brown, of Bayonne, N. J., has opened in Hackensack. This consists of six hearing rooms, a piano department, musical instrument racks and music roll shelves and the construction of a beautiful display window.

EXCELLENT MARKET IN ORIENT

Better Class Chinese Ready Purchasers of Talking Machines and Records.

The better class of Chinese are ready purchasers of talking machines and records, says P. S. Heintzelman, Hankow, in a report to the Department of Commerce. Furthermore, practically every foreign family possesses a phonograph. Most machines, records and accessories are marketed by dealers with headquarters in Shanghai, or some other large port. These have their own branches at many interior points. There is no reason why American instruments, if properly advertised and marketed at reasonable prices, should not enjoy extensive sales.

DEATH OF M. J. REYNOLDS

M. J. Reynolds, head of Reynolds' Music House, Milford, Mass., and a well-known Victor dealer, passed away recently in Hamilton, Bermuda. Mr. Reynolds was one of the best-known music dealers in the State of Massachusetts. He had associated with him his brother Stephen. The firm carries a complete stock of musical goods of all kinds, including sheet music.

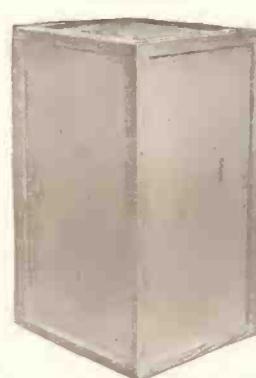
PHONOGRAPH CASES RADIO CASES Reinforced 3-ply Veneer

The Standard Case for Talking
Machines and Radio Sets

Let us figure on your requirements

MADE BY
PLYWOOD CORPORATION, Goldsboro, N. C.

Mills in Va., N. C. and S. C.



OKeh

NEEDLES

"A Famous Name for a Perfect Needle"



Now Packed in ENVELOPES
and BOXES

Extra Loud—Loud
Medium — Soft

OKeh

Needles are noteworthy for their
Uniform Points
Uniform Lengths
Perfect Reproduction

Every dealer handling OKeh Needles
will be furnished with attractive display
material for store, counter and booth.

*Your distributor is equipped to give your orders
immediate attention*

General Phonograph Corporation

OTTO HEINEMAN, President

25 West 45th Street

New York

TOLEDO

*Portable Models Have the Call—
Tie-up With Moving Pictures and
Artists Effective—Month's News*

TOLEDO, O., May 8.—Not alone is Spring in the air, but the few warm days enjoyed have kindled the desire to reopen the beach and Lake cottages, of which there are many in close proximity to the city, along the south shore of Lake Erie. Therefore, portable machines and records are now demanded. Machine and record sales for the past month show improvement over the other months of the year and record a very substantial gain over the same period last year.

The Toledo Talking Machine Co., in a check-up of its territory, which includes Ohio, Indiana and Michigan, finds that conditions are improving with the months, and that the small-town merchants and the farmers are becoming more and more optimistic as the crops in the fields begin to respond to the sun. Further interest in the five split-top Victrolas, particularly the new 105 cabinet, is great, and merchants are desirous of obtaining early allotments.

At the Lion Store Music Rooms, the sale of console machines is eclipsing any previous record. The sale of daily records, also, is big, according to A. J. Pete. During the two weeks' engagement of the Douglas Fairbanks film "Robin Hood" at the Valentine Theatre, a large type Victrola rendered the Louise Homer selection, "Oh Promise Me," at every performance. Window displays with appropriate descriptive cards made an ideal tie-up, for the store is situated almost opposite the theatre. Furthermore, at the Toledo Theater during the performance of "Honors Are Even," a Victrola rendered the Mexican number "La Golondrina" during one of the scenes and was roundly applauded. This popular selection has now passed the 3,000 sales mark at this store. It is found that whenever it is possible to secure theatrical co-operation the opportunity is a golden one.

The recent concert of the Eight Victor Artists, as usual, attracted many music lovers. It was staged in the Coliseum under the auspices of the Lion Store and stimulated record sales to a marked degree. A. J. Pete, manager, invited the 3,500 members of the Chamber of Commerce to hear the artists at the noon luncheon of the Chamber. As a result the spacious dining-room was crowded and all adjoining rooms were filled with listeners.

Aileen Stanley, during her Keith engagement

here, sang a number of selections to a Lion Store audience of 1000 in the music rooms. A gift much prized was an autographed photograph of herself which she presented to each worker in the department.

John Croxton, son of Frank Croxton, of the Eight Victor Artists, has joined the sales force of the Lion Store Victrola Department. He has had extensive training in the Victor factory and with distributors and retailers.

Lawson Bell has been appointed assistant to A. J. Pete.

Harry Reeves, formerly assistant manager, has embarked in the real estate business.

At the LaSalle & Koch Co., portables for cottage use are growing in demand—the Carola, Modernolette and Madison are popular.

Okeh records have been added to the Victor and Vocalion lines carried. These, with the Victrola and Franklin machines, comprise the principal merchandise dealt in. Forrest O. Edwards, manager, states that variety is still the spice of life. For that reason the shifting about of furniture, the rearranging of stock and the addition of new lines give the variety sought by most people.

Grinnell Bros. are conducting a big advertising campaign in various northwestern Ohio towns under the direction of Carl Rule. Recently a store was opened at Findlay, O., by the firm.

The Goosman Piano Co. is experiencing increased Columbia and Vocalion sales volume. Interest in machines and in record releases is stimulated by use of the telephone, according to Miss Grace Greenman.

At the Kneisel Record Shop, particular attention is given to the study of music the individual may favor. Vocalion Red records and Brunswicks are favored.

The Cable Co. is experiencing considerable Sumner cottage trade already. Sales of portables and records for beach use have started well. Victrolas and Columbias are featured.

The Home Furniture Co. is exceeding last year's Brunswick and Columbia totals by a good margin.

Rae Record Shop, Vocalion and Columbia dealer, is enjoying a sales volume above that of last year.

Flightner's Music Shop, Cherry street, Columbia dealer, reports that the foreign worker is again becoming a factor in the distribution of machines and records.

The Whitney-Blaine-Wildermuth Co. has announced a Spring drive and advertising campaign embracing talking machines.

Frank H. Frazelle, Sonora dealer, reports wide interest in the console type.

The J. W. Greene Co.'s talking machine department is now occupying the new enlarged section of the store, which is one of the most attractive in the city. The six booths are finished in old ivory. Victor, Brunswick and Cheney instruments have separate display rooms. E. A. Kopf is manager. A. Beck has joined the sales force.

J. W. Pietrypoweski, Junction avenue Columbia dealer, states that the Polish workman is a liberal buyer of music, but he favors folk songs rather than the modern jazz record.

Da-Lite Electric Display Co. is releasing the following May panels: Starlight Bay, Paderewski panel, Where the Sunset Turns the Ocean Blue to Gold, and a John Steel panel, President Harry Cuddeback announces.

HARWAY MUSIC CO. OPENS BRANCH

DOVER, N. J., May 5.—The Harway Music Co., of this city, recently completed arrangements for the purchase of the Chalmers Co. business, South street, Morristown, which will be operated as a branch store. Mr. Harway was formerly general manager of the DeRivas & Harris Co. here. He recently purchased this business, forming the Harway Music Co. Victor talking machines, pianos and musical instruments are handled.

UNION T. M. CO. BANKRUPT

Schedules in bankruptcy have been filed by Nathan Smith, doing business as the Union Talking Machine Co., 16 Avenue B, New York City. Liabilities are stated as \$31,642, and assets at \$5,000.

REVOLUTIONARY! Automatic DUR-A-PRESS



1 Girl Does the Work of 4 Men
4 Perfect Records per Minute

DUR-A-PRESS CORPORATION
15 West Park Street Newark, N. J.

COTTON FLOCKS
...FOR...
Record Manufacturing
THE PECKHAM MFG. CO., NEWARK, N. J.
238 South Street

Newark Recording Laboratory Individual and Commercial
RECORDING
15 West Park Street Newark, N. J.
Tel. Mitchell 1586



Al Jolson's offering this month is "Coal Black Mammy". You'll find him on Record A-3854. Nuff sed! On the reverse side is "Lindy Lady", an exceptional male quartet, by the Shannon Four. This number is in every respect a worthy companion for its Jolson running mate. Again—Nuff sed.

COLUMBIA GRAPHOPHONE CO.
New York

SALT LAKE

Utah Association of Music Industries Elects at Annual Meeting — Business Continues Brisk

SALT LAKE CITY, UTAH, May 4.—Alvin A. Beesley, manager of the Beesley Music Co., one of the oldest music houses in the Mountain States, was chosen president of the Utah Association of Music Industries at the annual meeting of the Association in the Newhouse Hotel late last month. The affair was in the nature of a banquet and dance, interspersed with solos and speeches. President Charles H. Norberg presided and, in a brief talk, thanked the delegates for their attendance. He commented on the great value of trade associations, how they help toward a better understanding and uplift of the business. Discussing the industrial outlook, he said it had not been better in years and that they had every reason to be optimistic for the future. Mr. Norberg introduced as toastmaster of the evening John Elliott Clark, local Victor distributor, who urged better attendance at the meetings of the Association. Others who spoke included the new president, Mr. Beesley, who holds the distinction, by the way, of being a bishop; J. C. McClain, manager of the Utah Music Co., and Leon B. Hampton, president of the Salt Lake Chamber of Commerce. Mr. Hampton's talk was on "Character in Business."

Officers elected for the ensuing year were as follows: Alvin A. Beesley, president; Chas. J. Thomas, first vice-president; J. C. McClain, second vice-president; J. S. Glen, third vice-president; Fred Beesley, senior secretary (re-elected); Clarence C. Christensen, treasurer.

The local talking machine business is holding up well. The demand for period models continues and most of the stores have some handsome instruments on display. Whether the demand for portable models will increase as the weather gets warm enough for canyon trips seems to be uncertain at this writing. Some of the firms are expecting it to be good.

The Glen Bros.-Roberts Piano Co., handling the Edison, has purchased the Blackman-Griffin Building on Washington avenue, Ogden, on

which it will spend \$50,000 preparatory to making its Weber County headquarters there.

Miss Gussie Pearson has left the O'Loughlin Co. and is now with the Glen Bros.-Roberts Piano Co. in the piano and talking machine departments.

The Nichols Music Shop has been opened in the Keith Emporium Building. Pianos, music rolls and talking machine records will be handled. George Nichols was at one time with the Consolidated Music Co., while his brother, Harry, the other partner, was at one time in the music business in this city.

The Lindley-Heindelman Music Co., Columbia dealer, of Provo, Utah, reports a nice business as a result of the great activity in the steel industry. Manager Spratt says their dealers at Ely, Nev., are also enjoying a good business as a result of the activity of the smelters in that section. The new releasing system, he said, was proving highly satisfactory in every way.

The Auerbach Co. is to move into the building now occupied by the Keith-O'Brien Co. Both concerns are located at State street and Broadway. The Keith-O'Brien Building, owned by the Auerbach people, is a handsome structure and considerable money is to be spent on making it right up to date. Talking machines and sheet music are handled.

R. S. Burke, of the Sherman-Clay Co., Spokane, Wash., has joined the John Elliot Clark Co., Victor distributor and dealer, and will be in charge of the company's branch at Butte, Mont. Mr. Burke is an experienced man and some big things are looked for as a result of his appointment.

On reading recently that a nineteen-year-old girl violinist, whom they recognized as a former customer, was in jail at Ogden as the result of the alleged stealing of a violin from a Salt Lake merchant and of her desire to have a violin to play while in her cell, the big-hearted officials of the O'Loughlin store on Main street, whose main business is the selling of Brunswick talking machines, promptly dispatched a violin to the girl with their best wishes.

The Glen Bros.-Roberts Piano Co. is offering prizes for a slogan. It must not exceed ten words.

Frank Brinton has opened a Columbia store at Sugar House, Salt Lake City suburb.

SALT LAKE CITY'S MARKET WEEK

Several Talking Machine Concerns to Participate in Market Week This Month

SALT LAKE CITY, UTAH, May 8.—Several local wholesalers and retailers of talking machines have arranged to participate in the third annual Market Week to be celebrated by Salt Lake City merchants during the week of May 21-26. Under the Market Week plan dealers in Utah and several neighboring States who come to Salt Lake City during the week, register and purchase goods to the value of \$500 or more from any group of concerns participating in the movement, will have their traveling expenses refunded. The idea has worked out very successfully in previous years and it is expected to prove a strong stimulus to business.

The talking machine companies who are co-operating in Market Week include the Brunswick-Balke-Collender Co., the John Elliott Clark Co., Victor wholesaler; the Columbia Stores Co., Columbia distributor; the Strevel-Paterson Hardware Co., Sonora phonograph and Vocalion record distributor, and the Daynes-Beebe Music Co., talking machine and music dealer.

KNIGHT-CAMPBELL CO. REMODELS

PUEBLO, CO., May 4.—Manager H. E. Mitchell, of the Knight-Campbell Music Co. branch here, has made extensive improvements in the company's store, which is now one of the most conveniently arranged in the State.

Heretofore the store has had two record rooms downstairs on the first floor, but the record business has grown so that another room was needed, and Mr. Mitchell has had the two rooms, which were large, converted into three rooms.

A small balcony room, or rather two of them, in the rear upstairs over the player-piano room on the first floor, where the different styles of Victrolas were displayed, has been extended across the south side of the storeroom, giving larger display room for Victrolas.

Personal contact between the members of a business organization and customers is often the means of eliminating misunderstandings and friction.

OKeh Records STRAND, GRANBY and OUTING PHONOGRAPHS

Brilliantone, True Tone, Tonofone and Gilt-Edge NEEDLES
DELIVERY BAGS AND ACCESSORIES

Complete Stocks and Prompt Service

IROQUOIS SALES CORPORATION
Wholesale Distributors

210 Franklin Street

BUFFALO, N. Y.

STYLUS BARS

(Any Style)

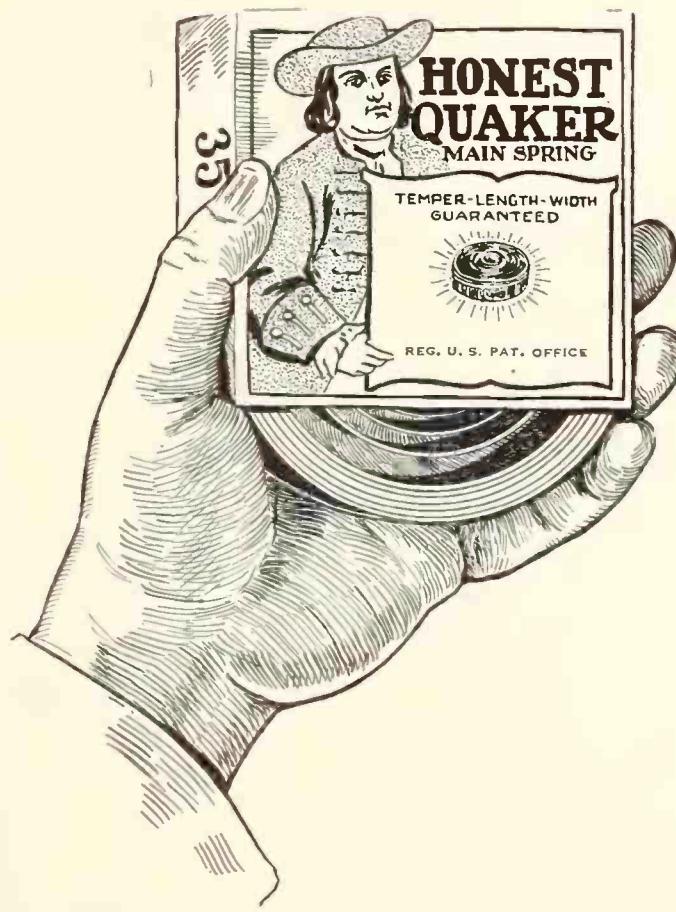
Stylus Bar and Mfg. Co.

Clague Rd.

Bay Village

'OHIO

A Size for Every Phonograph Motor



Everybody's Talking Machine Co., Inc.
Philadelphia, U. S. A.

*Makers of *HONEST QUAKER PRODUCTS*

*Registered U. S. Patent Office and Canada

M. I. S. CO. STARTS AD SERVICE

Musical Instrument Sales Co., New York Victor Wholesaler, Announces Special Newspaper Advertising Service for Benefit of Dealers

The advertising department of the Musical Instrument Sales Co., wholesaler of Victor products, 673 Eighth avenue, New York City, has announced to the trade a Victor newspaper advertising service. Originally, this service was arranged for the Musical Instrument Sales Co.'s dealers, but it has now been decided to make it available to Victor dealers everywhere. However, only one dealer in each city can acquire the right to use the material and receive the service.

By extending its advertising service the Musical Instrument Sales Co. will be enabled to develop its plans to a larger scale than has heretofore been possible. Without additional cost the added clientele makes it not only possible and desirable to extend this department's activity, but the appropriation for this service,

Mr. Edison Man:—

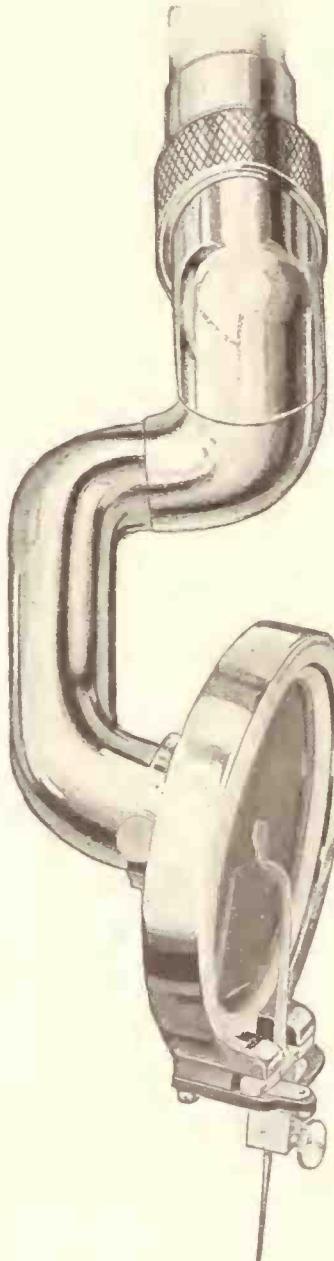
Don't Say

"KAN'T," say "KENT"

Write for catalog of complete line

The KENT No. 1
With "S" Sound Box

**Has given complete satisfaction
for years**



Reg. U. S. Pat. Off.

F. C. KENT CO.

Irvington, N. J.

naturally, will be increased and the result will be that the Victor trade will receive timely copy and material.

The cost of the service is quite low and includes eight distinctive advertisements each month. The dealer receives his material in mat and copy form, immediately available for insertion in his local paper. He, of course, uses his own judgment in inserting any or all of this material as he sees fit in a given week or month.

The latest circular announcing the extension of this advertising service carries an advance showing of illustrations of the new Victrola models 400, 405 and 410. These are striking line cuts that should appear to advantage on newspaper stock. All of the ads are carefully prepared and include direct sales and prestige copy, in addition to timely copy for Mother's Day and Memorial Day, special record ads and advertisements to exploit the portable model Victrola.

ARTHUR W. COBB DIES IN FLORIDA

Former Vice-president and General Manager of Udell Works Passes Away After Long Period of Ill Health—Had Been Connected With Udell Works for Nearly Forty Years

INDIANAPOLIS, IND., May 2.—Word has been received here of the death at Lake Hamilton, Fla., of Arthur W. Cobb, former vice-president and general manager of the Udell Works, this city, who was connected with that concern for nearly forty years and was well known in the music trade. He had been living in Florida for the past two years in an effort to recover his health.

Mr. Cobb was born in New Hampshire in 1865 and came to Indianapolis in 1883, entering the employ of the Udell Works shortly after his arrival as timekeeper. His advancement with the company was steady and when the Udell Works were incorporated in 1901 he was elected vice-president and general manager.

The deceased was a Scottish Rite Mason, a member of the Shrine, of the Elks and other organizations. He is survived by his widow, Mrs. Katie Cobb; a sister, Mrs. Robert Fessler, and an uncle, Albert A. Barnes, president of the Udell Works.

PROTESTS NEW BILL IN FLORIDA

Music Industries Chamber of Commerce Takes Action Against New Measure in That State to Amend the Replevin Statute

Action has been taken by the Music Industries Chamber of Commerce to prevent the passage of a bill now before the Florida Legislature which would amend the replevin statute of that State in such a way as to work great hardship on merchants who sold goods on the instalment or conditional sale plan, in the opinion of well-informed persons who have made a careful study of the matter.

Immediately upon learning of the situation the Chamber addressed a letter to Hon. C. A. Hardee, Governor of Florida, setting forth the dangerous character of the measure and urging that it be killed.

Similar letters were written to Charles J. Morrow and Louis C. Massey, members of the Florida Uniform Sales Commission, and to Senator W. A. McWilliams, chairman of the judiciary committee, before which the bill will come for consideration. A circular letter was also sent to the retail music merchants of Florida, urging them to write to Senator McWilliams protesting against the passage of the amendment.

The bill has already passed the House of Representatives, but it is hoped that the efforts of the Chamber and the retail merchants of Florida will bring about its defeat in the Senate or its veto by the Governor.

The merchant who does business on a "gyp" basis is not only storing up trouble for himself but he is hurting the entire industry.

Record Pressing

Under the management of an internationally experienced record authority

LATEST IMPROVED HYDRAULIC EQUIPMENT

Record Pressing of the very highest quality

It will be to your interest to investigate

SANDERS, Inc.

Springdale, Conn.
Near Stamford

Phone, Stamford 3980

CANADIAN CENSUS FIGURES ISSUED

Statistics of Music Industry Show Twenty-four Makers of Phonographs and Records Out of a Total of Seventy-seven Industries

OTTAWA, ONT., May 2.—According to a report issued recently by the Dominion Bureau of Statistics covering the census of Canadian manufactures taken in 1920, there are seventy-seven manufacturing plants engaged in various sections of the musical instrument industry, these including twenty-four manufacturing phonographs, cabinets and records. The industry had its main centers in the Provinces of Ontario and Quebec, the former Province having fifty-three establishments in all, and the latter nineteen.

Of the total capital investment in the industry in 1920, amounting to \$17,474,716, plants engaged in the manufacture of phonographs, cabinets, accounted for \$3,537,885. The industry as a whole gave employment to 4,196 persons at wages or salaries aggregating \$4,714,542.

The total value of products of the three branches of the industry in 1920 was \$16,443,304, including phonographs, cabinets and records worth \$5,128,126.

Canadian imports of phonographs and musical instruments in 1920 reached a total value of \$4,101,438, about 90 per cent being from the United States, and the exports during the same period were worth \$977,797. Exports for the years 1921 and 1922, respectively, amounted to \$439,796 and \$437,396. Canadian exports of musical instruments are mainly (80 per cent in 1920) to the United Kingdom and to British Possessions throughout the world.

Canadian musical instrument manufacturers report a distinct revival in business during the last quarter of 1922, and optimistic opinions are expressed regarding the larger volume of business during 1923.

L. A. MURRAY CO. REMODELED

DAVENPORT, IA., May 5.—Following extensive remodeling of its establishment during a period covering seven weeks the L. A. Murray Co. Music Store, 305 Brady street, this city, recently held its formal reopening. A musical program by local artists was arranged and the large number of people who visited the establishment enjoyed an excellent program. Victor talking machines, pianos, etc., are handled.

New York's Great Music Week Campaign

Talking Machine Trade in Metropolitan District Co-operates in Most Extensive and Effective Volume of Music Week Publicity

The greatest spirit of co-operation ever exhibited in the talking machine industry was made manifest during the week of April 29 to May 5 through the medium of the elaborate advertising campaign carried on by the trade in New York in connection with the celebration of New York's fourth music week.

Raising a fund in excess of \$10,000 through voluntary contributions, talking machine manufacturers, wholesalers and dealers not only con-

stituted a committee in charge of the campaign, of which Otto Heineman, president of the General Phonograph Corp., was chairman, had prepared and distributed window streamers bearing the same slogan as the advertising, namely, "Own a Phonograph and You Own the Music of the World." The streamers were reproduced in red and black and were distinctly effective. The advertising copy emphasized the fact that talking machine dealers were keeping open house

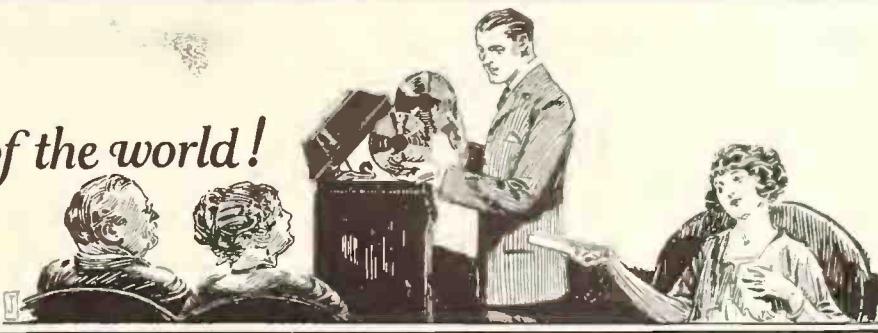
committees in charge of the details of the campaign.

It is significant that this year the talking machine interests were the only division of the music industry that took an unusually active interest in the music week movement, and it is expected that in view of the importance of the campaign and the results that may be expected to accrue therefrom, both in publicity and actual sales, an even stronger and more elaborate

Own a Phonograph

and you own the music of the world!

MUSIC WEEK



Music is the language of the whole wide world.

Own a Phonograph and you own the music of the world

THE PHONOGRAPH is more than a device of metal and wood. It is an enricher of life. With it, all doors to music are opened. With it, the heart-beat echoes with new beauty. With the talking machine, friends are keyed to a common mood.

And whether you use your phonograph to while away a lonely hour or to delight a party in the dance with the phonograph you can play the music that you want at the very moment that you want it. You decide the program.

So do not wait until you have a phonograph that your home and family deserve. And do not rest until you have brought to your home a love for the world's great music. Build a library of good records. Remember that those who are blind to music are the illiterates of the soul.

Open house will be kept by many dealers all over during Music Week. And every dealer will have on display the newest models of talking machines for the home and for the world.

MUSIC WEEK

Music is the language of the whole wide world

Build your library of Records and enjoy new pleasures in life!

WHAT the phonograph has done for books the publican makes his line for music. It has made it possible for every man to know good music—in all its bearings, to all its depths. The phonograph is all instruments in one. It is the golden Yarn—the enchanted wisdom. It is a mighty orchestra—a thousand voices.

It gives you beauty; it gives you pleasure; it brings you comfort; it gives you cerebral music. It is, in all circumstances, all education and entertainment.

And here is what it gives you: the music you want at the time you want it. You and your family decide the program.

It holds for yourself a library of good records. Records in an entire list, the borders of your imagination.

Go to your neighborhood dealer. Use his great store of great music. And when you discover a new chord, a new melody, make it your own to enjoy—one of your own library of good music.

MUSIC WEEK

Open house will be kept by every dealer in New York during Music Week. And every dealer will have on display the newest models of talking machines for the home and for the world.

Own a phonograph and you own the music of the world

The Two Effective Newspaper Ads Used, Topped by the Window Strip

tributed a generous sum to the New York Music Week Association, Inc., in active charge of the general celebration, but arranged for the running of six full page advertisements elaborately designed and with a strong appeal in a half-dozen of the leading daily newspapers with an aggregate circulation of nearly 2,400,000.

The campaign started with a full page in the New York World on Sunday, April 29; then in rotation was run a page in the Evening Sun, of Monday, April 30, the New York Times on Tuesday, May 1, the Daily Illustrated News on May 2, in the Evening Journal on May 3, and in the Evening Globe on May 4. The copy was general in character, and was aimed exclusively to place before the public the advantages that lie in the ownership of a talking machine and a library of records. Two worth-while slogans were hooked up with the advertising, the first "Music Is the Language of the Whole Wide World," and the second "Own a Phonograph and You Own the Music of the World."

In order that the dealers might tie up most effectively with the newspaper advertising, the

during the week, in that anyone interested could enjoy the features of the various record libraries without obligation.

In addition to the streamers, reproductions of the newspaper advertisement in two colors on heavy coated paper were supplied the dealers for window display purposes, and as a number of concerns ran special music week advertising, in addition to the co-operative campaign in which they also participated, New York had more valuable talking machine publicity during the week than ever before in its history in such a short period of time.

The work of the committee in arranging for and carrying out the campaign is deserving of a full measure of credit. The work of securing subscriptions was in the hands of L. L. Spencer, of the Silas E. Pearsall Co., and Maurice Landay, of Landay Bros., and these gentlemen put forth very earnest efforts in lining up the trade and impressing its members with the importance of the movement. In addition practically every manufacturer and wholesaler in the metropolitan district was represented on the various com-

mittees in charge of the details of the campaign.

If the music week movement proved nothing else in the trade it demonstrated the fact that when there is matter of particular interest presented it is possible for members of the industry to get together on a thoroughly understandable basis.

INSTALMENT SALES IN CUBA

Talking machines are frequently sold in Cuba on a year's credit, payment being made in twelve equal monthly instalments. Owing to the amount of capital required to carry on such business, foreign manufacturers of talking machine records who are not already represented in Cuba have difficulty in finding agents as the manufacturers in general are not able to furnish corresponding credit terms. The market for records at present is reported very good by Commercial Attaché Paul L. Edwards, Havana.



EMERSON LOUIS XV MODEL

Mahogany or Walnut

Prices of Emerson Models Range from \$85 to \$225

The New
Emerson Phonographs
with the famous Music Master Horn

The entire New Emerson Phonograph Line stands apart from all other phonographs, because the famous Music Master Horn is exclusively an Emerson feature.

Emerson dealers appreciate the selling advantages of a *distinctive* phonograph—an instrument far enough above the average to command the customer's preference—an instrument the

real superior tonal beauty of which *confirms* and goes beyond the sales talk!

We are strengthening Emerson distribution, and a letter or wire from you at once may work to our mutual profit. Let us hear from you today.

Emerson Records are the first out with Real Hits; Emerson Service sees that you get what you want when you want it; every record yields you 20% more profit.

"the high grade yet popular priced line"

Emerson Phonograph Company, Inc.

Manufacturers of Emerson Records—Eastern Distributors of Emerson Phonographs
 105-111 West 20th Street, New York, N. Y.

WASMUTH-GOODRICH COMPANY
 Manufacturers of Emerson Phonographs
 Peru, Indiana



We dare you to play Part 1 of this "Southern Medley" and then stop. It can't be done!

With the first few bars of "Way Down Yonder in the Cornfield" you listen with all your ears to this splendid male quartet. You play Part 2 right quickly, and then repeat both numbers. That's the sort of record the Shannon Four has made in A-3848.

COLUMBIA GRAPHOPHONE CO.
New York

SALES CAMPAIGN DURING SUMMER

Eastern Sales Staff of Brunswick Co. Holds Second of Series of Meetings, With H. K. Beach Presiding, to Develop Summer Plans

The Eastern sales staff of the phonograph division of the Brunswick-Balke-Collender Co. held this month the second of a series of meetings in New York, to discuss plans for an intensive Brunswick sales campaign during the Summer months. Every member of the Eastern sales staff was present, including O. F. Jester, manager of the Philadelphia branch, and C. F. Shaw, manager of the Boston branch. The meeting was presided over by Harry K. Beach, Eastern sales manager, who gave a very interesting talk, outlining the plan of the Eastern office for this sales campaign. A very interesting talk was delivered by the company's recording laboratory officials, in which was outlined methods of recording and comparisons were made with other records of a competitive nature, bringing out distinctive points of Brunswick records, so that sales representatives could discuss intelligently technical details as to this phase of the business.

Much interesting information in regard to the future plans of the company was disclosed for the benefit of the sales representatives, and after the meeting the entire staff adjourned to Keene's Chop House, where luncheon was enjoyed.

CAMPAIGN FOR PHONOMOTOR

W. F. Hitchcock, of Phonomotor Co., to Direct Sales of Electric Motor—Intensive Sales Campaign to Interest Trade

The Phonomotor Co., Rochester, N. Y., manufacturer of the well-known Phono Stop and the Need-a-Clip needle cutter, will shortly start an active campaign in behalf of the popular Phonomotor electric motor. W. F. Hitchcock, proprietor of the Phonomotor Co., is the inventor and patentee of this motor and his present plans include an intensive sales and merchandising campaign throughout the talking machine industry.

The Phonomotor electric motor has been on the market for the past ten years and during that time has been enthusiastically praised by manufacturers and dealers. Mr. Hitchcock believes that there is a wide demand for motors of this type and his campaign will be launched accordingly.

A WINDOW DISPLAY THAT ATTRACTED

GREAT FALLS, MONT., May 5.—The appearance in this city of Irene Williams, Brunswick artist, in the opera "Cosi fan Tutte" was made the occasion of a special window display by Strain Bros.' Brunswick record department. In addition, considerable newspaper advertising was utilized to make the tie-up more effective. As a result a brisk demand for this artist's recordings was enjoyed.

BOB MILLER WITH REINHARDTS'

Popular Composer and Musician Made Manager of Sheet Music Department of Well-known Talking Machine Store in Memphis, Tenn.

MEMPHIS, TENN., May 5.—Reinhardt's Music Shop, Vocalion, Columbia and Brunswick dealer, of this city, recently secured the services of Bob Miller, popular orchestra leader and composer of a number of selections which appear on various talking machine records, including "Uncle Bud," "Strut Long, Papa," Columbia records; "I Was Married Up in the Air," Victor, and "Mean Eyes," "Strut Your Material," "Poro Blues," "Uncle Bud" and "Sweet Pal," Okeh records, as manager of the sheet music department. Mr. Miller's orchestra, which is popular in this section, has been engaged to play on the Mississippi steamer Idlewild this Summer.

The right kind of publicity is one of the greatest forces in business.

INCREASES TRAVELING STAFF

J. J. Denehan and A. J. Wilckens Added to New York T. M. Co.'s Sales Organization—Both Are Experienced in Victor Field

Charles B. Mason, sales manager of the New York Talking Machine Co., New York, Victor wholesaler, announced recently the appointment of J. J. Denehan and A. J. Wilckens as members of the company's sales staff. These additions to the company's sales force are both experienced, efficient Victor men, who are thoroughly familiar with the Victor retailers' problems and who are qualified to co-operate with the trade.

According to Mr. Mason's present plans Mr. Denehan will visit the trade in New England and Mr. Wilckens will call on the dealers in Pennsylvania. In both of these important territories the New York Talking Machine Co. has been making rapid progress and the new men will, therefore, have ample opportunities to utilize their previous experience to advantage.

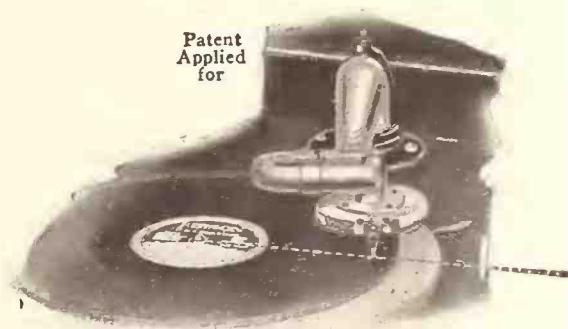
Oro-Tone No. 5 Equipment

Ask for Sample on 30-Days Approval

TWO big facts explain the popularity of the Oro-Tone No. 5 Automatic Victor Concert Equipment.

On the one hand, this equipment makes possible the playing of any record, lateral or vertical cut, on the Victor machine. On the other hand, this equipment automatically adjusts itself, giving the correct weight and position of the needle.

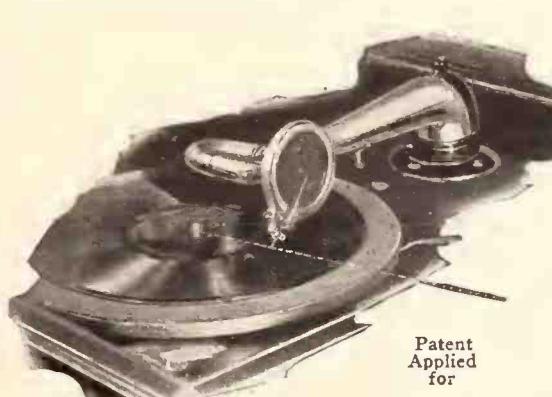
A simple turn of the hand and the Oro-Tone No. 5 Equipment is ready to play any record, giving a marvelously beautiful volume and clear definition of tone.



Showing Position for Playing Edison or Other Vertical Cut Records

Special Features

- (1) Plays Edison records with ordinary fibre needles, producing splendid volume and eliminating surface noises;
- (2) can be attached in one second and no further adjustment is necessary;
- (3) reproducer automatically adjusts weight on needle when turned to play Victor, Edison or any other record;
- (4) reproducer will not coast when record is played through.



Showing Position for Playing Victor or Other Lateral-cut Records

The Oro-Tone Co.
QUALITY FIRST

1000-1010 GEORGE STREET
CHICAGO, ILLINOIS



PLAYS ANY LATERAL CUT RECORD

Trumpetone

**MAXIMUM TONE
MINIMUM COST**

A Distinct Sales Asset for Every Dealer

PRICED AT \$17.50

SIZE OVER ALL: 13 in. wide; 11½ in. long; 11 in. high.

Wins dealer as well as customer—at once!

NOTE

THE MOTOR is of the same construction and exactness of larger instruments. It is SIMPLE, EFFICIENT, DURABLE.

Special Features:

1. Start and Stop Device
2. Speed Regulator Device
3. Carrying Handle
4. Cabinet Mahogany Finish.

THE CONTINUED adherence to the fundamental policy of providing BOTH exceptional construction and completeness in a portable instrument has produced the desired quality at a very small cost to the consumer.

Assurance is made doubly sure when your own convictions as to the beauty of tone and evident superiority of quality are substantiated by the fact that the TRUMPETONE is so generally accepted by customer and dealer alike.

DISTRIBUTORS

C. H. FOLKERS
Tower Building
6 N. Michigan Ave.
Chicago, Ill.

LOUIS F. FOWLER
501 Washington St.
Boston, Mass.

EDWARD C. HOCH CO.
104 Third St., N.
Minneapolis, Minn.

GEO. C. ULRICH
56 Estey Bldg.
Philadelphia, Pa.

R. J. JAMIESON
625 Swetland Bldg.
Cleveland, O.

MARYLAND DIAPHRAGM CO.
Raith Bldg.
Fulton and Pennsylvania Aves.

Baltimore, Md.

The Trumpetone Company, Inc.
25 Broadway **New York City**

Telephone Bowling Green 8826

DENVER

Advent of Spring Creates Portable Business—Optimism Prevalent—New Agencies—Live News

DENVER, COL., May 4.—Denver is a hotbed of activity for portable talking machines, and every make has a big following. Not only are sales recorded the year around but when the first Spring weather arrives there is an ever-increasing demand. In fact, dealers say that this year will see more portables sold in Denver than in any previous year. Already there is a shortage and jobbers are urging their factories to hurry deliveries. One reason for Denver being a center of activity for this type of machine is the number of people who go to the mountains to live in cabins during the Summer season. They wish to take a portable with them for dancing or other form of entertainment. Another reason for the sale of the portable is the ever-increasing number of apartments in this city where lack of space makes a portable the ideal instrument.

Good Business in Consoles

C. A. Delzell, manager of the Columbia Stores Co., says the console type is selling more rapidly than the company can obtain them, although there are many uprights sold. There is a big shortage in portables, the company being unable to fill all the orders coming in.

Business in New Mexico is picking up due to recent rains, which insure good crops, and the increased activity in mining. A new agency has been placed with the Johnson Furniture Co. at Fowler, Col. Matthew M. Kraus, of the Phonograph Shop, Colorado Springs, was calling on the Columbia jobbers the past week and predicts a record-breaking sale of Columbia portables in view of a very big tourist season this year.

New Brunswick Portable a Hit

L. M. Gjerde, manager of the Brunswick Co., jobber of the Brunswick for several Western States, reports business very good. Less than a week ago the company put on the market a new model called "The Royal," a console type, and so well has it taken that the demand cannot be supplied and no local retail dealer has been permitted to advertise this new model in the newspapers. Only by window display has it been shown.

New Edison Agencies

N. D. Tharp, manager of the retail and wholesale Edison department of the Denver Dry Goods Co., reports a number of new agencies, one in the F. H. Pendleton Music Store, Boulder, Col.; M. I. Ballard, at Steamboat Springs, Col.; Midwest Commissary Co. at Salt Creek, Wyo.; Santa Rosa Drug Co. at Santa Rosa, New Mexico. Reports from Wyoming territory are that business is good, with an improvement shown in parts of Nebraska. In New Mexico the Edison jobber reports business not so lively. Mr. Tharp reports the ability to get more Edisons than was the case for some time. Miss Grace McFadden, who has been a member of his sales force, has taken charge of the Edison shop conducted by the Emrick-Nadler Co.

Drop in Machine Sales

Machine sales have been rather slow the past few weeks, says Oscar Frazier, of the talking machine department of the Darrow Music Co., but record sales have kept up remarkably well. The department is showing the new console type Brunswick, "The Royal," as well as Columbia and Brunswick portables.

Sonora Portables Selling Well

While business for April was rather quiet, J. H. Blinn, of the phonograph department of the Baldwin Piano Co., says that he expects to do a good business in Sonora portables this year. "The portable is taking the place of the table style machines," says Mr. Blinn. At present the department is pushing the sale of records and player rolls.

"April has been a good month for us," said J. H. McKannon, head of the McKannon Piano Co., agent for the Edison. During the month the store tied up with the advertising campaign in the Saturday Evening Post by Hallet & Davis on the Virtuola, which Mr. McKannon regards as a splendid player at a moderate price.

Portables for the Hotel Dwellers

J. M. Thompson, of the phonograph department of the Charles E. Wells Music Co., says he finds an increasing number of people who live in hotels here to be in the market for portable Victrolas and Brunswicks. Mr. Thompson has been pushing records and his sales have beaten that of April a year ago. Albert Snell, for six years with Knight-Campbell Co., is now with the sales force of Mr. Thompson's department.

Denver Music Co. Activities

A sale of used talking machines has been conducted during April by the Denver Music Co. and all four makes—Victrola, Brunswick, Sonora and Columbia—have sold well.

Maurice A. Richmond a Visitor

Maurice A. Richmond, president of the Richmond Music Supply Corp., and of the Richmond-Robbins Co., music publishers, of New York, was in Denver April 25 calling on the trade, being en route to the Pacific Coast.

CLUETT & SONS' FORMAL OPENING

SCHEECTADY, N. Y., May 5.—Cluett & Sons, prominent music merchants of this city, staged the formal opening of their new quarters at 203 State street last month. The store was visited by hundreds, who inspected the warerooms, talking machine booths, instrument and other departments devoted to records, sheet music and musical instruments.

The new Cluett quarters contain about double the space for wareroom displays, the store being in the shape of an L, with a large display window and entrance on the Ferry street side. It is handsomely equipped for the display of the lines handled by this house.

CONGO CANNIBALS HEAR THE EDISON

Laughing Records Best Appreciated by Belgian Congo Natives at Christian Mission Eleven Hundred Miles In the Interior of Country

Occasionally the story of the talking machine in use in strange lands filters through to this country, interesting evidence of the world-wide use of these instruments. The latest account reaches us through Haines & Essick, Edison dealers in Decatur, Ill., of the manner in which the natives of the Belgian Congo, eleven hun-



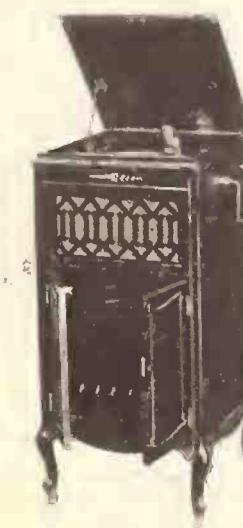
Congo Natives and the Edison

dred miles in the interior of the Congo Basin, Africa, received the music emanating from an Edison phonograph. The accompanying illustration was snapped by Chas. P. Hedges, of Benmont, Ill., missionary for the Christian church in that region.

The instrument in the picture was purchased in 1918 from an Edison dealer in New Orleans and is a C-150, oak finish, which has been found particularly able to withstand the humidity of the Congo climate. Mr. Hedges states that the natives best appreciate laughing records and others of a similar nature.

WEALE & SONS IN NEW QUARTERS

PORT JERVIS, N. Y., May 5.—E. F. Weale & Sons, dealers in musical instruments, have recently obtained the lease to the storeroom of the Ready Pay Store at 93 Pike street.



Guess the Price!

LOT down what you think would be a fair price for this beautiful Empire Model XA-1 and then write us and find out what the price actually is. You will be surprised! Brown or red mahogany, top, front and back. Full French turned legs front and back. Heineman motor. All exposed metal parts full nickel plated. Automatic spring balance cover support. Filing shelves for albums. All this, plus a marvelously clear, brilliant tone! The price is so low it will startle you. You can make real money on this!

The UDELL WORKS

28th Street and Barnes Avenue

INDIANAPOLIS

"A new Gennett!"



ANTICIPATION

is justified by realization when the record is a Gennett.
If you have never heard a Gennett treat yourself to No. 5104.
When you hear "Sweet, Lovin' Man" and "Maple Leaf Rag"
played by the New Orleans Rhythm Kings, you will have the
Gennett habit.

They better all phonographs—Hearing Is Believing.

Write for Gennett Catalog

Gennett Records

Manufactured by

THE STARR PIANO COMPANY

RICHMOND, INDIANA

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

Featuring the MUSICAL POSSIBILITIES of the TALKING MACHINE

[EDITOR'S NOTE.—This is the twenty-sixth 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 featuring and developing of the musical possibilities of the talking machine.]

A TEXT AND A SERMON

Francis George Cuttle, Columbus, Ga., tells me that the subject discussed in this department last month has awakened his attention and made him think a great deal about the whole question of recording extended musical works. He thinks, however, that something ought to be done to increase the running time of the individual disc, so that it may not be necessary to use several discs in order to reproduce a complete movement of a symphony or of a concerto. In this connection he refers to a British invention for increasing the running time of records, which has recently been exhibited in this country by the Hon. Noel Pemberton-Billing, a gentleman whose war record was remarkably distinguished and who is now in the phonograph game in London. The invention consists, I believe, of a special gearing whereby the speed of the sound groove is kept constant, instead of being steadily decreased as the needle comes closer and closer to the center of the disc. As everyone knows, the mathematical center of a rotating disc is, of course, at rest while the speed at which a point on the disc travels varies with the distance of that point from the center. If, by a steady change in the motor speed, this point-travel speed can be maintained at a constant level it is evident that the running time of the disc will be greatly increased.

Now, as a matter of fact, I do not know personally whether this process or method has turned out to be perfectly practical. If it is practical it is certainly both interesting and important. But there is a good deal to be said on both sides of the question. For one thing, the system is not satisfactory, unless all the records are made upon the same principle. That would mean an entire re-building of the record libraries, both in this country and abroad.

The Real Point

But the real point is: Wouldn't it be far better for the dealers and everyone else in the talking machine business to devote themselves to selling what they have? The talking machine record libraries constitute one of the most remarkable of latter-day contributions to the appreciation of music. They are enormous in quantity and marvelous in quality. Yet they are sold in the most one-sided manner, a very large part of them is entirely neglected and of them it is true to say that they are much more bought than sold. In a word, the retail dealers have never featured, and do not feature now, the musical possibilities of the talking machine. On the contrary, they allow it to sell itself, and then complain that the public does not like high-class records.

As a matter of fact, indeed, the public is a great deal more intelligent than is supposed by dealers who are too mentally lazy to think up for themselves ways and means for serving their communities. Dealers who think of the talking machine business as simply one among many possible ways of making a fortune are not likely either to make the fortune or to leave any particular impress upon the trade. What we need in this business is more dealers who will feature the musical possibilities of the talking machine.

Incalculably Great Possibilities

For these possibilities are so great as to be incalculable by the individual. No one can rightly appreciate them until and unless he has himself experienced the thrill which comes with listening to the fine reproduction of a fine rec-

ord of some musical masterpiece. Has anyone with the slightest musical feeling ever been able to listen without a catching of the breath to that glorious moment in the Tannhauser Overture when the brasses come in with the Pilgrim theme at the climax? The three records which constitute the Victor interpretation of that music, as made by William Mengelberg and the New York Philharmonic Orchestra, are, doubtless, a bit troublesome to handle, seeing that they must be changed rapidly if the entire work is to be given continuously. But what of it? Does anyone suppose that the value of the recording is seriously impaired by that small difficulty? Hardly! I myself have the wonderful recording (London Gramophone) of the E flat major Beethoven piano concerto, done by Frederick Lamond, with the Albert Hall Orchestra, conducted by Eugene Goossens, in five double-faced 12-inch records. It is a bit of a bother to change the discs, I admit, but one's trouble is always more than repaid because of the beauty and unique completeness of the thing. It is uniquely complete, indeed, with every note of the score preserved. Is it worth while? I should say it is. It would be well worth while even if it took ten records, instead of five.

Of course, if a whole movement could be got on to one face of one disc the achievement would be most welcome; but, since this is out of the question for the present, why worry?

What I want to see, as I have said before, is a great deal more popular interest in the music we have. The riches of the record libraries have simply not been rightly exploited by the dealers in general and until they are it is useless to ask the makers of records to revolutionize their methods in the interests of an improvement which is mainly a convenience.

The Drag of the Unintelligent

How long will it be before talking machine dealers in general realize the power of the weapons which have been placed in their hands? Perhaps it will take, to organize improved methods of selling records, just as long a time as may be needed to organize a body of dealers more intelligent than some of the present lot. It is not that we have not intelligent dealers and salesmen; but that we have not enough of

them. It is the drag of the unintelligent which keeps the retail end of the business so far below the level of the manufacturing end. Does not anyone see, with half an eye, that the way to make money out of the talking machine business is to go after the high-class trade with high-class machines and high-class records? There is a high-class trade and it is bigger in numbers than ever it was. There is a class in the community which has never been reached by the talking machine men, although the latter have always been equipped with the needed outfit to reach this class. There is this intelligent, professional class which does not rush off after every new craze, which takes radio coolly, which likes its scientific features, but does not desert better musical instruments for it. The intelligent people are those who really love music, not those who care for nothing but cowbells and dancing. Let there be as many "blues" records sold as can be made, by all means, but let not the idea go forth that radio and the dance hall can be fought to a standstill by that sort of stuff. To stress "popular" records only is simply to stress the one point where outside competition is most powerful. To search out those who love real music, on the contrary, is to place oneself in a position which can neither be stormed nor outflanked.

Let us, then, devote ourselves to making the best use of the magnificent record libraries which we already have at our disposal; and let us not worry about what the other fellow is doing in some other line to compete with us. If he does compete with us to our disadvantage the fault is with our methods, not with the talking machine.

Will Mr. Cuttle forgive me for using his interesting suggestions as a peg upon which to hang this sermon?

ALBERT SPALDING SAILS FOR EUROPE

Albert Spalding, American violinist and exclusive Edison artist, sailed for Europe on April 28. He is booked for an extensive concert tour which will last until next Fall. The popularity of this young genius is fully as great in Europe as it is in America.

IT is true that the Edison is not sold on its price. Yet, with a range from \$100.00 to \$375.00, a dealer is in a position to offer the highest quality phonograph to every prospect.

This is just one of the facts which make the Edison a pleasant and profitable line to sell.



"ASK THE DEALERS WHO SELL THEM"

THE PHONOGRAPH CORPORATION OF MANHATTAN
METROPOLITAN DISTRIBUTORS
ORANGE, N. J.

CANTON, O.

*Continued Industrial Activity
Cause for Optimism Over Outlook
—Changes and Trade Activities*

CANTON, O., May 4.—After several weeks of unseasonable weather which, according to dealers, had a bad effect on business in general. Spring weather is in vogue and already there is a noticeable increase in both machine and record sales. A survey the past week of the Canton territory shows that few dealers are now experiencing trouble in getting merchandise. Victor machines are coming through now in all wanted models and this has been a big asset to distributors of this particular make. Better than half of the sales, according to dealers, are period models. New models in most all makes are coming through almost every week and there is little difficulty in convincing the trade that consoles are the big factor at this time. Records have not been selling any too well for several weeks. There already have been many calls for portable machines of the \$50 class.

The Canton district industrially is still hitting "on high" and all steel working plants are operating at capacity and everyone seems to have money, but is slow in letting go of it. However, most of the sales are for cash.

Brunswick machines and records enjoyed a good month after getting away to a slow start, it was said at the store of the D. W. Lerch Co. Record sales, which have slumped in recent months, took a spurt during April and, as the result, the store experienced one of its busiest months in this respect.

C. M. Alford, of the Alford & Fryar Piano Co., stated that, in remodeling his store in the Harris Arcade, he planned to devote considerable more space to talking machines. Under the new arrangement two departments, instead of one, will be given over to the display and sale of talking machines. Mr. Alford, within the next month, plans a formal opening of his music store, when a group of artists will be present and representatives of talking machine factories will be in attendance.

P. Q. Shrake, manager of the music department of the Klein, Heffelman, Zollars Co., says he expects a busy May and June and believes that we are facing a busy Summer business.

Mrs. Carolyn Georheart, in charge of the record department at the William R. Zollinger Co. store, has resigned and has gone to Toledo, O. Mr. Pyle, manager of the department, announces Miss Margaret Gallagher as her successor.

George C. Wille, proprietor of music stores in Canton and Massillon, announces that, effective May 1, Loren Van Horn, who for some years has been connected with the Drake & Moninger Co., in Canton, will be manager of the Massillon store of the company. He suc-

DIRECT FACTORY PRICE—JUST MENTION THE QUANTITY

MOTORS	CASTINGS	TURNTABLES	Stylus Bars
TONE ARMS	Grey Iron	MOTOR FRAMES	Screw Machine Parts
REPRODUCERS	and Brass for	TONE ARMS	Talking Machine Hardware
		HORNS and THROATS	
<i>Direct Quantity Importations On</i>			{ JEWEL and STEEL (Bulk or Packed) PHONOGRAPH NEEDLES GENUINE RUBY BENGAL MICA

D. R. DOCTOROW

Vanderbilt Ave. Bldg.
51 East 42nd Street, New York
Tel. Vanderbilt 5462
Murray Hill 800

ceeds Charles Grosjean, who will continue with the Wille Co.'s Massillon store in a sales capacity. Mr. Wille remarked that the temporary location of his store in Cleveland avenue northwest seems to be retaining its trade and that no falling off is evident.

Canton talking machine dealers this month say that record sales for many months have not been what they should be and that they attribute the falling off in this particular merchandise to the presence of so many chain stores selling records at prices which the music dealers are unable to compete with.

Zanesville dealers of Starr phonographs and Gennett records have just received a shipment

of records made by the seventy-three-piece Armco Band, of Middletown, O. The records are double disc and one side is a reproduction of the "137th Field Artillery March" and on the other side is "Men of Ohio." The local sales are very heavy and are reported brisk in many other nearby towns.

The National Prosperity Conventions of the music industry, which will be held in Chicago the first week in June, will be attended by three prominent Canton talking machine dealers, C. M. Alford, of the Alford & Fryar Co.; D. W. Lerch, of the D. W. Lerch Music Co., and P. Q. Shrake, manager of the music department of the Klein, Heffelman, Zollars Co.

"DANCE WINDOW" FEATURING VICTOR TANGO RECORDS

In line with its policy of co-operating with dealers in arranging window displays of a type

has ready a special display, reproduced here-with, which will be known as the "Dance Win-dow," in which the Victor tango dance records are featured.



designed to arrest attention of passers-by and stimulate interest in various recordings, Ormes, Inc., Victor distributor, New York City, now

toplay mentioned should prove of added value in making the display a powerful force in the sale of this type of dance recordings.

NEW YORK RECORDING LABORATORIES, Inc.

Recording, Pressing and Plating for the Trade

MANUFACTURERS OF **PARAMOUNT** AND SPECIAL LABEL RECORDS

Stocks Carried in New York Offices

For Recording Department, Plating or Stock, Call or Address

1140 BROADWAY

Phone Madison Square 3763 or 5967

NEW YORK, N. Y.



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**

SAMPLES \$8.00 **Specify 8½" or 9½" arm**

EL ESTILO DE VIDA

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**

ACTUAL SIZE

Carried in Stock for Victor and Columbia

Fletcher
REG. TRADE MARK



Reproducer and Connection

NEW EDISON

Plays all Records

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, $8\frac{1}{2}''$ and $9\frac{1}{2}''$

SEND FOR PRICES AND TERMS

FLETCHER-WICKES COMPANY

116-122 WEST ILLINOIS STREET

CHICAGO

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

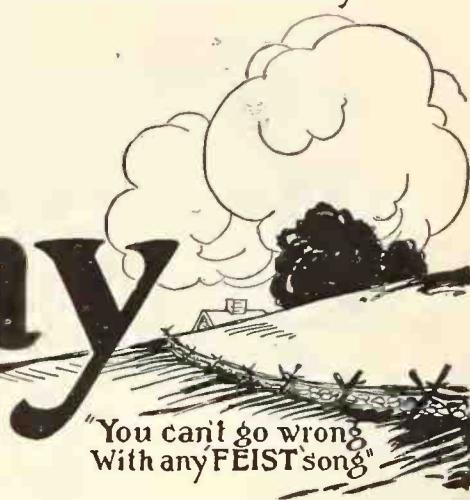


Car-o-lin-a Mam-my I'm long-in' for you — Car-o-lin-a Mam-my

Carolina Mammy

A Real Southern Mammy Song

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



IN DES MOINES

Music Memory Contest Stimulated Interest in Records—Business Shows Improvement—Stores Change Hands—Other Important News

DES MOINES, Ia., May 5.—Business in the talking machine and record lines seems to be a little better than usual for this time of year. Particularly is the record business holding up well. Jobbers and dealers attribute this fact to a late Spring. Dealers in outlying districts have been handicapped to some extent by bad roads. As a result the volume of business from rural districts has been low.

The Music Memory Contest, which came to an end the latter part of April, awakened considerable interest locally. Some increase in record business could be traced to that source, but dealers claim that the greatest benefits derived will be indirect.

Jobbers here claim that the increasing popularity of radio has not hurt their business to any appreciable extent. Some of the jobbers are using the radio to stimulate record business. WGF, the radio broadcasting station of the Register and Tribune, co-operated with local jobbers by broadcasting May release records during the latter part of April.

Harger & Blish report the appointment of R. B. Wilson as district manager in South Dakota. The district supervised by Mr. Wilson includes parts of Nebraska, South Dakota and Minnesota. The new manager was formerly manager of the Wilson Music House, Solon, Ia.

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The Iowa Corn Song record, recently issued by Edison, is enjoying a remarkable sale, according to Harger & Blish. The reverse side of the record, the Okaboji Waltz, composed by Edward C. Horne, who for five years has traveled for Harger & Blish, is also very popular among the Iowa trade. Mr. Horne makes his home at Arnold's Park on the shore of Lake Okaboji.

The Duning Co., jobber of Starr phonographs and Gennett records, reports that its record business has been exceptionally good for this time of year. The new Physical Culture records by Gennett have enjoyed a ready sale. This company announces the appointment of F. W. Loewenstein as Starr and Gennett dealer at Keokuk, Ia.

F. H. Nolte, of Stuart, Ia., has purchased the jewelry and Edison business of F. G. Malloy, of that place. The latter will continue as a salesman for Mr. Nolte.

F. McCreary, of Churdan, Ia., dealer in Edison phonographs and records, has been succeeded by the firm of McCreary & West.

J. S. Wilkins, well-known Edison dealer, at New Hampton, Ia., died at his home April 24. The business will be carried on by Mr. Wilkins' son under the firm name of A. C. Wilkins.

The Chase & West Talking Machine Co. has been taken over by the Chase & West Furniture Co. J. M. McNamara has recently taken over

the duties of general manager of this store.

According to H. B. Sixsmith, sales manager for Mickel Bros., Victor jobbers, dealers are very much interested in the new models to be issued soon. Mickel Bros. have established a slide service featuring popular Victor releases. Dealers in the smaller towns have been using these slides very effectively for advertising Victor releases at motion picture shows.

O. A. Laatsch, Edison dealer, at Pipestone, Minn., who was an April visitor at the Harger & Blish jobbing house, reports that conditions in Minnesota are very much improved and looks forward to a splendid business during the coming year.

G. W. Lyman, of Fonda, Ia., has succeeded to the Edison business formerly handled by the O'Keefe Drug Co. at that place.

H. A. Lorenzen, manager of the Edison department for the Paule Jewelry Co., Burlington, Ia., is the proud father of a fine baby son.

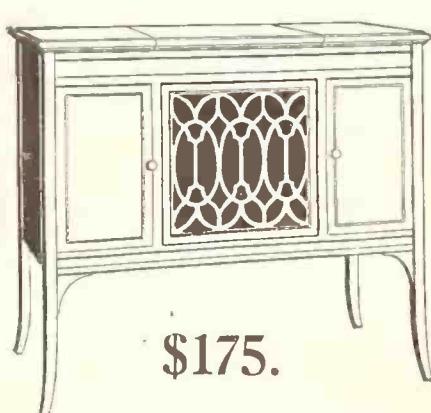
Miss Ethel Camel, of Creston, Ia., is now with the record department of Davidson Bros. store, Des Moines, Ia. She was formerly with McGregor & Coen, Victor dealers, at Creston, Ia.

The new management of the Stieffler Furniture Co., Missouri Valley, has finished remodeling its store and now has one of the finest furniture and music houses in the Middle West. The firm has recently taken on the distribution of Gennett records in that territory.

C. H. Macone, of Grand Island, Neb., is the name of a new Starr and Gennett dealer, according to the Duning Co. He will do business as the North Side Music House.

Mrs. C. C. Amsden, of Manchester, Ia., was married recently to Tom Armstrong, of Greely, Ia. Mr. and Mrs. Armstrong will make their home at Greely, Ia., where Mr. Armstrong is engaged in the Edison business. Mrs. Armstrong will give up her Edison agency at Manchester.

The United Talking Machine Co., of Brockton, Mass., recently purchased the D. S. Marsh Co. store in New London, Conn.



\$175.

Write us for open territory

Western Distributors for
Thos. A. Edison, Inc.
Orange, N. J.

WHICH — is the best Phonograph?

Mr. Edison says—

"The new Edison is the only phonograph which is capable of sustaining the test of direct comparison with the living artist."

\$135.

HARGER and BLISH
DES MOINES, IOWA



LANDAU'S OPENS ANOTHER BRANCH

Many Prominent Victor Jobbers Attend Formal Opening of Handsome New Pittston Store of Rapidly Growing Pennsylvania Firm

PITTSSTON, PA., May 5.—The rapid growth of prosperity of Landau's, widely known Victor dealer, operating several stores in this section of the State, with headquarters in Wilkes-Barre, has been indicated by the opening of several branch stores during the past year. The latest store to be formally opened to the public is a handsome remodeled establishment in this city. Other branches were opened comparatively recently in Wilkes-Barre and Hazleton, Pa.

The Pittston establishment is one of the finest operated by Hyman Landau and Harry Michlosky, proprietors. The formal opening was attended by about 4,000 local music lovers and, as has been stated, prominent members of the trade, including Jerome Harris, secretary of C. Bruno & Son; Charles B. Mason, sales manager; George Kelly and Ernest Fontan, of the New York Talking Machine Co.; James J. Davin, of Ormes, Inc.; V. W. Moody, of the Silas E. Pearsall Co.; Harry Ellis, manager of the Talking Machine Co., and G. Tatem, of the same concern; D. Wilson Mayberry, of the Penn Phonograph Co., of Philadelphia, and others.

Musical entertainment was furnished by two orchestras and a quartet, and souvenirs, such as flowers, sheet music and thimbles, were presented to the guests.

PROOFS OF ACTIVITY AT SEA SHORE

Important Contracts Closed for Van Veen Equipment in Long Branch and Atlantic City

Leon Tobias, secretary of Van Veen & Co., Inc., returned to the headquarters of the company in New York City, after a somewhat extended trip which was marked with considerable success. Among recent contracts closed by Van Veen & Co., Inc., is one with Harry Levin, at 118 Broadway, Long Branch, N. J. This contract calls for a model shop equipment, including six hearing rooms with paneling and wainscoting, record racks with a capacity of 15,000 records, counters, musical instrument wall cases, music roll cases, etc. An outstanding feature of the installation will be a handsome colonnade twenty-four feet long, covering the entire width of the store. Mr. Levin is an enthusiastic Victor retailer and has created considerable business in this all-year-round sea-shore resort. He is now building an extension to his present warerooms twenty-four feet wide and eighty-nine feet long, in which this department will be housed.

Another indication of the expectation on the part of the seashore dealers for big Summer business is a contract recently placed with this company by Charles H. Godfrey, 1728 Atlantic avenue, Atlantic City, N. J., for complete installation of equipment consisting of ten hearing rooms, record racks for 20,000 records and necessary counter equipment. This entire job will be finished in ivory enamel and will be, when completed, one of the most attractive warerooms in this popular seaside resort.

MID-MONTH REGAL RECORD RELEASES

H. G. Neu, of the Regal Record Co., Inc., reports a decidedly increased interest on the part of the public in vocal selections. From present indications this renewed activity in the sale of song records is to continue and, while dance selections will naturally predominate during the Summertime, this need not necessarily reduce the present call for vocal renditions. At least the present plans of the Regal Co. are being arranged to meet the coming calls for records on such a basis. In addition to the regular monthly list of Regal records the sales department of the company announces mid-month releases. These will include five or six numbers from the coming month's titles selected for their particular popularity.

FEATURE SARAH BERNHARDT RECORD

Aeolian Co. Claims to Have Only Recording of Voice of Great French Actress

The Aeolian Co. has been giving considerable publicity to the fact that the late Sarah Bernhardt made the only record of her voice for the Vocalion in 1917, one side of the record bearing "Prière pour nos Enemies" (Prayer for Our Enemies) by a French officer, and the other side, "L'Etoile Dans La Nuit" (The Star of the Night), by Guernon. The announcement has aroused considerable interest among admirers of the great French actress in all parts of the country.

HAMILTON BACK IN NASHVILLE

NASHVILLE, TENN., May 5.—William P. Hamilton, who has been manager for the O. K. Houck Piano Co., in Little Rock, Ark., for nearly twenty years, recently returned to Nashville, his home town, to take charge of the company's branch office in the latter city.

SHERMAN, CLAY ENLARGES QUARTERS

Alterations to Sacramento Store Will Provide More Space for Growing Business

SACRAMENTO, CAL., May 3.—The local headquarters of Sherman, Clay & Co. are being considerably enlarged. When the alterations to the building on Ninth and J streets have been completed store managers and employes will take up the task of installing five complete departments, each one to handle special lines of musical instruments and accessories. Pianos and players will be found in one department, phonographs and records in another; sheet music will be separate, and small musical instruments will add another department, with player rolls and cabinets completing the list.

The enlarging of the building now occupied by Sherman, Clay & Co. will provide additional floor space required by a rapid increase in business, as reported by the local managers.

Console period models seem to be the favorite with the public now.

Meets Tremendous Approval Oro-Tone No. 4 Edison Automatic Equipment

There is a reason for the amazing success of the new Oro-Tone No. 4 Edison Concert Automatic Equipment—unequalled in convenience and performance.

THE Oro-Tone No. 4 Edison Concert Equipment offers you five exclusive features to help you sell: (1) It automatically adjusts itself to the correct weight for playing all lateral and vertical cut records; (2) It also automatically adjusts itself to the correct needle center and correct angle for playing all lateral and vertical cut records; (3) the height adjustment feature insures that the reproducer will swing clear of the record; (4) the reproducer will not coast when the record is played through; (5) the new Oro-Tone No. 4 Concert Equipment plays an Edison record with the regular fibre needle, producing splendid volume and eliminating surface noises.



Patent Applied for

Position for Playing Victor and other Lateral cut Records.

This illustration shows the neat, trim appearance of the Oro-Tone No. 4 Equipment and the position when playing Victor or other lateral cut records. Note the dotted line showing the exact center which the needle takes automatically when the reproducer is turned to play lateral cut records.



Patent Applied for

Position for Playing Edison and other Vertical cut Records.

A simple turn of the hand and the Oro-Tone No. 4 Concert Equipment automatically adjusts itself to play Edison and other vertical cut records. Note the position of the needle shown by the dotted line. Also the shortening of the arm which adjusts the weight properly and automatically.

Every Oro-Tone No. 4 Edison Concert Automatic Equipment is guaranteed mechanically perfect in workmanship and operation for a period of two years. Write for sample sent on 30-days' approval.

1000-1010
George Street

The Oro-Tone Co.
QUALITY FIRST

Chicago
Illinois

SOME SALES STIMULATORS

No matter how excellent the service may be which a store extends to its customers it will soon be looked upon by patrons as the usual and necessary thing for the merchant to do, unless he impresses on them the fact that any special service which he extends is costing him money and that this service is a favor to the customer. W. F. McLay, aggressive Victor dealer, of Carnegie, Pa., maintains a free inspection and repair service for his talking machine customers. Patrons are urged to make use of the privilege, but he takes care to impress on his customers the fact that this service costs him a considerable amount of money and that he has curtailed in many ways in order to make the service possible. He also notifies patrons that if they move from the city to an out-of-town locality he will pay to have their instruments repaired by the nearest Victor dealer. During an experience with this service covering several years Mr. McLay has found that, while it has often helped to close the sale of an instrument, he has very seldom been called upon to fulfill his promise. Of course, when a patron requests it an inspection of the instrument is made and, when necessary, repairs are also cheerfully made, with the result that the large clientele of this establishment has full confidence in Mr. McLay. Remember, it always pays to extend service and to keep promises.

* * *

There is a wonderful opportunity of large sales of the various meritorious exercise records on the market, if more dealers only would realize it. And this does not mean simply selling over

the counter to people who may merely stop in for the purpose of buying these particular recordings. The public is turning more and more to exercise as a road to good health and the talking machine merchant can turn this fact to profit if the proper steps are taken to secure business of this character. In any city and town there are clubs and organizations of various kinds and here, in brief, is the field. It is comparatively easy to arrange a "Physical Culture" afternoon or evening meeting at any one of these organizations and sales are bound to follow. Dealers who have demonstrated the health records at meetings of organizations, with all members present taking exercises to music, have found the venture exceedingly profitable and interesting to members.

* * *

Of all the methods of advertising and publicity that of advertising in the programs—dance, musicale, entertainment, etc.—is undoubtedly the most productive in bringing the line of talking machines and records handled to the attention of a special group of people. It must be borne in mind that when a merchant takes advertising space in a program he is not only helping out the organization and thereby building good-will, but he can rest assured that his advertisement will be read by most of those receiving the programs. Take, for example, an organization which is holding a dance at which there are about one hundred persons present. All of these people are prospective customers and if 80 per cent read the ads the amount usually spent for this advertising is an investment that pays very liberal dividends.

* * *

There is nothing new about advertising in theatres, but several new twists have been given to it of late with considerable success. One is to place an instrument in the lobby of the theatre with a spotlight playing on the talking machine and a placard announcing the name of the instrument and the name and address of the concern displaying it.

* * *

SCORES IN "JENNY LIND CONCERT"

An audience that filled every nook of the Hippodrome, including the stage, became justly enthusiastic over the "Jenny Lind Concert" given by Frieda Hempel, the celebrated Edison artist, on Sunday evening, April 22. It was evidently a night of nights, and Mme. Hempel, who was dressed to represent the famous Swedish soprano, was in splendid voice and charmed everyone, not only with the wizardry of her voice, but by her gracious, fascinating personality. Her program was a duplicate practically of that given at the centennial celebration in New York in 1920, and she was assisted by that splendid artist, Conraad V. Bos, at the piano, and Messrs. Fritze and Fabrizio, flutists, who were dressed in the garb of the Jenny Lind period.

Mme. Hempel will leave at an early date for Europe and is scheduled to give a "Jenny Lind Concert" in London, where, we are sure, she will score as great a success as she did here.

FORTY YEARS IN BUSINESS

WILLIAMSPORT, PA., May 5.—Charles E. Brownell, owner and manager of the music house of D. S. Andrus & Co., was given a cordial surprise greeting recently by his associates and employes on the occasion of his fortieth anniversary with the company. A flower shower had been successfully carried out by the office personnel, and Mr. Brownell was more than pleased to have been so remembered by his co-workers.

REFLEXO ANNOUNCEMENT INTERESTS

The Reflexo Products Co., Inc., has mailed to the trade an interesting announcement on the Reflexo blue steel needle and the new counter display stand. The Reflexo blue steel needle is made by the W. H. Bagshaw Co., Lowell, Mass., and is a ten-record needle. The same needle can be played either loud, soft or medium.

WHY NOT YOU?

Wide-awake dealers are increasing their profits thru the sales of De Luxe Needles

Before you place your next order don't fail to write us for samples and full particulars about

DE LUXE NEEDLES

DUO-TONE COMPANY, INCORPORATED

Sole Manufacturers of De Luxe Needles
ANSONIA, CONN.

DON'T FORGET THESE FACTS

Perfect Reproduction of Tone No Scratchy Surface Noise

PLAYS 100-200 RECORDS



Full Tone



Medium Tone

Three for 30 cents (40 cents in Canada)

THE NEW HALL OF FAME



GIACOMO LAURI-VOLPI . . . Another New Brunswick Artist

Tenor—Metropolitan Opera Company

Still another member of The New Hall of Fame—the great artists of today, succeeding those of yesterday—to associate his art with Brunswick Records exclusively, is this new Italian tenor of the Metropolitan Opera Company.

That New York opera goers are enthusiastic over the "finding" of Lauri-Volpi is attested by the fact that during the first five weeks of

his engagement he sang fourteen performances in the leading roles of "Rigoletto," "Boheme," "Barbiere," "Tosca," "Traviata," "Cavalleria," and "Anima Allegra."

His first Brunswick Record is now on sale—two selections which, on the night of his debut as the Duke in "Rigoletto," won him the most dramatic outburst of applause ever given a new singer by a Metropolitan audience.

No. 15047

Rigoletto—La donna è mobile (Woman Is Fickle) Act III (Verdi) Tenor; In Italian

Rigoletto—Questa o quella ('Mid the Fair Throng) Act I, Scene 1 (Verdi) Tenor; In Italian

Exclusive Brunswick Artists

Now in The New Hall of Fame

DANISE	IVOGUN
DUX	KARLE
CHAMLEE	LAURI-VOLPI
EASTON	NEY
GODOWSKY	ONEGIN
HOFMANN	STRAUSS
HUBERMAN	TIFFANY
	WILLEKE

THE BRUNSWICK-BALKE-COLLENDER CO.

Manufacturers—Established 1845

CHICAGO NEW YORK CINCINNATI TORONTO



No more waiting for the far-off monthly "release date."

New Brunswick Records Daily

Something new on Brunswick Records to offer your customers every day.

New record business daily instead of a few days each month.

Public response to new system brings huge increase of record business to Brunswick dealers.

Always new Brunswick Records on sale.

Brunswick

PHONOGRAPHS AND RECORDS

Another "McCarthy-Tierney" Masterpiece! —

SAW MILL RIVER ROAD

That Irresistible Fox Trot From *Glory*

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



VALUE OF GOOD WILL AS A BUSINESS BUILDING FACTOR

A Systematic Method of Constantly Adding to Friendship Has a Vital Influence on Sales—How a Small-town Merchant Is Succeeding by Service and Good Will

The building of good-will is one of the prime essentials of the development of a substantial business, and in this respect the small-town dealer has the advantage of the merchant in the large city. Some dealers located in small communities apparently feel that their opportunities are limited and that they are handicapped in building up large business volume. They lose sight of the fact that through good-will this apparent handicap is nullified.

For example: In Rye, N. Y., there is a talking machine business known as the Rye Music Shop, of which I. Donen is proprietor. Mr. Donen has built a prosperous business merely by taking advantage of the unequalled small-town opportunities of making acquaintances and developing friendships. Here is one of his methods of doing it which other merchants can easily put in effect. Mr. Donen makes it a point to put in an appearance at all picnics, meetings of clubs, etc., where music can be worked in in some way. Most of these organ-

izations lack the finances to own instruments of their own or to pay for music, and therefore when he offers to supply music without cost they eagerly grasp the opportunity and are grateful for the entertainment. He declares that often, after arranging a program in this manner, he sells many records and occasionally a talking machine. The fact that he is willing to do this sort of thing has become so well known that when any society or club is planning a gala event, he is voluntarily called upon to supply the music.

Through this means he has made friends with many people in his community, and the list is constantly growing and, while he is up against keen competition from large cities immediately adjoining his territory, he gets the business from the people in his community, who prefer to go to him because of the acquaintance and the favors which he has accorded, rather than to the larger dealers, unknown to them, in the surrounding territory.

This is a typical example of what good-will can accomplish and that talking machine dealer who reckons without this vital force is making a big mistake. The cost of making friends is nil, but the benefits to be derived therefrom are great and the dealer in the small town, aside from the standpoint of personal pleasure in having the friendship and acquaintance of many people in his community, is building future sales and profits for himself.

CROSLEY BROADCASTING STATION

New Equipment for WLW Station at Crosley Plant—Powel Crosley, Jr., Keenly Interested in Radio Activities and Development

KANSAS CITY

*Leading Distributors and Dealers Report Combined Activity
in All Departments of Trade—Trade Trip Stimulates Activity*

KANSAS CITY, Mo., May 7.—The annual trade trip made under the supervision of the Kansas City Chamber of Commerce took place the latter part of the month of April. The purpose of it was to place in the mind of the public the names of dealers in the territory. Literally, tons of advertising was taken and distributed in the various towns through which the train passed. The musical world was well represented, among the dealers being J. W. Jenkins and J. W. Jenkins, 3rd, from the J. W. Jenkins Sons Music Co., and Harvey J. Schmelzer, of the Schmelzer Co.

The J. W. Jenkins Sons Music Co. installed a player-piano and Victor talking machine and the Schmelzer Co. installed a radio.

Fred Jenkins, of the J. W. Jenkins Sons Co., has just returned from a visit to the Victor factory and is enthusiastic about the new console models. He thinks that they are much finer than anything that he has seen and that they will achieve instant popularity.

The Columbia Co. reports that conditions in this section of the country have shown a great improvement and the volume of records sold during the past couple of months has been stupendous.

Plans for the new retail store of the Blackman Music Co. are progressing nicely. The new equipment of eleven beautiful Unico booths is being finished. Beautiful Ampico rooms will be installed. The Blackman Music Co. will feature Edison phonographs and a fine line of pianos.

H. A. Bailey, manager of the Blackman Music Co., has just returned from a three weeks' trip to Los Angeles, where he was the business guest of Mr. Braden, of the Fitzgerald Music Co., and John Martin, of the Martin Music Co. Mr. Bailey's trip was made for the purpose of studying the methods of these two concerns.

The following Edison dealers visited the Phonograph Co. of Kansas City, recently: W. G. Hutchens, Hutchens Music Shop, Lees Summit, Mo.; R. M. Mallonee Music Co., El Reno, Okla.; H. C. Allphin, Berkebile & Allphin, St. John, Kans.; L. K. Bannon, Ingalls, Kans.; Earnest Runnenburger Bros., Harrisonville, Mo.; George Reynolds, Mace & Reynolds,

Argentine, Kans.; J. W. Blair, Russell, Kans.; B. W. Durland, Durland Furniture Co., Manhattan, Kans.; H. E. Kimber, Excelsior Springs, Mo.; Miss Alma Cornell, M. A. Spaulding Music Co., Phillipsburg, Kans.; F. E. Parker, Crosby Bros., Topeka, Kans.

The Snyder Drug Co., Medford, Okla., has obtained the Edison agency in that city.

A. C. Williams has just bought the stock formerly owned by Hay Bros., Mena, Ark., and will continue with the Edison agency.

The Osage Music Co. has just bought the stock formerly owned by Lynn Music Co., Edison dealer, Fairfax, Okla.

The Tulsa Music Shop, Inc., will open its doors May 25 to succeed the Tulsa Phonograph Shop, Inc. The new company is organized by R. A. Irwin, H. P. Downs, N. T. Gilbert and Perry Chapman. The latter is manager of the new company, which will handle the Edison.

The Brunswick, since moving into the new building on Grand street, finds that it enjoys a number of conveniences which were lacking in the old building. They are located in a fine wholesale district, which is next to the union depot and this is a great convenience to the trade when it visits Kansas City. It is also handy to the down-town district, so that the trade can get to and from the shopping section. An added convenience is the fact that now all the business is done under one roof, instead of two, and this saves time and expense.

The new building is fireproof and the lighting is very fine. This adds to the effectiveness of the work done by the force. The convenient display rooms are a feature of these fine new warerooms.

M. C. Schoenly, formerly with the Victor Co., has joined the sales organization of the Kansas City branch of the Brunswick-Balke-Collender Co. as special sales representative.

Elsie Clark, Okeh record artist, is in Kansas City at the Pantages Theatre at the present time and the Artophone Co. is pushing her records and placing them in dealers' hands.

The Martin Bros. Piano Co., of Springfield, has opened a new store at Sedalia, Mo., where it will handle the Brunswick line.

Elmer A. McMurtry, who was manager of the Kansas City branch for the past thirteen years, has assumed the position as Canadian manager of the Columbia Graphophone Co., with headquarters in Toronto, Canada. Mr. McMurtry was selected to fill this important position, which is a distinct tribute to his merchandising ability and general knowledge of the phonograph industry. He is exceptionally well qualified for his new duties as he has been a member of the Columbia organization for the past twenty-five years, serving as manager in St. Louis, Pittsburgh and Kansas City.

Betts Bros. Jewelry Co., of Independence, Mo., has moved to a larger location, where it will handle the Brunswick line.

Max A. Shilling Furniture Co., Eldorado, Ark., recently started a newspaper campaign on Columbia instruments and sales for the first ten days totaled forty-eight machines.

Terry's Music Store, of Salina, Kan., has just placed another substantial order for Columbias and reports that business conditions in its territory have never been better. The store is carrying on an extensive "sell by truck" campaign and advises that it did not realize the volume of business that could be procured by following out such a plan.

R. R. Sparrow, former manager of the Columbia branch in New Orleans, has been transferred to Kansas City to assume the management of this branch. Mr. Sparrow has had considerable experience in the industry, having been connected with the Atlanta, Pittsburgh and New Orleans branches.

The following visitors were received at the new location of the Brunswick Co. in Kansas City: Mr. Woodrey, of C. J. Turner, of Clifton; R. G. Walters, of Atchison; J. B. Lindemood, of Paola; V. W. Huffman, Herington, all in Kansas. H. L. Kelly, of Kelly & Son, Lexington, Mo.; Jack Hirrlinger, of W. F. Hirrlinger Music Co., Excelsior Springs, Mo.

The Artophone Co., which waited so faithfully for a shipment of Sophie Tucker records, has sold every record and is now on tiptoes waiting for the next order to arrive.

E. W. Guttenberger, manager of the Artophone Co., has just returned from a trade trip through Oklahoma, Kansas and Missouri, and reports business as being very good.

JUVENILE RECORD BOOK MEETS NEED

"Little Tots' Nursery Tunes" in Four Books Now Being Distributed to Trade by Regal Record Co.—Meeting With Popularity

The new juvenile record book marketed by the Regal Record Co., Inc., 18 West Twentieth street, New York City, under the trade name "Little Tots' Nursery Tunes," has met an important need, according to the sales department of the manufacturer. The fact that this record catalog contains a comprehensive list of songs, games and stories for children offered in a loose-leaf album, the records of which can be increased at the desire of the purchaser, makes it a unique present for the child. The individual seven-inch double-faced records, with colored picture and verse card in an attractive envelope, are released from time to time, making it possible for the retailer to close many follow-up sales following the original purchase of the albums.



Juvenile Record Book
Offered in a loose-leaf album, the records of which can be increased at the desire of the purchaser, makes it a unique present for the child. The individual seven-inch double-faced records, with colored picture and verse card in an attractive envelope, are released from time to time, making it possible for the retailer to close many follow-up sales following the original purchase of the albums.

Four books of this juvenile series are now being delivered to the trade. They contain such titles as "Jack and Jill," "Little Bo Peep," "Tom, Tom, the Piper's Son," "Simple Simon," "London Bridge's Falling Down," "Little Red Riding Hood," "Three Bears," etc.



The London Console
\$135
The Hit of the Year

Dealers in

Kansas	Missouri
Oklahoma	Arkansas

Think This Over

The Phonograph dealer
who sells both the Edison
and other makes

Always

falls back on the Edison
in the pinches.

"There's a Reason"

For information regard-
ing open territory, write

The Phonograph Company

1215 McGEE Street
KANSAS CITY, MO.

"God Touched the Rose" (Brown) is an exquisitely colored poetical lyric. To sing it understandingly requires a voice of the most delicate sensitiveness. Tandy Mackenzie's beautiful interpretation of this masterpiece of harmony, Record 80799, is as gracious to the ear as a perfect rose is to the eye.

COLUMBIA GRAPHOPHONE CO.
New York



NEW ORLEANS

Sales Records of Retailers and Jobbers for the First Quarter of the Year Indicate Satisfactory Business Progress—The News

NEW ORLEANS, LA., May 7.—Talking machine circles, generally, in this city report business as booming, both in the sales of machines and records. An aspect of promise is facing the majority of the houses. The judgment of well-informed dealers is based principally on sales records and similar data, showing that the first four months of 1923 have been a period in which the trade has regained its feet, after the discouraging times of the three previous years. The month of April which recently closed, it is practically universally agreed, was the banner month not only of this year, but of the aforementioned period. Jobbers and dealers are preparing for a consistent sales season throughout the Summer, although this time of the year is usually rather quiet.

With the advent of May the Spring season is considered as being at its height. Philip Werlein, Ltd., distributor of Victrolas and Victor records, is expecting the arrival, shortly, of a large shipment of the latest factory model consoles, which will be offered to the trade as a Spring inducement. These machines will retail at \$150, and a big demand is anticipated for these creations. Manager John A. Hofheinz, of the wholesale department of the concern, recently returned from a business survey of the territory served by them and is enthusiastic over the improved conditions he found existing.

Mischa Elman, noted violinist and Victor artist, appeared in this city recently in the closing concert of the season and a stimulated demand for his records is noticeable.

J. D. Moore, manager of the music department of the Maison Blanche Department Store, is introducing the latest Victor upright ma-

chine to the purchasing public of the city. The model, styled as the Apartment type, has recently arrived. Mr. Moore believes that, by the institution of this design, many families living in apartments which have little or no surplus room will be enabled to put in this entertainment feature. Record sales for April amounted to between 40 and 45 per cent of total sales during the month. All were sold on the regular cash basis, with a thirty-day charge account to established credit. Sales are never permitted to fall below the 33 1/3 per cent mark.

The Junius Hart Piano House, of this city, Okeh jobber, is closing an excellent business with this popular line of records. Sales for the first four months of the year were very satisfactory, and the company has established quite a number of new accounts throughout this territory. The new lists of Okeh records are meeting with a cordial reception from the trade, and the Junius Hart Piano House is co-operating with its dealers in every possible way in order to make 1923 a banner year.

The month just concluded proved to be a profitable one for the talking machine department of D. H. Holmes' Department Store, according to Manager Howard Hill. Sales showed an increase of 20 per cent over those of the previous thirty-day period. The majority of the talking machines disposed of were Vocalion consoles, for which the firm is distributor. Vocalion purchases have achieved a very reputable position in the month's sales records. Inability on the part of manufacturers to deliver a supply of the popular console models, capable of fulfilling the demand, is assigned as the reason that a greater number is not sent out to the

public in this city and section. The company handles the Vocalion and Columbia records also.

D. J. Tremblay, president of the Collins Piano Co., 155 Baronne street, in which business he and his wife recently purchased controlling stock, advises that the business of the company has shown an increase of upwards of 300 per cent since the official transfer, January 20 last. The interior of the store has been refinished. New record racks have been put in and other improvements made. Mrs. Tremblay manages the record department. The Collins Co. handles the Victor line.

Complications are confronting P. A. Guernard, Columbia dealer, of 109 University place. Mr. Guernard, who has been in that particular line of business for slightly over two years, has succeeded in building up a very thriving business, although his location is slightly separated from the hub of the music world of the city. He distributes, besides the Columbia machines, Columbia, Okeh and Gennett records. Trade is extremely brisk, he reports, and indications are that increases are in sight. However, he unfortunately happens to maintain his store in a building the lessees of which threaten to exact a larger rental fee. Mr. Guernard believes this to be exorbitant and intends to support his belief by moving, should the attempt to collect the increase materialize. Okeh records, he says, are keeping pace with others, sales being substantial in nature. The popularity of the Gennett brand is also steadily growing.

Although the sales force of the Dwyer Piano Co. is believed by President James T. Dwyer to be faultless and second to none in the city, he finds that, while April of this year greatly surpassed the corresponding month of 1922 in the matter of sales receipts, there is a prevailing tendency on the part of the public amounting to a tiring aspect for music. Mr. Dwyer feels that interest and enthusiasm are waning badly, and to this he attributes an apparent inclination of the public to buying a larger number of records or machines. He handles Victrolas.

OKeh Records



As distributors for "The Records of Quality" in New Orleans and surrounding territory, we have played no small part in aiding hundreds of dealers to reap the benefits that come from handling the famous, fast-selling OKeh Records.

We have gained the invaluable reputation among our dealers that comes only through handling their orders—large or small—with unfailing promptness and absolute dependability, and offering them our hearty co-operation in the solution of their merchandising problems.

We are desirous of hearing from progressive dealers who would be interested in the attractive, business-building proposition that we have to offer.

Write us for full particulars



JUNIUS HART PIANO HOUSE, Ltd.

703 Canal Street



New Orleans, La.

ANNUAL REPORT OF BRUNSWICK CO. SHOWS BIG GAINS

Remarkable Development of Business During Last Fiscal Year Indicated in Most Satisfactory Financial Statement Submitted by President Bensinger—P. L. Deutsch Promoted

The Brunswick-Balke-Collender Co., Chicago, held the annual meeting of its stockholders and directors recently and, during the course of the meeting, B. E. Bensinger, president of the company, submitted a business and financial report which indicated concretely the remarkable strides made by the company during 1922. Mr. Bensinger also presented a report which gave details as to the company's activities for the first quarter of 1923, and it is gratifying to note that figures for these three months emphasized the phenomenal progress that has been noteworthy in every division of the Brunswick Co.'s activities for the past year and a half. Mr. Bensinger's report in detail follows:

"Your directors submit herewith the audited accounts of your company for the fiscal year ending December 31, 1922, showing the net results from operations for that year and the financial position of the company at the close of the year.

"The net income for the year amounted to \$2,585,578.65, which, everything considered, is very satisfactory.

"During the year 1922 our liabilities were reduced to the extent of \$1,998,024.16 (not including the balance of a purchase money obligation, \$294,989.82, assumed by us during the year in connection with the purchase of a warehouse in Chicago) and during the first quarter of 1923 a further reduction of \$856,628.38 has been effected.

"It will also be noted that we reduced our inventories during the year 1922 to the extent of \$410,000.

"The prospects for the year 1923 are most encouraging, as evidenced by our showing for the first quarter thereof. Our net earnings during this period amounted to \$631,631.34."

At the stockholders' meeting several changes were made in the Brunswick directorate and,

as a result of these changes, Robert F. Bensinger and Harry W. Davis are now members of the board. The complete personnel of the board of directors is as follows: B. E. Bensinger, B. H. Brunswick, Julius Balke, C. P. Miller, H. F. Davenport, J. C. Schank, P. L. Deutsch, R. F. Bensinger and Harry W. Davis.



P. L. Deutsch

The board of directors made several changes in the personnel of the company's officers, and Julius Balke, formerly second vice-president, retired from this position, but continued as a member of the board of directors. P. L. Deutsch, who was formerly assistant secretary of the company, was elected secretary and general manager and Robert F. Bensinger was elected

ILSLEY'S GRAPHITE PHONO SPRING LUBRICANT

Ilsley's Lubricant makes the Motor make good. Is prepared in the proper consistency, will not run out, dry up, or become sticky or rancid. Remains in its original form indefinitely.

Put up in 1, 5, 10, 25 and 50-pound cans for dealers. This lubricant is also put up in 4-ounce cans to retail at 25 cents each under the trade name of

EUREKA NOISELESS TALKING MACHINE LUBRICANT

Write for special proposition to jobbers
ILSLEY-DOUBLEDAY & CO., 229-231 Front St., New York

assistant treasurer and assistant secretary. H. F. Davenport, who was formerly secretary of the company, was elected vice-president. The officers for the coming year are as follows: B. E. Bensinger, president; B. H. Brunswick, first vice-president; H. F. Davenport, second vice-president; J. C. Schank, treasurer; P. L. Deutsch, secretary and general manager; R. B. Bensingr, assistant secretary and assistant treasurer.

Aside from the splendid sales totals achieved by the Brunswick-Balke-Collender Co. during 1922 and the first quarter of 1923, the most interesting feature of the company's annual meeting, so far as the talking machine trade is concerned, was the election of P. L. Deutsch as secretary and general manager of the company. Although a comparative newcomer in the talking machine field Mr. Deutsch has already won the esteem and friendship of talking machine executives, wholesalers and retailers from coast to coast, and his exceptional business and executive acumen has been a vital factor in the worldwide success of Brunswick phonographs and records.

In his new capacity Mr. Deutsch will have under his direction not only the activities of the Brunswick phonograph division, but also the affairs of the various other important divisions that comprise the immense Brunswick organization. Brunswick bowling alleys, billiard and pool tables, automobile tires and refrigerators have won international renown and, in addition, the company controls other commercial interests closely welded to the manufacture of these products. All of these activities will be under Mr. Deutsch's direction, and it is safe to predict that, in his capable hands, every division in the Brunswick organization will maintain a steady, consistent progress.

When Brunswick phonographs were launched a few years ago Mr. Deutsch became keenly interested in every phase and detail of the talking machine industry. At that time he had been connected with the Brunswick organization for a number of years, but when the phonographs were placed on the market he devoted practically all of his time to the newcomer in the Brunswick family. An exceptionally capable and efficient phonograph sales and manufacturing unit was established and A. J. Kendrick, one of the most popular and most experienced members of the wholesale talking machine field, was appointed sales manager of the Brunswick phonograph division. Mr. Deutsch and Mr. Kendrick have worked in close co-operation since the first days of the introduction of the Brunswick phonograph and, with the advent of Brunswick records, their responsibilities increased manifold.

Brunswick phonographs and records have attained a measure of success far beyond the highest expectations and anticipations of the Brunswick organization and, with Mr. Deutsch's keen interest in the talking machine industry, there is no doubt but that Brunswick dealers will benefit materially from his election as secretary and general manager of the Brunswick-Balke-Collender Co.

COLONIAL SHOP INCORPORATED

TRENTON, N. J., May 4.—The Colonial Music Shop, Inc., has been incorporated with a capital stock of \$100,000 to deal in musical instruments, sheet music, etc. The local address is 147 East State street.

Slovenly surroundings indicate laziness and indifference. Dirt does not induce patronage.

LIBROLA (Library Table-Phonograph)

You should **\$125.00** (retail price) Model similar to the one below.

Write for illustrations and net prices.

Immediate Shipment



Seaburg Mfg. Co.

Jamestown, N. Y.

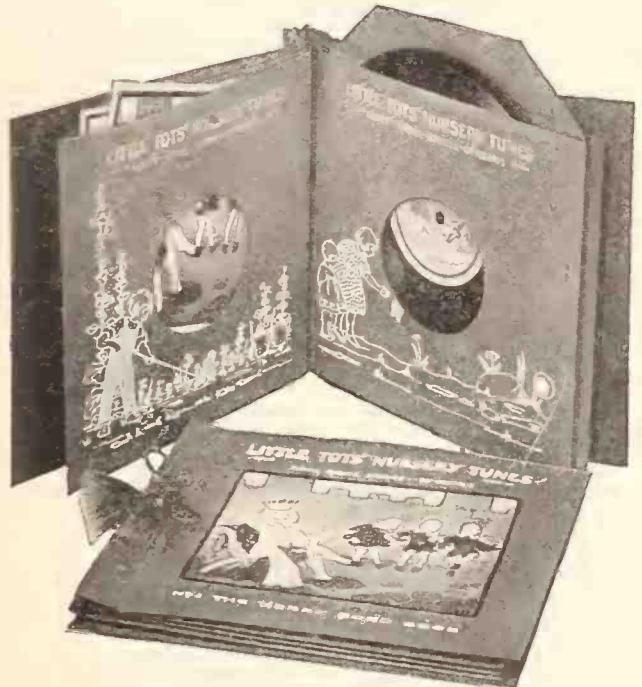
The Biggest Value on the Market. A Trial Order Will Convince

No. 250T, List Price \$195.00
Usual discounts to dealers
48" x 28" x 31" high. Finished all around
Genuine Mahogany, Walnut or Oak

LITTLE TOTS' NURSERY TUNES

SONGS, GAMES, STORIES -- ON RECORDS

A LOOSE LEAF Juvenile Record Book!



\$1.00 Complete Book

The appearance of the LITTLE TOTS' BOOK is its own best salesman. The covers are of a heavy blue Buckeye stock finished with four-color process printing Mother Goose designs. The inside record pockets are also of a heavy blue stock pictured with typical children's settings.

Each album contains six picture and verse cards, beautifully illustrated and process printed in colors. The book is attractively bound in loose leaf style with telescope eyelets and colored silk cord. It is finally packed in a glassine wrapper.



Individual Records 25c

Two selections on a 7-inch double-faced record, with picture and verse cards in a printed envelope—ready for insertion into the loose leaf book.

*Six Selections on three
7 INCH DOUBLE FACED
records with picture and verse
cards---in a beautiful LOOSE
LEAF book---\$1 retail!*

Here are the important points of superiority of this wonderful juvenile record book.

1. LITTLE TOTS' album contains six different selections.
2. LITTLE TOTS' records are double faced, 7 inch (others are single faced and either 5 or 6 inch).
3. LITTLE TOTS' album is loose leaf. You can add more records to it. This feature increases your sales when the customer is not inclined to buy a complete new book.
4. LITTLE TOTS' records are contained in a patented flap envelope which prevents their sliding out and breaking, a common complaint with other outfits.
5. Last, but not the least, is the individual LITTLE TOTS' record which can be bought separately—7 in. double faced, furnished with colored picture and verse cards, in a loose leaf pocket which will fit exactly into the loose leaf album—25c retail.

Certainly this quality makes the LITTLE TOTS' BOOK the best juvenile record value on the market today—by a wide margin.

That's why we say to the dealer: "LITTLE TOTS" will sell big and pay you well—rapid—certain—repeat sales.

Write us for prices and information TODAY!

Liberal Discounts to Jobbers and Dealers!

REGAL RECORD CO.

Little Tots' Record Division
20 West 20th Street, New York

POINTERS ON SECURING PROSPECTS

Some Excellent Methods of Constantly Adding New Names of Live Prospects to Your List—Ways and Means of Keeping Track of Potential Customers Who Change Addresses.

A most instructive article, entitled "Good Ways of Locating Prospects," appeared in the April issue of "The Voice of the Victor." It is reproduced herewith, because of the value of the data contained therein concerning the securing and handling of names for the prospect list:

"A question we hear very often hereabouts is, 'How can we best build up our mailing list?' One dealer recently said to us: 'I haven't a good outside man to dig for prospects, and I have very few facilities for getting new names except through my old customers. I tried mailing to a list I selected at random from the telephone directory, but it netted me so little I never did it again.'

"There are ways of getting lists, and good lists, which depend neither upon the energy of the outside man nor the inside man. Let us reconnoitre a few of them. There are the marriage license lists. A young couple starting out to build up a home constitutes the best kind of prospect material. The License Bureau of the city of Chicago recently gave out the news that 37,000 couples were united in marriage in that city during 1922. These records are available to those who wish to consult them, daily, and in most cities it is permitted to copy them upon request. A great many newspapers make a practice of printing the marriage licenses granted each day, and if this is the case with your newspaper, you have only to pick out those in your territory, get up a good letter such as you would like to receive if you were about to be married and were up against the problem of furnishing a home with desirable things—and send it out.

"The real estate records form another treas-

ury from which many valuable names may be taken. Like the marriage records, they are open to public inspection, and one has only to copy the names and addresses wanted. The records of purchasers of new houses are especially valuable to dealers, as here again the purchaser is very likely to be in the market for additions to his home accessories. Most people who are building a new house postpone the buying of a new sofa, a new table or a new Victrola until they are ready to occupy the house—so you will find these people in a convenient frame of mind for your approach.

"Many dealers have found it pays them to make arrangements with real estate men in the vicinity to compile for them lists of new tenants and lessees moving into the neighborhood. Still others, through the good-will of apartment hotel managers, are supplied each week with a list of new apartment renters.

"To develop the sale of Victrola custom-built models mentioned in the trade letter of March

10, 1923, get a list of architects and interior decorators in your locality and make the Victor Co.'s custom-built service known to them. Their advice to a client will very often result in large sales.

"The post office is just as anxious as the dealer is to avoid having material sent to wrong addresses, or to addresses from which people have removed, and is anxious to help in keeping lists correct. A well-kept mailing list saves the local mail carriers many a step, and local postmasters realize this. With most postmasters it is possible to make an arrangement whereby the post office will revise your mailing list, correct and bring addresses up to date, etc., at a nominal fee for clerical labor. In many cases, where you have a red-hot prospect who suddenly moves you know not where—the post office is able to give you the address. It is not at all a difficult matter to locate new prospects continually; to keep them located, without much effort, and it always pays to do it."

JOHN McCORMACK SCORES IN BERLIN

Noted Victor Artist Accorded a Remarkable Reception at the German Capital

John McCormack, Irish tenor and Victor artist, scored one of the greatest successes in his career in Berlin recently, where for the first time he sang songs of Schubert and Hugo Wolf in German. Indeed, the ovation accorded this artist was one of the most remarkable ever accorded to any artist appearing in the German capital. In addition, he sang a number of Irish folk songs, many of which appear on Victor records, and "The Last Rose of Summer."

NEW CHARMAPHONE MODEL

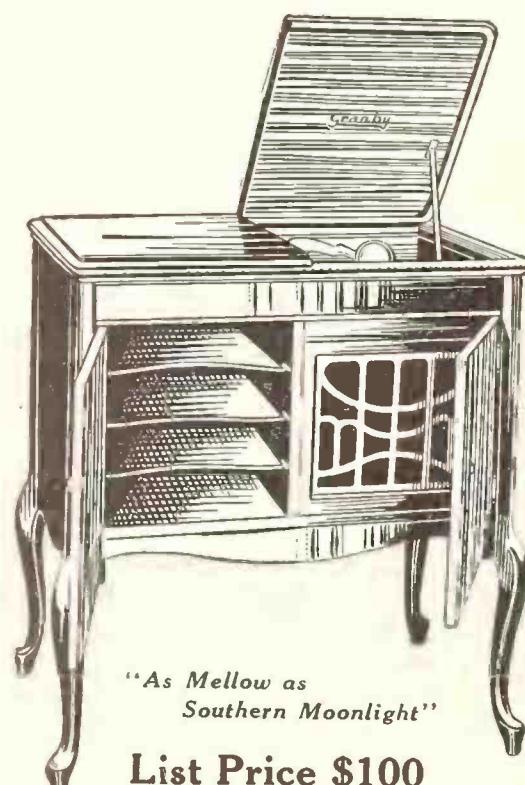
The Charmaphone Co., 39 West Thirty-second street, New York City, announces the addition of a new console model to its line of talking machines. This new product will be marketed

at a popular price. It is of a particularly attractive design with a four-door front, with the elimination of the grille work found in the former models of the same type manufactured by the company. The machine will be produced in mahogany-finished woodwork in large quantities. Other woods can be delivered on order, according to the report of the company.

VICTROLA PORTABLE FOR BABE RUTH

WASHINGTON, D. C., May 8.—W. P. Van Wickle, president of the Van Wickle Piano Co., 1222 F street, this city, reports the sale of a Victrola to the great baseball star. His first selection of records included "Aggravatin' Papa," "Carolina in the Morning," "Way Down Yonder in New Orleans" and "My Buddy." It is not announced that the idol of the bleachers will utilize his new acquisition to provide entertainment for his admirers during interludes at the ball field. But, why not?

The Greatest Value on the American Market!



"As Mellow as Southern Moonlight"

List Price \$100

Granby Uprights, \$100 up
Granby Consoles, \$100 up

No other talking machine, at double the price, has the appearance, plus the finish, plus the quality.

The design is beautiful—the lines are exceedingly pleasing and attractive.

Its superb elegance will appeal to the most discriminating buyers.



The New
Granby



Queen Anne Console Model No. 215

will meet the great demand for a low-priced, yet well-made, instrument, distinctive in design and sweet-toned. Like all Granbys, its construction is guaranteed. Ever since Granbys were first put on the market, their always-improving,

high quality standard has been maintained.

It is a line that will please your trade; and the fact that the Granby discounts are liberal, won't make you any less enthusiastic about having a Granby franchise.

Granby Manufacturing Corporation

Offices and Factory: Newport News, Va.
New York Branch: 37 West 20th St., New York
Telephone Watkins 4508

AKRON, O.

Dealers and Jobbers Report Very Satisfactory Business — Deliveries Expedited—Month's News Budget

AKRON, O., May 8.—The Spring trade is opening up remarkably well and, without exception, dealers report increases in sales over previous months. One important development in the trade is the swing of popularity from the console type of machine back to the upright. The former type seemed to be the big factor in the trade for several months, but some weeks ago there was a tendency on the part of the trade to turn again to the upright models. The difficulty in securing deliveries has passed and, according to dealers, machines are coming through with much regularity and in all wanted models. The weather the past two weeks has been most favorable and has had a tendency to bring out the shoppers in great numbers. There has been a big improvement in record sales in April and instrumental jazz records and the popular song releases predominate.

Miss Ethel Baer, manager of the talking machine department of the M. O'Neil Co., reports that the month of April was ahead of the same month a year ago, despite the fact that the store held its biggest sale in April, 1922.

Many music dealers were in attendance at the annual banquet Tuesday night of the Akron Retail Merchants' Association, held at the Portage Hotel. William Ganson Rose, of Cleveland, addressed the members and their wives.

Brunswick machine sales in the month of April were very active, according to the management of the Music Shoppe, which store features this line exclusively. Console models have had the call.

Satisfactory business is reported by Earle G. Poling, of the Windsor-Poling Co. There has been a decided change for the better in the trade and, from present indications, the months of May and June will be brisk. This store tied up with the appearance here this week of the Douglas Fairbanks film "Robin Hood" and presented a special window, using a feature painting for a background and Victor records of "Robin Hood" airs. The display was timely and Mr. Poling reported it brought direct sales.

Decided improvement is reported in the sale of Starr talking machines during the month of April. Business with this line of machine has been very satisfactory for the past year and, with the release recently of several new models, business has been greatly stimulated.

F. W. Van Scyoc, of the F. W. Van Scyoc Piano Co., announces that talking machine sales have increased 30 per cent in the past four months and he has decided to give more floor space to this line of merchandise.

Business continues good with the B. A. Emerson Music Co., dealer in Edison and Columbia talking machines, with a decided change for the better in record sales.

The month of April was very satisfactory, according to A. B. Smith, head of the A. B. Smith Piano Co. "We notice an increase in business at our new location already," said Mr. Smith. "Right now the music dealer must get in his best work, for the time is right and the people have money and are spending it for luxuries," he declared.

NO BOOST IN MAIN SPRING PRICES

Carl Kronenberger, head of the Favorite Mfg. Co., New York, states that despite the tendency of price increase of the better quality steels his company is able to meet the rising costs without increases through the fact that purchases of steel for main springs were made many months back. He further states that the high quality of Favorite main springs will be maintained, and, owing to the large stock on hand and the product in the course of manufacture, deliveries can be made promptly.

EDISON CO. ISSUING NEW LITERATURE

Booklet Entitled "What the Critics Say" and "Summertime Is Musictime" to Be Distributed to Dealers for Consumer Circulation

Thomas A. Edison, Inc., has just gone to press with two very attractive pieces of literature—material possessing real sales-getting possibilities. One of the booklets is entitled "What the Critics Say" and contains reprints of newspaper reviews of Edison Tone-tests from all over the United States and Canada. Some of the leading music critics have stated in their news columns that they could detect no difference between the performances of living artists and their Edison records. The book has thirty-two pages and shows illustrations of all the prominent Edison artists singing or playing in unison with their Edison records. On the cover is an illustration of Mario Laurenti giving a Tone-test in the Albany Armory before an audience of over 7,000 persons. The inside cover shows Prihoda, the violin virtuoso, playing in com-

parison with one of his Edison records, and a letter to Thomas A. Edison from John C. Freund, dean of music critics, stating that he could not tell when Prihoda was playing and when the Edison, alone, was heard.

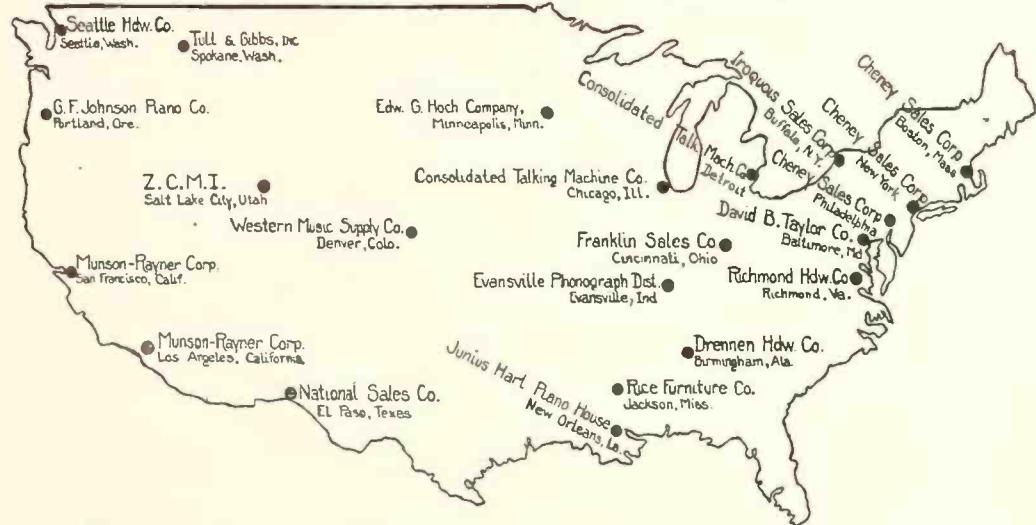
The other piece of literature is an attractive Summer folder in color, entitled "Summertime Is Musictime." This literature will be distributed to Edison dealers through their jobbers.

SURVEY REVEALS SOUND CONDITIONS

R. R. Karch, Traveler, Investigating Trade Conditions in All Edison Jobbing Points

R. R. Karch, Edison traveling representative, returned to the Edison Laboratories to attend the meeting of the Edison jobbers' executive committee the latter part of April. Mr. Karch has been visiting Edison jobbing points all over the United States and Canada, making a complete survey of business conditions. His next stop will be at Richmond, Va., where he will investigate conditions in C. B. Haynes' territory.

SWANSON PORTABLES EVERYWHERE



ORDER NOW! VACATION TIME IS HERE

— You can increase your summer profits by selling Swanson Portables.

— Steadily increasing demand indicates the public's approval of the Swanson.

— Your Jobber's name is on the map. Order from him to-day.

IT'S A REAL PORTABLE

Size 11 $\frac{1}{8}$ x13 $\frac{1}{8}$ x7 $\frac{1}{2}$ inches.
Weighs only 15 $\frac{1}{4}$ lbs. including album.
Double-Spring Heineman Motor.
Swanson wood tone-arm.
Genuine mica reproducer.
Beautiful, natural tone.
Substantial and attractive.

— We guarantee it —

SWANSON PORTABLE PHONOGRAPH DISTRIBUTORS

738 South Los Angeles Street,
Los Angeles, Calif.



YOUR MIND IS AT REST WHEN YOU SELL THE BEST

The New EDISON Phonograph when sold—stays sold
BUILDS UP YOUR BUSINESS

Write for Agency



Southwestern
EDISON DISTRIBUTORS
ST. LOUIS, MO.

S A I N T L O U I S

Koerber-Brenner Co. Host to Dealers—W. P. Geissler in New Post
—Business Maintains Stability—Month's Changes and Activities

Sr. Louis, Mo., May 9.—April was a friendly month to the talking machine merchants of St. Louis and May started out with an apparent purpose of doing its fair part before Summer conditions set in with the coming of June. St. Louis people have a habit of moving in April and around the first of May and that was something of a disturbing factor, but a good time to talk new talking machines is when families have just moved into new homes, so increased sales late in May are expected to make up for all the decrease caused by the Spring migration. Medium-priced machines still have the call and some of the dealers report a renewed movement toward the upright models, which is looked upon as a favorable thing in that it shows interest in talking machines as such, rather than in talking machines as furniture. The record business holds up well and the advent of warm weather has not greatly affected the radio demand.

Victor Distributor Entertains Dealers

Koerber-Brenner Co., Victor distributor of St. Louis, was host to its dealers at the Missouri Athletic Association on Wednesday evening, April 25. Sixty people enjoyed the usual delightful dinner.

The first part of the program was a cleverly arranged skit entitled "Record Selling Under Difficulties." Mr. Hosier, of Scruggs-Vandervoort-Barney, introduced the cast—Gertrude Gladding, Blanche Rosebrugh and Ella Marklin—all young ladies of Mr. Hosier's department.

The act contained three episodes. In the first Miss Marklin handled two particularly difficult customers (commonly known as "pills") and demonstrated several clever methods of pleasing them. Next, Mrs. Gladding showed how to sell the typical flapper (impersonated by Miss Marklin with great fidelity to the character). Then Miss Rosebrugh sold records to Mrs. Gladding, as the high-class customer, and converted her friend, Miss Marklin, to Red Seal records in spite of her prejudice. Personalities scattered throughout the episodes added to the merriment and it was voted a quite-true-to-type demonstration and very helpful.

Frank Horning, of Stix, Baer & Fuller talked most interestingly on "Radio and the Talking Machine." His chief point was that the two are as separate and distinct businesses as the automobile business and the talking machine and should never be handled as one. Following which Mr. Todd, president of the Tri-State Victrola Dealers' Association, introduced T. W. Maetten, recently in the Victor business, and a specially invited guest for the evening, who presided over the program. Another guest present

was Fred Lehman, of East St. Louis, until very recently one of his city's active dealers.

Ernesto J. Alvear, who was on his way to the Victor factory to take up his work as foreign representative in South America, gave a short talk. Mr. Alvear has just severed a seven-year connection with Rice-Stix as their representative in Argentina. He is a native of Ecuador and peculiarly fitted for his new work. His home has been in St. Louis in the past, but he will now reside in Argentina.

The June records were played and guesses on the six best sellers were recorded. For the April records A. W. Hosier scored 45 per cent among the dealers and P. J. Ricklin, 80 per cent, with the Koerber-Brenner staff.

The six best sellers for April were "Underneath the Mellow Moon," "He May Be Your Man," "Honeymoon Chimes" and "I Gave You Up Just Before You Threw Me Down" in the popular classification; in the Red Seals they were "Kashmiri Song" and "Invitation to the Waltz."

The next meeting will, perhaps, be the last

until Fall and will probably be held at the Century Boat Club on May 30.

W. P. Geissler at the Helm

W. P. Geissler, who came from the Chicago Talking Machine Co. to take charge of the music salon of the Famous & Barr Co., is getting things well in hand and expresses himself as highly pleased with the conditions and prospects. D. Bambrough, manager of the talking machine department of the May Stores Co., Cleveland, O., was here a day last week in consultation with Mr. Geissler.

Big Edison Trade With Silverstone Co.

Mark Silverstone, president of the Silverstone Music Co., Edison distributor, counted up on May 1 and discovered to his satisfaction that the business done the first four months of this year equaled the business for the first eight months last year. And May started off with no diminution of volume. Paul Gold, manager of the retail department, says the sales are mostly of \$100 and \$175 machines. The sales of records, due to his thorough circularizing of Edison owners, are triple what they were last year. Old records carried on the monthly lists are placed on a table to facilitate their demonstration and in this way the problem of the old records is being solved. L. M. Schlude was high man on machine sales in April, with thirty-four to his credit. G. Manne, traveler for the Silverstone Co., has finished up in Arkansas and is now in west Tennessee. His present trip

THE ARTOPHONE CORP.

Same-Day Service

is the kind of service that a live dealer demands from a distributor. Our stock, complete and right up-to-date, enables us to supply you with any quantity of Okeh records—and we ship out your order the same day it is received.

We have built an enviable reputation for unvarying promptness and efficiency and being ready to co-operate with our dealers in every way.

We want to add dealers to our list who are looking for quick sales and good profits—the kind of dealers who will act with us for our mutual benefit.



THE ARTOPHONE CORPORATION

1103 Olive Street

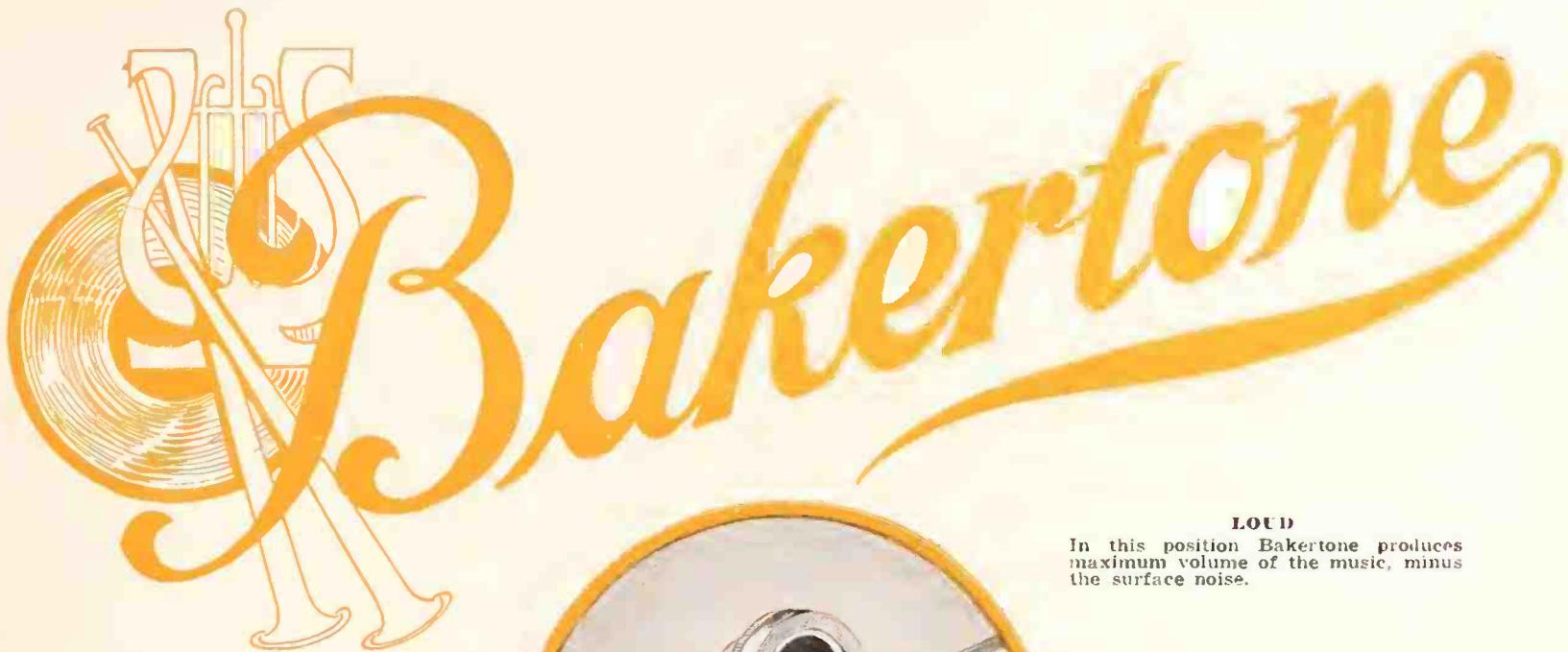
St. Louis, Mo.

New Kansas City Branch Office
Kansas City Life Bldg.

Kansas City, Mo.

*The Records
of
Quality*

OKEH Records



LOUD
In this position Bakertone produces maximum volume of the music, minus the surface noise.

Better Music from the Records You Sell

That is what BAKERTONE will produce for you! And in doing it will multiply your record sales many times!

Bakertone is a little gold-plated instrument to be used with any needle type phonograph. It does away with surface noise—that rasping, nerve-racking, scratchy sound that spoils the best of music. Yet, while Bakertone reduces the noise of the needle to the faintest whisper, none of the music is lost. Indeed, the instrument reproduces faithfully every elusive tone, every shade of expression—in short, the actual rendition of the living artist.

Dealers all over the country who are selling Bakertone know that they can rest their case entirely on demonstration. The improved music does all the selling! These same dealers are also using Bakertone in their demonstration booths for they have discovered that it helps them sell more high-class records.

To use Bakertone is as simple as changing needles—just insert the Bakertone in the needle-holder of the repro-

ducer and put an ordinary needle in the Bakertone. It is not necessary to dismantle the phonograph or to change it in any way.

Bakertone is already on sale in many cities. National advertising in popular magazines is carrying the story of Bakertone into millions of homes where there are phonographs to be equipped with Bakertone.

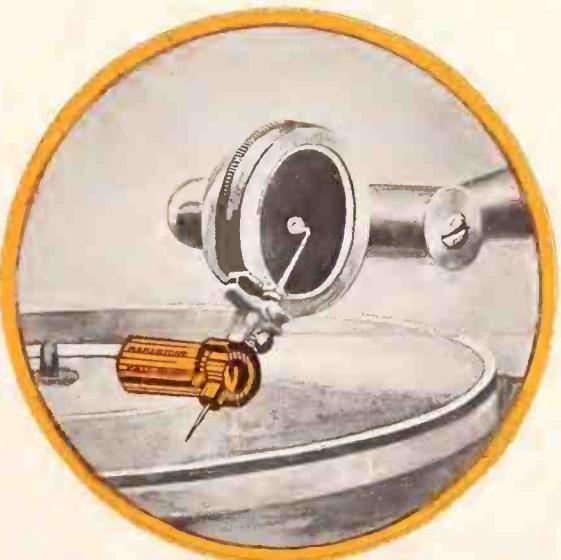
We are looking for progressive dealers who will work with us to our mutual benefit in putting Bakertone in the hands of the music-loving public.

A letter to us asking for information will bring further facts about Bakertone, and how it will increase your sales and profits.

Order Now. It sells at retail for \$5.00. Liberal discount to dealers.

BAKERTONE CORPORATION
408-410-412 PEARL ST.

BUFFALO, N. Y.



SOFT

In Soft Position—By a simple turn of the hand the position of Bakertone is changed and volume can be regulated from loud, shown above, to an extreme pianissimo, or any degree between, all at the will of the operator.

The music of a mountain rill is no more entrancing than Margaret Romaine's soprano voice in the "Serenade" (Schubert) and "Voices of the Woods"—Record A-3846. The latter number is a lyric adapted to Rubinstein's famous "Melody in F". Both sides of this record present exquisite interpretations of two popular classics. An enchanting violin adds immeasurably to the artist's efforts in the "Serenade".

COLUMBIA GRAPHOPHONE CO.
New York



is the most successful ever made from the Silverstone headquarters.

F. D. Lair, of Charleston, one of the active Edison dealers in southeast Missouri, was in St. Louis recently.

Satisfactory Conditions With Artophone Co.

Edwin Schiele, president of the Artophone Corp., reports an exceptionally good business in Okeh records, while the sales of Artophones and Strands were greater than in any other month this year. Herbert Schiele, secretary of the firm, has returned from a business trip through Arkansas and Louisiana and makes a most encouraging report regarding conditions.

T. W. Hindley Discusses Conditions

April was the first month of T. W. Hindley, new manager of the talking machine department of the Aeolian Co. of Missouri, who came here from Mandell Bros.' Vocalion salon, to take charge of the sales and advertising of the Aeolian department. The first thing he did was to add the Victor line to the Vocalion line of records. The month's business has been very good, he says. He is one of the men who have noticed an improvement in the demand for uprights, and he is one of the men who are pleased that this is so. Lower and medium-priced machines have been going best, he says. He is to be given the front part of the store, now occupied by the cashier's office, for a record counter and shelves.

Recent visitors included R. H. McKinney, Vocalion red record representative; H. Salzman, of the Chicago wholesale department of the Vocalion Co., and R. P. Van Zile, of the Chicago Talking Machine Co.

Attended Salesmanship Class in Chicago

Mrs. L. Suedel, of the Famous & Barr Co. record department, has returned from Chicago, where she attended the Victor Salesmanship Class at the Congress Hotel.

Bafunno's Clown Band recently played a week's engagement at Baldwin's, featuring the numbers which it has recorded for the Brunswick.

R. V. Johnson has left the Aeolian Co. to go with Robert Cone in the radio business.

Story of Business Expansion

A remarkable growth of business was shown in the opening of a new store in Collinsville by Roy A. Sauer. Two years ago Mr. Sauer, a young musician and orchestra leader, opened a music store, with Victrolas, pianos and sheet music, in rather crowded quarters. His business prospered greatly and May 1 saw him located in a handsome new store in the busiest part of the city with plenty of room to expand. The store has an exceptionally fine, deep display window made to resemble a living room. There are three record booths and a new record counter. In the rear on a raised floor is the piano room. The floors are carpeted in blue velvet.

The opening was preceded by full-page newspaper ads and letters to a large mailing list containing a coupon for a souvenir. The children were given puzzles and to all adult callers, carnations. Mr. Sauer was assisted during the

opening by Mr. Lamb and Mr. Donnelly from the Waltham Piano Co. and Miss Airy from Koerber-Brenner Co.

Some Trade Brieflets

The Glaser Music Shop, of St. Louis, recently sold 125 records of La Golondrina, Victor record 73171, in one day. Its sales of this record to date total almost 800.

The Todd Jewelry Co., of St. Louis, is showing some interesting work with its new multigraph. The latest piece of literature sent out is a folder on the special Victor release. Mr. Todd finds this effective because it is distinctive. He is now doing some two-color work.

Fred Coleman, proprietor of the Wellston Talking Machine Co., has purchased a home in Normandy, St. Louis County. He has added the title of landscape gardener to his many other accomplishments, and is enjoying more absence from business than he has known in many years. But the business is not suffering, since it is in the capable hands of Mr. and Mrs. C. A. Deicke. The latter is the daughter of Mr. and Mrs. Coleman.

BUYS PARTNERSHIP INTEREST

LAKE PLACID, N. Y., May 3.—Ronald R. MacPhee has purchased an interest in the Lake Placid Talking Machine Co., one of the growing concerns of this section.

The fellow who is constantly putting things off should be laid off.

BOLLINGER BUYS MUSKOGEE STORE

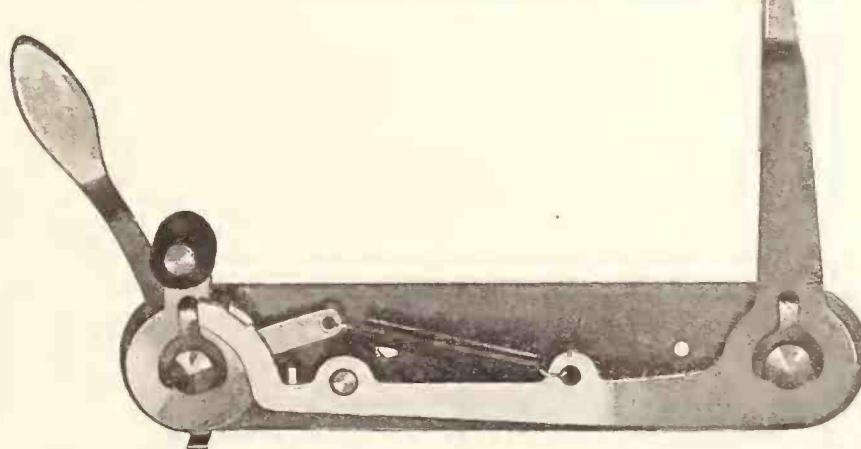
FORT SMITH, ARK., May 5.—R. C. Bollinger, veteran of the music business here, has repurchased a musical establishment in Muskogee which he founded many years ago and which he sold seven years ago. Mr. Bollinger has operated a music store here approximately forty-five years. The new branch just purchased was owned by the Phonograph Shop, Inc., and Marvin Leonard, former manager of that concern, has bought an interest in the business and will remain as manager. The firm will be known as the Bollinger-Leonard Music Co.

BIG PATHÉ SIGN AT ATLANTIC CITY

The Pathé Red Rooster has gone to Atlantic City, where it may be conspicuously seen by thousands of people on the boardwalk. It will take its place at a prominent location on the Million-dollar Pier and will be illuminated at night. Fry's Million-dollar Pier Orchestra records for Pathé records and its recordings have proven very popular among the record-buying public. During the course of the Spring and Summer seasons this orchestra will feature the numbers which it has recorded on Pathé records. A large illuminated display on the outside of the pier where this orchestra is playing provides an excellent tie-up of publicity and is to increase Pathé prestige. The value of this publicity may be estimated when it is considered that thousands of people are annual visitors.

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

Information sent upon request

SHERBURNE MANUFACTURING COMPANY
948 Penobscot Building

Detroit, Mich.

BROOKLYN DEALERS ENJOY MACHINE DEMAND

Trade Profits From Music Week Tie-ups—Window Displays Boost Sales—Friends Mourn Death of Charles Roemmle—J. Flanagan in New Post—Jobbers Grant Franchises—New Stores Opened—Other Important Activities

Talking machine dealers in Brooklyn and Long Island, during the past month, have made many desirable sales of machines and, despite the fact that record business was not up to as high a standard as expected, sales totals in general were very gratifying. A feature of the business was the intensive work which dealers did preparatory to the launching of New York's Music Week, which was held during the period ending May 5. This work included wide circularization of their clientele, followed by newspaper advertising, which had a material influence in increasing sales of machines and records. Display windows tying up with Music Week, and in many cases a selected list of records, were featured, resulting in the sale of many records of a slow-selling nature.

Co-operates With Dealers on Music Week

The American Talking Machine Co., Victor wholesaler, co-operated in every way to help dealers make ready for New York's Music Week. Sales representatives spent considerable time with dealers, helping them to arrange their stores and show windows, so that they were prepared to capitalize on the public interest which Music Week aroused. R. H. Morris, general manager of the company, stated that Victor dealers in his territory had enjoyed a very fine business in both machines and records and, although the record phase of the business was not as large as was hoped for, machine sales were large enough to bring sales totals up to a very satisfactory figure.

Death of Charles Roemmle

It is with regret that the talking machine trade in Brooklyn received the news, last month, of the death of Charles Roemmle, of Roemmle Bros., at 11001 Jamaica avenue. Mr. Roemmle had been in ill health for some months past and hope was held out for his recovery until early last month, when he began to fail. Fred Roemmle, his brother, will henceforth conduct this well-known Victor store under the same name.

Joseph Flanagan With Abraham & Straus

Joseph Flanagan, who for the past year has

"Everything Comes to Him Who Waits"

THIS OLD SAYING MAY BE TRUE IN SOME INSTANCES, BUT DOES NOT APPLY TO THE VICTOR DEALER.

YOU HAVE GOT TO GET OUT AND HUSTLE TO BE ON TOP.

WHAT ARE YOU DOING?

AMERICAN TALKING MACHINE CO. BROOKLYN, N.Y. VICTOR WHOLESALERS



been assistant manager of the talking machine department of Frederick Loeser & Co., has resigned his position with this company to take up a similar position with Abraham & Straus Co. Mr. Flanagan was appointed to this new position to fill the vacancy caused by the resignation of W. P. Doing, who has been manager of this department for the past three years.

Long Island Phono. Co. in New Home

The Long Island Phonograph Co., Sonora jobber for this territory, has been hard at work moving into its new quarters from 150 Montague street to 17 Hanover place, where it has secured larger quarters to carry on its increasing business. This move was completed on May 1 and the company now is located in one of the finest wholesale distributing plants in the East. R. H. Keith, general manager, is keenly enthusiastic over the move, as the new quarters will enable the company to serve dealers in a

much more efficient manner. As one enters the main door to the offices he is greeted by a display of Sonora models in a well-appointed reception hall, where comfortable lounges and chairs have been placed for the convenience of visitors, and adjoining this hall is a display room, which is to be devoted entirely to the showing of DeLuxe Sonora models and also dealer service material of every nature. Offices are located along the sides and rear of the floor and provision has been made for desks of sales representatives, where they can conveniently receive their customers when they call. All in all, this is, no doubt, one of the best and most up-to-date equipments in the wholesale field in the East.

Will Attend Sonora Conclave

J. J. Schratweiser, sales manager of the Long Island Phonograph Co., is now making plans to attend the Sonora Co. convention, which is to be held at Saginaw, Mich., on May 15. He will be accompanied on the trip by R. H. Keith, general manager, and C. W. Keith, father of R. H. Keith, who joined the personnel of the company a year ago.

Congratulations!

George H. Sheehan, auditor of the Long Island Phonograph Co., is receiving the congratulations of his friends in the trade on the birth of a new baby girl, which occurred early this month. Mr. Sheehan is very popular with the trade in this section and, as this represents the first addition to his family, he is naturally quite proud and in consequence his friends are showering him with their best wishes.

Cash Sales Through Interpreter

A sale worthy of mention which was made this month by a Victor dealer in this territory was that of three \$100 machines sold for cash by H. L. Smith, popular Victor dealer, at 401 Knickerbocker avenue, to three different men who came into the store with an interpreter, as neither one of the three men could speak English. These desirable customers were Italians and the sale of the three machines was consummated in a very short time. In addition to the purchase of the machines a list of records was selected, bringing the total up to a much larger figure.

Musical School Boosts Trade

Vorbach Bros., well-known Victor and Sonora dealers, 431 Fulton street, Jamaica, are to be congratulated on the initiative and progressiveness which they have shown in attracting cus-

Increased Facilities of Service For Brooklyn and Long Island Dealers



The Highest Class Talking Machine in the World

Our former offices at 150 Montague Street, Brooklyn, no longer serving the constantly increasing demands of our trade, on April 28th we moved into considerably more extensive quarters at 17 Hanover Place, in the Lane-Bryant Building.

By this improvement we are enabled to carry at all times a complete line of the De Luxe Sonora Period Models for the benefit of our dealers and their customers.

Long Island Phonograph Co., Inc.

Exclusive Sonora Distributors for Brooklyn and Long Island

Distributors Gold Seal Record Repeater

17 Hanover Place, Brooklyn, N. Y.

Telephone Main 1217-1218

tomers to their store. The newest move of this live dealer is the establishment of a musical school, where children are taught to play musical instruments of every nature. A room has been set aside for this purpose and a competent teacher has been secured to give lessons to the pupils. So far it has been a huge success and in the two months that it has been in existence more than fifty children have been enrolled in the classes. This highly constructive work not only creates a demand for musical instruments, but is instilling into these young people a love of music that is bound to react in sales of musical instruments generally, as well as talking machines and records.

New Sonora Dealers

Among the new dealers recently established by the Long Island Phonograph Co., Sonora wholesaler, is the Bensonhurst Piano Co., at 7806 New Utrecht avenue, which is conducted by Joseph Providente, who is well known in this section. The Fort Hamilton Musical Emporium, at 446 Eighty-sixth street, was also established this month as a Sonora dealer. A. D. Biase is the proprietor of this store. Another new account opened by this Sonora wholesaler is the store conducted by J. Racow, at 202 Grand street.

Klaus Bros. Open Store

A newcomer in the talking machine retail trade in Brooklyn this month is the new store opened by Klaus Bros., at 3108 Mermaid avenue, who will be exclusive Sonora dealers. The entire line of Sonora models will be carried exclusively and the company will also feature Vocalion records. Gustav Klaus is well known in talking machine circles in metropolitan New York, as he was for some time connected with the recording laboratory of the Regal Record Co., where he gained valuable experience.

SCORE IN DANCING ENDURANCE TEST

Pathé Records Chosen by Miss Sheppard Throughout the Long Ordeal for Their Dancing Rhythm and Staying Power

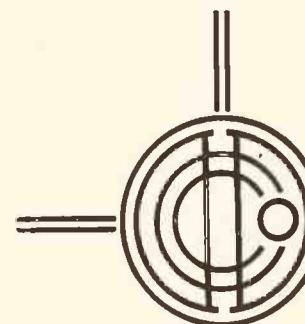
One of the outstanding features demonstrated in the wonderful marathon dancing endurance contest, recently completed by Vera Sheppard, who broke the world's record by continuously dancing for sixty-nine hours, was the quality of the new Pathé phonograph records, which stood up steadfastly throughout the severe test and which, the company relates, were selected by Miss Sheppard for their uniform harmony and flawless rhythm. This feat was described as the most severe trial a phonograph record was ever subjected to and Miss Sheppard was enthusiastic in her praise of the rhythm and the durability of her accompanist, the Pathé record.



WHOLESALE EXCLUSIVELY

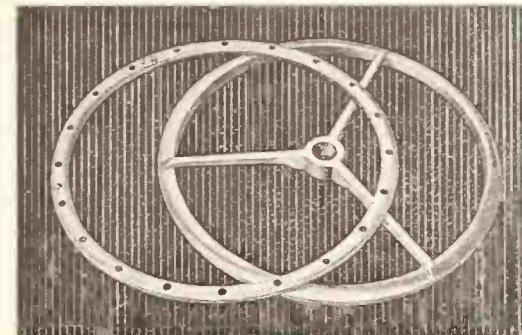
S E R V I C E
of Unusual Scope
to Victor Retailers

G. T. WILLIAMS CO., Inc.
272 Flatbush Ave. Ext. BROOKLYN NEW YORK



DOEHLER

The World's Largest Producer of
DIE-CASTINGS



Doehler Die-Cast Aluminum Phonograph Reproducer Rings

A die-casting may be all that it should be—but unless it is used to best advantage some of its value may be lost.

Doehler engineers make it a point to keep in close touch with Doehler customers, studying their product, its processing and assembling—and rendering every assistance that can be afforded by the broadest experience in die-casting and by daily contact with diversified industries and production methods.

DOEHLER DIE-CASTING CO.
BROOKLYN, N.Y.
TOLEDO, OHIO.

STUNT DRAWS TRADE FIVE YEARS

Services of Record Artists at Dance Arranged for by Live Talking Machine Dealer Resulted in Sale of Many Instruments and Records During the Five Years Following

This is the story of a publicity stunt put in effect in 1918 which is still selling talking machines for the merchant who "took a chance" to the extent of \$300 in hiring a dance hall and securing the services of a well-known aggregation of record artists, the Hawaiians, who supplied music for a dance. Engraved invitations were sent out to the people on the mailing list of this merchant and as a result a large number of dance enthusiasts attended the event. The result was immediate. Large numbers of the records of the artists playing at the dance, as well as other recordings, were sold. A number of instruments were also quickly disposed of through prospects whose names were secured at this dance. No record of the first rush of business resulting from this event was kept, but the proprietor of the concern states that after the first flurry of business, during a period which ended a few weeks ago, twenty-five talking machines were sold. Immediately after the dance and for some time following the number of records by these artists sold totaled several hundred.

The last sale traceable to this event, as has been mentioned, was made only a few weeks ago. A man came into the store and selected a \$100 upright model. Before leaving the establishment he turned to the dealer and said: "About five years ago, while present at a dance staged by you in the Palace I determined to purchase a talking machine at this store. Somehow I never got to the actual point of buying, but it is done now and I sure am glad to get the instrument."

This is proof positive of the value of sales promotion work of this character and while there may be some who will doubt the truth of

the story, nevertheless it is a positive fact and is recorded here to show what can be accomplished in this direction. Of course, all of these sales did not come to the dealer unsolicited. Every person attending the dance was asked to supply certain information which resulted in adding many new names to the prospect list and these people were immediately solicited and sent literature regarding the instruments and records handled. It is the follow-up which determines the success or failure of a stunt such as the one described.

IN FINANCIAL DIFFICULTIES

Miss Dorothy Kenyon was appointed receiver recently by Judge Mack in bankruptcy proceedings brought against the Jewett Mfg. Corp., 9 East Fortieth street, New York, manufacturer of radio appliances. The liabilities are placed at approximately \$40,000, with assets of \$25,000, consisting mainly of a plant located at Newark. This company is in no way associated with the Jewett Radio & Phonograph Co., of Detroit, Mich.

An attractive talking machine establishment has been opened at 744 East 180th street, New York City, by Harry Weiner. Sonora instruments are featured.

MOTORS

Single spring motors at \$2.50 complete to be used for portables, and small machines.

Pleasing Sound Phono. Co.
204 E. 113th Street
New York, N. Y.

SAN FRANCISCO

Records in Fine Window Displays Resulting in Sales—Unusual Tie-up With Artist—Kohler & Chase Get-together—The News

SAN FRANCISCO, CAL., May 5.—Merchants who are complaining that business is not increasing as fast as it should in view of the rapid increase of population in California are in the same class as the farmer who counts his chickens before they are hatched. Every new settler in a community means a proportionate increase in business sooner or later, but naturally the new settlers are not inclined to buy a talking machine and records before they have acquired a cook stove. Have patience, Mr. Music Merchant, the best is yet to come. As a speaker at a large banquet the other night expressed it, "success is sure to the man who studies the future in the light of past experience." It takes no prophet to see ahead far enough to know that a growing family will need more clothes to wear next year than it does this year.

If Spring business is not exactly rushing at present, in reality there is no just reason to complain. Leading concerns in San Francisco all report that the sales volume for April this year was greater than for the same month last year. The overhead costs in business have increased somewhat, notably rents, yet this is offset by the fact that there are more people to make an appeal to. Also, in many cases, merchants have added lines which afford larger profits than some of their old lines.

Dealers Featuring Records in Windows

Most of the San Francisco talking machine dealers are featuring record hits in their show windows this month. Dance records are going strong, especially the waltz and slow dance music of the latest type. Business on portables is heavy and the outlook is for a bigger sale of this type of machines than last Summer. Flat-top machines are in the most popular demand

in the large cities, though in some districts out of town the uprights are holding their own about as well as ever.

Columbia Tie-up With Rosa Ponselle

The Coast concert tour of Rosa Ponselle is being handled in a manner which must be highly gratifying to the artist, at least from the publicity standpoint. Huge posters of Miss Ponselle are to be seen on every hand and in connection with much of this advertising mention of the Columbia Ponselle records is made. Manager Kanter, of the local Columbia Graphophone Co., has engineered a co-operative publicity campaign which enlists the good will of all the Columbia dealers. Mr. Kanter has arranged for fifty separate Ponselle window displays in San Francisco and vicinity. The singer's greatest concert will be held at the Civic Auditorium in San Francisco on May 13.

The Kohler & Chase Get-together

It was some party, the Kohler & Chase get-together gathering in Knabe Hall in the Kohler & Chase Building on the evening of April 4. This event marked the first of a series of meetings by the company's employes. The life of the party was Leon Lang, vice-president and general manager, who, in one year, has developed an esprit de corps which promises great things for the future of the company. Preceding the dance and refreshments there was speaking by George Q. Chase, president; Leon Lang, William H. H. Davis, R. H. Blake, C. E. Gorham, F. P. Corcoran and others. Mr. Corcoran, Pacific Coast sales manager of the Brunswick Co., made an address in which he outlined the history of the Brunswick machine and explained its special selling points. Kohler & Chase have just taken on an exclusive agency

for Brunswick phonographs and records, and the talking machine departments of the various stores in central California are being enlarged and remodeled in order to handle the business to best advantage.

Robert Bird Ends Tour of Branches

Robert Bird, manager of the wholesale Victor department of Sherman, Clay & Co., has returned from a visit to the company's establishments in the Northwest. He visited Seattle, Spokane, Tacoma and Portland, and found business in all these places ahead of last year.

Mrs. Bower, who formerly was secretary to Andrew McCarthy, but who has been out of the talking machine game for a few years, has accepted the position as secretary to Mr. Bird.

Lectures on "Music Appreciation"

Miss Donzella Cross, of the musical educational department of Sherman, Clay & Co., is at present giving four afternoon lectures a week to the school teachers of San Francisco and Oakland on the subject of "Music Appreciation."

Trade Golfers in Tie Match

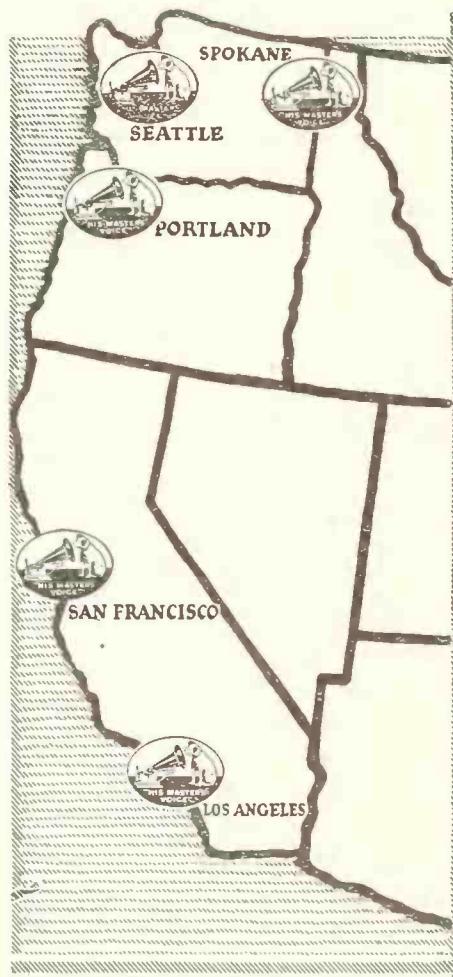
The golf experts of Sherman, Clay & Co. and the Wiley B. Allen Co. played a tie match at the Presidio course this month. The tie is to be played off at the Lakeside links. George Bates, Shirley Walker and A. D. Duclos represented Sherman, Clay & Co., and J. J. Black, Harold Pracht, Mr. Lindsay and Harry Lawrence defended the honor of the Wiley B. Allen Co. in the hotly contested match.

Edison Demand Grows

Edison Phonographs, Ltd., Edison distributor, is receiving very substantial proofs of the increased interest in Edison phonographs and records in the vast territory which it controls, including San Francisco, Los Angeles and Portland. The new console models have attained a great vogue, while the latest issues of Edison records are winning increased favor.

Successful Demonstrations of Exercise Records

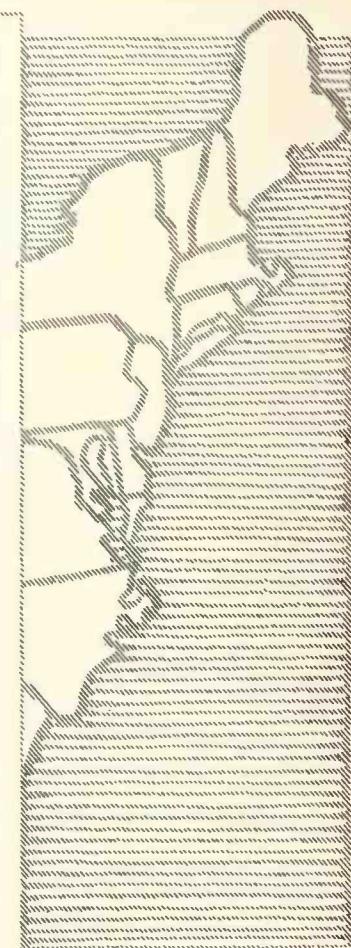
A most successful demonstration of the Wallace reducing records was held this month in the talking machine department of the City of Paris, San Francisco. Miss Doris Quigley, as-



Sherman, Clay & Co.
Victor Distributors
on the Pacific Coast
*Victrolas Victor Records
Victor Accessories*

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

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



5 DISTRIBUTING DEPOTS for YOUR CONVENIENCE

Opportunity Climate Profit



The Pacific Coast Offers All Three

Your Opportunity. Several open towns awaiting a live Edison dealer.

Our Climate. Offers more agreeable conditions and more working hours.

Your Profits. The more money earned—the more available profits for you.

We Serve the Entire Pacific Coast

Write any of our three houses for particulars regarding locations out here, where the sun shines gloriously, the flowers grow luxuriously and prosperity reigns continuously.

Edison Phonographs Ltd.

Los Angeles

San Francisco

Portland

sistant manager, gave the lecture and there was a special girl model employed to go through the exercises. Demonstrations were given every half-hour from two to five o'clock on two days, and in all over 2,000 women viewed the exhibitions. The demonstrations were well advertised, and as a result people came in from all the surrounding country. A similar show is to be staged at the Women's Athletic Club in the near future.

Another series of demonstrations along the same line, only using the Walter Camp "Daily Dozen," was also held at the City of Paris talking machine department recently. The lecturer was W. S. Storms, manager of the department, and the model a well-known local golf instructor. These exhibitions were held during the noon hour and they attracted a large number of men spectators.

J. J. Black, treasurer of the Wiley B. Allen

Co., is back from an early trip to the Yosemite Valley, where he acted as guide to George J. Dowling, president of the Cable Company, Chicago.

George Morton, manager of the White House talking machine department, says that sales have increased from 25 to 30 per cent every month since the first of the year.

E. R. Darvill, sales manager for the Munson-Raynor Corp., Los Angeles, distributor of the Cheney phonograph, was in San Francisco for a week's visit this month.

A recent addition to the sales force of the Emporium is Mrs. C. W. Newell, who recently arrived here from Honolulu, where she was connected with the Bergstrom Music Co., as manager of the Victor department. Mrs. Newell is an expert record saleswoman, especially of foreign records. She speaks fluently Chinese, Japanese, Portuguese and Philippine dialect.

OGDEN, UTAH, TERRITORY ENJOYING BUSINESS REVIVAL

Glen Bros.-Roberts Piano Co. Moves Into New Home—Extensive Improvements Contemplated
—Demand for Machines and Records Improves Steadily

OGDEN, UTAH, May 5.—Extensive improvements and added departments are contemplated by the Glen Bros.-Roberts Piano Co., of this city, when the concern moves into its new home at 2546 Washington avenue, which is fast becoming the music row of Ogden. The company has purchased a building adjacent to the Masonic Temple and a few doors distant from its original home in Ogden. With the improvements and the building the company expects an outlay of \$60,000. The building will be converted into three stories with a mezzanine floor. It will have a frontage of 77 feet, extending 330 feet into the block.

"The first floor will be devoted to small goods and phonographs," said T. J. Holland, sales manager and director of the company. "We will build soundproof demonstration rooms for the phonographs and records on the first floor,

giving the public easy access to the record booths. On the mezzanine floor will be the offices and piano showrooms. The third floor will be made into a large concert hall.

"Already this year the phonograph business has shown a remarkable revival," continued Mr. Holland. "We have had more cash payments on machines and records are moving faster than during any period for the past two years. This, I think, is due to the general improvement in the farming industry of Utah and Idaho. The stimulus in business has also been felt in Wyoming and Idaho and we are sending men into those two States for the first time in two years. The reaction to our feelers has been such that we feel warranted in tapping the new trade territories.

"In our own vicinity I have tried out an original experiment of giving phonograph concerts in the various farming communities. Through this method of placing the latest records before the people in the outlying districts we have realized an excellent increase in our record business and have put out a large number of machines."

The last month has been a fairly busy one for the Proudfit Sporting Goods Co., Edison distributor for the Intermountain States, including Utah, Idaho and part of Wyoming and Nevada. The orders for machines and records being re-

ceived by this concern predicate an excellent business for the near future and the outlook for Edison business during the remainder of the year at the present time is very satisfactory.

Ezra B. Jones, proprietor of the Jones Phonograph Store, 2524 Washington avenue, has added the Brunswick phonograph line to his business. In addition to the Brunswick he carries the Sonora.

JENNY LIND WINDOW WINS PRAISE

Tie-up With Concert of Mme. Hempel by Kellogg, Drake & Co. in Galesburg, Ill.

GALESBURG, ILL., May 6.—A window display which attracted a great deal of attention here on the occasion of the appearance of Frieda Hempel, Edison artist, in her famous Jenny Lind concert was staged by Chas. L. Day, manager of the Music Shop of Kellogg, Drake & Co., Edison dealers. The window consisted of furniture of the Jenny Lind period, including a 150-year-old spinet and a form dressed in a gown typical of the time when Jenny Lind was at the height of her fame. It was a most effective tie-up with the artist and reflected credit on the enterprise and artistic ideals of Kellogg, Drake & Co.

MANUFACTURERS' ANNUAL CONCLAVE

The nation's industry will meet in annual conference on May 14, 15 and 16, at the Waldorf-Astoria, at the twenty-eighth annual convention of the National Association of Manufacturers.

Some of the pressing subjects to be discussed are transportation, pioneer of industry; construction, which establishes communities; production, which expands those communities; open shop, which guarantees the right to work to every citizen; immigration, upon which the country is more dependent to-day for its rough labor than at any time in its history; taxation, some forms of which are putting a curb on ambition and expansion; merchant marine, which every growing nation must have.

Particular features already arranged include; industrial production; law and order, special fellowship, open shop sessions and a special fellowship luncheon.

Considerable interest among talking machine dealers in Memphis, Tenn., is being manifested in the annual convention of the Tennessee Retail Furniture Dealers, to be held in that city on May 24 and 25. Most furniture houses here have large talking machine departments.



Do you know what an EDISON PHONOGRAPH Franchise would mean to you?

There are a few opportunities,
NOW, in our district to secure an

EDISON AGENCY

Write Us

Proudfit Sporting Goods Co.

OGDEN, UTAH

Intermountain Distributors

Utah, Idaho, and Part of Wyo. and Nev.

MOTORS

Ready for Delivery

Double Springs; plays two 10-inch Records; suitable for Portable Phonographs. Sample, \$3.75. Larger motor playing two to three 12-inch Records; suitable for Phonograph selling for \$100. Sample, \$5.75.

MERMOD & CO., 16 East 23d St.
N. Y.
Telephone Ashland 7395

AUDAK Cuts the Cost of Selling Records

USED BY LARGE AND SMALL DEALERS THROUGHOUT THE COUNTRY

Demonstrates any number of records at the same time without booths

Ask for Name of Jobber Nearest You

AUDAK CO., 565 Fifth Ave., New York

BUFFALO

*Record Trade Brisk—Organization of Victor Dealers Effected
—Fine Window Displays Attract*

BUFFALO, N. Y., May 7.—Brisk record business is the feature of trade here at present. One Main street dealer says the attractive vaudeville and concert season of this year has greatly stimulated sales of records, while a number of sales are to those who bought their instruments at Christmastime and are now stocking up with new records. There is an especially strong demand for dance records. Portable talking machines are also selling well.

Victor dealers of Buffalo met at a noon luncheon in the Iroquois Hotel recently, when they organized the Victrola Dealers' Association. Meetings have been held informally by the members of the Association for the past few weeks at noon luncheons. By-laws and a new constitution were drawn up and adopted. The new organization will operate in a more informal manner, holding meetings at noon luncheons once a month or by special call of the council. It is planned to hold special meetings in honor of Victor artists who appear in the city. An entertainment committee will see that their gatherings are made entertaining as well as profitable. Membership is open to out-of-

town dealers as well as those engaged in business locally.

Officers elected at the last meeting are: President, A. H. Fleischman, manager of the music department of Wm. Hengerer Co.; vice-president, Charles Liske; secretary, J. M. Kibbler, and treasurer, Albert Schwegler, all of this city. This group makes up the council, which will be assisted in committee work by the following group of dealers: E. R. Burley, dealer; Charles Heineke, manager of the Victor department of Denton, Cottier & Daniels, and Eugene Farney, manager of the Victor department of Robert E. Loud Music Co. The Association plans to hold a picnic about July 1, although no definite plans have been arranged.

The Rudolph Wurlitzer Co. has bought out the business of the Winegar Piano Co., at Broadway and Watson street, which opened under its management May 1.

Window displays are the best advertising, if properly arranged, is the belief of Ben Neal, president of Neal, Clark & Neal, Buffalo talking machine dealers, who have been specializing in record displays. This store recently sold out its entire stock of "Burning Sands" records within two days through a clever window display. This window was replaced by one equally attractive, featuring "Starlight Bay." Special lighting effects help greatly to make the window a success. In the "Starlight Bay" window tiny electric stars peeped through a dark velvet sky overlooking a clear bay on which floated a lighted steamer, and nearer the shore were

smaller craft and swans, an attractive setting.

"We believe in newspaper advertising and good window displays," said Mr. Neal. "We have no outside workers and do no soliciting. I believe that through our method of advertising we get the best trade, and our customers are those who really want a talking machine. We have comparatively no trouble in collections. Ninety per cent of our patrons pay at the store according to their contracts," Mr. Neal said.

The Seaburg Mfg. Co., Jamestown, manufacturer of the Librola phonograph, has added 100,000 square feet of factory space to its plant by taking over the factory of the Art Metal Construction Co., adjoining its factory.

On May 1 the name of the Builders' Exchange Building was changed to the Andrews Building. The building was bought a few years ago by C. N. Andrews, Victor wholesaler.

Temporary quarters have been secured in the Naylor Building, Main and Seneca streets, by the local branch of the Brunswick-Balke-Collender Co., which has charge of Brunswick distribution in this territory, and whose former quarters on Washington street were damaged by fire.

The new Victor models which have been announced to the trade are being eagerly awaited by dealers in the territory served by the Buffalo Talking Machine Co., Victor wholesaler, according to reports emanating from that company's headquarters in this city. The Buffalo Talking Machine Co. has been enjoying an excellent demand and present indications point to a continuation of this pleasing state of affairs.

T. Amesbury Goold and George Goold, of Goold Bros., Inc., music dealers, have returned from a delightful vacation in Bermuda. Their father, William Goold, and his daughter, Mrs. F. L. Armstrong, will leave the latter part of this month for an extended tour of Europe, visiting relatives in England.

Dealers are eagerly awaiting the release of the Victrola Model 215, says C. E. Seigesmund, sales manager of C. N. Andrews, Victor jobber. Mr. Seigesmund believes this will be a Victor leader. There is a great demand for Victrolas just now, he reports, and dealers are profiting by their experience of last Winter, when they were caught at Christmastime with depleted stocks. "Retailers are preparing for their Fall trade, and even putting in their orders for the next holiday season," he said. "Business is very good, and we have every reason to believe that it will continue throughout the year."

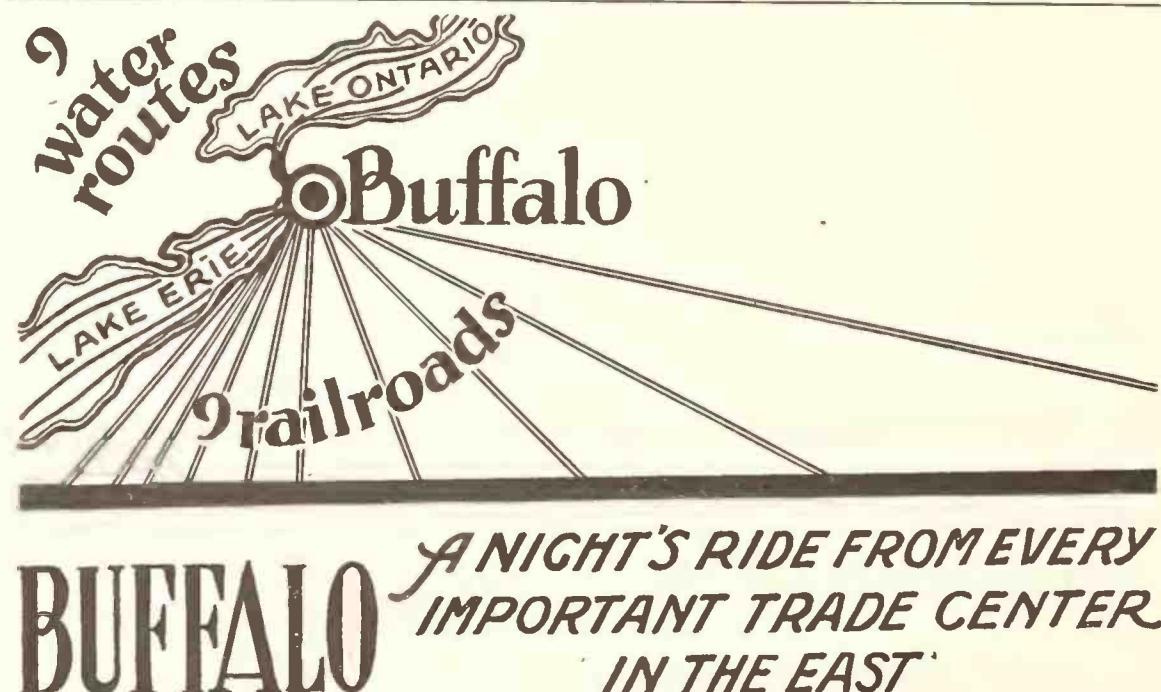
A. J. Miles, of Binghamton, has been made credit manager for Terwilliger & Salzer, of Jamestown, N. Y., Brunswick dealers.

C. J. Hereth is featuring the new Edison in very attractive window displays. He says the Edison has been his leader since the Better Homes Exposition, when it was featured there in a well-arranged booth.

Victor dealers featured "Out Where the Blue Begins" and "Mother's Love" in window displays, in remembrance of Mother's Day.

The Iroquois Sales Corp., distributor of Okeh records and Strand talking machines for Buffalo and western New York, had an exceptionally good month, said F. D. Clare, sales manager. "The past four months have shown an increase in business of at least 75 per cent over the same period of last year," he said. "The close of the year will show at least an increase of 50 per cent over last year."

G. R. Kuehner has just returned from a very successful trip through western New York, representing the Iroquois Sales Corp.



The veritable network of shipping facilities which Buffalo offers to Victor dealers—is the answer why the Buffalo Talking Machine Co. service is reaching a larger number of dealers each year.

This is unquestionably a real service which builds long-lasting friendship with a better and more efficient business for all.

Why not try this service? It will pay you.

BUFFALO TALKING MACHINE CO.

*Victor Wholesalers
BUFFALO, N. Y.*

Fancy Nancy Clancy

A CUTE IRISH WALTZ SONG BY THE WRITERS OF "PEGGY O'NEIL"



© 1923
Leo Feist, Inc.

Fan - cy Nan - cy Clancy, — Give me your an - swer do; — You can't go wrong With any FEIST son

© LEO FEIST, INC., N.Y.C.

Vincent Lopez and His Hotel Pennsylvania Orchestra, Okeh artists, will be in Buffalo during the week of May 21. They will arrive for the opening of the new Hotel Statler on the night of May 19, where they will furnish the music for the five opening nights. Their music will be broadcasted from Station WGR atop the new Statler. During the week of the 21st the orchestra will appear at Shea's Theatre. Arrangements are under way to have them play in one of the leading department stores where Okeh records are sold.

"HOME, SWEET HOME" CENTURY OLD

Frieda Hempel, Edison Artist, Sings to Radio to Celebrate Anniversary of Song Appearing on Her "Jenny Lind" Programs

Frieda Hempel, the eminent soprano and Edison artist, broadcasted "Home, Sweet Home" on May 8, the hundredth anniversary of the first time that this immortal song was sung in public. Hempel in the past has consistently refrained from broadcasting, but, as a tribute to the great song which appears on most of her "Jenny Lind" programs, she consented to sing for her first radio audience on this special occasion.

Miss Hempel's debut on the radio attracted unusual interest and photographs and announcements of the event were circulated throughout the newspapers and motion picture houses of the country.

There is no room for the snob in a sales organization.

NEW HOME FOR ELLAS MARX MUSIC CO.

Well-known Music Concern Now Settled in Handsome New Building in Sacramento—Large Phonograph Department a Feature

SACRAMENTO, CAL., May 4.—The Ellas Marx Music Co. is now settled in its handsome new building at 1027-29-31 J street, corner of Eleventh street, in the fastest-growing retail



The Artistic New Ellas Marx Building section of the city. The building is strictly modern in every particular, of steel and concrete construction, and has show windows extending 100 feet along J street.

Particular attention has been given to the equipment of the interior of the building and the battery of sound-proof demonstration booths is declared to be among the largest and finest in the West. The company features the Edison phonograph and has been complimented by

Edison officials upon the excellent arrangements made for the featuring of that product in an artistic manner.

Mr. Marx himself saw to the furnishings of the booths and, instead of the usual chairs, provided them with heavily upholstered settees and other furnishings that not only gave a homelike effect, but improved the acoustic properties. Improved ventilating systems keep the air of the booths fresh at all times, adding greatly to enjoyment of demonstrations.

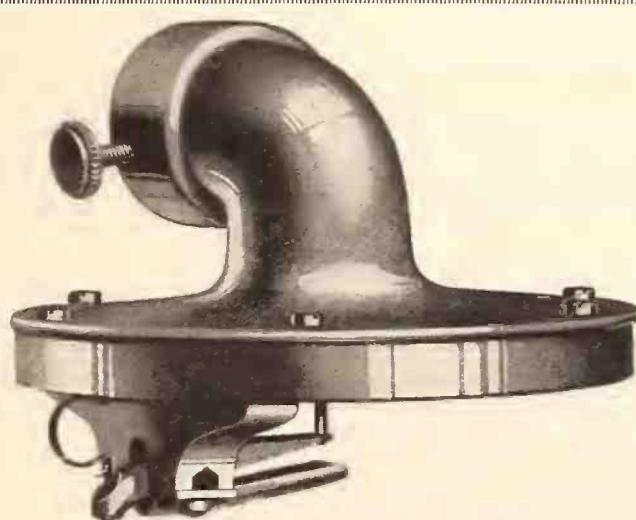
As a feature of the opening week there was secured from the Edison Laboratories at Orange, N. J., a model of the first phonograph perfected by Mr. Edison, the hand-propelled model with tinfoil record, that has become so familiar to the public in the East.

RAPPOLD AND ZENATELLO ON EDISON

The Edison Co. is about to release a record of unusual interest and one which should have a ready sale—"Miserere," from "Il Trovatore," recorded by Marie Rappold, the famous operatic soprano, and Giovanni Zenatello, the eminent Italian tenor. The selection, of course, is known to every music lover, but, sung by these two great artists, new beauties should be revealed in this operatic favorite.

EDISON RETURNS FROM FLORIDA

Thomas A. Edison returned from Florida on May 5 after spending six weeks in his Fort Myers home. Mr. Edison was unusually hale and hearty and apparently was greatly benefited by his vacation in the South.



CLARAVOX
CLEAR VOICE

EDISON DEALERS

NEED we say more than that the Claravox is the only reproducer other than the Edison which employs a genuine, high grade diamond point, microscopically ground.

A postcard will bring one on trial

THE CLARAVOX CO.
Youngstown, Ohio

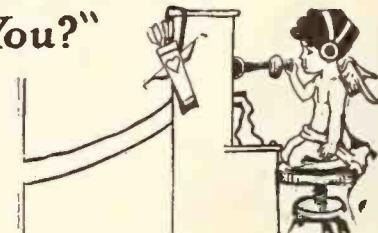
For Sale by the Following Jobbers:

Claravox Sales Co. of Michigan.....	Detroit, Mich.	Silverstone Music Co.....	St. Louis, Mo.
M. S. Henderson (Metropolitan).....	Mt. Vernon, N. Y.	Shultz Bros.....	Omaha, Neb.
Phonographs, Inc.	Atlanta, Ga.	Frank E. Bolway & Son	Syracuse, N. Y.
The Phonograph Co.	Chicago, Ill.	Girard Phonograph Co.	Philadelphia, Pa.
Davenport Phonograph Accessory Co.	Davenport, Ia.	Proudfoot Sporting Goods Co.	Ogden, Utah
	The Phonograph Company.....	Cleveland, Ohio	



CRYING FOR YOU

A NEW BALLAD
By the Writers of "Why Should I Cry Over You?"



OMAHA

Reports of Jobbers and Dealers Indicate Season of Prosperity Ahead—All Lines in Good Demand

OMAHA, NEB., May 9.—Spring, though long delayed, has finally arrived in Omaha, and dealers, with but few exceptions, report a very active business in the talking machine and record trade. Excellent reports are also received by the jobbers' salesmen operating in the Omaha territory.

Despite the intense interest manifested in the new radio broadcasting station of the Woodmen of the World, one of the largest in the United States, there is no evidence of a decline in the phonograph business. As one dealer expressed it, "The more the people become acquainted with music, whether or not it is by radio, the greater the demand in every way. Music is something that has to be cultivated and every contributing element is an asset."

George Coit, manager of the phonograph department of the Lee-Coit-Andreesen Hardware Co., jobber of Sonora phonographs and Okeh records, reports a splendid business in period models. "Our business is very good at this time," Mr. Coit declared, "however, we expect to see August one of the best months in several years for the jobbers. Our salesmen are bringing in fine reports from all over our trade territory.

"Trade is very good in Okeh records, especially 'Three o'Clock in the Morning' and 'Way Down East in Maine.' So far as the first is concerned we have had a wonderful business in the past eight months."

C. R. Moores, of the Ross P. Curtice Co., jobber in Victrolas and Victrola records, states that within the last two months they have taken over the agency for the Audak equipment in

Nebraska, Iowa and Colorado. "We are now receiving a great many inquiries in reference to the Audak," Mr. Moores explained, "and expect a very profitable business this season." Philip Haney, assistant manager of this company, says business is steadily increasing and according to present prospects May will be the best month this year by more than 25 per cent.

W. M. Robinson, manager of the National Music Supply Co., dealer in Victor and Brunswick machines, declared his firm had experienced a particularly fine record season this Spring.

Hugo Heyn, sales manager of the phonograph department of the Mickel Bros. Co., jobbers of Victrolas and Victor records, is extremely enthusiastic over the outlook for this year. The firm's sales records make an excellent showing at the present time, but renewed activity is expected with the advent of the new models, Nos. 400, 405 and 410.

The Mickel Co. is endeavoring to educate the public to an appreciation of better music. This is done chiefly by a program album which it has prepared, consisting of ten numbers for an evening's entertainment. Persons coming into the store who want one or two "jazz" selections are given an album on approval. With each record is a foreword telling something of interest about the selection. In this way the desire for better music is stimulated, as familiarity with good selections brings about a greater appreciation of music that is worth while. The company contemplates putting out a children's album in the near future, consisting of songs which are to be accompanied by games and directions for playing the games are to be placed in the album with the records.

Mr. Heyn says that results of the school of salesmanship which the Victor people put on in Omaha a few weeks since are coming in almost daily.

N. S. Reeves, a manager of the phonograph department of the Wright & Wilhelmy Co., job-

bers of Pathé phonographs, states his house plans to feature console types solely and they are looking forward to the advent of five new models of this type.

Schultz Bros., Edison jobbers, have a very attractive novelty art department in connection with their music business. They are showing some very pleasing show windows, in which they feature different grades of console machines displayed in groups, such as a condol machine, an art mirror and two torcheres, or a bridge lamp and mirror. These are shown with the combination price and terms and appeals to the decorative instinct of the housewife.

Nothing but optimistic reports come in from the Brunswick-Balke-Collender people, whether from the standpoint of the jobber or the retailer. With the advent of Spring the trade in the outlying territory has awakened, and in the cities the same condition continues, that of being unable to get certain types from the factory fast enough.

Richard E. Spies, manager of the phonograph department of the Schmoller-Mueller Co., one of the largest music houses in Omaha, with branches in Sioux City and Council Bluffs, states that sales of Columbia machines and new process records have been very active.

Wm. H. Schmoller, senior partner in the Schmoller & Mueller firm, went abroad about May 3 and expects to remain until the first of October.

According to H. H. Heintzelman, of the Cheney Sales Co., the beautiful period models still continue in demand for the better type of homes. However, the new model, which recently has been brought out at a moderate price, has been a fine seller and a stimulus to trade.

The days of "storekeeping" are over. Scientific business management and salesmanship are the order of the day. Records of failures contain a large percentage of "storekeepers."

Edison Is Always First!

The first Phonograph
First with Console Phonographs
First with Broadway "Hits"
First to play all makes of Records

EDISON INVENTED IT—EDISON MANUFACTURES IT

SHULTZ BROTHERS, Inc.

16th and Howard Streets
OMAHA

Edison Distributors for Nebraska
and Western Iowa

A few dealerships open. Write
or wire



New, exclusive recordings by
SOPHIE TUCKER
"Queen of Vaudeville"

As a result of what is undoubtedly the most successful and triumphant vaudeville tour of her entire career, Sophie Tucker has gained thousands of new and enthusiastic admirers all over the United States. Never before has the tremendous popularity of the "Queen of Vaudeville" been so evident. Success after success followed her every appearance, reaching a fitting and glorious climax at her final week's engagement at Keith's Palace Theatre, New York.

There, as in all her previous appearances, Sophie's new collection of typical Tucker numbers, "put over" in her own inimitable, vivacious manner, were hailed with unmistakable delight by each succeeding audience. Every performance found Sophie "stopping the show."

Previous to her recent departure to Los Angeles, where she is now the headliner in the popular "Pepper Box Revue," Sophie recorded exclusively for Okeh those numbers which she made famous on her remarkable vaudeville tour. All of Sophie's well-known pep and personality are vividly present in them. Each one is a treat in itself—each one is Sophie herself!

These exclusive Okeh recordings, exceptionally true-to-life of Sophie, singing her famous hits, have found a ready market of eager buyers, and enterprising Okeh dealers all over the country are reaping the profits that these fast-selling Sophie Tucker records are steadily bringing to them.

The Latest, Typical Tucker Hits

4839 { Old King Tut (In Old King Tutankhamen's
10-inch Day)
75c { Papa Better Watch Your Step

4817 { Aggravatin' Papa
10-inch You've Got to See Mama
75c Ev'ry Night

4818 { Seven or Eleven (My
10-inch Dixie Pair o' Dice)
75c Come on Home



Sophie Tucker
can be heard only on her
Okeh Records; made
and recorded under an
exclusive contract.



General
Phonograph Corporation
OTTO HEINEMAN, President
25 West 45th St. New York

Okeh Records

The Records of Quality

The Trade in BOSTON and NEW ENGLAND

JOHN H. WILSON, Manager
324 WASHINGTON ST., BOSTON, MASS.

TALKING MACHINE MEN PRESENT AT BANQUET OF NEW ENGLAND MUSIC TRADE ASSOCIATION

**Noted Speakers Heard—Kraft, Bates & Spencer Move—Tie-up With Artists—United T. M. Co.
Adds Branch—Torrential Rains Retard Travelers—Business Brisk—News of Month**

BOSTON, MASS., May 7.—Several hundred men and women gathered at the Hotel Somerset the middle of April for the annual banquet of the New England Music Trade Association, and once they crossed the threshold there were loud exclamations of delight at the sight of Oriental splendor that spread out before their eyes. For several weeks a special committee had been busy in arranging the many details of this occasion and the greatest credit is due William Merrill, Harry Spencer, R. O. Ainslie. They were supplemented by Major Carroll D. Swan, who was toastmaster, and to him the credit belongs for a number of original stunts which were put through during the evening. There was a large number of talking machine dealers present.

The entertainment was of an unusual type, for it was of a highly professional character and included Oriental dances by Lucille Rice and vocal music by Edith Woodman. Throughout the evening girls in rich Chinese costumes flitted about the dining room dispensing cigars and cigarettes. All through the dinner there was dancing.

President William H. Nutting, of Nashua, N. H., presided at the dinner and with him at the head table were Speaker B. Loring Young, of the House of Representatives, and Dr. Tehyi Hsieh, the Chinese scholar, who was a speaker a few months ago at one of the Association's luncheons.

Speaker Young was present in behalf of Governor Channing Cox, whose greetings he brought. Mr. Young was most facetious in his remarks and soon got his audience into a merry mood. He paid his respects to the art of music and expressed the idea that no home was complete without music pervading its atmosphere and he thought there yet was a bigger opportunity for music to permeate every corner of the earth.

Dr. Hsieh, like Speaker Young, was accorded a warm reception. Dr. Hsieh's topic was on "Harmony" and, from start to finish, he gravitated from grave to gay, pointing nearly all his

tales with some humorous allusion which provoked great laughter. He said in part:

"In this bewildered time of all times, when harmony is to be emphasized upon, what can bring the world of discord more effectively to pass than the sincere chord to be struck aright by music? America is the heart of the world at present; the mind and body must suffer if the heart is not sound. The world that looks up to you for leadership at this time ought to be given just a look-in into your present atmosphere. It will do a great good to all around you."

"Everything comes to him who hustles while he waits. Harmony would lose its attractiveness if it did not have its background of discord. Deepening happiness cannot be fully realized unless one has tasted the bitterness of it all. Express beauty in your life and beauty will flow through you and come back to you again. Happiness does not lie in the absence of trouble, but in the control of the same. Life is not in holding a good hand, but in playing a poor one well. No square peg can fit in a round hole any more than a key of success is complete without the right lock to insert it in. Life without industry is crime and industry without Art is brutal."

Kraft, Bates & Spencer in New Home

Kraft, Bates & Spencer, New England distributors of the Brunswick, moved on May 1 from their old quarters at 1265 Boylston street to 80 Kingston street, in the down-town section, where quarters were leased, as announced in the April issue of *The World*. The entire floor is occupied and there are now 14,000 feet of floor space devoted entirely to Brunswick purposes. Along the street front are the executive offices with Harry Spencer's private office at the easterly end. A large section will be set apart for a display room and there is to be a large record department and ample storage space for machines, as well as a repair department. The front of the floor is so flooded with daylight that artificial light will not be necessary

Your Logical Jobber

Exclusively



Wholesale

The Eastern Talking Machine Co.

85 ESSEX STREET
BOSTON MASS.

except in the Winter months. A new era of success now faces the New England department of the Brunswick with such increased facilities for handling its growing business.

"Bob" Steinert's Car Stolen
Robert Steinert, secretary of M. Steinert & Sons Co., who makes his headquarters at the
(Continued on page 84)



Five New Divided-Top Victrolas

Just added to the Victor line make it absolutely superlative. There's a Victrola for every need and every purse.

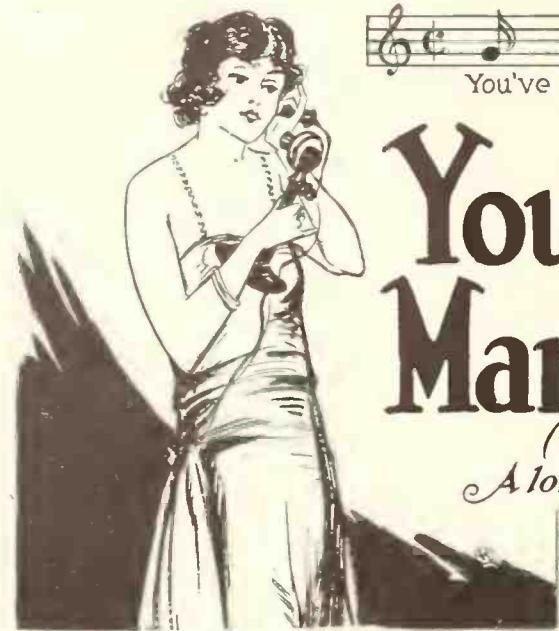
The complete Victor line, backed by Ditson two-city service, is invaluable to the dealer.

Ditson Service Is Co-operative Service.

**Ditson
Victor
Service**

**CHARLES H. DITSON & CO.
NEW YORK**

**OLIVER DITSON CO.
BOSTON**



You've got to see Mam - ma ev -'ry night, or you can't see Mam - ma at all.

You've Got To See Mamma Ev'ry Night

(or you can't see Mamma at all)
A lonesome, lovesick "Come to Mamma" Blues,

Sun.	X	X	X	X
Mon.	X	X	X	X
Tue.	X	X	X	12
Wed.	13	14	15	16
Thu.	17	18	19	20
Fri.	21	22	23	24
Sat.	25	26	27	28

THE TRADE IN BOSTON AND NEW ENGLAND—(Continued from page 83)

Arch street store of the house, which is the Victor distributing center, was minus his Wills-St. Clair a while ago for nearly ten days for the very good reason that it had been stolen from in front of the house of his father, Alexander Steinert, 401 Commonwealth avenue, while the family was at dinner. A day or two after its disappearance "Bob" got word from the Cambridge police that thieves who were the actors in a bold hold-up had driven off in a car bearing the number that was held by him. Later the car was found in an alley in Cambridge, the thieves eventually being caught. Bob Steinert subsequently got his car, but it had been so severely dealt with that he decided to purchase a new one, so now he owns a handsome Stutz six.

Successful Columbia Artists' Tie-up

Paul Specht and also the Georgians, two of the popular dance organizations whose playing has been enjoyed by thousands of Columbia

enthusiasts, were in Boston, appearing at Keith's Theatre the latter part of April, and capacity audiences enjoyed their programs. While they were here in town Peter McInerney, supervisor of the wholesale dealers' service, and a hustler, by the bye, and Mr. Grady worked up a most attractive and novel advertising stunt. They decorated the Columbia trucks, as well as the Keith trucks, with special Paul Specht banners and pictures, and in all of the Columbia dealers' windows they had placed cards announcing Specht's appearance, with the result that a large volume of business was closed by leading dealers in Columbia records.

"Smiling Ed" Buys Motor

Salesman E. H. McCarthy, traveling out of the Boston branch, covering northeastern Massachusetts and southern New Hampshire territory for the Columbia, known to many of his friends as "Smiling Ed," after winning the recent salesmen's record contest and securing the

handsomely fitted suit case, has also purchased out of his bonus a handsome car, a new Chalmers coupe.

Rayburn Clark Smith a Visitor

A welcome caller at the Eastern Talking Machine Co. warerooms the other day was Rayburn Clark Smith, president of the Unit Construction Co. As Mr. Smith gets to Boston not oftener than once a year there is always a special effort made to make him feel at home in talking machine circles in this city.

New Victor Model Scores

The new style 215 of the Victor line which only reached the Eastern Co.'s warerooms a few days ago has already been seen by many dealers, who pronounce it one of the most attractive models which the Victor Co. ever has put out. The first invoice which reached the Eastern Co.'s headquarters on the first of the month was soon exhausted and it will take several more large shipments to satisfy the demands of dealers.

Sonora Dealers Discuss Problems

The first meeting of the New England Sonora dealers was held the latter part of April at the Hotel Taft, New Haven, Conn., with forty men present. Joseph Burke, head of the Sonora Phonograph Co., of New England, presided, and among those present from New York were Frank C. Coupe, vice-president and general sales manager, and E. D. Coots, assistant general sales manager. The day was devoted to a discussion of various trade problems and the sessions were brought to a close with a dinner. Mr. Burke reported, on returning to Boston, that the conference was in every way a satisfactory one and resulted in mutual benefit to all because of the frank exchange of views and it is hoped that these will become regular events.

Will Attend Jobbers' Pow-wow

Mr. Burke is planning to go out to Saginaw, Mich., on the occasion of the Sonora jobbers' convention on May 14, and he will be accompanied by his brother, Tom Burke, who is the assistant sales manager of the New England Co. Mr. Burke, in discussing recent business, reported that, big as was March, April made even a better showing, and he looked for an increasing business during the current month.

Buys Field's Music Shop

Field's Corner Music Shop, which carries the Victor line, has changed hands, having been purchased by Carbone Bros., who operate several stores in the suburbs of the city.

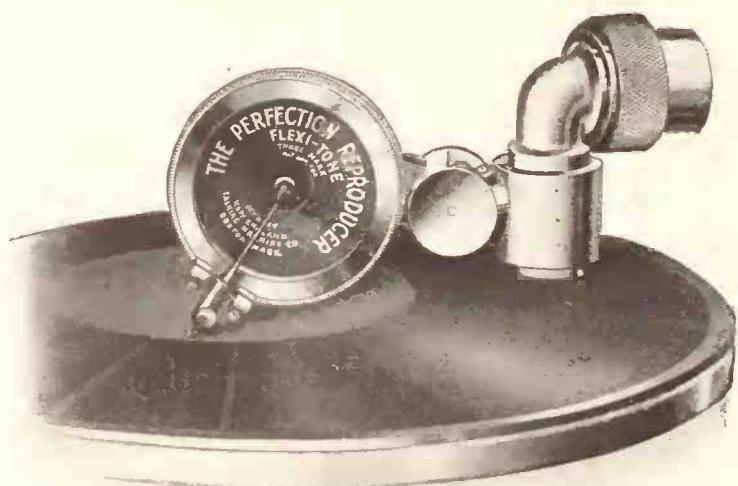
Trinity to Announce New Motor Soon

The Trinity Phonograph Co., in whose interests H. A. Robbins is putting in a lot of time, will shortly have a new motor which Mr. Robbins has perfected, which is both simple, noiseless and highly effective. Mr. Robbins, who has his office in the same building with the General Sales Corp., says that the Trinity machine is now being carried by nearly twenty-five dealers hereabouts.

General Phonograph Products Popular Model E, made in the company's own factory

Make More Profits This Year

"Perfection" Edison Attachments and Reproducers provide extra sales profits in themselves and increase record sales.



This is the "Perfection" Edison Attachment (Nos. 4 and 7)

Send today for complete information, prices and dealers' proposition.

**NEW ENGLAND TALKING MACHINE CO.
16-18 BEACH STREET BOSTON, MASS.**

at Elyria, O., is being shown at the distributing rooms of the General Phonograph Corp., Berkeley street, this city, and the new portable machine, called the Modernolette, also is finding wide favor in the trade. Manager N. B. Smith spent a week in the vicinity of Worcester and Springfield, and after visiting these districts he went over to New York. P. J. Donovan, of the traveling staff of the General Phonograph Corp., who has a wide field, has just concluded a good trip, which extended as far as Maine, where he found conditions quite satisfactory. Mr. Donovan's headquarters are at Springfield and he manages to get to Boston quite often to confer with Manager Smith. The Okeh record line which this concern carries for New England is selling well and some of the new numbers especially are being sold in large lots.

United Talking Machine Co. Adds Branch

The United Talking Machine Co., which operates successful stores at Brockton, Plymouth and Webster, Mass., and Willimantic and Stafford Springs, Conn., has acquired the business of the D. S. Marsh & Co. music store, of New London, Conn., thus adding another link to its already long list of establishments. The first store of this company was started in Brockton fourteen years ago under the personal supervision of Charles Feldman as general sales manager, and Charles Popkin as general manager, and it is largely through their efforts that the chain of stores has grown and the business rapidly increased. The New London store is to be managed for the present by Samuel Feldman, who has been in the Willimantic store. Mr. Feldman has been in the business about ten years and began with the Outlet Co., of Providence. David M. Feldman, who has been in the Brockton store, will become manager of the Willimantic establishment.

Good Cheney Business

Stephen Colahan, New England manager of the Cheney Talking Machine Co., spent a good part of April out in his territory, where he found his representatives enthusiastic over the Cheney and reporting many good prospects. Recent consignments of this instrument have been eagerly taken by the New England dealers. The new Cheney warerooms at 376 Boylston street have a very advantageous location on the fourth floor, where a full line of Cheney models is shown under the most pleasant conditions.

Quick Shipments Aid Edison Trade

Frederick Silliman, head of the Pardee, El-



Precepts for the Wise Victor Retailer in Preparation for a Banner Year

1. He will anticipate NOW his supplementary stock of Victor Instruments.
2. He will realize with the advent of the new Flat Top divided lid models, 215 and 220, and the 3 Art Models, 400, 405 and 410, that he has the most complete and all-embracing line of musical instruments in the history of the Talking Machine business.
3. He will not overlook the additional profits to be derived from attention and sales effort upon the horizontal models, particularly the very popular styles 240 and 260.
4. He will not hesitate to solicit the advice of STEINERT and lay his problems before the STEINERT corps of experts.

Exclusive Territory for DeForrest Radio Dealers Still Exists

M. STEINERT & SONS
Victor Wholesalers
35-37 Arch Street Boston, Mass.

ANYWHERE IN NEW ENGLAND

lenberger Co., Oliver street, says that the Edison goods are now coming along with no delay, a condition that is quite different from that obtaining during the Winter. Some of the new console models are finding immediate favor with the Edison representatives throughout New England. Several new Edison dealers have lately been added to the New England representation.

Now All-year-round Favorites

Talking machine toys now constitute a regular part of the sales of the average talking machine dealer. This is borne out in the sales records of the National Co., of this city, which produces Ragtime Rastus, Boxing Darkies, and other familiar numbers. While, naturally, the big sales of the year are made around the holiday period, the sale of talking machine toys

has now become an all-year-round proposition. The National Co., which also produces Victrolene polish, reports that this end of the business has also increased considerably. W. A. Ready, head of the organization, is optimistic over the future and has in preparation several other novelties which will shortly be announced.

C. S. Norris Home From Europe

Charles S. Norris, the Tremont street Columbia dealer, who sailed for the Mediterranean with Mrs. Norris on February 10, has returned home after a most enjoyable trip to Spain, Italy, Egypt and even to the door of the tomb of King "Tut" at Luxor.

Good Reports From New England T. M. Co.

The New England Talking Machine Co., of this city, producer of Perfection tone arms and reproducers, reports that a considerable demand for its products has been evidenced thus far this year. The factory of the company, at 16-18 Beach street, is quite busy taking care of the demand. The increased volume of orders received was not only from dealers who are already on the books, but many new accounts have been opened as well.

R. Longfellow With Vocalion

Ralph Longfellow, who was lately in charge of the talking machine department of the Atherton Furniture Co., Brockton, is now traveling representative for the Vocalion and is making his headquarters in New York City.

Special for Chicago Convention

There is lively interest in the "special" which is to leave Boston on Saturday or Sunday, June 2 or 3, for the big Chicago convention of the music trade, to open June 4, and it is the hope of the enterprising local music men that enough manufacturers and dealers can be got together to insure at least one car all to themselves. In previous years a congenial bunch had been assembled to make a real party worth while. From present indications an even larger company will be included in this "special" this year.

New England Floods Hinder Travel

Floods in the New England territory are indirectly having some influence on the talking machine business by reason of delaying automobile and freight movements to some extent. On Saturday night and again on Sunday evening, in the last week of April, heavy rains descended on New England, with the result that rivers have risen to their greatest height

(Continued on page 86)

KRAFT-BATES AND SPENCER INC.
NEW ENGLAND DISTRIBUTORS

Brunswick
PHONOGRAHES AND RECORDS

NEW BRUNSWICK RECORDS DAILY

Brunswick dealers now operate under a new releasing system. Something new on Brunswick to offer customers EVERY DAY. No waiting for some far-off release date. Old monthly releases supplanted by better way. New record business every day.

Always something new on the counters for clerks to talk about. Public responds heartily to better business methods. Big increases in record sales immediate result of new system. They get what they want TODAY on Brunswick.

Brunswick Records can be played on any phonograph.

KRAFT, BATES & SPENCER, Inc.
80 KINGSTON STREET,
BOSTON MASS

New England Distributors
Steel Needles Motolas Record Brushes Khaki Covers



THE TRADE IN BOSTON AND NEW ENGLAND—(Continued from page 85)

The NEW EDISON

Prestige

Unapproachable as a musical instrument; peerless for living realism; comprehensive in choice of cabinet design, and, FAR IN ADVANCE with NEW HITS and musical selections, it draws patronage that results in satisfactory

Gate Receipts

Certain localities in New England offer opportunity for dealerships. Write us if interested, and we will acquaint you with the details.

THE PARDEE-ELLENBERGER CO., INC.

EDISON JOBBERS FOR NEW ENGLAND

26 Oliver Street

Boston, Mass.

in many years, some the highest in their history; roads have been made impassable and bridges have been swept away. Thus is the traveling public badly inconvenienced. In some cases long detours are necessary and in other cases there is no means of getting to some places that are quite cut off from the outside world.

New Post for Mr. McInerney

Peter McInerney, who has for some time been dealers' service supervisor for the New England department of the Columbia Co., has now got a more exalted post, that of supervisor of orders and inventories, the duties of which he combines with his other work.

Glass-Paneled Style Interests

There has been considerable local interest in the glass-paneled style 130 duplicate of the Victor machine that won the gold medal at the San Francisco Exposition a few years ago and which the Eastern Co. offices have had in their

possession for a time. The Victor factory loaned it to Manager Herbert Shoemaker, and it was interestingly inspected by many others.

Wing Co. Purchases Store

The C. F. Wing Co., of New Bedford, has purchased the Victor department of the Household Furniture Co., of New England, and is now operating it in a thoroughly up-to-date manner.

Hold Demonstration Week

The week beginning April 30 was demonstration week at the Erisman warerooms, where for the first time dealers had an opportunity of inspecting the new Camp-Fone and the Bristol Audiophone. This Camp-Fone is a compact machine intended, as its name implies, for use in camps. The tone arm is neatly stored away in the most ingenious manner and has a one-spring motor. The whole thing weighs only twenty pounds. There is a receptacle in the cover for an album holding six discs. Mr.

Erisman gave each of his traveling men one of these machines to carry about for four days and so great was the enthusiasm over it that more than 1,400 orders were taken from dealers.

Open Special Supply Room

Arthur C. Erisman has fitted up a special supply room at his establishment where everything from a machine to needles and oils can be inspected within a small compass. He reports Vocalion business as going big and the increase in sales each month is most gratifying. Mr. Erisman, who was at the Strand factory at Salem, Ind., a few weeks ago, says that he saw there some new models, not yet ready for the trade, that surpass anything yet put out.

Here and There in the Trade

Victor dealers who have been recent visitors to the Arch street store of M. Steinert & Sons, where they got the usual cordial welcome from wholesale manager Kenneth E. Reed, were Harry Russell, of the Outlet Co., Providence, R. I.; Harris Munroe, of Munroe's Music Shop, Orange, Mass.; Mr. Vice, of A. Vice & Sons, Shelburne Falls, and Rayburn Clark Smith, president of the Unit Construction Co.

J. F. Carr, who now travels in the interests of the Brunswick and makes his headquarters in Springfield, was in town a few days ago and told The World correspondent on his return from a trip South, on which he was accompanied by his wife and child, that Brunswick business is moving fast in his territory.

H. L. Baker, of the Hyannis Music Co., Hyannis, on the Cape, and W. G. Brown, of the W. G. Brown Co., of Gloucester, were in town the other day and visited the Eastern Co.'s headquarters. Both men are Victor enthusiasts.

Secretary William Merrill, of the New England Music Trade Association, was in Nashua, N. H., the latter part of April attending the opening of Bill Nutting's store.

Charles H. Farnsworth, head of the Eastern Talking Machine Co., is back home from a trip to Virginia Hot Springs where he and his family spent several weeks.

Ditson Get-together Club to Meet

Henry Winkelman and his staff in the Victor department of the Oliver Ditson Co. are looking forward eagerly to the outing of the Get-Together Club of the Ditson house, which is scheduled for Saturday, June 30, and the Ditson officials have invited a number of other friends in the musical world to join with them. The party will go to Thompson's Island for the day and there will be a special program of sports.

R. O. Ainslie, of the Hallet & Davis house, which is making some good sales these days with its "Phonograph Beautiful," spent a week in New York the latter part of April, and John L. Cotter, vice-president of the company, has been over in Chicago on a hurried trip.

John Chesley Foran, of the accounting department of the M. Steinert & Son's Boylston street store, was married on April 28 to Miss Ethel Marie Morrissey at the Gate of Heaven Church in South Boston.

We Serve New England!



A THOROUGHLY complete stock of all OKeh and Odeon Records kept on hand at all times enables us to give every New England dealer prompt and efficient service — no matter what his needs may be.

The unusual demand that now exists for Odeon Records and OKeh foreign language records prompts us to call to your attention the fact that we are now carrying extra large stocks of records in Italian, Polish, German, and the other foreign languages.

We still continue our maintenance of a special list of all Irish records.

General Phonograph Corporation of New England

142 Berkeley Street

Boston, Mass.

OKeh Records



One of the cleverest jazz numbers in many moons of melody is presented this month by the Georgians. It's the "Snake's Hips"—some fox-trot. On the reverse side occurs "Farewell Blues", a real rendition of a knockout blues, by the same orchestra. Two successive hits that load the bases with sales. Both on Record A-3864.

COLUMBIA GRAPHOPHONE CO.
New York



EDISON JOBBERS' COMMITTEE MEETS

Executive Committee of Edison Disc Jobbers' Association Confers in Plant at Orange—Act on New Shipping Plan—Two Day Session

The executive committee of the Edison Disc Jobbers' Association gathered during the last week of April at the Edison headquarters in Orange, N. J., for one of the meetings which are scheduled to occur at intervals of every three months.

Most of the time was spent in conference with officials of the Edison Co., discussing the outlook for business during the balance of the year and formulating plans for early promulgation.

One new idea which was acted on favorably was a plan relating to the shipment of records and sundry items to retail Edison merchants from their respective jobbers. Under the new modus operandi each dealer will send his order for records, accessories, supplies, etc., at the end of each week to his local jobber, who will ship all records and sundry items on a certain specified day of the following week to each dealer.

In other words, the total dealer accounts of the jobber will be divided into groups and full shipments will be made on each day to the group that has been designated for each given day of the week. Under this plan a great deal of shipping expense and inefficiency will be obviated, due to the fact that the clearing of orders, the assembling of orders and the dispatching of orders will be put on a periodical and organized basis, instead of kept on the present more or less irregular schedule, which, it was felt, makes for inefficiency, quite some additional expense and a lack of balance in the machinery of the jobbers' order-filling department.

This plan and many other plans which have been adopted, and are to be adopted by the Edison Co. and Edison jobbers, are primarily designed to decrease the overhead of distribution and thereby allow for a maximum profit to the retailer and to the purchasing public.

A great deal of favorable comment was registered concerning the results which have followed the adoption of the many new distribution policies which have been put into effect during the last year and a half, and particularly the "immediate release" plan as originated and introduced by the Edison Co.

The visiting jobbers were received, on their arrival at Orange, by Charles Edison, chairman of the board, and A. H. Curry, vice-president in charge of the phonograph division.

The sessions lasted two days and were concluded with a dinner. Those attending were: Laurence H. Lucker, Minneapolis, president of the Association; William Schmidt, Phonograph Co. of Chicago; L. M. Bloom, Phonograph Co. of Cleveland; P. H. Oelman, Phonograph Co. of Cincinnati; H. G. Stanton, R. S. Williams & Sons Co., Toronto; A. A. Buehn, Buehn Phonograph Co., Pittsburgh; J. J. Sullivan, Phonograph Corp. of Manhattan, Orange. Frank E. Bolway, Frank E. Bolway & Sons, Syracuse, was unable to attend.

"SONORA WEEK" CELEBRATED

Leading Metropolitan Jobbers Participate and Dealers Co-operate Through Artistic Window Displays and Extensive Publicity

The week of May 7 was celebrated in metropolitan territory as "Sonora Week" and, as a result of the activities and co-operation of the Sonora jobbers in this territory, the week was a decided success. The jobbers who participated in this campaign were the Greater City Phonograph Co., New York; the Long Island Phonograph Co., of Brooklyn, N. Y., and the Sonora Sales Co. of New Jersey, Newark, N. J. The executive offices of the Sonora Phonograph Co. in New York also co-operated with the jobbers and every detail of the week was worked out to splendid advantage.

A feature of "Sonora Week" was the use of handsome and effective advertisements in the metropolitan newspapers over the signature of the Sonora dealers. Special window displays

were prepared, together with window strips calling attention to "Sonora Week." An intensive mailing campaign was also a factor during the week and Sonora dealers in metropolitan territory are enthusiastic regarding the practical results of the intensive drive carried on during the week's campaign.

DISPLAY AT "BETTER HOMES WEEK"

BUFFALO, N. Y., May 5.—One of the features of the recent "Better Homes Week" in this city was a series of public concerts, at which the phonograph and player-piano were demonstrated to illustrate the unlimited possibilities for home music and entertainment. Sonora instruments were used in the phonograph division of these concerts and Goold Bros., Sonora dealers, furnished three models—Adam de Luxe, Queen Anne and Canterbury. Goold Bros. featured the use of the Sonora phonographs during "Better Homes Week" to excellent advantage and obtained effective publicity from this event.

ANYTHING YOU WANT TO KNOW?



Information and complete lists of all branches of the music industry will be found in the new edition of

FOX'S MUSIC TRADE DIRECTORY

"The Red Book"

Now Ready

\$1.00 per Copy

in Flexible Cloth Binding

MUSIC TRADE INDICATOR

25 East Jackson Blvd.

PUBLISHERS

CHICAGO

IN PITTSBURGH

Business Is Spotty—Continued Activity in Steel Mills Bound to Have Influence on Immediate Future of the Trade—The News

PITTSBURGH, PA., May 9.—A paradoxical condition obtains here in the talking machine retail trade, due to the fact that in the suburban and nearby town sections retail talking machine dealers report business as brisk. On the other hand, in the larger talking machine shops and departments in the downtown business district there has been a falling off in sales of talking machines. Wholesale dealers are optimistic. George H. Rewbridge, manager of the wholesale Victor department of the W. F. Frederick Piano Co., said: "As I view it there is a good season in sight for the dealers who handle the Victrola. Personally, I admit that there has been a slump in talking machine sales in certain localities, but on the whole, when everything is taken into consideration, things are not so bad. I believe that the coming two months will be very satisfactory ones for the Victor dealers, especially those located in the industrial sectors about Pittsburgh. The iron and steel mills are operating steadily and this must necessarily have a beneficial effect on all lines of business, including the talking machine trade. It is my candid opinion that the new styles of Victor machines, when placed on the market, will stimulate business to a marked degree. In my visits to the retail Victor dealers in the small towns outside of the city limits I have found very satisfactory conditions.

Mr. Rewbridge returned the past week from a business trip to the East. He is now located in his new offices and salesrooms on the eighth floor of the Frederick Co. Building.

Thomas T. Evans, manager of the wholesale Victrola department of the C. C. Mellor Co., stated that the outlook for business in the Victor line is good and that he has no difficulty in disposing of the merchandise he secures.

T. A. Shortell, who for the past eleven years has been manager of the Victor department of the S. Hamilton Co. at its main store, 815 Liberty avenue, has resigned and is now engaged in other business. Mr. Shortell was widely known to the trade and had many warm friends who regret his departure from the field.

A. A. Buehn, treasurer of the Buehn Phonograph Co., Edison distributor, attended a meet-

ing of the executive committee of the Edison Jobbers' Association in Orange. He contracted a cold on his way home that caused him to be confined indoors for several days.

H. M. Swartz, manager of the Buehn Co., stated that there was a very satisfactory volume of business handled by the company in Edison phonographs and records the past month. Basing his expectations on the excellent conditions that prevail in the industrial sections of the Pittsburgh district, Mr. Swartz is confident that May and June will show an increase in sales over the same two months a year ago. Among the new Edison dealers served by the Buehn Co. is the Livingood Jewelry Store, Somerset, Pa. Kiser Bros. have taken over the Edison department formerly operated by the Puffinburg Furniture Co., Wilkinsburg, Pa.

R. R. Karch, special factory representative of Thomas A. Edison, Inc., spent a week in the Pittsburgh zone on business for the company. He addressed a meeting of the sales force of the Buehn Co. while in town.

J. K. Nichol, traveling representative of the Buehn Co., was called to New York by the serious illness of his mother and sister.

J. M. Burns & Son, of Waynesburg, Pa., Edison dealers, have moved to a new location and have a fine salesroom in which the various models of the Edison line are on display.

One of the enterprising Victor dealers in western Pennsylvania is W. G. Anderson, of Midland, Pa. Mr. Anderson is a live-wire dealer and has been selling a large number of Victrolas and Victor records, despite the lull in business in other lines. He has an able lieutenant in Mrs. Anderson, who is an expert on Victor goods.

The Johnson Music Co., Victor dealer, Penn avenue, has been absorbed by the Spear & Co. East Liberty store.

R. R. Myers, manager of the Victor department of Spear & Co. at the main store, Penn avenue, downtown, reports a very satisfactory volume of business handled for the past month and is anticipating a brisk business for May.

Finally, after months of waiting and being shifted "from pillar to post," A. R. Meyer, man-

ager of the talking machine department of the Joseph Horne Co., is now located in his permanent quarters. The formal opening of the new store took place recently. The talking machine department is located on the mezzanine floor and is easy of access from all parts of the big store. Mr. Meyer handles the Victor, Cheney, Pooley and Columbia lines.

The Pittsburgh offices of the General Radio Corp., Frank Dorian, manager, have been moved from 806 Penn avenue to 1005 Penn avenue (Wright Building). The seventh and eighth floors have been leased and are now in process of renovation and fitting up for the sale and display of the General Radio Corp. line, the Strand phonographs and Okeh records.

John Henk, manager of the Columbia Music Co., said that he was pleased with the business he handled during April, which showed a marked increase over the same month a year ago. Mr. Henk stated that sales of both the Edison and Columbia lines are brisk.

George J. Meyer, Jr., manager of the Pittsburgh offices of the Brunswick-Balke-Collender Co., reports that sales of Brunswick phonographs and records are increasing right along. The distribution of records is now being made from the local offices instead of from Cleveland, thus insuring the local Brunswick dealers prompt and satisfactory service. Mr. Meyer stated that plans are being formulated for the more efficient distribution of the Brunswick phonographs, so that the local dealers can, at an instant's notice, have their requirements promptly attended to.

Theodore Hoffmann, treasurer of the J. M. Hoffmann Co., Brunswick dealer, is spending a week in Potter County on a fishing expedition.

The celebrated Eight Famous Victor Artists have been heard by crowds of delighted persons in various towns in central and western Pennsylvania the past few days. At Washington, Pa., they were heard by a record-breaking audience in the Capitol Theatre, on the evening of May 4, under the auspices of the G. W. P. Jones Music Co. They also appeared at Uniontown and at Reading, where pleased audiences demanded encore after encore.

H. Milton Miller, manager of the Sonora Phonograph Co., Pittsburgh distributing agency, who also handles the Vocalion records, stated that business was showing marked improvement since April 15 and that he is confident that May and June will be good months for the Sonora line, especially the console models. New Sonora dealers reported are: Glenn Furniture Co., Clairton, Pa.; Henry Music Co., Blairstown, Pa.; the Melodie Shop, Punxsutawney, Pa.; D. D. Rupert, Curwensville, Pa.; Schroeder Piano Co. and Victor Nabenshue, Conemaugh, Pa.

New Vocalion record dealers are Erie Supply Co. and J. D. Douamount, both of Burgettstown, Pa., and the Hirth-Kovack Co., Homestead, Pa.

Mrs. Margaret McClinton, mother of Mrs. Isabella K. Buehn, president of the Buehn Phonograph Co., died at her home at Mifflintown, Pa., last month.

Dawson Bros. Piano Co., which handles Starr phonographs and Gennett records, reports a brisk volume of sales during the past month. C. L. Dawson, senior member of the firm, has just returned from a sojourn in Florida.

C. R. Parsons, manager of the talking machine department of the Rosenbaum Co., stated that sales of Victor talking machines and records are quite satisfactory. Mr. Parsons has a very up-to-date talking machine department under his supervision, with ample facilities for patrons to utilize the demonstration booths.

The retail shop of the National Phonograph Co., 633 Liberty avenue, has been closed.

PRINCETON CO. TO OPEN

Princeton, Ky., May 3.—The Princeton Music Co. will open here shortly, with Mrs. Lelia Edwards acting as manager of the store.



The increasing demand for THE NEW EDISON is but a reflection of the ever increasing interest of the public in this quality product. Today's interest means tomorrow's sales. Will YOU make those sales?

BUEHN PHONOGRAPH CO.
421 SEVENTH AVENUE PITTSBURGH, PA.

New Edison Records Every Week

CONSERVATISM

Optimism is an important thing to have in business, but should be tempered by enough pessimism to produce Conservatism.

Business history will demonstrate that in all lines the permanently successful concern has a conservative policy.

The conservative business man is usually dependable and dependability implies security in times of stress.

The Victor Company and its Supreme Product represent conservatism and dependability and are reflected in Blackman Service.

The Blackman policy of Victor distributing is of the Conservative, Dependable, Secure type. Blackman Service is not one of promise but of performance.

Victor Dealers who forecast a wonderful revival of business this year and prepare to meet it by becoming Blackman Dealers *now* will be practicing profitable conservatism.

If you are a conservative dependable type of Victor Dealer, let us get together now for "Birds of a feather flock together."

Blackman and Dependability—One suggests the Other.



Blackman
TALKING MACHINE CO.
28-30 W. 23RD ST. NEW YORK N.Y.
VICTOR WHOLESALE DISTRIBUTORS

THE TWIN CITIES

Portable Sales Jump as Summer Weather Holds Sway—Jobbers and Dealers Busy—New Accounts Opened—Month's News of the Trade

MINNEAPOLIS and ST. PAUL, May 6.—Minnesotans are looking toward a vacation at one of the State's "ten thousand lakes" with a phonograph for company, as evidenced by the demand for portable types of machines. With Winter turning to Summer almost overnight, business men are longing for a Summer camp with a little music to while away the lazy hours; busy mothers for a lake cottage and a small machine which the children can't ruin, and the much-advertised younger set for a lake place where dance records can be played day and night without complaint from the neighbors. All of which makes for good business in small machines.

Good Report on Business

Business is fair, in the opinion of the majority of Twin City dealers. Portable models and period types are the best sellers in the Sonora line, according to S. D. Andrews, of Doerr, Andrews & Doerr, Northwest jobbers, and J. E. Date, manager of the Sonora division of the company. Mr. Date says that the portables are being purchased by the local houses. He adds: "A trip through Minnesota and Iowa disclosed a great demand for new console models. Many congratulatory letters have been received from dealers in regard to these new styles, praising the tone, artistic design and workmanship. The company is greatly oversold on the six models of this type."

Mr. Date and a large delegation from the Northwest will attend the Sonora distributors' convention in Saginaw, Mich., beginning May 16. The new Sonora Shop, St. Paul, has opened a radio department with Mr. Blanchard as manager. Sandon-Anderson Music Co., Mankato, has taken on the Sonora line on which a sales drive will be started.

Portables are in great demand at W. J. Dyer & Bro., according to George A. Mairs, Victor department manager. "Business is better," says Mr. Mairs. "The country business is picking up, although conditions are not yet of the best." A goodly number of orders from outlying districts started this week from the Dyer Co. headquarters.

Portable Model E, put out by the General Phonograph Co., is selling well at the new

Consolidated Talking Machine Co., according to Miss B. C. Eggar, in charge. The Chicago firm established this Minneapolis branch in February at 1121 Nicollet avenue.

Brunswick-Balke-Collender Co. has heavy back orders for Brunswick portables, which the company has been unable to supply as yet, according to Eugene F. O'Neill. "With us, April has shown excellent results," said Mr. O'Neill, "and it has marked a great improvement over the same month last year."

New Edison Accounts

Edison phonograph business in the country sections has shown a big improvement over last year. The country roads are opening up and dealers are commencing to canvass.

Laurenee H. Lucker, Edison distributor in Minneapolis, has established the following new dealers in the past thirty days: H. J. Gronberg, Hoffman, Minn.; Fred J. Bjerstedt, River Falls, Wis.; Henry Aalgaard, Shelly, Minn.; Henry Brokofsky, Cathay, N. D., and J. J. Worlein & Co., Waterville, Minn.

The following Edison dealers visited the office of Laurenee H. Lucker recently: R. W. Hyneman, Mayor of Eden Valley; A. K. Peck, St. James; E. H. Gross, Kenmare; H. A. Plummer, Galesville, Wis.; Mr. and Mrs. A. J. Hockenhull, Tracy; Mr. and Mrs. Chas. A. Bierman, Northfield, Minn.

The Minnesota Phonograph Co., Edison dealer, Minneapolis, reports business fair.

Brunswick Activities

The Brunswick window at the Cable Piano Co., Minneapolis, attracted much attention. The dancing figures in the Majestic Music Shop window are in keeping with the busy nature of this Brunswick retail store. The management there also has attracted crowds by displaying an unsmiling man in the window with a prize offered for any onlooker who could make him smile. The huge Brunswick sign here facing the Radisson Hotel leaves no doubt as to the activity of this concern.

Raudenbush & Sons are using university students in the plan to sell Brunswick records from house to house. These young men leave a collection of records at various houses, for

trial, collecting unsold ones the next day and leaving them at a neighboring house. Manager B. T. Smith reports excellent results. Roy Swanstrom, of the New Brunswick Shop in St. Paul, reports a very busy month. This store is considered one of the handsomest in the Northwest, as well as one of the busiest.

What the Victor Dealers Are Doing

Victor dealers here are featuring "Mother's Day" records to celebrate Sunday, May 13, as well as reaping benefits from the appearance of Victor artists, most notable of whom is Mme. Ernestine Schumann-Heink, appearing at the Minneapolis and St. Paul auditoriums, May 7 and 9. The other record makers are Fannie Brice, comedienne, and Pietro, accordionist, both of whom played the Orpheum, and Benson's orchestra scheduled May 21 and 27 in St. Paul.

George C. Beckwith Co., Victor wholesaler, has most materially changed its quarters by prominently featuring the showroom, furnished as an exquisite drawing room by Bradstreet's, foremost Minneapolis decorator. This luxurious room occupies former office space, the offices having been moved to one side. Charles K. Bennett, general manager, says the new arrangement not only gives the visitor the atmosphere of the place immediately, but that the rearrangement of three floors is proving very successful in handling the repair and storage departments.

Miss Esther L. Gatewood, of the education department of the Victor Co., divided her time between the Twin Cities this week and will tour Minnesota, visiting its schools.

Ten thousand balloons are being distributed by the Beckwith Co., carrying the dealers' names and the Victor trade-mark for use at picnics, dances and other parties. Rotary Club guests had a gay time with these toys April 27.

To Incorporate Interest Clause

Dealers in Minneapolis expect to incorporate a 6 per cent interest clause on deferred payments on Victrolas. Henry Dreher, of the Dreher Piano Co., Cleveland, and father of the Cleveland Music Trade Association, is expected here to assist in the movement, according to the plan used in Ohio, New York and other States.

A class of thirty-two women employes of the L. S. Donaldson Co. is using the Victor reducing records under the direction of the phonograph department, of which Murray Kirschbaum is manager. A Y. W. C. A. physical instructor, Miss Hinting, instructs in their use and follows the record work with games and marches. The women meet once a week after store hours.

The Central Furniture & Carpet Co. installed Victor talking machines and records, April 27, to supply the Northeast Minneapolis trade. E. W. Owen, Mankato Victor dealer, has ordered as many machines and records in the first three months of this year as he did in all of 1922. The Glass Block Store, Duluth, through its talking machine manager, J. L. Hoey, reports that the increase of sales has been most pronounced since the store acquired the Victor agency a month ago. Bill Revier, familiarly known as "Paul" to link him with the Revolutionary hero, is now the exclusive Victor dealer in Northfield, where he bought out another Victor dealer and is rearranging his store, known as Bill's Art and Gift Shop.

Wm. A. Lucker, Edison dealer, has sold the lease of his branch store at 29 East Seventh street, St. Paul. Mr. Lucker will continue to operate from his main store on St. Peter street.

Fred Strum, an expert in merchandising, has taken a position as specialty man with George C. Beckwith Co. and is proving his worth. Mr. Strum gave a sales talk to Twin City employes of Howard-Farwell Co. at a dinner dance recently in St. Paul.

Doing a Good Vocalion Business

The Stone Piano Co., Vocalion distributor, is in the midst of its cut-out, weeding out slow-moving records, and is doing fair business, according to A. E. Munson, store manager. Mr. Munson has made recent business trips to Alexandria and Winona. Oscar W. Ray, of the Aeolian Co., New York, in charge of record manufacture and sales, visited here May 2.



An
Edison
Dealership
Is Valuable

Because

Write for special new liberal dealership proposition

LAURENCE H. LUCKER

Northwest Edison Distributor

Established 1902

17 South 6th Street

Minneapolis, Minnesota

Most Beautiful of All Phonographs

STRAND
Reg. U. S. Pat. Off.



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:

R. H. ARNAULT, 95 Madison Avenue,
New York City.
ARTOPHONE CORPORATION, 1103
Olive Street, St. Louis, Mo.
ARTOPHONE CORPORATION, 317
Kansas City Life Bldg., Kansas City,
Mo.
CONSOLIDATED TALKING MACHINE
CO., 227 West Washington Street, Chi-
cago, Ill.
OTIS C. DORIAN, 321 King Street, East
Toronto, Ontario.
W. L. ECKHARDT (General Radic
Corp.), 10th and Cherry Streets, Phila-
delphia, Pa.

A. C. ERISMAN, 174 Tremont Street,
Boston, Mass.
W. S. GRAY, 1054 Mission Street, San
Francisco, Cal.
W. S. GRAY, 926 Midway Place, Los
Angeles, Cal.
L. D. HEATER, 357 Ankeny Street,
Portland, Ore.
IROQUOIS SALES CORPORATION,
210 Franklin Street, Buffalo, N. Y.
R. J. JAMIESON, 625 Swetland Bldg.,
Cleveland, Ohio.
M. E. LYLE, 65½ Walton Street, At-
lanta, Ga.
H. J. IVEY, Box 235, Dallas, Texas.

STERLING ROLL & RECORD CO., 137
West 4th Street, Cincinnati, Ohio.
GENERAL RADIO CORP., 1005 Liberty
Avenue, Pittsburgh, Pa.
L. C. LEVOIE, 412 Andrus Bldg., Min-
neapolis, Minn.
SHARP MUSIC COMPANY, 823 15th
Street, Denver, Colo.
W. O. CARDELL, Box 1271, Tulsa, Okla.
R. M. McNAMARA, 2317 Raynor Street,
El Paso, Texas.
R. W. ORTTE, 310 Magazine Street, New
Orleans, La.
RICKEN, SEEGER & WIRTS, Globe
Bldg., Detroit, Mich.

MANUFACTURERS PHONOGRAPH COMPANY, INC.
95 Madison Avenue, New York Geo. W. Lyle, President

W. D. ANDREWS CO.

DISTRIBUTORS OF
VICTROLAS and VICTOR RECORDS
"Service That Satisfies"
 SYRACUSE, N. Y.

IN SYRACUSE

Central New York Musical Festival Holds Interest of Trade and Public—Sales Follow—Business in General Is Brisk—The News

SYRACUSE, N. Y., May 8.—The talking machine and record business in this territory has been eminently satisfactory during the last month, according to reports of wholesalers and retailers. The trade is now well on the way to a normal Spring business and the outlook is exceptionally bright. A number of live dealers are at present making plans for their Summer sales campaigns and the determination exists in this aggressive circle to make this the best Summer on record insofar as the talking machine business is concerned.

Of particular interest to the trade during May, thus far, is the Central New York Musical Festival, held during the week of May 2. This Festival is an annual event and consists of three days of concerts and musical events. The main features this year were three evening concerts and two in the afternoon. The talking machine trade, particularly, benefited from this event because of the fact that three of the leading artists brought here to participate were well-known Victor artists. They included De Luca,

baritone; Frances Alda, soprano, of the Metropolitan Opera Co., and Erika Morini, violinist.

All of the local Victor dealers and those located in nearby towns co-operated with the Music Festival Association in making the event an outstanding success and the stores tied up with the event by staging special window displays and doing some excellent and extensive advertising in the local newspapers.

The W. D. Andrews Co., 218 East Washington street, Victor distributor, has been enjoying a steadily increasing volume of business. From the volume of orders being received indications point to a general revival of business in this territory and this is also taken as proof of the optimism of the Victor trade in business this year.

Gibson-Snow Co., Inc., Sonora jobber, is another local wholesale organization which is doing a satisfactory business. Reports emanating from the company's headquarters, 306-14 West Willow street, are to the effect that it is finding it very difficult to keep up with the demand

for Sonora instruments. This is especially true of the new models brought out this year, the Serenade, Marlborough and Barcarolle, all three of which are proving exceptionally popular with both the trade and the public.

A recent visitor to this city was E. D. Coots, of the sales department of the Sonora Phonograph Co., who addressed a gathering of the local Sonora dealers. Mr. Coots' talk was both interesting and instructive and the dealers went away from the meeting with some pointers which, if put in effect, are bound to keep the business ball rolling.

The Talking Machine Co., 97 East Main street, Rochester, N. Y., which features the Vocalion records, reports that radio has been the means of greatly stimulating the demand for these recordings. In a number of instances customers have asked for records which they had heard over the radio.

Curt C. Andrus, the Edison phonograph dealer at North Tonawanda, N. Y., has just sold one of the Eighteenth Century English New Edisons to one of the leading contractors in his city, taking in a large model mail order phonograph at less than half its cost. This proves that people appreciate the musical quality of the Edison and many can be induced to change their older types of instruments for the New Edison at a profit to the dealer. Mr. Andrus reports his April business 100 per cent greater than last April, and each month so far this year has shown the same healthy gain. With the factories working overtime in many instances and good wages being paid, the prospects are good for a banner year in Edison sales.

Business with Frank E. Bolway & Son, Inc., Edison jobber serving this territory, continues to be very active and dealers throughout this section are making good reports regarding present conditions and prospects.

THE SONORA REPLACES ORCHESTRA

Lamberton Conservatory at Rochester Utilizes Sonora Phonograph With Success at Spring Opening—Excellent Publicity Tie-up

ROCHESTER, N. Y., May 5.—The Easter season furnished C. W. Ludwig & Sons, Inc., Sonora dealers in this city, a splendid opportunity to launch effective publicity in behalf of the Sonora. On the Friday and Saturday before Easter the Lamberton Conservatory at Rochester held its Spring opening. In former years the conservatory used an orchestra for these events, which is very popular in local musical circles. This year, however, they determined to use a phonograph and C. W. Ludwig & Sons succeeded in convincing the conservatory authorities that a Sonora Louis XV model was the ideal instrument. This progressive dealer followed up this selection of the Sonora by using special advertisements in the newspapers and the Sonora acquitted itself so admirably at the con-

GIBSON-SNOW Co., Inc.
 THE INSTRUMENT OF QUALITY
Sonora
 CLEAR AS A BELL
 SYRACUSE, N.Y.

SYRACUSE, N.Y.

THE PERFORMANCE
 OF SERVICE
 is the test of any organization
 The Gibson-Snow Co. as
 distributors in New York
 State for the Sonora
 phonograph and Vocalion
 records, accomplishes
 this test of service that
 does help the dealer
 merchandise his product
 in an efficient manner.

We are prepared to help you. Ask us for
 our co-operation.

Sonora phonograph and Vocalion record
 distributors for New York State.

GIBSON-SNOW CO., Inc.
 Syracuse, N. Y.

servatory that it was mentioned specifically in the news articles which were written by the leading newspaper critics.

GOLDMAN BAND AT CENTRAL PARK

Noted Organization Will Start a Twelve-week Season on the Mall on June 4

The Goldman Band, under the direction of Edwin Franko Goldman, its popular conductor, which has delighted hundreds of thousands of people for some years past with its concerts on Columbia Green, will open a twelve-week series of concerts on the Mall in Central Park on Monday, June 4. This organization, which has set such a high standard for itself, will, needless to say, adhere to this standard during the season soon to open. The programs will be of unusual interest, and a number of notable singers will participate. No tickets will be required for these concerts.

The Goldman Band, by the way, made some very excellent Victor records of Mr. Goldman's compositions last year, and it is expected that some more recordings will soon be in evidence.

NEW EDISON WINDOW RELEASED

Artistic Window Display Now Ready for Use of Edison Retail Dealers

The accompanying illustration portrays the effective window display which has been released in May by Thomas A. Edison, Inc., for the use of Edison dealers. The display demonstrates the result which can be secured through co-ordination of various units into a group



New Window Display Prepared by Thos. A. Edison, Inc., for Dealers

having a symmetrical or pleasing outline as a whole and yet preserving an atmosphere of simplicity in so far as elaborate decoration, fixtures, etc., are concerned. The central poster features Edison dance records and a console model of the New Edison. The posters at either side feature well-known Edison slogans. The posters immediately associated with the records in the front of the window are effective for their coloring, layout and brief, but full of

Co. has released a handsome poster featuring Thomas Chalmers, the distinguished and popular baritone and Edison artist.

SIMPLICITY NECESSARY IN WINDOW

The greatest mistake a talking machine merchant can make in his window displays is to crowd the window with a conglomerate mass of stock. Simplicity is art.

Est. 1889

EDISON

PHONOGRAPH

We desire representation at certain points in New York State—Special proposition for efficient merchants.

Frank E. **BOLWAY & Son Inc.**
SYRACUSE
Jobbers

PROMOTION FOR J. J. MUELLER

It was announced this week at Columbia Graphophone Co. headquarters that J. J. Mueller, formerly assistant manager of the Omaha branch, has been transferred to the Cleveland branch, where he has been appointed as assistant manager. This new position constitutes a promotion for Mr. Mueller for his good work while in the Omaha branch.

A visitor at Columbia Graphophone headquarters this week was W. S. Parks, of the Columbia Wholesaler, Inc., of Baltimore, Md. Another visitor this week was Mrs. Alice Graves, Columbia record supervisor of the Boston branch, who is to spend some time here in the recording laboratories and also at the Columbia record plant for information which she plans to use in a Summer campaign that is soon to be inaugurated in Boston and the territory adjacent thereto.

RECORD BY BORI AND SUNDELUS

The Edison Co. recently announced a record by Marie Sundelius of "Micaela's Air," from "Carmen." Undoubtedly, this is one of Madame Sundelius' favorite arias, for she sings it with that rare charm that invariably electrifies the audience at the Metropolitan Opera House when she is cast for the role of "Micaela." On the reverse side of the disc is the aria "Ah! non credea mirarti," from "La Sonnambula." This famous aria reveals the exquisite quality of Madame Bori's magnificent voice.

COMMENDS EMERSON CO. ON SERVICE

The Emerson Phonograph Co., Inc., manufacturer of Emerson records, is the recipient of a letter from Christie Whiteman, talking machine retailer, of Princeton, N. J., who caters to Princeton students. The letter congratulates the Emerson Co. in a most emphatic way on its early release of "hit" songs and of the prompt service accorded the trade in the delivery of initial and re-orders on Emerson records.

Goodnight *The Waltz Sensation of 1923*

Nearly as good as
"Three O'Clock in the Morning"

You can't go wrong With any FEIST son

A Complete Line of "Money-Makers" LONG CONSOLES

Due to heavy demand, necessitating large cuttings, we have been able to reduce our manufacturing costs. We pass this saving to our customers—more than 10 per cent below former prices:

Please note that while Consoles 601, 602, 603, 608 and 610 are regularly fitted to take care of Victrola VI, these same cabinets can be fitted to take care of Victrola IV, and, when taking the reduction in price of Consoles into consideration, it enables the dealer to sell an up-to-the-minute standard outfit at a very moderate price.

Long Consoles are covered by basic patents and infringements will be prosecuted.

Long Consoles are distinctive in design and have the divided top.

Long Cabinets are regarded by the trade as the Standard of Quality.

Deliveries can be made at once.

Made in dark red mahogany only.

Order now for Fall and Holiday requirements.

Write to-day for catalog of full line.

All of the Long Consoles illustrated on this page, except Style 606, are also ideally adapted for use with the Columbia Grafonola A-2.



Style 601
Price \$27.00



Style 606
For Victrola IV only
\$20.00

Specifications:
Made in dark red mahogany only.
One piece top, 19½ inches long;
34 inches high; 21½ inches deep.



Style 603
Price \$29.00

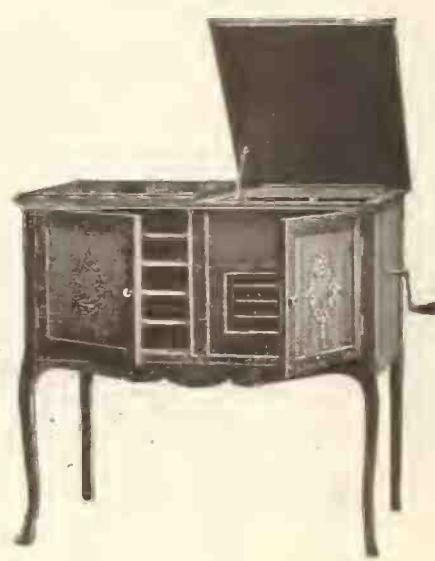
New LONG Radio and Talking Machine Cabinet



Style 608
Price \$30.00



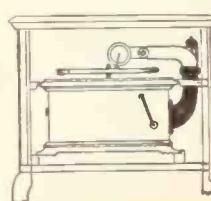
Style 650
Price \$33.00



Style 610
Price \$28.00

Specifications for all models except 606. Made in dark mahogany only. Two-piece top, 36 inches long, 34 inches high and 22 inches deep.

LONG combination Radio and talking machine cabinet for Victrola VI. Radio chamber will accommodate receiving set 7 inches or less in height; room available for dry batteries. Head-sets or loud speaker may be attached to radio terminals. Cabinet shown equipped with Westinghouse Aerila, Sr., and Baldwin loud speaker.



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

The Trade in PHILADELPHIA and LOCALITY

ENERGETIC DEALERS OVERCOME TRADE LETHARGY BY INSTITUTING VIGOROUS DRIVES FOR BUSINESS

Intensive Canvassing Campaigns Bringing Home the Bacon—Brunswick Remodels—Strand Shop Buys Todd Store—New Home for General Radio—Earl G. Dare in New Post—Other News

PHILADELPHIA, Pa., May 7.—Talking machine dealers of the Quaker City are almost unanimous in declaring that while business during April did not equal that of the previous month, nevertheless sales totals were very satisfactory and well above those for the same month of last year.

In line with the present-day "go-and-get-it" attitude most of the large distributors here are not sitting around and waiting for business but are steadily pushing ahead to create new business, and report that quite a number of new accounts are being secured among dealers in outlying districts near this city and also throughout Pennsylvania and other nearby States.

Dealers Turn to Canvassing

Following the example set by the distributors, many of the dealers are also sending out their own representatives to canvass their individual neighborhoods and territory and to interview prospects. In every case where these tactics are being followed enthusiastic reports of the results of these progressive activities are being made.

Edison, Victor, Brunswick, Strand, Columbia and other talking machine distributors assert that they anticipate better business during the coming Summer months than ever before in their experience.

Optimistic Edison Outlook

One of the most glowing reports of existing conditions is that made by A. H. Rhinow, one of

the officials of the Girard Phonograph Co., distributor of the Edison, who said:

"Business is as usual—on the upward trend. We have consistently doubled our business every month so far this year as compared with the same period last year. We look forward with much optimism to the Summer and Fall months, and we believe that we are speaking with good reason when we say that we expect to enjoy the biggest Fall business the Girard Phonograph Co. has ever experienced."

"There are several causes underlying these rather inspiring conditions. It is no news that general prosperity has arrived and that people are once again in a buying frame of mind. Couple this with a product that is already much in demand; a satisfactory supply of instruments and Re-creations and an augmented staff in the field, and there is every reason to believe that the efforts of any organization in similar circumstances shall be well rewarded."

Tie-up With Artist's Appearance

Philadelphia music lovers had an opportunity to see Duci De Kerekjarto, the wonderful violinist, in person. Mr. De Kerekjarto appeared at Keith's week of April 22, creating a sensation. The Columbia Phonograph Co.'s Philadelphia branch attended the opening performance in a body. Philadelphia Columbia dealers tied up to this appearance with window displays, etc., and their sales showed a decided increase. A Co-

lumbia instrument was placed in the lobby of the theatre and Kerekjarto's records were played before and after the performance.

Brunswick Quarters Remodeled

The Brunswick offices have just been completely renovated and now present a very attractive appearance. The entire second floor was remodeled and steel record racks have been installed to aid in making prompt shipments. The executive offices have been moved and the entire space for the public on the second floor has been handsomely finished.

Planning Close Dealer Contact

Louis Buehn and F. B. Reinecke, secretary of the Louis Buehn Co., Victor jobber, will start in a few days on a trip throughout central Pennsylvania and will call on dealers for the purpose of establishing a close contact with them and to make a survey of prevailing conditions in the trade.

The new pneumatic tube system that has been installed at the Louis Buehn Co. store during the course of extensive alterations has aided materially to expedite the promptness with which its Victor record orders are filled. Under this new system the order as soon as it is received is put in the tubes and sent to the stock room, where it is filled and made ready for shipment. Then the order is sent back to the office again for billing purposes, all of which hastens the procedure to a great extent.

Satisfactory Strand Business

Very satisfactory business during April and bright prospects for this month for the Strand phonographs and Okeh records are reported by H. A. Pope, one of the officials of the General

(Continued on page 96)

Looking Ahead

Many Victor Dealers have planned that some one Distributor should be their main source of supply. This is a perfectly logical thing to do and it is a source of great satisfaction to this Organization that we have been selected in this capacity by so many Dealers in the Philadelphia territory.

Performance that can be depended on is a real asset to the Dealer.

We believe it will be profitable for the Dealer who has not already done so to connect up with us for at least a portion of his needs and become acquainted with the character of our Performance.

**THE LOUIS BUEHN COMPANY
OF PHILADELPHIA**



The NEW EDISON costs no more
than the ordinary Talking Machine !

A FEW
DEALERSHIPS OPEN
WRITE US

GIRARD PHONOGRAPH CO.

Edison Distributors Exclusively
1819-1859 NORTH 10th STREET
PHILADELPHIA, PA.

PLAYS ALL RECORDS

THE TRADE IN PHILADELPHIA AND LOCALITY—(Continued from page 95)

Radio Co. He states that C. W. Flood, one of its representatives, will soon make a trip through the New England States and New York for the purpose of introducing the Music Master loud speaker for radio and the Strand phonograph attachment.

Victor Demand Remains Firm

H. W. Weymann, head of H. A. Weymann & Sons, reports a big increase in business during April over the same month in 1923. He says that he expects a big demand for the new Victor models and advises dealers to prepare for this demand. "Since the departments in our building have been rearranged we have greatly improved facilities for handling our Victor record business," he said. "In fact, during the past month 95 per cent of all orders received from our dealers have been filled completely, while of the other 5 per cent there have been possibly only one or two records marked as not obtainable. Since our building has been altered our wholesale Victor record department has been given the whole second floor from Chestnut to Sansom streets, or a depth of 229 feet, and this additional space has aided us to improve our service to our dealers."

Penn Co.'s May Day Trip

On May 1 the Penn Phonograph Co. force made its annual May Day trip to Pottstown as guests of William F. Lamb. The visitors at-

tended the performance of the Eight Famous Victor Artists at the Pottstown Grand Opera House. In three autos they were taken to Tom Brown's Inn, near Norristown, for dinner and then to a theatre party, after which they returned to the City of Brotherly Love in the wee, small hours. Among those who made the trip, in addition to T. W. Barnhill, the manager, were: Thomas Cummings, of Strawbridge & Clothiers; Dan Eagan, of E. S. Applegate Co., Trenton; Harry Kandel, of People's Phonograph Co.; George Reese, of Gewehr Phonograph Co., Wilmington, Del.; Earl Dare, manager of the Penn phonograph and record distribution department; Vincent H. Moore, of Penn's record order department; Bartley Azpell, of the Music House, Ardmore; E. Eisenhardt, chief of the talking machine department at Snellenburg's; E. E. Hepple and L. P. Brown, Penn representatives, and Robert Bartley, Otto May, W. S. Harvey and J. Dilks, of the Victor factory.

Boosting Orchestra's Edison Records

The Grand Phonograph Co. is still boosting the latest recordings of Charlie Kerr's orchestra to the limit. This orchestra has just opened an engagement with the Keith vaudeville circuit, heading the bill for one week at Keith's Chestnut Street Theatre, Philadelphia's foremost vaudeville house. Edison dealers are taking

advantage of this opportunity to the full and are advertising the appearances of this orchestra quite extensively.

Charlie Kerr's Orchestra, which nightly is broadcasting from station WIP in Philadelphia, is recording exclusively for the Edison phonograph. Wherever distributed the records of this orchestra have been acclaimed and in the Phila-



Charlie Kerr's Orchestra
Philadelphia jobbing territory, particularly, tremendous sales are reported.

On May 8 Mr. Kerr introduced a novelty in his radio program by broadcasting with his orchestra one of his favorite selections, "In a Caravan." The Edison record of the same selection by the same artists was then sent through the ether. The vast radio audience thus had an opportunity to judge the quality of this organization's records.

Columbia Artists' Appearances Aid Sales

Pablo Casals and Rosa Ponselle, Columbia artists, appeared in concert in Shamokin recently, a decided stimulation in Columbia record demand being noted.

Girard Head Confers on Edison Policy

P. R. Hawley, head of the Girard Phonograph Co., Edison distributor, has just returned from a conference at the Edison Laboratories, Orange, N. J. The object of the visit was to bring about closer co-operation between Orange and the Philadelphia offices in boosting the sale of the latest Edison hits.

"You will recall," said Mr. Rhinow, of the Girard Co., "that The Talking Machine World told its readers last Summer how the Girard Phonograph Co. had added greatly to the efficiency of its field staff by equipping the entire staff with automobiles for traveling purposes. Travel by auto naturally does not afford too many conveniences during the Winter months and our representatives were compelled to revert to trains as a means of transportation. With the new fleet of cars in active operation

H. A. WEYMAN & SON, INC.
VICTOR WHOLESALERS
1108 Chestnut Street
Philadelphia, Pa.

AT YOUR SERVICE



Authorized distributors of BUESCHER TRUE TONE Saxophones and Band Instruments
Manufacturers of WEYMAN "KEYSTONE STATE" String Instruments
Wholesale distributors of Q·R·S Player Rolls

Italian Music Rolls

Largest collection of Italian and other foreign music rolls in the United States. Catalogs and discounts on application.

UNITED MUSIC STORES

619 Cherry Street
225 W. Mulberry St.

Philadelphia, Pa.
Baltimore, Md.

MOTORS

Single Spring Motors, complete, suitable for portables	\$1.75
Triple Spring, Quiet Running, Guaranteed Motors	10.75
Guarantee Talking Machine Needles—Extra Loud, Loud, Medium Tones,	35c per Thousand

GUARANTEE TALKING MACHINE SUPPLY CO.

MOTORS

TONE ARMS

SOUND BOXES

CABINETS

ACCESSORIES



109 N. TENTH STREET

Branch Store: 113 N. 9th Street



PHILADELPHIA

THE TRADE IN PHILADELPHIA AND LOCALITY—(Continued from page 96)

our representatives feel that they will be able not only to visit active dealers more often and to co-operate with them more closely than they have been able in the past, but that they will be able to cover much more of the fertile and undeveloped field than would be possible otherwise.

"While our dealers generally are enjoying an increased business over last year and are exceptionally confident in looking toward the future, it is significant that the dealers who are doing a bigger business to-day are the same dealers who are doing extensive work outside of their stores. Often during the past year we have heard it said that 'to get business nowadays you must go after it,' and this has been proved conclusively in the phonograph business.

"What is more, this increase in business which we mention is not confined to the dealers in the country districts who are supposed to have a decided advantage over their city brethren and who have a large surrounding territory with practically unlimited possibilities. Right here in Philadelphia, where conservatism seems to abound to an unusual extent, dealers tell us that they are putting on new salesmen to visit the homes of prospects and that this method is bringing them very good results. A number of dealers have expressed the intention of experimenting with high school boys during the Summer vacation for this purpose. Dealers who have reported good results from outside work in the city of Philadelphia proper are Everett Keefe, progressive head of the Edison department at N. Snellenburg & Co.; Harry

Buckman, who caters to the Edison trade for the most part in South Philadelphia; Harry Somers, active manager for Starr & Moss Co., Edison dealer in the Tioga section of Philadelphia.

Strand Shop Buys Victor Stock

The entire Victor stock of F. J. Todd, 1330 West Girard avenue, has been purchased by the Strand Music Shop, 1114 West Girard avenue, two blocks below, where the Victrola business will be continued. It is announced by the proprietors that "the Strand Music Shop of this address has no connection whatever with any other music house bearing the same or a similar name, nor has it ever been financially interested in any other music shop, situated at any other address, using the same or a similar name."

New Building for General Radio Corp.

The General Radio Corp., of this city, distributor of R C A products and manufacturer of the well-known Geraco line of radio parts and who is also distributor of Strand phonographs, Okeh records, Modernola phonographs and other well-known products in the talking machine line, will shortly take possession of its new building located at Tenth and Cherry streets. The new building is four stories high and provides 28,000 square feet of floor space. It will allow for the departmentalization of the business to a high degree of efficiency. The entire top floor will be devoted to manufacturing

purposes; the third floor to stock; the second floor will be used for the general offices and shipping, while the entire first floor will be devoted to display purposes and the sales department. The basement will be used for storage. The growth of the General Radio Corp. has been phenomenal.

Walter Eckhardt, energetic president of this concern, to whom great credit is due for the expansion of this organization, is enthusiastic about the future conditions in both the phonograph and radio fields. In commenting upon the new home of the organization, he said: "With this new building we will be able to give service of a greater magnitude than ever before. It will enable us to put into execution many progressive plans which we have long had in mind. Although I am not as yet ready for a definite announcement, it is entirely probable that I will install a broadcasting station at the new address and send out to the thousand radio-equipped homes programs of the highest-class music and messages of some of the greatest men in the country."

"In Every Way Better Than Ever"

T. W. Barnhill, president of the Penn Phonograph Co., Victor distributor of this city, who has suffered for some time from a nervous condition localized in the right foot, slipped away to a local hospital during the past month

(Continued on page 98)

On Guard



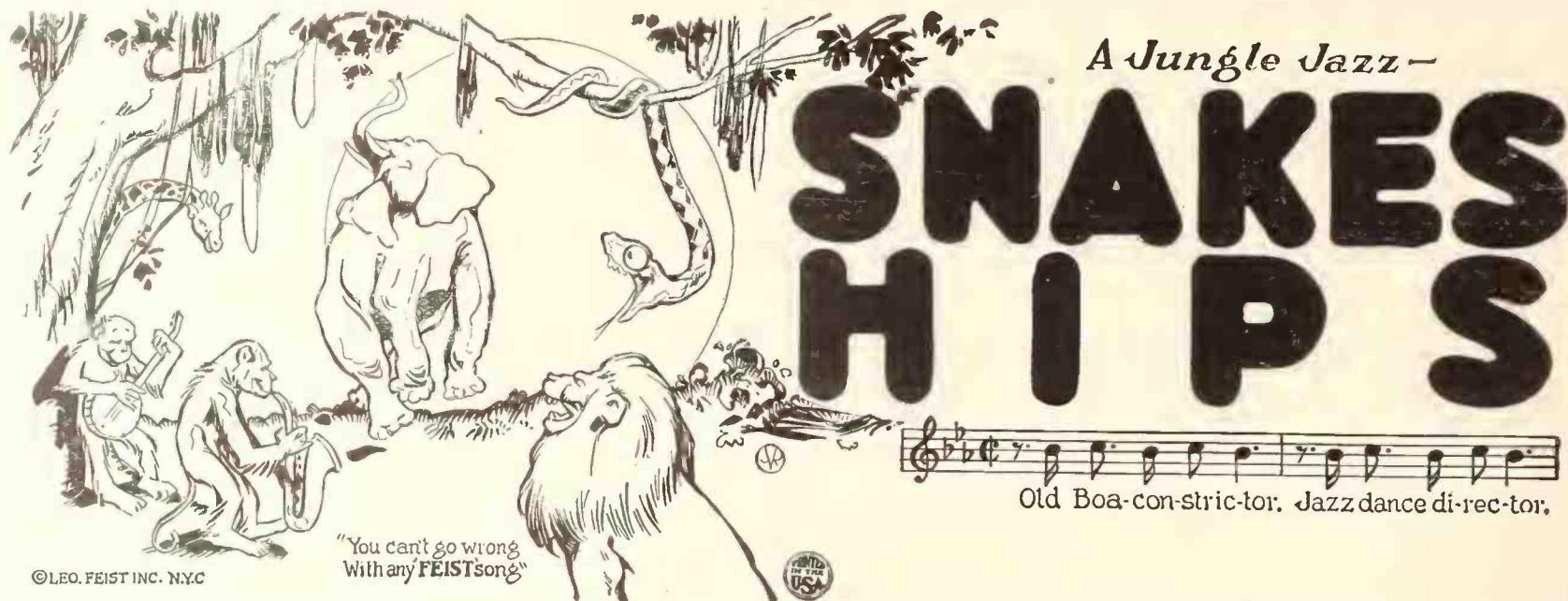
Penn-Victor Dogs are the best watchmen of Victor Welfare in the Home.

Sold by most Victor Distributors.
Write them or us for prices.

Penn Phonograph Company
913 Arch Street

Victor Wholesale Only

Philadelphia, Pa.



TRADE HAPPENINGS IN QUAKER CITY

(Continued from page 97)

unknown to his many friends in the trade and within a few days returned to his desk at Penn headquarters better than ever. Mr. Barnhill's absence from his usual duties was immediately noted and resulted in his keeping open house in his room at the hospital during the days of his convalescence.

Making a Record in Record Sales

What is probably a record in the retail sale of a single recording has been established by the People's Talking Machine Co., operating two Victor stores, Harry Kander, proprietor, in the sale of 3,500 records of the Jewish number, "Where Is My Jukel?" The demand for this recording was created by consistent advertising, sales promotion work and attractive window displays, the latter attracting so much attention at times that the police were called to preserve order. Most of the sales were made without demonstration and as rapidly as they could be shipped the Penn Phonograph Co., Victor jobber, tried to keep up with the urgent orders of Mr. Kander.

Everybody's Talking Machine Co. Still Expands

Three enlargements in seven months is the record achieved by Everybody's Talking Machine Co., in adding to the facilities of its headquarters at 810 Arch street, this city. When possession was taken of this building last September the layout of the headquarters provided for con-

siderable expansion. So rapid, however, was the growth of the business of this company that several alterations were necessary within a few months to meet the increasing needs and finally at the first of this month extensive alterations were again completed, permitting greatly increased space for the wholesale end of the business and somewhat diminishing the space allotted to the retail end. Messrs. Grabuski, Fischer and Fingrundt, who direct the destinies of this concern, are indefatigable workers, and, according to the present rate of growth, it is problematical how long it will be before the present facilities will be outgrown.

Now Occupying Its Handsome New Building

On May 10 the Guarantee Talking Machine Supply Co., of which Jacob H. Keen is proprietor, took possession of its new building at 109 North Tenth street, this city. This building, recently purchased by this company, is a three-story structure, providing 3,000 square feet of floor space, which will be entirely devoted to the wholesale end of the business. Jacob H. Keen needs no introduction to the trade as he has been connected with the industry in various capacities for many years. Some time ago Mr. Keen founded the Guarantee Talking Machine Supply Co., with headquarters at 113 North Ninth street, retailing and wholesaling talking machines, cabinets, motors, tone arms and supplies. The location at North Ninth street will be continued as a retail branch whereas the new building will function entirely as wholesale

headquarters. The Guarantee Talking Machine Supply Co. has grown rapidly from its very beginning and the acquisition of these additional facilities was made necessary through the steady expansion of the business.

Novelty That Should Help Trade

The Philadelphia Badge Co., of this city, has again presented the trade with a novelty—this time a bank for talking machine record and music savings. This attractive novelty, the Banco, is produced at a very attractive price and consists of a bank which cannot be opened except by the dealer, neither can the coins be shaken out. This bank provides an incentive for the saving of coins towards the purchase of records. In fact, the suggestion is given that a coin be dropped in with the playing of each record with surprising results when the bank is opened. Space is provided on this bank for the dealer's imprint and is very attractive in appearance. Although just produced, samples sent out have resulted in substantial orders. The K-nob-o combination needle box and record cleaner which was announced last month is already in big demand and substantial orders have been received for the same.

Death of Mrs. Louis Buehn's Mother

Condolences are being received by Mr. and Mrs. Louis Buehn, of the Louis Buehn Co., prominent local Victor wholesale house, on the death of Mrs. Buehn's mother, who passed away at her home here recently from pneumonia. Her death is regretted by a host of friends.

Earl G. Dare Promoted

Earl G. Dare, new head of the Penn Phonograph Co.'s record department, will continue to handle the machine order department and is now virtually the inside manager of the Penn forces. He is receiving many congratulations from his friends in the trade over this promotion.

Harry Cregar, Penn representative in this city, has become Mr. Dare's assistant, while Victor Moore continues as head of the record order department.

Incorporates Brunswick Business

M. J. Thorman, of Bangor, Pa., has incorporated his business under the firm name of Thorman & La Barre and will distribute the Brunswick line after making extensive alterations to his store.

News Gleanings

Charles Paulson, formerly of Weymann's, is now at the Chestnut Ridge Farm, Saddle River, N. J., in an effort to regain his health, and his many friends are wishing him every success.

Harry Ellis, of the Talking Machine Co., says that he expects the new Victor art models soon to be put on the market will greatly stimulate the late Spring and Summer business, as the dealers are enthusiastic about these models and will push them.

George Witney, manager of Heppe's, reports that business is moving along smoothly and that prospects for Summer business are good. Mr. Heppe is very busy just now in arranging the plans for the local celebration.

The Wonder Brush

The Most Efficient Record Brush

Made of fine French bristles that
can't come out.

It gets right into the grooves of the
record, thus preserving its life and
adding to the enjoyment.

Your individual imprint on the
handle of every brush.

JOBBERS and DEALERS—

We have a special plan in conjunction with the sale of these Record Brushes that means money to you and costs you nothing. Write for it

Display a Card and Watch them Sell

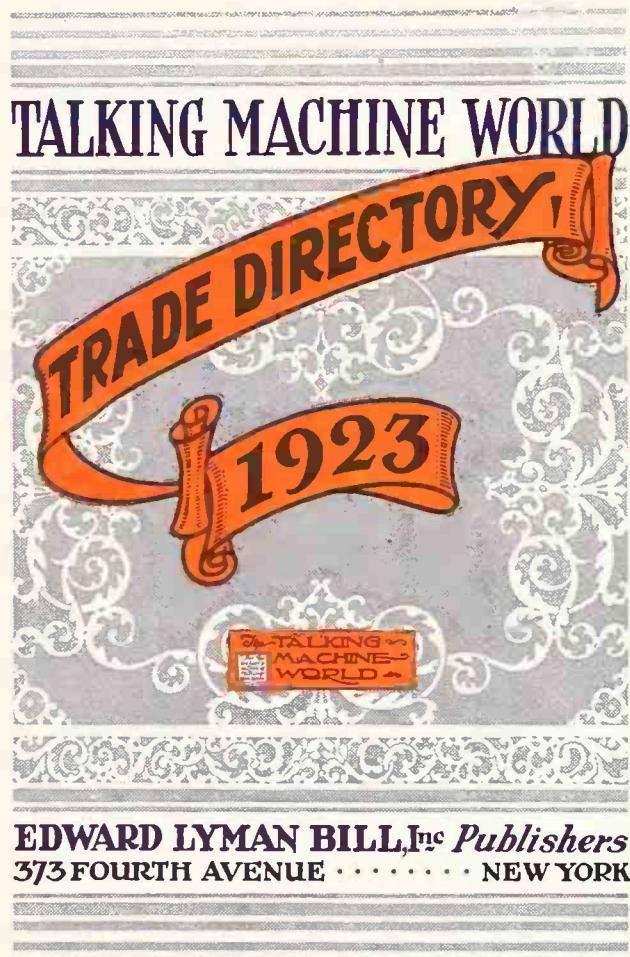
Retails at 35c.—Usual Dealer and Jobber Discounts

H. WONDERLICH

2814 No 4th Street

Philadelphia, Pa.

YOU NEED THE NEW



For 1923

YOU want to save your valuable time. You want to know "What's what"—"Who's who" and "Where is" by the quickest and most reliable route. The Talking Machine World Trade Directory is the handbook about your business that will serve you in just this way. That is why the leaders in the trade are constantly making use of it.

Only 50 Cents

Edward Lyman Bill, Inc.
373 Fourth Ave., N. Y. C.

Kindly send me—all postage prepaid—a copy of the 1923 TALKING MACHINE WORLD TRADE DIRECTORY in payment for which I enclose fifty cents (stamps, check or money order).

Name.....

Address.....

City.....

MICA DIAPHRAGMS

Absolutely Guaranteed Perfect
We get the best India Mica directly.
We supply the largest Phonograph Manufacturers.
Ask for our quotations and samples before placing your order.

American Mica Works
47 West St.
New York

of Music Week, as he is head of the Philadelphia Music League, which is in charge of the affair.

Robert McCarthy, head of Gimbel's phonograph department, is enthusiastic over the steady manner in which the sales totals for each month so far this year have surpassed those of 1922.

Walter Linton, president of the Linton Phonograph Co. and also president of the Philadelphia Victor Dealers' Association, has recovered from a recent illness and is again in charge of the affairs of his firm.

Buehn Children Honor Students

The daughters of Mr. and Mrs. Louis Buehn, of the Louis Buehn Co., Victor jobber, Miss Elsie Buehn, who will graduate in June from the Pennsylvania State College, and Miss Alice Buehn, younger daughter, who is completing her junior year at the university, both have achieved remarkable scholastic records. Louis Buehn, Jr., will probably enter the Wharton School at the University of Pennsylvania when he completes his preparatory training.

DEPARTMENT TO PROMOTE SALES

E. D. Coots, Assistant Sales Manager in Charge of Sales Promotion of Sonora Co., Tells of Purposes and Value of This Department

E. D. Coots, formerly assistant general sales manager of the Sonora Phonograph Co. in the field, is now assistant sales manager in charge of sales promotion, with headquarters at the executive offices of the company, 279 Broadway, New York. Mr. Coots is thoroughly familiar with the Sonora dealers' problems and, in his new department, plans are being made whereby Sonora dealers will receive maximum co-operation in the development of sales. In a recent issue of the Sonora Bell Mr. Coots gave his ideas as to the importance and purposes of his new department as follows:

"The foremost duty of this department is, of course, that which its name implies—to promote sales. We believe that the most efficacious manner in which we can accomplish this purpose is through service—service to the dealers who are out on the firing line, in direct contact with the consumer. So all our efforts are built on this one all-embracing basis—to help you sell. To do this we have in preparation a large amount of educational material having to do with the effective merchandising of Sonora instruments, as well as sales letters and other direct selling material. We are also preparing comprehensive specifications and descriptions of the various models and selling talks on the smaller but none-the-less important units of each machine."

"In addition to this intensive educational work we will also prepare numerous direct-mail campaigns for the use of dealers and will work out and present for their consideration suggestions regarding the best means of handling these campaigns. Direct-mail campaigning is a vital part of modern retail merchandising and one which requires real attention and thought. By devoting serious consideration and study to this phase of selling activities right here at the home office we will be able to send in to the dealers, from time to time, series of well-worked-out circularizing campaigns which, if used consistently and systematically, are sure to aid Sonora dealers materially in building sales."

J. N. BREWSTER PROMOTED

Appointed an Assistant Manager of Pittsburgh Branch of the Columbia Co.

The headquarters of the Columbia Graphophone Co., New York, have announced that J. N. Brewster, formerly assistant manager of the Detroit branch, has been appointed assistant manager of the Pittsburgh branch, the change to be effected immediately. Mr. Brewster has been connected with the Detroit branch for some time past and his appointment to the Pittsburgh branch is in the way of promotion merited by the splendid work which he has done in the Detroit territory.

J. J. McGeehan, whose place Mr. Brewster is taking in Pittsburgh, has been assigned the important city territory of Pittsburgh, which he will look after from now on.

Ideas are everywhere, simply waiting for some one to make use of them. Ideas are useless, however, unless they are utilized.

ATTEND HEARING ON FREIGHT RATES

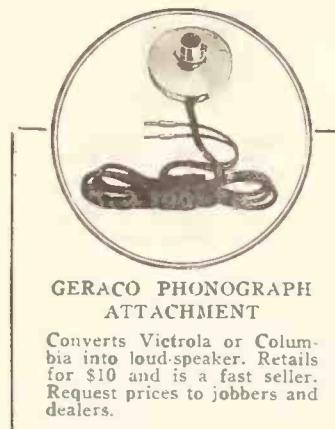
William Hildebrand and F. C. Beattie, of Thomas A. Edison, Inc., Present at Important Conference With Railroad Representatives

William Hildebrand, traffic manager of Thomas A. Edison, Inc., and F. C. Beattie, assistant to A. H. Curry, vice-president of the same company, recently returned from Chicago, where they attended the sessions between railroad representatives and representatives of the principal manufacturers of the talking machine and phonograph industry. These conferences related to the proposed increase for less than carload shipments—a matter of very vital importance to retail dealers. In a chat with The World both Mr. Hildebrand and Mr. Beattie indicated that it is their belief that the proposed increases will not be put through.

John Kaurich has taken on the Columbia agency at his store at 124 Fifth street, Milwaukee, Wis.



Rich Resonance That Only WOOD Can Give



GERACO PHONOGRAPH ATTACHMENT
Converts Victrola or Columbia into loud-speaker. Retails for \$10 and is a fast seller. Request prices to jobbers and dealers.

THEY call MUSIC MASTER the "Stradivarius of Amplifiers." For its horn is WOOD, with that pure, mellow-sweet tonal quality of the human voice that wood alone can give.

MUSIC MASTER sells on hearing! Let your radio customers compare it and they'll prefer it. It is one of the most successful products in the radio market today. The demand now for MUSIC MASTERS far exceeds the supply.

Sold complete, ready to attach in place of headphones. No extras. Write today for full description and prices to the trade.

GENERAL RADIO CORPORATION
Makers and Distributors of High Grade Radio Apparatus

WALTER L. ECKHARDT, President

S.W. Cor. 10th and Cherry Sts., PHILADELPHIA 806 Penn Ave., PITTSBURGH

"GERACO" on radio apparatus means it is thoroughly tested and guaranteed. Get details on complete line. Sold through jobbers and dealers everywhere.

DISTRIBUTORS for OKEH Records, STRAND Phonographs and GOLD SEAL Record Repeaters.

ANNUAL REPORT OF VICTOR CO. SHOWS BIG INCREASE

Total Assets of Company Increased \$2,308,137 During 1922—Other Indications of Its Strong Financial Position—Completion of New Factory Building Will Add to Output

Anyone who doubts the steady growth of and possibilities for development in the talking machine business is likely to have those doubts removed following a survey of the twenty-first annual report to the stockholders of the Victor Talking Machine Co. covering the year 1922, issued recently.

The report shows that the total assets of the company on December 31, 1922, were \$45,734,892, representing an increase of \$2,308,137 during the year. During the year the surplus account showed a decrease of something like \$28,000,000 as a result of the stock dividend declared before the close of last year which served to raise the amount of common stock to \$34,999,900 as a factor in the liability column.

The soundness of the Victor Co.'s financial condition is reflected in the statement that investments in other companies now total \$4,568,-

127, an increase of \$2,957,044, and represented by the taking over of the total stock interest in the Gramophone Co., Ltd., of London. The company also has marketable securities totaling \$6,261,900, an increase of \$2,612,995 during the year, and has on hand a cash balance of \$8,635,377, representing an increase of \$4,410,742. At the present time the company has no bank loans.

The report for 1922 indicates that the company made a steady and impressive gain, and Eldridge R. Johnson, the president, states that the directors of the company look forward with great confidence to the growth of the company's business and earnings during the current year.

In presenting the report Mr. Johnson states that the strong financial condition of the company in the opinion of the directors warrants proceeding with long-planned extensions, one of

The Test of Time!

My Dear Mr. O'Malley:-

On reading your ad in the Talking Machine World it struck me that I could give you a better line on what your motors do than even your ad letter.

As you know your sales in this territory exceed ten thousand motors and you also know that my concern does practically all the repair work for the district.

Well, it may please you to know that in nearly three years we have only replaced three springs for your motors and in all the machines that we have handled for you we have never had a purchaser come back with a complaint on the two spring motor and only one complaint on the S.S. motor which was for a broken crank.

We have had all kinds of motors thru our hands and all kinds of manufacturers' samples submitted by those that wanted to get into this territory, but, candidly speaking, your product is always a jump ahead of them.

Sincerely Yours:

SILENT MOTORS are built with the firm conviction that "the proof of the pudding is in the eating" and it is a distinct satisfaction to have our belief so substantiated by letters like the above.

Made in three styles—Model H.H. a double spring motor guaranteed to play five average records,—Model K.K. a double spring motor guaranteed to play three average records,—Model S.S. designed particularly for use in portables and guaranteed to play two average records.

Further details supplied on request.

THE SILENT MOTOR CORPORATION

CHARLES A. O'MALLEY, President

321-323-325 Dean Street

BROOKLYN, N. Y.

STERLING 4861

"Superflake" Graphite Spring Lubricant

For PHONOGRAPH MOTORS

A carefully prepared lubricant containing GRAPHITE of the finest quality

Will not get hard, become rancid or leak

PACKED IN TUBES, CANS and BARRELS for JOBBERS, DEALERS and MANUFACTURERS

SPECIAL GRAPHITE for RECORD MANUFACTURERS

Superior Flake Graphite Co.

General Offices: 76 West Monroe St., CHICAGO

Department J

Warehouse in Chicago

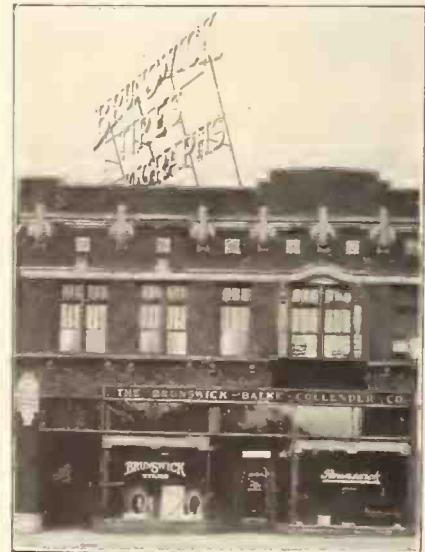
these being the new eight-story record pressing plant in Camden which is being pushed to completion rapidly and will be ready for occupancy by July 1. This new building will enable the company to concentrate its record manufacture and make for greater efficiency and increased output.

In this connection it is interesting to note that in the report the present plant of the company, including land, buildings, machinery, furniture, etc., is valued at \$11,415,164.

FINE OMAHA BRUNSWICK QUARTERS

Handsome Building Houses Omaha, Neb., Branch of the Brunswick Business

OMAHA, NEB., May 7.—One of the most splendidly equipped jobbing houses engaged in the talking machine business in the West is the Omaha branch of the Brunswick-Balke-Collender Co., 2549-51 Farman street. The accom-



The Brunswick Home in Omaha
panying illustration shows the attractive building which the branch occupies. This structure faces on one of the best business streets in this city and the electric sign on the roof is a Brunswick beacon which can be seen for some distance in the evening when it is lit up. R. S. Pribyl, district manager in charge of the local headquarters, is one of the most aggressive jobbing representatives in this territory and he has been instrumental in bringing the Brunswick to a high state of popularity here.

INNES-COSGROVE LEASES

WICHITA, KAN., May 2.—A ten-year lease was recently closed by the Innes-Cosgrove Music Co. for the Barnes & Newcomb Building at 407 East Douglas avenue. The consideration will amount to approximately \$80,000, covering the entire second and third floors of the building, and the twenty-five-foot business room.

LOUISVILLE MUSIC CO. OPENS

LOUISVILLE, Ky., May 3.—The most recent addition to the music stores of this city is the Louisville Music Co., 570 South Fourth street. A two-day opening celebration was held and musical programs were enjoyed by a throng of interested visitors. Vocalion line is handled.

*For
Display Cards,
Sheet Music
and Records
of all sizes*

*Economical
Attractive
Substantial*



standex

"Stands for Display"

The New Metal Display Stand For Universal Use in Music Shops

STANDEX—an inexpensive stand that makes possible attractive phonograph record, sheet music and show card displays in windows or on counters. Made of steel and attractively finished in black crystallized lacquer. STANDEX adds an air of artistic strength and richness to any display. It's the fixture which fills the long felt want for something on which you may show your merchandise to its best advantage. When not in use, folds flat and takes up little space. STANDEX—"Stands for Display". You need them in your store.

6 for \$2.75

Musical Products Distributing Co., Inc.

37 East 18th Street

New York, N. Y.



The same Standex will hold 10-in. or 12-in. records.



Standex makes an ideal display for sheet music.



Showing your monthly window display cards to their best advantage on Standex.

Liberal Discount and Offer to Distributors



INDIANAPOLIS

Sales Volume High Despite Spotty Business—Robertson Music House Opens—Carlin-Quick Co. Formed—Plan Edison Tone-tests

INDIANAPOLIS, IND., May 7.—The month, taken as a whole, has been satisfactory to dealers here. The first two weeks of the month were strong enough to offset a slump during the latter part of the month, which dealers ascribe to several different causes, chief among which is the fact that the Spring instalment of taxes fell due at that time and had the effect of diverting a considerable amount of money from the trade. In spite of this slump, dealers report that the month showed a larger volume of business than was shown in the corresponding month of last year.

Moves Used Instruments in Sale

F. R. Follis, of the talking machine department of L. S. Ayres & Co., reports April was the greatest month in the history of this department. The large volume of business done is accounted for by a special sale of machines which were purchased in such quantity and at such price as to enable the store to offer them at a very attractive retail price. The sale was extensively advertised in the newspapers and the results were very gratifying. The Baldwin Piano Co., Brunswick dealer, also conducted a successful sales drive during the month, but only used machines accepted as "trade-ins" were

offered in this sale. All such machines on hand were disposed of, according to C. P. Herdman, manager of the talking machine department of the Baldwin Co.

Robertson Music House Opens

The latest store to enter the retail competition in Indianapolis is the Robertson Music House, which has opened salesrooms on North Pennsylvania street, opposite the Federal Building. The installation of booths and fixtures and the decoration of the room devoted to the talking machine department have not been completed, but Hal P. Shearer, manager of the new store, expects to have one of the most attractive salesrooms in the city when this work is finished. The only line handled by the new store at this time is the Columbia.

Good Month for Sonora

Sonora sales have been generally good during the month, although they did not quite come up to the expectations of W. E. Freeman, manager of the Sonora department of Charles Mayer & Co. The difficulty in securing deliveries of machines, particularly the higher-priced models, continues to be one of the greatest problems.

Dealers are devoting a great deal of attention to the sale of portable machines, it being their

experience that this particular line of goods helps greatly to hold up business during the Summer months, when the sales of regular lines show a tendency to slump. Although the season for this line of goods is just opening, an appreciable volume of sales of portables is being made by dealers who handle such lines.

Plan Many Edison Tone-tests

Edison tone-tests presented by Glen Ellison, Scotch baritone; Sybil Sanderson Fagan, artist whistler, and Alta Hill, pianist, continue to meet with great enthusiasm throughout the State. The appearances of the artists arranged by Edison dealers are announced for the first half of May as follows: May 4, Sudduth Electric Co., Washington, Ind.; May 7, A. T. Engle & Son, Winchester, Ind.; May 8, Hoover Furniture Co., Hartford City, Ind.; May 9, Butler Music Co., Marion, Ind.; May 10, K. D. Horrell Hardware Co., Olney, Ill.; May 11, H. H. Dowd & Co., North Vernon, Ind.; May 14, Moss & Money, Spencer, Ind.; May 15, New Home Furnishing Co., Linton, Ind.; May 17, Cummings Pharmacy, Montezuma, Ind.; May 18, Phelps Drug Store (R. E. Phelps) Martinsville, Ind. Some idea of the popularity of these tone-tests and of their value to the dealer may be gained from the fact that an audience of more than 2,200 persons heard the Edison artists at the time of their appearance, arranged by the Grant Hazel Music Co., at Bloomington, Ind., on April 4, and that audiences of over one thousand are not unusual.

The Phonograph Corp., of Indiana, Edison distributor, reports sales far above the normal Spring business. Intensive canvassing of territory by dealers has had a very beneficial effect and it is pointed out that 95 per cent of Edison sales have been made outside of stores.

Form Carlin-Quick Music Co.

W. L. Quick, who for five years was sales manager of the Edison Shop, this city, and L. G. Carlin, who was connected with the sales department of the same house for a number of years, have established the Carlin-Quick Music Co. and have opened a new salesroom at 110 East Superior street, Kokomo, Ind. The new house will handle Edison goods exclusively. This line has not been represented in the Kokomo territory for some time and, with the qualifications of both members considered, the new firm is entering business under very auspicious conditions.

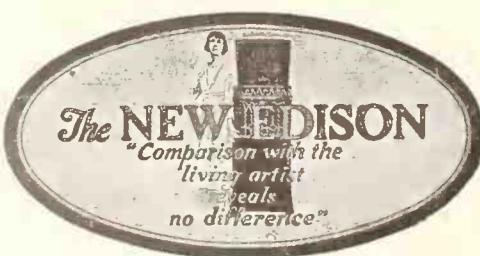
MELODY SHOP IN NEW QUARTERS

LOGANSPORT, IND., May 7.—The Melody Shop previously on Broadway has moved to new quarters in the Al Jones Building, recently erected at 310 Pearl street. Don Six, the proprietor, has attractively decorated the new store and a complete line of musical instruments has been added.

INCORPORATED

The Burgman-Henner Co., phonograph dealer in Brooklyn, was incorporated for \$35,000 a few days ago. The officers are M. Burgman, F. Henner and W. M. Wheatley.

"SERVICE" TO OUR DEALERS THAT IS HARD TO BEAT



Phonograph Corporation of Indiana

EDISON DISTRIBUTORS

325 North Delaware Street

Indianapolis, Indiana

LOS ANGELES

Southern California Association Members Discuss Exchange Problem—Many to Be at Chicago Convention—News of the Month

LOS ANGELES, CAL., May 5.—An interesting discussion took place at the April meeting of the Music Trades Association of Southern California in regard to the exchanging of upright models by customers for console and period types of phonographs. As might be expected, there was a great diversity of opinion among members as to the extent to which the console would supplant the upright. Some members declared that, although more consoles were being sold at the present time to new customers, owners of uprights were not inclined to trade-in their old instruments for the new types—they were too much attached to their particular talking machine, which had proved so satisfactory. Such an opinion as that is a very common one—it is partly due to the imagination, and partly because, in this way, the owner's original choice and judgment continue in his mind to be justified. Other members believe that the upright will soon become as obsolete as the old horn type, but they are extremists, it would seem, and have forgotten, or are not aware of, the many years which elapsed before the majority of people gave up their old machines with horns.

However, the matter rests to a large extent with the salesman, who, carried away with enthusiasm for the new type of instrument, may inspire customers who are already with or without a talking machine, deliberately working to create this new business, arguing that the trade needs new models, which will induce patrons to exchange for their old, much as the automobile trade does.

But it is certain that dealers must prepare themselves for these exchanges and guard themselves against the snare into which the automobile dealers fell at first, namely, that of giving too large an allowance for old models in order to clinch sales for the latest.

Association Secretary to Attend Convention

During the last four years the Music Trades Association of Southern California has made use of its secretary, A. G. Farquharson, in many ways, dispatching him to the State Capitol at Sacramento, 400 miles away, on many occasions, in order that he might watch trade interests in regard to legislative matters, and sending him to special meetings and State conventions. It has now been decided that he shall attend the national convention in Chicago in June. There will be quite a large delegation from southern California representing the talking machine, piano and musical merchandise departments, including I. R. Andrews, Andrews Talking Machine Co.; G. H. Barnes, Barnes Music Co.; C. B. Boothe, Premier Grand Corp.; J. W. Boothe, Barker Bros.; H. L. Brown, Brunswick-Balke-Collender Co.; George Bohen, Kimball Piano Co.; A. Calloway, Thearle Music Co.; A. C. Danz, Crescent Music House; George B. Epstein, Platt Music Co.; A. G. Farquharson, secretary of the Music Trades Association of Southern California; W. A. Krause, Barker Bros.; B. Platt, Platt Music Co.; B. P. Sibley, Kohler Industries; E. Palmer Tucker, Wiley B. Allen Co.; E. R. Potter, Ricca & Sons; H. T. McCallon, De Kalb Piano Co.; H. N. Briggs Hamburger's, and Scott Williamson, Jr., Southern California Music Co.

Cy Smith Goes to Riverside

Starting in the talking machine repair department of the Southern California Music Co. ten years ago, Cy Smith rapidly rose to be a valuable member of the sales department. After seven years, Cy decided to try his hand at selling automobiles and was very successful in the city of Anaheim. However, he felt the urge of his first love, the talking machine business, and, after two years, returned to the Southern California Music Co., where he has been holding his own—and then some. Last month he

received his reward by being appointed manager of the Riverside branch of the company, where he is in charge of a store with piano and musical merchandise and Brunswick departments.

President of Cheney Company Here

A. C. Harper, president of the Cheney Talking Machine Co., arrived in Los Angeles on April 23 and has been making his headquarters with the Munson-Rayner Corp., Cheney distributor. Mr. Harper expressed himself as much impressed with the conditions prevailing here and is confident of a very great future for the Cheney in California.

New Manager at Parmelee-Dohrmann

L. G. Shatney has taken charge of the phonograph department of the Parmelee-Dohrmann

Co. Mr. Shatney was at one time with the Aeolian Co. and managed Aeolian Vocalion departments in the East. Soon after his arrival in California he was made manager of the Pasadena branch store of Barker Bros. and since that time he has been in the Los Angeles store. Okeh Records Headquarters in Los Angeles

W. E. Henry, who was recently appointed Pacific Coast manager for Okeh records by the General Phonograph Corp., has opened headquarters in Los Angeles and will establish other offices and warehouses for Western distribution.

New Gennett Recordings Interest

H. L. Nolder, Western general manager of the Starr Piano Co., reports that a great deal of interest is being shown in the announcement of the four recordings by Henry James on Gennett records. Sales of Gennett records, wholesale and retail, have increased steadily.

Aeroplane Advertises Records

C. C. Griffis, of the Apollo Music Shop, Hollywood, recently arranged for the distribution by aeroplane of 10,000 pamphlets advertising the Vocalion record, "Just an Old Love Song."

LIVE ORCHESTRA MUSIC

WITHOUT
THE
EXPENSE

FROM
BRISTOL'S AUDIOPHONE
RECORD REPRODUCER

TRADE MARK
AUDIOPHONE
REG. U. S. PAT. OFFICE

A big volume of tone sufficient to fill a very large space can be had from any phonograph by using Bristol's Audiophone Reproducer outfit. This utilizes the same Loud Speaker which is so successfully used in connection with radio receiving.

It not only gives a big tone, but is a real reproducer and brings out the natural qualities of the original performance. The tone is smooth and beautiful—entirely without blurring and mechanical noises.

A hand control is provided which makes it possible to regulate the volume

to accommodate the size of space and effect desired.

Just visualize the satisfaction of having such an equipment to use this summer, for concerts, entertainments and especially dance music on the porches of clubhouses—homes—yachts—hotels—etc. They can listen to the celebrated artists, can dance to music by the most famous orchestras. And, it is always ready—no waiting or disappointment. Impromptu occasions arranged without trouble.

Take advantage of this summer-time sales opportunity. Write for further information. We would at least like to give you a demonstration.

THE BRISTOL COMPANY
WATERBURY, CONN.

My won-der-ful one, When - ev - er I'm dream-ing, Love's love-light a-gleam-ing, I see.—

Wonderful One

Music by
PAUL WHITEMAN
and Ferdie Grofe

Lyrics by
Dorothy Terriss
author of
"Three O'clock in the Morning"

You can't go wrong
With any FEIST song

BIG WALTZ HIT

REPAIRS

TALKING MACHINE TROUBLES AND
HOW TO REMEDY THEM

Conducted by Andrew H. Dodin

SOME SOUND BOX TROUBLES

"Chicago, Ill., April 23, 1923.

"A. H. Dodin, The Talking Machine World,
New York.

"My dear Mr. Dodin: Relative to the Edison disc sound box, I have noticed that too much pressure on the diaphragm (by tightening clamping ring as far as it will go), results in a more sharp and shrill sound and on some voices a light twang to it, especially I could notice this on Billy Murray's voice. The reason that I tightened clamping ring as far as it would go was to overcome a slight blast in instrumental records, also in some vocal records. Again, in other reproducers, where the diaphragm was tightened as much, the same voice sounded more real and natural, but still with a slight blast on some records. So, while this blast was overcome by tightening the diaphragm, the more sharp and shrill sound comes into it.

"Is this caused by old rubber gaskets, as same become hard with time and have to be renewed, or can it be in the record? Still, it cannot be in the record, as so much of the blast is, or seems to be, overcome by tightening the clamping ring.

"Has the new violin spruce diaphragm reproducer a better sound volume than have the mica diaphragm reproducers? Thanking you very much in advance for your kind advice and awaiting your reply, I remain, yours very truly, Richard Haldewang."

Answer: In order to answer your letter so that you can fully understand the several points I wish to bring out it would probably be best to go over the construction of the Edison disc sound box. This sound box is constructed in two main parts, the top or cup containing the diaphragm and tone tube connection, and the bottom, or floating weight, carrying the diamond point, set in a swivel stylus arm. Unlike the lateral cut record sound box, the full weight of the sound box does not rest on the stylus point, the weight of the cup is borne by the sound tube, which is carried across the record surface by means of a screw feed, leaving only the floating weight to press against the record, through the diamond point. Again, it differs from the lateral-cut record sound box in that there is not a rigid connection between the stylus arm and the diaphragm, the medium used being a silk thread.

The diaphragm is composed of several layers of rice paper saturated with a chemical solution, heated and pressed to a thickness of five one-thousandths of an inch. To overcome blasts a thin piece of cork is shellacked to the underneath side of the diaphragm. On top of the diaphragm, over the center hole, is cemented a little ivory fixture, to which the upper end of the flexible cord is fastened. The diaphragm is

placed between two gaskets of solid rubber, which are tightened by a threaded clamp ring.

The floating weight is attached, by a light, flexible spring, to a loose screw at the back end of the sound box cup casting. This arrangement of suspension allows of motion not only perpendicularly, but also laterally. Both these motions are checked by means of a pin in the floating weight, engaging the limit loop attached to the front of the cup casting. When the sound box is raised from the record this limit pin and loop act as a support for the floating weight, preventing any pull on the diaphragm when the box is not in use.

When the sound box is lowered to the record for playing the floating weight, pressing down on the stylus arm, causes the flexible cord to be pulled taut and so permits the vibrations to be carried to the diaphragm. Any of the following troubles will cause blasting: The ivory fixture may become loosened from the diaphragm. The cork layer may become loose in some places from the rice paper. The rubber gaskets have become dead—no life in the rubber. The diaphragm is not clamped tight enough in the gaskets or is clamped too tight, causing it to buckle.

In the particular case you describe in your letter I am of the opinion that your trouble lies altogether in the gaskets and I suggest that you get some sheet rubber and cut new gaskets and try them. The results you will get over the old gaskets will, no doubt, be surprising.

When inserting the new gaskets be sure that they are perfectly level and also, when tighten-

The Madison Table or Portable Phonograph

THE MADISON

A Real Phonograph

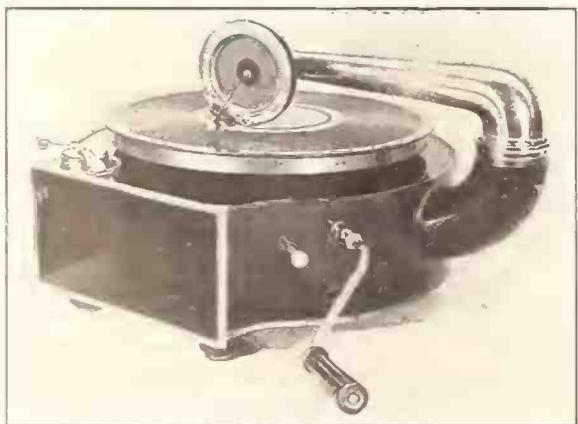
Serving a Double Purpose

A Popular Priced Phonograph adapted for the home or outdoors giving all the service and pleasure of any Phonograph.

Dealers Price

\$7.50 Each

\$10.00 In the Portable Case



As Table Model
Size 13 inches wide, 12 inches deep, 7½ inches high



As A Portable

Present distributors doing volume business. A few Jobbing territories still available.

Particulars on Request.

MADISON MUSIC COMPANY

114 East 28th Street

New York

PORTABLE PROFITS

Order Your Portables Now

Results in 1922 prove the worth of the Portable in the Spring and Summer months.



Outing
\$22.50

Modernolette	- - -	\$21.00
Swanson	- - -	21.00
Charmaphone	- - -	18.00
Carola	- - -	14.00
Carnival	- - -	10.00
Madison	- - -	6.50
With Carrying Case		8.50

Metropolitan Distributors of
Outing and Swanson Portables
Walter Camp's Daily Dozen and
Health Builders Reducing
Sets
Musical Instruments
Music Roll Cabinets
Gold Seal and Geer Repeaters
Record Cabinets
Fixtures
Albums
Brilliantone Needles
Honest Quaker Springs and All
Other Accessories
Bubble Books and Bobolink
Books
Kiddie Albums and Kiddie
Rekords

Write for our complete catalogue of Standard phonographs, cabinets, musical instruments and accessories.

The Cabinet AND Accessories Co., Inc.

Otto Goldsmith, Pres.

3 WEST 16th STREET
NEW YORK

Telephone Watkins 2777-2778

ing the clamp ring, see that you do not twist the gaskets in such a way as to cause an uneven pressure on the diaphragm. Very careful adjustment is necessary and it is only by experimenting that you can finally overcome these troubles.

I have not personally had an opportunity to try out the violin spruce diaphragm sound box which you mention. If made of spruce wood, as its name suggests, I can only say that it is, no doubt, good on records of violins, symphonic music and wood wind instruments.

MRS. CLARK'S MUSICAL ACTIVITIES

Director of Educational Department of Victor Co. Co-operating Strongly With National Supervisors and With Music Club Federation.

Mrs. Frances E. Clark, director of the Educational Department of the Victor Talking Machine Co., took a prominent part in the recent Music Supervisors' National Conference held in Cleveland, O., she being a member of the Educational Council of that organization. Incidentally Mrs. Clark was re-elected at the Cleveland meeting to her place in the Council for a further period of six years, the other members of the body including those prominent in music educational work in practically every section of the country.

During the Cleveland meeting the Founders' Association of the Music Supervisors' National Conference was organized with Mrs. Clark as president and with a score or more of the founders of the organization in attendance. It was at a meeting attended by these founders in Keokuk, Ia., in 1907 that the National Conference was really launched.

Of particular interest at the Cleveland meeting was the attention given to music appreciation, two full sessions being given to that work and emphasizing the recognition accorded it.

Mrs. Clark is now busily engaged on the program for the convention of the National Federation of Music Clubs, she being the head of the Educational Department of that strong organization as well as an actual member of a half dozen committees.

The convention will be held in Asheville, N. C., on June 9-17, and all the programs will be devoted entirely to American compositions. At this convention will be performed the new type of lyric dance drama, for which a \$1,000 prize was awarded.

WATCH THE TRAFFIC REGULATIONS!

William J. Haussler, vice-president and general manager, and Jerome Harris, secretary, of C. Bruno & Son, Inc., are owners of new cars. It is a well-known fact that these two executives of this well-known New York Victor wholesaling firm think as one in the advancement of Victor business. It is now found out that they are in perfect accord as well in the selection of cars for both are purchasers of Cadillac sedans. Mr. Haussler will use the new car as an auxiliary to his Packard touring car.

HANDLING FOREIGN RECORD TRADE

The Cleveland branch of the Columbia Graphophone Co. has built up a foreign record business to such a large degree that it recently appointed Robert Ormus, who will take charge of the foreign record division. Mr. Ormus speaks eight languages and is admirably qualified to handle foreign record trade in an efficient manner and, under his supervision, this phase of record business is expected to show a decided increase during the current year.

HARWAY CO. OPENS BRANCH

DOVER, N. J., May 5.—A new branch of the Harway Music Co., of Dover, has recently been opened on South street, in Morristown. The store will carry high-grade musical instruments, including player-pianos and Victrolas.



Bill McAllister, representing the Plaza Music Company, called on a dealer in Cincinnati. He demonstrated a few "BANNER RECORDS."

"Great!" said the dealer when he heard the record. "But they're only 50c. How many times do they play?" "Here," said Bill, "I'll leave you these sample records—test them!"

Three weeks later we received this letter from Bill—

"Abbott of Cincinnati played 'BANNER RECORD' 329 times continuously. I enclose his initial order for 222 records."

That's wearing quality. Just one part of BANNER'S real quality. The others are pep in recording, individuality in arrangement, and inevitable scoops in releasing the big hits first.

Write or Wire for Samples

PLAZA MUSIC CO.
18 WEST 20th STREET NEW YORK

CINCINNATI

Heavy Demand for Machines and Records Continues—Carl Kramer With Sterling Roll & Record Co.—Brunswick Sales Conference

CINCINNATI, O., May 7.—There seems to be no abatement in the heavy demand for talking machines and records from the jobbers in Cincinnati territory. While in some instances the business transacted during April did not reach the high volume of that during March, as a whole it was unusually satisfactory and in practically every instance way ahead of last year.

The increase in sales is due in great measure to the popularity of records which are strictly of the musical comedy class. However, it is evident that there is a distinct trend towards the better things in music and the standard numbers are selling better than they have in years. More people are apparently appreciating the classical records and are demonstrating their taste for better music by purchasing them.

Another tendency which is seen is the displacement of the cheap record by the dance and vocal records which retail at seventy-five cents. The very cheap records of the past few years are losing their former favor. The popularity of the seventy-five cent dance records, on the other hand, is on the increase and many retail establishments exhaust their stock within a short time after it is received and are forced to reorder from the jobber.

Most of the dealers here attribute the great increase in sales this year to the fact that the economic situation has improved over last year and people once again find themselves in the position where they can afford to purchase records and talking machines. Jobbers report that shipments of machines are arriving late, due to the delay in freight movements. One company stated that it takes two weeks for it to receive shipments from Wisconsin and one week from Cleveland, thus showing that freight congestion is still a serious problem.

Ben L. Brown, manager of the Sterling Roll & Record Co., says that the business of his concern has doubled since last year. The demand for Strand talking machines is on the increase and the sale of these instruments is particularly gratifying. Okeh records are in splendid demand, while sales of Rodeheaver sacred records are showing good results. Mr. Brown also states that the Outing portable ma-

chine is having good sales and that the McAlpin Co., of this city, intends to feature this machine in its advertising. Carl Kramer, formerly with the Columbia Co., has been added to the sales force of the Sterling Roll & Record Co., with headquarters in Columbus. Mr. Kramer will travel through eastern Ohio, eastern Kentucky and West Virginia. He traveled this same territory for Columbia.

P. H. Oelman, of the Phonograph Co., says that the volume of sales of his firm is increasing steadily from month to month. Both record and phonograph business is excellent. Edison dealers are all optimistic.

Miss Stevens, of the Victrola department of the Baldwin Piano Co., states that business during April was more than one-third larger than during the same period of 1922. This is true not only of Victrolas and Victor records, but also of music rolls.

The fact that business is expanding and that the public is once more in a buying mood is demonstrated by the sales of both records and instruments during the past two months, according to Mr. North, of the Ohio Talking Machine Co., Vietor jobber in the local territory. This company reports that its business is far ahead of last year's sales.

The sale of records by the Starr Piano Co. is considerably in excess of 1922 and is growing every month. This company handles Gennett records.

Morris Fantelle, manager of Widener's Grafonola Shop, is authority for the statement that business is about twice as good this year as last.

Miss Marie Finney, of the educational department of the Victor Co., is doing some special work in this territory, visiting Muncie and Jeffersonville, Ind.; Louisville, Frankfort and other communities in Kentucky.

A most successful sales conference was held on April 28 by the Brunswick-Balke-Collender Co. This conference was attended by the salesmen from the Cincinnati territory and was addressed by Mr. Moench, of the Commercial Investment Trust Co., of New York. Mr. Moench talked on the new finance plan for dealers. The district office here of the Bruns-

wick-Balke-Collender Co. reports that the sale of Brunswick records during the month of April was exceptionally good and greatly in excess of the volume of business done during the same period of last year.

Two of the guest artists at the Cincinnati May Festival, which is being held in Music Hall this week, are exclusive Brunswick artists. Mme. Sigrid Onegin and Miss Florence Easton are creating a sensation and are receiving high praise from the musical critics of the various papers.

Although no definite date has been set for the contemplated Red Seal School to be held here, it is believed that early in September will eventually be decided upon. The school will be in session four days and C. H. North, secretary of the Ohio Talking Machine Co., estimates that there will be an attendance of over one hundred dealers and sales people. Much interest is being displayed by the trade at large.

E. A. Ackley has resigned his position as salesman with the Sterling Roll & Record Co. to go into the real estate business.

DESCRIBES RECORD MANUFACTURE

New York Evening Mail Devotes Considerable Space to New Type of Record Which Will Soon Be Announced by Strong Record Co.

The New York Evening Mail, in its issue of April 28, under the caption "News of the Business World," carried a long story describing in detail the manufacture of records on new principles, which will soon be announced by the Strong Record Co., 206 Fifth Avenue, New York City. An excerpt from the Evening Mail story is reproduced below:

"Sixteen months ago Adolf Hawerlander, a well-known European chemist, and Henry Glau, a mechanical engineer and inventive genius, after five and a half years of experimentation working in collaboration, brought to this country a perfected process for turning out for the first time in the history of the art a non-shellac record, in one continuous operation from start to finish, in an automatic machine, eliminating the human uncertainties and increasing the speed of production.

"The inventors of the process have already secured a broad, basic patent in Germany, setting forth principles fundamentally new in the art, and an application for a basic patent in the United States is now pending in Washington.

"The manner in which the new records are said to be produced is as follows: Starting with a roll of suitable material, such as paper, cloth, leather, silk, etc., it is coated with a new non-shellac material, passes through a processing chamber and out between rolls having record molds on the surfaces, where it is impressed, centered, cut, counted and put into an envelope, emerging a perfect, finished, sealed record—one record a second on a two-mold press. The surface of the record is a smooth, hard, hornlike substance that, it is asserted, will not warp, burn or soften under heat or wear or break down under the needle."

SONORA WALKING DOLL ADMIRE

JACKSONVILLE, ILL., May 5.—The Von Fossen Music Co., in this city, Sonora dealer, used the Sonora walking doll to excellent advantage at the automobile show held recently in this city. This aggressive dealer maintained a booth at the show and the walking dolls were widely distributed. Mr. Von Fossen, in describing the success of his exhibit, stated as follows: "This doll is one of the most unique novelties I have ever given out. Not only were the children wild about it, but many grown-ups called at our booth and asked for them, saying that the doll represented the snappiest advertising at the show." The slogan "Don't Stop Me" was adopted for the entire show week and this advertising line, which appears in the Sonora Bell, was the hit of the show.

**THE
NEW
EDISON**
**IS NOW WITHIN
THE REACH OF EVERYONE**

THE PHONOGRAPH CO.

Wholesale Distributors

CINCINNATI
314 West 4th Street

CLEVELAND
1240 Huron Road



FINALE OF OHIO MUSIC CONTEST

State Music Memory Contest Brought to a Close in Huge Demonstration—Thousands of Youngsters Participated—Keen Competition—Many Handsome Prizes to Winners

COLUMBUS, O., May 7.—April 28 has become a memorable date in the music history of Ohio. On that day the Ohio State Music Memory Contest, fostered by the Department of Education of the State, was brought to a close in a mammoth demonstration at the Memorial Hall. Youngsters from all parts of the State arrived here for the purpose of competing for the many prizes as early as 7 o'clock in the morning, and contestants were still battling for victory at ten in the evening. Forty-eight of the eighty-eight Ohio counties were represented and three contests were necessary before all of the winners were finally decided upon.

Among the many prizes were included an Ampico piano, valued at \$1,100, first prize, the gift of the twenty-one Ohio Ampico dealers; second prize, console Victrola, valued at \$350, the gift of Ohio Victor jobbers; first prize, Class B, for elementary schools, a Columbia Grafonola, valued at \$275, the gift of the Cleveland branch of the Columbia Co.; a Brunswick machine, valued at \$250, presented by the five local Brunswick dealers: C. C. Baker Co., Goldsmith's Complete Store, F. G. and A. Howald Co., Robbins Piano Co. and Steinway & Sons.

The winner of the contest was Mary Southard, of Marysville, who, in addition to making it possible for her school to win the Ampico, won for herself a one-year scholarship in the Cincinnati Conservatory of Music. Corinne Lay, of the same team, won a year's scholarship in the Department of Music at Dennison University. Dorothy Delancey, of Lancaster High School, was awarded a year's scholarship at the Morey School of Music, this city, and Dale Bartholomew was awarded a one year's scholarship at the Ohio Wesleyan University. A gift of \$10 in gold for the youngest child having the highest record went to Robert Bebb, nine years old. Ninety students received silver buttons for perfect scores from the National Bureau for the Advancement of Music, of New York.

All contest numbers were interpreted on a Victrola, a canvass among teachers revealing the fact that this instrument was more widely used than any other in imparting musical knowledge to the children. Mrs. Esther Reynolds Beaver, educational director of the Perry B. Whitsit Co., Victor jobber, was largely responsible for the success of the contest. Mrs. Beaver, during a period of three months, traveled many hundreds of miles, arousing interest in the event, speaking before the Parent-Teachers' Association, enlisting the support of Victor dealers throughout the State and securing the co-operation of various musical organizations. The Perry B. Whitsit Co. also carried on a consistent newspaper publicity campaign in the interests of the contest. It is estimated that newspapers of the State contributed approximately \$25,000 worth of space in the way of publicity.

One of the local leaders active in imparting musical knowledge was the Elite Music Co., Victor dealer, 211 South High street, which furnished the entire list of forty selections and two Victrolas to help the good work along.

The concert season in Columbus came to a successful close with the appearance of the famous prima donna, Marie Jeritza, of the Metropolitan Opera Co. and Victor artist. Mme. Jeritza came here under the auspices of the Women's Music Club. Her appearance here stimulated the sale of her records appreciably. Many of her admirers visited the Victor dealers following the concert and purchased records made by her.

The next year's course to be offered by the Women's Music Club was announced on the programs of the Jeritza concert. Feodor Chaliapin; Erika Morini, the wonder girl violinist, and harpist Salvi are the Victor artists who are

on the 1923-1924 program. Rosa Ponselle, Columbia artist; Harold Bauer, famous pianist, and Pablo Casals are other attractions included in the series.

An attractive display window featured by a poster of Bernard Schweitzer, tenor, son of Mr. and Mrs. John Schweitzer, of Delaware, was arranged by Sell Bros., Victrola dealers, in their store on North Sandusky street recently. Mr. Schweitzer and his instructor, Boza Oumirossoff, baritone, appeared at Gray Chapel, Tuesday evening, April 10, on the lecture-concert series of the Ohio Wesleyan University. The program that they offered was displayed by Victor records in Sell Bros.' music store window.

Through the efforts of Miss Stella Yates, manager of the Victrola department of the Pogue Co., Cincinnati, a series of lectures was given by Branson De Cou on his "Dream Pictures" to capacity audiences here.

Mrs. Esther Reynolds Beaver, educational director of the Perry B. Whitsit Co., wholesale jobbers of Victrolas and Victor records, has

just returned from a week's stay in Cleveland, where she attended the Music Supervisors' National Conference.

Recent visitors to the Perry B. Whitsit Co. included Henry Salzer, G. M. Rice, M. L. Phillips, Henry Gee, Mr. Lytle, Mr. Brown and J. E. Slingluff.

ARTHUR BERGH IN IMPORTANT POST

Arthur Bergh, formerly musical director of the Emerson Phonograph Co., Inc., and more recently connected with the Independent Recording Laboratories, New York City, has been appointed musical director of the De Forest Phonofilm Corp. The De Forest film simultaneously produces motion pictures and musical programs.

EDISON ARTIST ON SPRING TOUR

Anna Case, soprano and Edison artist, recently started on her annual Spring tour in the Southwest with a big schedule of concerts.

CHARMAPHONE PORTABLES

Quick Deliveries—Quick Profits



No. VI, 13½" x 13½" x 7½", Silent Motor, Charmaphone tone arm and sound box, either oak or walnut.



No. VIII, 13½" x 13½" x 7½", Silent Motor, Charmaphone tone arm and sound box, mahogany finish, with record album.

*Price and Quality Give the
CHARMAPHONE
the Leadership*

Distinctive qualities set the Charmaphone apart from all other portables, its high quality, durability and fine tone make it a fast seller.

These two portable models will add to the sales. The distinctive features of each make good sales talk. Once demonstrated they attract trade and sell themselves.

Note the Two Models

No. 6 - - \$30.00

No. 8 With Record Album 35.00

If you are not already handling this remarkable Portable value, make arrangements to do so at once.

There are upright models of Charmaphone phonographs that you will be interested in—the same big value you find in the portables. Send for a sample of one or both machines at once and ask for our catalog on the complete line and the name of your jobber.

**Some Jobbing Territory
Still Open**

CHARMAPHONE CO.,

39 West Thirty-second Street
NEW YORK CITY

DETROIT

Business Brisk—Collections in Good Shape—Summer Outlook Excellent—Activities of the Trade

DETROIT, Mich., May 8.—April showed a splendid improvement in record sales over March, and indications are that May will be the best month of the year, judging from sales already made. Machine sales have not been so active, although this class of trade usually shows great improvement at this time of the year and continues right through June. This is because of the number of engagements and weddings. The console models are fast taking the lead in talking machine sales, so far as the higher-priced machines are concerned.

Collections were never in better shape in Detroit for the talking machine dealer, and people are paying more cash down than ever. All this is due to the wonderful shape that Detroit is in industrially. Wages are the highest they have ever been and manufacturers declare that they never had so many orders on hand. It looks as if this condition is going to prevail right through the Summer and way into the Fall.

The Retail Merchants Bureau of the Detroit Board of Commerce has just issued a statement showing increases and decreases of various lines of business for March over the same month of 1922. In musical instruments the percentage of increase is 112 per cent, and the greater portion of this is represented in the talking machine business.

C. A. Grinnell, president of Grinnell Bros., has returned from Sea Breeze, Fla., where he spent the Winter. A. A. Grinnell, treasurer of the firm, was gone a few weeks in April visiting White Sulphur Springs.

S. E. Lind, of Lind & Marks Co., states that sales have shown a splendid increase in the past sixty days, both in machines and records, and he is very optimistic over the future.

E. W. Wilkinson, general manager of the Jewett Phonograph Co., confirms the report that his company had purchased the DeForest radio patents. In the future the Jewett factory at Allegan, Mich., will turn out all of the cabinet work for DeForest radio sets. The DeForest Co., with headquarters in Jersey City, N. J., will job the Jewett products east of Pittsburgh, while west of that city the Jewett Co. will handle all sales of DeForest products. Mr. Wilkinson states that a number of sensational announcements will be made in the near future.

At the Brunswick Shop Manager Quinn feels happy over the splendid increase shown in sales so far this year over last and expects to more than triple the sales before the year is out. He likes the new policy of releasing an average of one new record every day as it brings people to the store steadily and not in volumes

A Phonograph Line That Will Speak For Itself



EXCELS BY COMPARISON

Natural tone reproduction.
Skilled and scientific construction.
Unusual fineness and beauty of finish.
Authentic and beautiful designs.

ALL POOLEYS ARE ONE IN THESE QUALITIES

Eight console models and one upright, beautiful in design and workmanship—so absolutely silent in operation that nothing is lost when the record is being played—it reproduces exactly the original music.



Size: 8"x14"x15"



Style No. 230
Price, \$125
Height, 34 inches
Width, 35½ inches
Depth, 20½ inches

"One handle handles it"
Outing
TALKING MACHINE

ATTRACTIVE PROPOSITION TO OFFER DEALERS
WRITE OR WIRE US

C. L. MARSHALL COMPANY
Wholesale Distributors

MICHIGAN AND OHIO

Detroit, 514 Griswold Street.

Cleveland, 328 Superior, W.

only on the release dates twice monthly as of old.

The J. L. Hudson Music Store is enjoying a very healthy talking machine business, and Manager E. Andrew believes that record sales will be made before the year is out.

Henry S. Doran, of the Doran Phonograph Shop on Washington boulevard, is doing even more business than he did on Michigan avenue where he was located for many years. The new store is handling both Victor and Brunswick lines and is kept open every evening.

The C. L. Marshall Co., distributor of Pooley phonographs and the Outing portable, states that reports from the company's Cleveland and Detroit offices are very satisfactory. The company recently placed the Pooley line with the Halle Bros. Co., of Cleveland, and the D. W. Lerch Co., of Canton, O. Mr. Marshall is exceptionally well pleased with the expressions of satisfaction that he has received from the dealers already sold, and he states the only complaint is a shortage of merchandise.

J. A. Stevenson and E. C. Cathaway, who recently completed a very successful selling campaign for the Outing Talking Machine Co. in Tennessee, have taken charge of a similar campaign for the C. L. Marshall Co. in the State of Michigan. The Detroit Music Co. and Cunningham's Phonograph Shoppes, of Detroit, are co-operating with the Marshall organization in this campaign and excellent results are expected. Grand Rapids territory is being cov-

ered in the same manner under H. D. Barker, working through the Chaffee Bros. Furniture Co., and other important points in Michigan will be covered similarly.

The Phonograph Co. of Detroit, Edison distributor, reports increasing interest in Edison phonographs and records throughout the important territory which it controls.

C. H. Grinnell, manager of the wholesale Victor department of Grinnell Bros., declares that all over the State dealers are ordering heavier than they did a year ago, both in records and machines. The twenty-eight retail stores of Grinnell Bros., scattered in various sections of Michigan, are constantly increasing their sales, which is an example of the industrial situation existing everywhere in the State.

With the arrival of warmer weather, Grinnell Bros. have already noticed a tendency on the part of the public to call for the portable Victor machines for use in Summer homes.

Dealers handling Okeh records are reporting splendid business, especially on the Vincent Lopez Orchestra numbers.

NOW KNOWN AS THE MELODY SHOP

LOGANSPORT, IND., May 1.—Collins & Six, who have been operating a music shop on Broadway, near the Murdock Hotel, moved into new quarters at 310 Pearl street recently. The new store will be under the same management, but the name will be changed to the Melody Shop.

After all there is only one EDISON

The first phonograph was the invention of America's foremost genius—
Thomas A. Edison.

Through all the stages of the development of the phonograph, Mr. Edison has always led the way.

The New Edison is his latest achievement in this field and he considers it his greatest invention.



Write us for our latest agency proposition



Thomas A. Edison

The Phonograph Company of Detroit

Distributors for Michigan and Northern Ohio

1560 Woodward Avenue

DETROIT

LAMB'S MUSIC HOUSE CELEBRATES

Sixth Annual Musical Festival Features Eight Famous Victor Artists—Great Audience Enjoys Splendidly Arranged Program

POTTSTOWN, PA., May 7.—Lamb's Music House, of which William F. Lamb is proprietor, on May 2 celebrated its sixth annual May Festival of Music with an elaborate concert at the Grand Opera House before an audience that taxed that auditorium to the doors. The feature of the concert was the appearance of the Eight Famous Victor Artists, together with Lamb's Concert Orchestra, and the program of both popular and standard numbers was a long one interspersed with many encores. The audience was particularly enthusiastic, as were the local newspaper representatives, who gave considerable space to the story of the concert. Many of the visitors came from points quite distant from Pottstown.

The Grand Opera House was elaborately decorated for the concert and on an elevated platform several of the more popular models of Victrolas were displayed. Among those who attended the concert from out-of-town points as guests of Mr. Lamb or as participants in the program were the Eight Famous Victor Artists, Henry Burr, Billy Murray, Albert Campbell, Monroe Silver, Frank Croxton, Rudy Wiedoeft, Frank Banta and John Meyer; Mr. and Mrs. Fred. Bauer, of Stultz & Bauer, New York; Mr. and Mrs. George Allen and Mr. and Mrs. Fred Martin, of Milton Piano Co., New York; T. R. Clark, of Cohen & Hughes, Baltimore, Victor wholesalers; Otto May and Robert Bartley, of the Victor Talking Machine Co.; Linn P. Brown, E. G. Dare and V. E. Moore, of Penn Phonograph Co., Philadelphia; Victor wholesalers; Tom Cummings, of Victor department of Strawbridge & Clothier, Philadelphia; Harry Kendel and Fred Rouch, of the People's Talking Machine Co., Philadelphia, Victor dealers; Barkley Azpell, Victor retailer, of Ardmore, Pa.; a party of ten representing Stephen's Music House, Victor dealers of Norristown; a party of four of Hutchison Bros., Victor dealers of East Downingtown, Pa.; George W. Davies, Victor dealer from Coatesville, Pa.; a party of ten from McCarragher Bros., Victor dealers in Royersford and Phoenixville; Frank J. Eiler, Victor dealer of Spring City; Mr. Brown, successor to Lichty's Music House, Reading, Pa.; a party of twelve from the Ringgold Band of Reading, and Mr. and Mrs. W. F. Streitz, of Armour & Co., Chicago, Ill.

At the conclusion of the concert the members of the orchestra, the artists and a number of guests were entertained by Mr. Lamb at a supper at a local restaurant.

Lamb's Orchestra incidentally is winning a notable reputation for itself in the Schuylkill Valley, the organization having played ten different concerts since February 1 before audiences ranging from 350 to 1,200 people. The orchestra has arranged to give an elaborate concert at the State Armory during Pennsylvania Music Week, May 13 to 19, inclusive.

CONCERT BOOSTS RECORD SALES

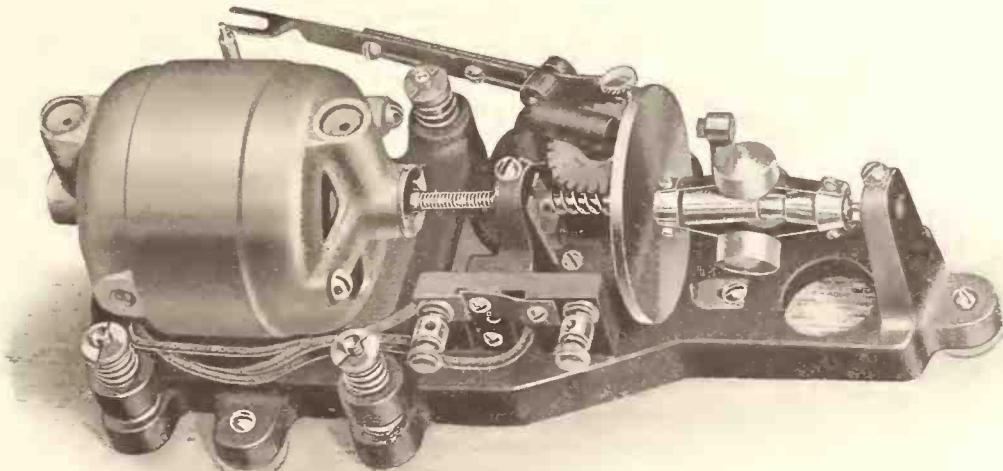
Columbia Dealer Has Vaudeville Team Sing Sheet Music Numbers Which Are Also on Columbia Records—Event a Big Success

LAWRENCE, MASS., May 7.—Recently Walter Lord, of Lord & Co., Inc., put on at his store an entertainment, the center of attraction on Essex street for the evening. This consisted chiefly of new song hits sung by a well-known vaude-

The Trotter Motor

The very Latest and Best
Electric Phonograph Motor

- 1—It Requires no Oiling nor Adjusting.
- 2—It Runs Quiet and at Even Speed From Start to Finish of Record.
- 3—It Runs on A.C. or D.C. Current at a Voltage From 30 to 150.
- 4—It is adaptable to Any Phonograph and is Very Easily Installed.
- 5—It is not affected by Changes of Temperature.

**The Trotter Motor**

Will appeal to the Phonograph Manufacturer as well as to the Phonograph Dealer.

To the manufacturer it represents a High Grade Electric Equipment at the lowest possible price.

For the dealer it is an Attractive Retail Proposition because anyone who would like to have their phonograph at home Electrically equipped can do so by buying our electric motor and install it themselves.

Write for full particulars or better send for a sample motor which will convince you of its merits.

The Plymouth Phono Parts Company

PLYMOUTH, WISCONSIN.

ville team. The event was advertised extensively, with the result that hundreds of people attended during the evening. The announcement was made at the end of each selection that the number could be obtained on a Columbia record, which was the proper cue for stepping up to the counter of the record department, calling for the number and taking it away with them.

Mr. Lord was ably assisted in putting on this entertainment through Messrs. Ryan, Sharkey, Luce, Ray, Lord and E. H. McCarthy, of the Columbia Co. Mrs. Johnson rendered excellent service in the record department, which she is

fully capable of doing, having been graduated from the training class held at the Boston branch of the Columbia Co., under the supervision of Mrs. Alice W. Graves.

As this concert was such a tremendous success Mr. Lord has planned on duplicating it regularly in the future and to him goes the credit for the conception of this very original idea in sales promotion work.

Study your competitors' methods. You may get some valuable pointers in this way. No dealer with an eye to the main chance can afford to lose sight of competitors' activities.

The Waltz Sensation for 1923

Goodnight!

Watch
this Baby
GROW!

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





The mystery and fatalism of Kipling's India are strikingly set forth in "The Temple Bells" and "Less Than the Dust"—Record A-3852. These exotic songs are two of four "Indian Love Lyrics" composed by Amy Woodforde-Finden and acclaimed the height of musical art. Louis Graveure's baritone is heard to great advantage in these two numbers.

COLUMBIA GRAPHOPHONE CO.
New York

RICHMOND

New Corley Co. Building on Site
of Fire Last Fall Completed—
Business Is Brisk—Month's News

RICHMOND, VA., May 7.—Demand for talking machines is such in this territory that it is causing merchants to stock up with them more than ever before, according to the C. B. Haynes Co., Inc., Edison jobber, of this city, and it is anticipated that business this coming Fall will excel any previously recorded. Models ranging in price from \$175 and up are declared to be the most popular with the trade. The demand for the better grades is taken as an indication that the people have been educated up to the idea that it pays to buy quality and that they have the money to satisfy their tastes. According to the Haynes Co. there has been a particularly fine and steady improvement in its business since last November.

Appointment of three new dealers is announced by the firm as follows: Smith-Rule Furniture Co., Clifton Forge, Va.; E. P. Bruton, Hamlet, N. C.; J. D. Spiers, Smithfield, N. C.

Benefits to be derived from subscribing to and reading The Talking Machine World are pointed out in a circular the firm sent out to its trade this month. The circular said in part: "The Talking Machine World recruits and dis-

tributes most valuable information on the activities of the entire phonograph industry and goes to thousands of merchants everywhere who consider it an advisory partner in their business. We believe that you can add materially to the profits of your business by reading regularly in its news columns how other dealers are making large profits out of their phonograph departments. They can tell you all about plans that proved successful in employing and training salesmen and conducting advertising campaigns, canvassing, unique window displays, record arrangements, construction of booths, instalment sales, effective collection systems and numerous other sales features essential to a successful phonograph business."

Incidental to the opening of its new and finely equipped establishment at 213 East Broad street, which replaces the one burned on that site last Fall, the Corley Co., exclusive Victor distributor, was the recipient of many congratulations. Finished in silver gray oak, the interior presents a particularly attractive and artistic appearance. Five additional booths have been added, making a total of fourteen now devoted to the demonstration of Victor machines. Crowds flocked to the store the evening of the opening and everything passed off to the queen's taste. Two orchestras played during the evening, one being stationed near the Grace street front and the other near Broad street. Selections were rendered alternately. In addition, some of the best singers in Richmond contributed to the enjoy-

ment of the occasion with vocal selections. This firm was the pioneer in establishing a Grace street front by extending its store through from Broad to that thoroughfare, that having been done in 1916. That it made no mistake in making this move is evidenced by the fact that Grace is rapidly developing into a business thoroughfare, the development having extended considerably west of the Corley store. The wholesale department in the new home of this firm is located in the basement. Three additional floors above the street floor are also occupied. In the interim between the fire and the completion of its new home the firm was located at Fifth and Broad streets. The first month in its temporary quarters it had the best business of any month since the year following the war.

The Colonial Piano Co. moved May 1 from 205 East Broad street to 18 West Broad street.

COLUMBIA WINDOW ATTRACTS

"Cohen Listens in on the Radio" in John Z. Kelley Co. Window Results in Large Sales

LYNN, MASS., May 7.—Oscar Freed, for many years connected with the John Z. Kelley Co., Columbia dealer in this city, realized the pulling power of a unique window display. Mr. Freed, together with Mrs. Young and Miss Chesley, put in their window a striking display featuring Columbia's new Joe Hayman record, "Cohen Listens in on the Radio." A wax figure of Columbia's fantastical Cohen, coupled with the lyric sign across the top of the window and down the side, attracted widespread attention, which, needless to say, resulted in a tremendous volume of sales on this and previous Cohen records.

THE SLOGAN "BAGSHAW OF LOWELL"

Is Widely Known and Stands for Accomplishments and Noted Products in the Industry

LOWELL, MASS., May 2.—The well-advertised phrase "Bagshaw of Lowell" has made this city one of the best-known localities in the talking machine field. The W. H. Bagshaw Co. made its humble start in Lowell over a half century ago and its growth to the present large proportions is an indication of the quality of the needles which it produces and the way they have been received by the talking machine trade and the buying public. W. J. and C. H. Bagshaw, who conduct this business, report that the plant is very busy taking care of the demand and that the outlook for the future is equally bright.

ENTIRE STORE FOR TALKERS

BARBERTON, O., May 7.—A. J. Heiman, Victor dealer here, announces he will enlarge his talking machine store, to be retained in its present location, and that the jewelry section will be removed to new quarters directly opposite.

OPPORTUNITY

A T no period in the history of the Victor dealer, has he been so well fortified to nullify competition as he is today.

Flanked by instruments desirable beyond all previous achievement, the Victor dealer is in an impregnable position to win sales. The Victrola of today is the greatest helpmeet in making sales that is at the command of a musical instrument dealer. In the window, the Victrola invites entry into the store. In the store, it makes a plea for purchase that helps overcome the most obstinate sales resistance.

These are indeed days of opportunity for the Victor dealer.

**NEW YORK
TALKING MACHINE CO.
521 West 57th Street**

**CHICAGO
TALKING MACHINE CO.
12 North Michigan Ave.**

A.D. Geissler
President

Mid-West Point of View

WESTERN DIVISION OF THE WORLD, CHICAGO, ILL., MAY 11, 1923.

WITHIN two weeks from the date of the present issue of The World, the music industries of the United States will meet at the mid-West metropolis for their annual conventions. The occasion will in many ways be especially interesting to the talking machine interests. For these interests have wonderfully solidified themselves since the last gathering of the kind was held in Chicago—that is to say, since 1921. Not only have the talking machine interests made themselves secure, but they have conquered the respect and the co-operation of the older music industries, until the latter are fain to look upon their younger brother as truly in the family, to be welcomed with the right hand of fellowship, which is all to the good. The talking machine industries in the Middle West suffered between the years 1918 and 1920 from the same fever that infected business of every other kind—the fever of inflation raised to the 'nth degree of temperature. Now that the fever has died down we see that we have come through stronger and better than ever. It is only natural, therefore, that representative houses should be showing their wares at the Drake Hotel next month. The piano men are saying that this is to be the Prosperity Convention par excellence. The name will not have been misapplied if all concerned will work to carry on the selling of musical instruments during the coming year with intelligence and with a realization that the American people are seriously becoming interested in the best of everything, not in the cheapest. Talking machine men can tell piano men some things about salesmanship, things the latter ought, for their own sakes, to know better than they seem to know.

Prosperity Convention Coming

ONE learns from the merchants that the demand for console machines is out of proportion to the supply of them, and that there

Console Contains Problems

seems to be no probability of the public demand changing in favor of the upright. The console idea, then, is not a mere fad, but has evidently come to stay. It is, therefore, worth while remembering that along with the architectural problem of producing a case good to look at and appropriate in its dimensions and lines goes the acoustical problem of producing a fitting tonal result. For it is becoming evident that the console is a totally different sort of thing, acoustically speaking, from the upright. The mere fact that the sound issues from an opening near to the level of the floor constitutes a problem of no little magnitude, as may at once be perceived by the simple process of listening to the performance of music through a number of consoles of different makes and sizes. Here is something for the consideration of our acoustic experts. The present examples of console building are frequently rather unsatisfactory in respect of tone as compared with the best upright machines, and, if such a criticism is correct, such a state of affairs ought by no means to go uncared for.

THE National Association of Broadcasters has secured the services of a well-known member of the music industries as director and it is worth while remarking that the very fact of the existence of this organization denotes that the whole radio business is about to enter upon its second stage of development. Broadcasting must, somehow or other, be put upon a businesslike basis and it is evident that there will be a more or less rapid movement in the matter from now onward. This is all to the good, for those who wish radio well—and that means all of us without exception—will wish to have any ambiguity of position or doubtfulness of standing removed at once. The talking machine man should by no means feel hostile to radio, for he will find it a friend rather than an enemy if only it is taken into the family, as it were, on fair terms and is treated with the respect it deserves. The talking machine is, of course, not going to be superseded by any radio apparatus ever invented or ever likely to be invented. The writer of these paragraphs has at home a player-piano, a fine talking machine and a radio receiv-

Radio Basis Is Broadening

ing station, the last named under the direct supervision and ownership of the son of the family, who talks a technical jargon unintelligible to all who are not radio fiends, but to the latter more interesting than baseball and all other sports put together. The family uses and likes all three musical media and considers no one able to supersede the others. There are many other families which feel the same way about it. We wish radio well, and the more we learn to like it the more, too, we appreciate and like our talking machine.

THE best authorities in this part of the world tell us that the present activity in all lines of business is likely to be steady during the

Cautious Confidence Needed

Summer, and there is no present reason to anticipate any decided slackening in activity during the Fall. The present demand seems rather to be a sign of that period of secondary inflation which usually follows the depression which has come after any abnormal period of expansion. In all probability this period is nearing its end, but there are many signs to show that it is not likely to degenerate into a secondary period of depression. The stocks of all kinds of manufactured goods throughout the world have been very low and, despite unfavorable agricultural conditions, these stocks have had to be replenished to some extent. Moreover, the basic financial condition of the world is gradually righting itself. By degrees the world struggles back to sanity, but by degrees only. Meanwhile it is very necessary to look to the future with caution as well as with confidence. This is not a good time to talk about how large a profit one can squeeze out this year. But it is a very good time to make up one's mind that business will be just what we make it. The talking machine business to-day is solid as it never was before. If it has any troubles this year those troubles will be due to the plumb foolishness of its leaders and to their inability to realize the difference between directing and following the stream of business tendency. Business is the greatest game in the world, and to play that game during the next twelve months will call for the exercise of skill. If we play carefully, with an eye to the cards, we shall round off one of the most successful recoveries from depression that our industry has ever known. If we are careless we shall have reason to wonder over lost opportunities and chances thrown away. Let us be confident, but at the same time let us exercise our best judgment and be cautious.

IT looks as if the Summer season will see a greater demand for portable talking machines than has ever before been experienced.

"Portable" Season Has Arrived

There are many reasons for this gratifying expectation, and all of them are sound. The people are beginning to find that they cannot do without music, even in camp or in the Summer cottage, nor is there the least reason to suppose that any satisfactory substitute can ever be found for a good small talking machine and a nice lot of timely records all ready to play at any moment of day or night. Wise merchants will bear in mind that it is only necessary to tell the story of the portable to the people to assure a steady sale for it during the whole of the Spring and Summer months. Manufacturers are putting out more models of this kind than ever before. If portables do not "go big" this year the fault will be with the merchants for not advertising and pushing them. It is only necessary to tell the story often, and again often. This is all, indeed, that is necessary, but this is very necessary; nay, it is essential. We can make 1923 a "portable" year, if we wish. The opportunity for sales of these instruments is greater than ever before in the history of the talking machine business. One fact stands out as a certainty, however, and that is that those dealers who have not enough confidence in this important unit of their business to put their shoulders to the wheel of aggressive merchandising tactics and who are unwilling to use publicity as a means of interesting the large number of potential customers in the portable will not do any great amount of business. Slackness of sales in Summer does not exist where vigorous methods are used.

From our CHICAGO HEADQUARTERS

REPUBLIC BLDG., 209 SOUTH STATE ST TELEPHONE WABASH 5242

EDWARD VAN HARLINGEN

WILLIAM BRAID WHITE

EUGENE F. CAREY

ARTHUR E. NEALY

A. SNYDER

MUSIC TRADE CONVENTION PREPARATIONS HOLD ATTENTION OF MERCHANTS IN THE MIDDLE WEST

Consoles Lead Sales Field—New Models Introduced—Plymouth Phonograph Parts Co. Formed—Wizard Co. to Enlarge—E. C. Warner Is Promoted—Hiawatha Trustee Elected—Other News

CHICAGO, ILL., May 9.—In Chicago the trade is devoting quite a bit of attention to the coming music trade convention in June. We here are of the opinion that the success of two years ago will be as nothing in comparison to what we shall achieve this year.

We know of many manufacturers preparing exhibits this year who formerly paid no attention to trade events such as this, and we, therefore, look forward to seeing on display some exceptionally fine new models.

In the wholesale trade one sees portable instruments on every hand. Some are old-timers, some have been on the market a short time, and others have not as yet been introduced. To-day it would seem that every manufacturer either has a portable in his line or is preparing to make announcement of one.

The addition of portables was made absolutely necessary because of the constantly growing demand for them. The retail trade, for example, has been keeping itself very active because of the sales of portables, which, in turn, have had a stimulating effect on record sales.

Dance and popular records are still leading the field in the Chicago territory, but many dealers report quite an increase in classical and standard numbers for the past few months.

Many dealers in Chicago territory are getting

ready to make the coming Summer months very active. Last year they kept things coming by the way of canvassing and found that this method of getting business was very satisfactory. Therefore, they intend to keep up the good work and we may expect that during the coming months we shall continue to have steady business.

Console models are good sellers. The small types are particularly well liked by the Western trade. Mahogany and walnut finishes are still very prominent insofar as demand is concerned, but the call for oak seems to be negligible. These small models, as can be expected, are selling wherever small apartments abound.

As to labor the unemployment column has been entirely erased, and there are more jobs to be filled in this section than there are men to fill them. Some of the larger corporations are said to have sent to the Southern States for colored laborers and, according to some reports, thousands of these are coming. A few years ago this same situation prevailed in Chicago territory and led to quite a bit of dissatisfaction on the part of white labor. It also led to dissatisfaction on the part of Southern manufacturers and, as a consequence, there was a shortage of goods from the Southern section. This was, naturally, followed by a price rise in

Southern products, particularly cotton. Again, if history repeats herself as per custom, a rise may be expected in cotton and other products coming from the South.

New Brunswick Console Introduced

The Brunswick Co. has just announced the addition of another period console model to its line. The new instrument is known as "The Royal" and retails at \$115. The Royal is beautifully finished in Adam brown, red mahogany or American walnut, with metal-plated trimmings. It is 33 inches high, 33 inches wide and 21 inches deep. In keeping with all other high-grade Brunswick instruments, the Royal is equipped with the Brunswick all-wood amplifier, single diaphragm Ultona, strong double-spring motor, 12-inch turntable, automatic stop and tone modifier—features popular with Brunswick admirers.

P. L. Deutsch in Los Angeles

P. L. Deutsch, who was recently elected secretary and general manager of the Brunswick-Balke-Collender Co., went to Los Angeles after his appointment to this office. Mr. Deutsch's family has been spending some time in the aforementioned city and the purpose of his trip to Los Angeles was to accompany them back to Chicago. In his new position as secretary and general manager Mr. Deutsch's duties will bring him in constant touch with all factors of the Brunswick Co.'s business. Heretofore he has devoted a major portion of his time to talking machines.

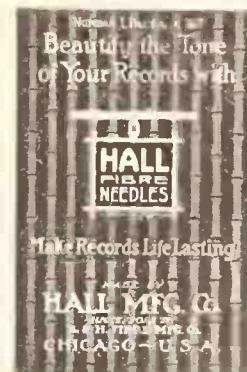
To Market the Electric Motor

A new concern, known as the Plymouth Phonograph Parts Co., has been organized at Plym-

(Continued on page 114)



Mr. Dealer and Record Salespeople



YOU are interested in increasing your record sales—Reviving and keeping alive the buying interest of OLD and NEW customers. Do you realize that through RECOMMENDING, DEMONSTRATING, and SELLING HALL FIBRE NEEDLES your sale of the better records can be doubled.—IT IS A FACT!

WHY? Simply because there is a large class of music lovers who prefer *quality* to harshness. Every time you introduce such a customer to HALL FIBRE NEEDLES you make a friend—a better record buyer. In the quiet of his home such a customer gets the utmost of satisfaction and pleasure from his records.

He sells many a friend records and even instruments through his enthusiastic interest.

HALL MANUFACTURING COMPANY

Successors to B & H FIBRE MFG. CO.

33-35 West Kinzie Street

Chicago, Ill.

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 113)

outh, Wis., to manufacture and sell a high-grade electric motor to be used exclusively for talking machines. It is said that this motor requires no oiling or adjusting and runs on either an A. C. or D. C. current, keeping up a constant speed on either of these currents, whether they be at 30 or 150 volts. The current is controlled by a small set-screw placed near the terminals of the in-taking wires. The screw is to be placed in one position if the alternating current is used and for other positions if direct current is used. Other than this there are no adjustments.

The company announces that the new motor is ready for the market and preparations have been made for a very large daily output, which places the Plymouth Co. in a position to guarantee immediate deliveries on orders received.

Wizard Phonograph Co. to Enlarge Plant

The Wizard Phonograph Co., of this city, expects to take over a new and larger plant within the next few weeks. This move is made necessary by the constant growth in business. Just where the new plant will be located has not been announced, but it is understood that the new space will be from two to three times greater than is available in the building now housing the Wizard Co.

This company recently announced a line of portable talking machines, finished in genuine mahogany and walnut veneers. This portable carries the same name value as do all other instruments manufactured by Wizard. In addition to placing the portable in its line Wizard recently added an authentically designed Queen Anne console which is fitted with high-grade motor and universal tone arm.

Oriole Orchestra at Edgewater Hotel

On May 16 the Oriole Terrace Orchestra will begin a lengthy engagement at Edgewater Beach Hotel, Chicago, taking the place of Paul Biese and His Orchestra. The Oriole Orchestra is exclusively Brunswick and recently gained considerable popularity for itself by its playing

throughout the East. It was expected that the Edgewater Beach Hotel will have completed its radio broadcasting stage by this time and the Orioles will play an important part in making this one of the most popular broadcasting stages in this section. This stage is completely equipped and will probably be the largest and most powerful of its kind in the country.

Another Dancing Doll

The Marionette Mfg. Co., of this city, is meeting with success in the marketing of its dancing doll. This novelty is twelve inches in height and the little figure is placed on a small platform. The doll does not have to be removed when changing the record.

It is also adjustable to fast or slow music and is said to be wonderfully human in its movements.

E. C. Warner Appointed Manager

E. C. Warner has been appointed manager of the Henderson Service Shop on Randolph street. This position was formerly held by F. O. Edwards, who recently went to the Henderson department of La Salle & Kochs at Toledo, O., to take the place of R. O. Danforth, who has been appointed manager of the talking machine department of The Fair. Mr. Warner has been connected with the Henderson Service Shop for a number of years in the capacity of salesman.

Rockford Entertains Chicago

Fred Firestone, retail manager of the Schumann Piano Co., Victor dealer, Rockford, Ill., recently demonstrated to the Piano Club of Chicago that all the good talent was not to be found in Chicago. Fred's demonstration was conclusive. By hard and constant work he has built up from his retail staff an aggregation of artists on which he is willing to bet his hat any old time. He is of the belief that, in order to promote an advanced music business it is necessary to stimulate enthusiasm by means of good music, and he is justifying this belief by vastly increasing the retail position of the Schu-

mann business in Rockford. The artists that Fred brought to Chicago were Wesley Wilcox, baritone; Wm. Hack, tenor, and Miss Smith, accompanist. The visitors put over a mighty fine musical entertainment.

. Introduces Invisible Hinge

The Oh-Pep Phonoparts Co., of this city, announces a new type of invisible hinge. The company now has its plans made for the manufacture and production of these hinges and all is in readiness for taking care of the trade. The new hinge was brought out by Joseph N. Pepin, one of the company's heads, who has already applied for United States and foreign patents on it. The hinge is constructed to open to an angle of ninety degrees and its screw plates are held together by a pair of semicircular sliding bars. In order to put the hinge in position it is necessary that the doors or lid be counter-sunk. In size this new hinge is one of the smallest, but at the same time strongest, items of its kind that have ever been introduced to the trade, and manufacturers here who have already adopted it are of the opinion that its strength and simplicity will make a tremendous impression upon talking machine purchasers.

Creditors Elect Trustee

Creditors of the Hiawatha Talking Machine Co. recently held a meeting and appointed Harry Hanson trustee. For some time Mr. Hanson has been operating the company's plant in Geneva, Ill.

Hardwood Manufacturers Meet

The first annual convention of the Hardwood Manufacturers' Institute was held recently at the Blackstone Hotel, Chicago. The convention was very elaborately planned and a fitting program was carried out. The Institute was formed in June, 1922, and at that time boasted of a membership of seventy hardwood men. At the completion of its first year the organization's membership report showed that there are over 300 members now with the organization repre-

(Continued on page 116)



Magnola
"Built by tone specialists"

IN ITS SEVENTH YEAR OF STEADY SUCCESS

4 Cabinet Styles:
Mahogany, Walnut and Oak Finishes.

Patented Tone-Deflecting System:
Unsurpassed Workmanship.

Vertical Record Filing:
Mechanical and Acoustic Equipment Beyond Criticism.

Write for our Revised Wholesale Prices

Magnola Talking Machine Company
OTTO SCHULZ, President
711 Milwaukee Avenue
Chicago

Magnola Style Louis XVI



*Mr. Manufacturer and
Mr. Dealer:—*

Our last month's advertisement brought forth a deluge of inquiries about like this:

"Why is the repair expense less on phonographs equipped with UNITED MOTORS?"

The answer—

"For the same reason that the repair expense on a modern automobile is less than it would be if the engine was not equipped with a crank case and the transmission and differential were not enclosed and were never oiled after they left the factory."

The discovery by a large number of manufacturers and dealers that UNITED MOTORS require less service probably accounts for the fact that there were approximately five times as many UNITED MOTORS sold in 1922 as in 1921.

United Motors are not only better motors—finer examples of precision workmanship—but they are enclosed in dust-proof, cast iron housings. No sawdust, dirt, nails or anything else gets into this air-tight iron box while being assembled by the cabinet-maker. And it is equally proof against needles, dust, dry air or the prying fingers of the family small boy.

And United Motors are automatically lubricated, by the wick oiling system, from an oiled pad in the bottom, with the result that the moving parts are properly lubricated for years without attention. Naturally, this valuable feature is possible only with our enclosed construction.

UNITED MFG. & DISTRIBUTING CO.
536 LAKE SHORE DRIVE
CHICAGO

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 114)

senting hardwood producers from all parts of the country.

Lakeside Radio Is Now Ready

Elaborate preparations have been made by the Lakeside Supply Co. for the coming convention in June. A comprehensive line, involving everything this company manufactures or handles, is ready for display. This line includes not only talking machines and accessories, but a full line of Lakeside Radio instruments and



Display of Lakeside Radio Instruments

parts. The accompanying photograph shows one corner of the display Lakeside has prepared and portrays two high-grade models of its radio product. The receiving set shown on the table is Lakeside's Supreme No. 10, a circuit of radio frequency amplification, which is considered by many radio men to be very simple and efficient. The first step in this receiver is radio frequency or tuned impedance; the second step is detector and the remaining two are audio-frequency or amplifying units. Condensers or rheostats are of the Vienna type.

The little lamp shown on the table is a very ingenious affair, being a combination of lamp, talking machine and radio receiver. This is an identical model of the radio floor lamp that was used for broadcasting at the recent radio show at the Coliseum.

One of the most ingenious parts of this lamp is the top portion of the shade, which is held by a swiveled-hinge jack-plug. Concealed within the top of the lamp is a little antenna. When the shade is raised it can be swung in any direction.

Practically all parts used in Lakeside outfits are Crosley manufactured. The receiving distance of both of these little instruments has never been fully determined. Coast stations have been picked up on the table set and Cuba has been picked up on the lamp.

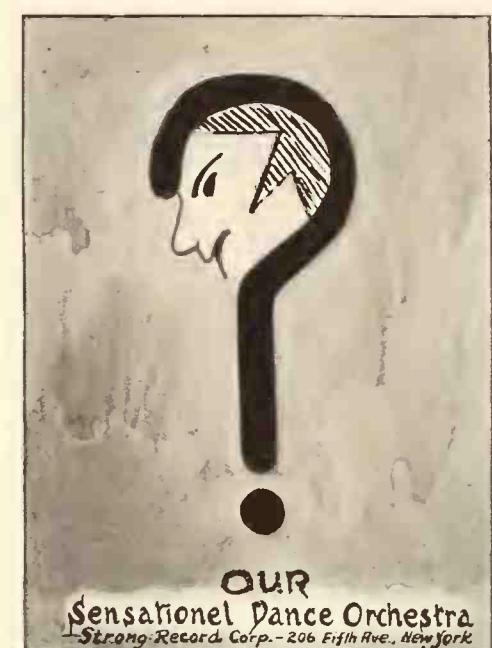
Buys \$500,000 Brunswick Home

The Brunswick-Balke-Collender Co. has just acquired all the stock in the Lake Building Corp., which owns the leasehold interest of the ten-story Studebaker Building, 623-33 South Wabash avenue, for \$500,000 cash. For many years this building has housed the main offices and showrooms of the Brunswick-Balke-Collender Co. The ground has a frontage of 120 feet, with a depth of 171 feet, and is under lease from Martin E. Ryerson and the estate of H. H. Getty for a term expiring on October 1, 1989, at an annual rental of \$14,400, without revaluation. The building was erected by Studebaker Bros. Mfg. Co. in 1896 as a first-class steel frame fire-proof structure.

The Brunswick-Balke-Collender Co. will continue to occupy the building with its general offices and showrooms. Some years ago the Brunswick Co. purchased the northeast corner of Wabash avenue and Harrison street, a parcel of property 80 by 170 feet. At the time of this purchase it was the intention of the company to erect a building for its own business, but with the taking over of its present headquarters this plan has been abandoned.

Move Sonora Headquarters

The Illinois Sonora Phonograph Corp. moved from its old location on May 1 to the Arcade Building, 618-622 South Michigan avenue. In the new location Sonora occupies the entire seventh floor. The floor has been divided up into office room and display space. The display space is very beautifully set up and is set off with samples of every instrument manufactured by the Sonora Co. Every instrument, from the small portable up to the massive \$3,000 model,



is shown. In laying out the new display rooms the idea of demonstration was clearly kept in mind and provision was made for all Sonora dealers to bring their clientele up to Sonora headquarters for the purpose of inspecting the entire Sonora line.

Enlarge Talking Machine Department

One of the biggest talking machine departments that have ever been opened in a department store in Chicago has just been completed at Rothschild's by the Unit Construction Co., Chicago division. It is most elaborate and up to date and is located on the sixth floor of the big department store's Loop building. The records are handled by means of island service counters built up of five-foot racks, surrounded by a mahogany counter. The hearing rooms, fourteen in all, are very elaborate affairs. These are finished in ivory and are arranged about the island counter. The completion of this new department gives its manager, C. H. Morey, an ideal opportunity to take care of the wants of the great amount of Loop trade. Mr. Morey's department handles a very complete line of high-grade instruments, numbering among them such well-known makes as Victor, Cheney,

(Continued on page 118)

THREE BIG EXCLUSIVE FEATURES

Of the New Oro-Tone No. 16 Automatic Concert Arm

A CONCERT ARM

- that automatically adjusts weight
- that automatically centers the needle
- that automatically gives the correct angle for the needle when playing either vertical or lateral cut records.

That is the story of the new Oro-Tone No. 16 Automatic Concert Arm.

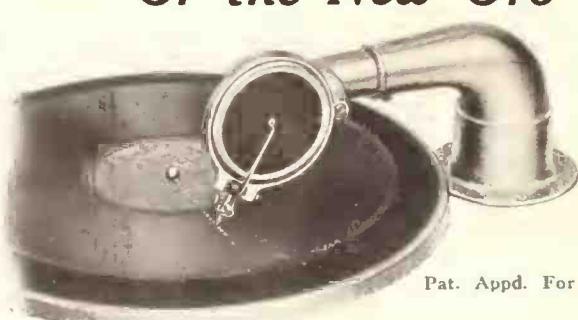
A simple turn of the hand and this new concert arm will play Edison, Victor, Columbia, Brunswick, or any other record with amazing volume and clear definition of tone.

Edison records can be played with the ordinary wood fibre needle, retaining all the splendid Edison tone quality and eliminating the usual surface noises.

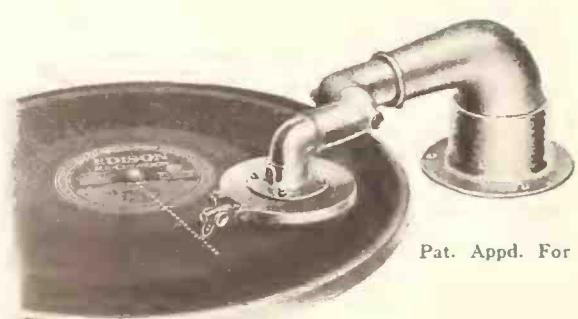
Note the dotted line showing the perfect needle centering when playing either lateral or vertical cut records.

SAMPLE SENT ON APPROVAL.

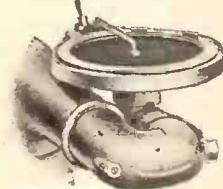
No Cost If You Are Not Satisfied.



Showing Position of Reproducer and Needle
When Playing Lateral-cut Records



Showing Position of Reproducer and Needle
When Playing Vertical-cut Records



Showing Reproducer at Rest When
Thrown Back in Edison Position

1000 to 1010
George Street

The Oro-Tone Co.
QUALITY FIRST

Chicago
Illinois

An "Impossible" Accomplishment

has just been brought about with the introduction of the

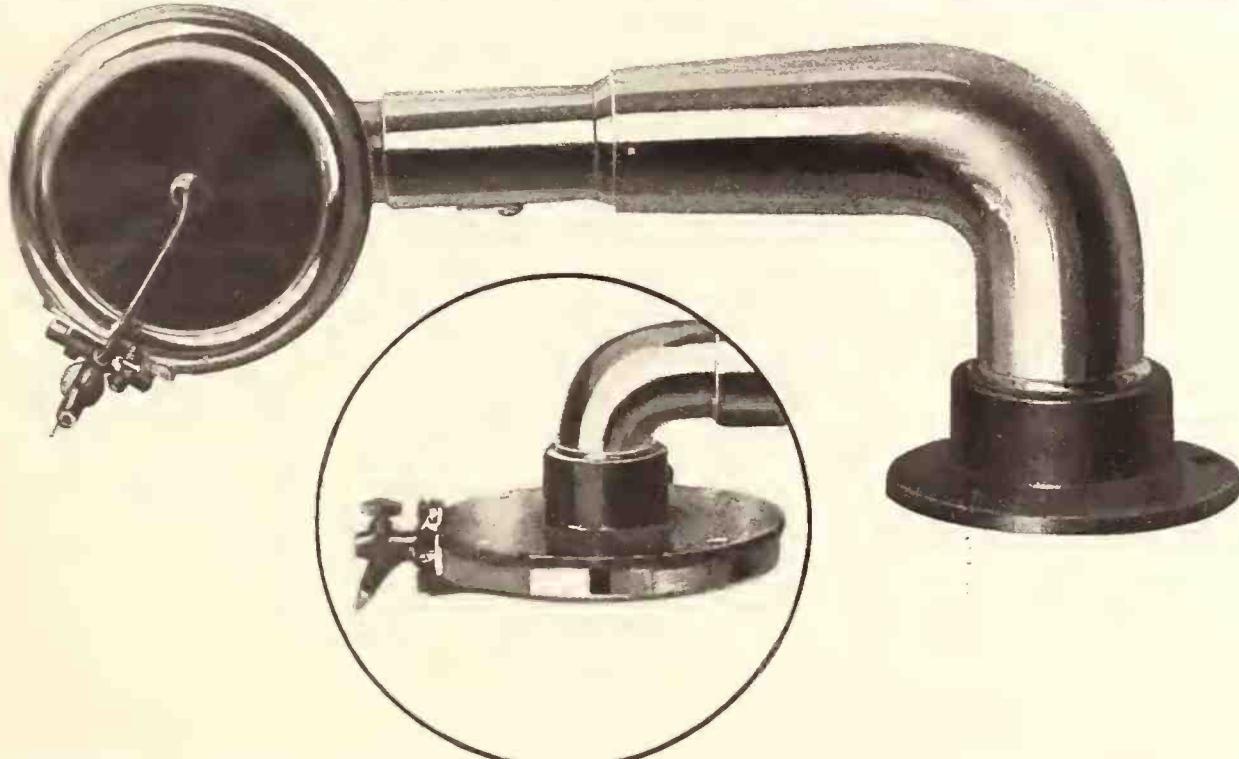
Oh! Pep!

SOLID BRASS TONE ARM

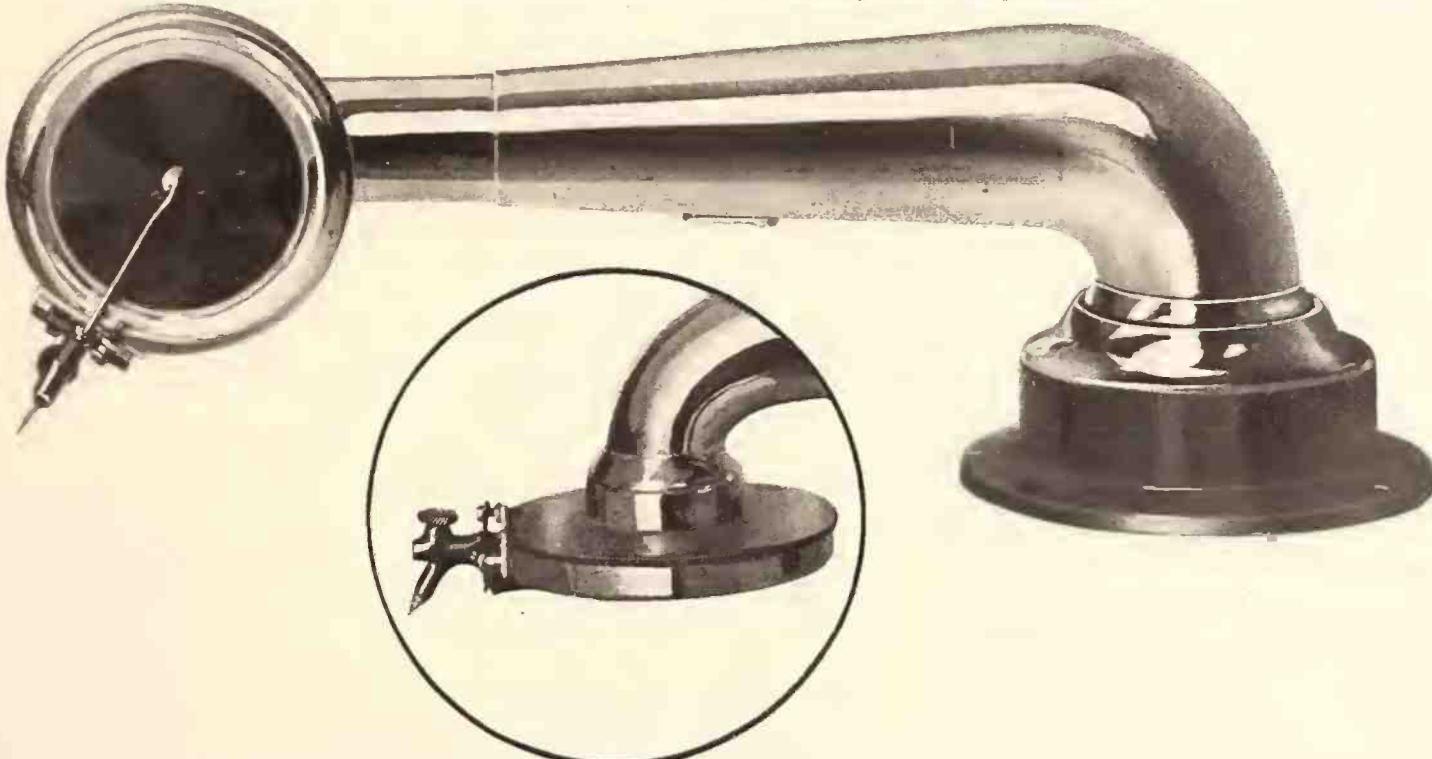
No soldered seams to come loose nor die castings used throughout the entire construction. A perfect seamless Tone Arm made entirely of Solid Brass heretofore thought impossible to construct.

T O N E

There should be no argument as to the relative merits of a Solid Drawn Brass tone arm and one of die-cast metal. Merely ask yourself why all cornets, saxophones, etc., are made of brass. Then remember that tonal production of the talking machine depends entirely upon the Vibration of the Air Column within the tone arm and amplifier.



The Oh! Pep! No. 1 coming in sizes 7½" to 8½". Solid Drawn Brass throughout. Gives perfect weight on records, whether hill-and-dale or lateral-cut, and centralizes perfectly in both positions.



Oh! Pep! No. 2 can be had in sizes 8½" to 9½". Also centralizes needle point perfectly when playing in either position and maintains perfect weight adjustment.

All No. 1 Oh! Pep! Arms carry bases equipped with ball bearings and spring pivot ball joints. Readily removed from base which makes them ideal for Portables. All reproducers are built on full throw-back principles for easily inserting needles. Prices ('way below those asked for ordinary die cast) quoted on application.



6912 Cottage Grove Ave.

Chicago, Ill.

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 116)

Brunswick, Sonora and a large record stock.

New Fair Department Manager

R. O. Danforth has been appointed manager of the talking machine section of the Fair department store of Chicago. This talking machine section is one of the biggest to be found in any department store in Chicago. Mr. Danforth was formerly manager of the talking machine department of La Salle & Kochs in Toledo.

The department has been located on the fifth floor of the Fair Building, but it was recently decided by the heads of the company to increase the size of their talking machine department. In carrying out this plan the department was moved from the fifth floor to the seventh floor and many new booths were erected.

The new place was opened with an elaborate entertainment and one of the features of this opening was Sophie Tucker, exclusive Okeh artist, who rendered a number of her favorite songs.

Attractive New Widdicomb Models

The Chicago headquarters of the Widdicomb Furniture Co., at 327 South La Salle street, have received two new Widdicomb models which will be ready for the trade by June 1. Each is entirely in keeping with the high-grade product for which this company is noted. The new models are known as Nos. 20 and 21. Model No. 20 is in Adam design and is finished in genuine mahogany or light or dark walnut finish as desired. The hardware is nickel throughout. The dimensions of this particular model are: length, 37 inches; depth, 21 inches, and height, 36 inches. Widdicomb No. 21 carries the same dimensions as No. 20, but the design is Queen Anne style. This model is also finished in genuine mahogany or light or dark walnut with nickel hardware.

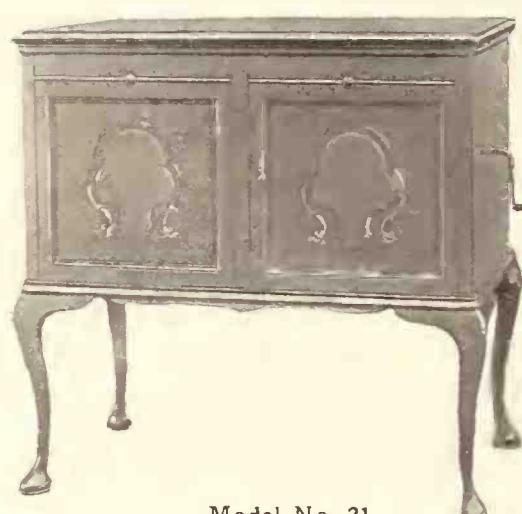
Both these period models are of the closed console type, equipped with drop drawers, which, when opened, expose the grilles fronting the amplifier on one side and the record compart-



Model No. 20

ments on the other side of the instrument.

W. E. Ernst, who is in charge of Widdicomb's Chicago branch, has made all preparations for



Model No. 21

the coming Music Trade Convention, and those of the Chicago trade who have already seen the new Widdicomb models agree that these

two new units will meet with an enthusiastic reception by dealers and the public.

Okeh Artist Scores Success

Gerald Griffin, of Okeh fame, who is coming to be one of the great tenors of the country, has been scoring tremendous success at various movie houses in and about Chicago. This week Mr. Griffin is appearing at the Stratford Theatre in Englewood, and the theatregoers of that world-famous section are of the opinion that the eminent Irish lyric tenor is one of the greatest that they ever have heard.

Mr. Griffin, who is an exclusive Okeh artist and composer of "Mother in Ireland" and many other popular songs, is featuring his latest Okeh releases, "When Irish Eyes Are Smiling," "Sally, Won't You Come Back?" and "Mother in Ireland."

The lobby of the big Stratford Theatre is practically giving its entirety for featuring Griffin. Several of the big bulletins carry enlarged photographs of Mr. Griffin and around these photographs are placed every record in the Okeh catalog which he has recorded. There are in all some twenty of these numbers. Mr. Griffin's appearance on the south side of Chicago has stimulated the Okeh record business considerably. Every dealer in that section has tied up with his appearance and has had window displays featuring him.

Jack Takes the Air

Jack Kapp, of the record service of Columbia's Chicago branch, was recently heard over KYW's big Chicago broadcasting station. For about one-half hour Jack filled the air with recitations of "Cohen Phones the Gas Company," "Cohen on the Telephone," etc. Quite a number of requests were received from radio enthusiasts asking for a recitation of Jack's dialogues and he has, therefore, made arrangements with KYW to recite at frequent intervals. Just before Jack began his dialogues the regular announcer gave Mr. Kapp recognition as being

(Continued on page 120)

Profit Making by Quick Selling with KIMBALL PHONOGRAPHS

The surest way to measure the value of a line of phonographs is by its merchandising possibilities.

One of the largest retail distributors of Musical instruments in the West is now selling Kimball Phonographs exclusively with such success that he promises sales of the Kimball in his field will equal ALL the other phonographs sold in the entire state during 1923.

Shipments so far indicate that he will fulfill his promise.

You, too, can make quick profits with Kimball Phonographs.

Write at once for prices and terms

W. W. KIMBALL CO.

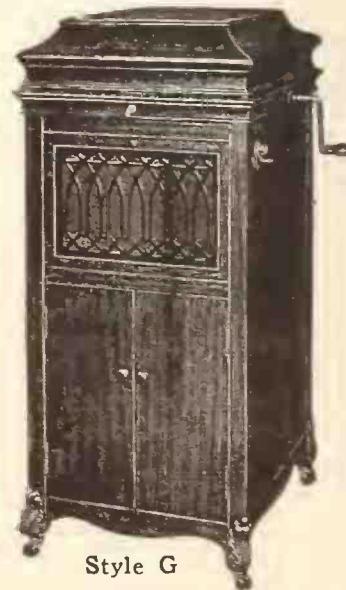
Established 1857

Kimball Hall

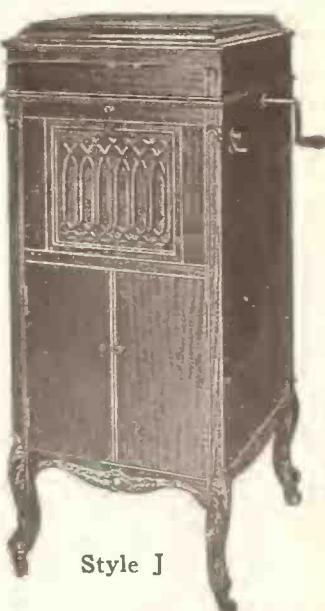
306 So. Wabash Ave.

CHICAGO

Manufacturers of Phonographs, Pianos, Player Pianos, Pipe Organs; Distributors of OKEH Records



Style G



Style J



Style L

One of Several Beautiful Console Models

Kimball Phonographs Play ALL Records

CONSOLIDATED SERVICE

OUR watchword is Service. We realize that "you want what you want when you want it," and we give it to you. The first requirement of good service is to fill orders promptly. We can do this because we make it a point never to allow our stock to become depleted. We have always on hand a full and complete line of

OKEH Records

The Records of Quality



The Consolidated Talking Machine Company extends to the trade a hearty invitation to visit the interesting exhibit which it plans to hold at the Music Trades Convention, Drake Hotel, June 4th to June 7th, inclusive.

OKEH dealers are experiencing a fast-growing demand for the famous OKEH Records. They have gained popularity with the record-buying public with remarkable rapidity. If you are not carrying OKEH records you are missing a great business-getting opportunity. You can cash in big on OKEH record business. We show you the way. Write us for the most advantageous dealers' proposition in the country.

Consolidated Talking Machine Co.

227 W. Washington Street

CHICAGO, ILL.

Branches: { 2957 Gratiot Ave., Detroit, Mich.
1121 Nicollet Ave., Minneapolis, Minn.

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 118)

connected with the Chicago headquarters of the Columbia Graphophone Co.

Sonora Music Shop Chartered

The Sonora Music Shop, 3329 West Madison street, this city, has been granted a charter of incorporation under the laws of this State, with a capital of \$25,000, to deal in musical instruments and supplies of all kinds. Incorporators are F. P. Hodges, Stephen P. Hidek and John Hidek, Jr.

Tivoli Syncopators Use Melrose Publications

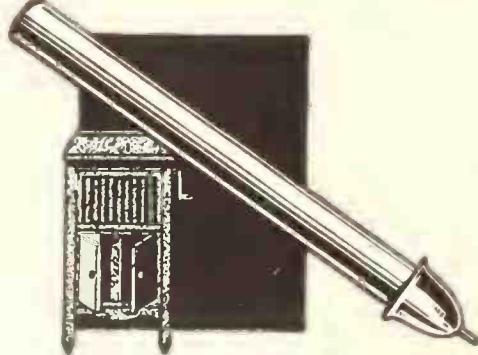
In last month's issue of The Talking Machine World there appeared in the news columns a story concerning Albert B. Short and his Tivoli Syncopators. The story told of Mr. Short and his Syncopators' presence in New York in the recording studios of Aeolian.

Since Mr. Short and His Syncopators have returned to Chicago the Balaban & Katz string of theatres has been featuring them and local Vocalion dealers have been tying up with their

ABSOLUTELY
FREE

of
Extraneous Sounds
is the

"Tonofone"



This has been accomplished by a new discovery which makes the playing point of TONOFONE more

Resilient and
More Flexible

Than ever before: This means less wear on the Records and a sweet, clear brilliant tone.

TONOFONE

May now be had in two styles.

LOUD

For Dancing and Band
Records or

MEDIUM

For Voice and Instrumental
Records

Both offer 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 Manufacturers

TWO NEW LOW-PRICED
EDISON PHONOGRAPHS*That Increase the Dealer's Sales Possibilities*

Mr. Edison has realized his great ambition to place on the market the perfected EDISON PHONOGRAPH at prices that everyone can pay. The EDISON line now offers a full size cabinet model with standard Edison equipment as low as \$100 list, and a console at \$135.



*Write for our liberal
dealer proposition*

We have openings for dealers in parts of Wisconsin, Illinois, Michigan and Indiana. To progressive merchants we offer an opportunity to build a profitable Edison Phonograph business. Write today!

The Phonograph Co.
229 So. Wabash Ave.
Chicago, Ill.

appearance in different houses. Mr. Short is musical director at the Tivoli Theatre of Chicago and, since he organized his Tivoli Syncopators, this organization has come to be one of the most popular orchestras in the Chicago district.

When playing at the Tivoli Theatre on the South Side the Syncopators featured "Wolverine Blues," a very popular number that was recently put out by Melrose Bros., whose place of business is at Sixty-third street and Cottage Grove avenue, Chicago, directly across the street from the Tivoli Theatre. The enthusiasm that followed the introduction of "Wolverine Blues" by the Tivoli Syncopators was so encouraging that nearly every orchestra in the country has taken this number on. According to Walter Melrose, manager of the Melrose Bros. Music Co., the history of "Wolverine Blues" was very interesting.

Some few weeks ago the number was introduced locally by Joe Oliver, known as "Wizard on the Cornet," and the requests Mr. Oliver received for copies of the publication were very numerous. Mr. Melrose, in making the inquiry, discovered that the number was unpublished and, upon investigation, learned from Mr. Oliver that the writers of the number lived on the Coast. He lost no time in getting in touch with them and negotiations for publishing by the Melrose Co. were completed within a few days by wire.

Columbia Dealers' Artist Tie-up

The recent appearance in this city of Cantor David Roitman, exclusive Columbia artist, was

responsible for a most complete tie-up of the leading Columbia dealers handling Jewish records. Cantor Roitman visited several of the dealers' establishments, including the Halsted Music Shop, 1242 South Halsted street, and Eller's Music Shop, 2702 West Division street. At the latter store Cantor Roitman autographed



Left to right: Louis Eller, Harry Eller, Jack Kapp, Columbia Graphophone Co., and Cantor David Roitman

every one of his records that was sold during his visit and the accompanying photograph was taken at this store.

Takes on Sonora

The Fair department store in Chicago's Loop has just announced the addition of Sonora photographs to its already comprehensive line, which includes Victor, Brunswick and Cheney.

(Continued on page 122)



Lakeside Supreme No. 10 Radio Receiving Set, \$70
Size, 24 inches long, 10 inches high, 8 inches wide.

LAKESIDE SUPPLY CO.

73 W. Van Buren St., Chicago, Ill.

Alone In Its Field

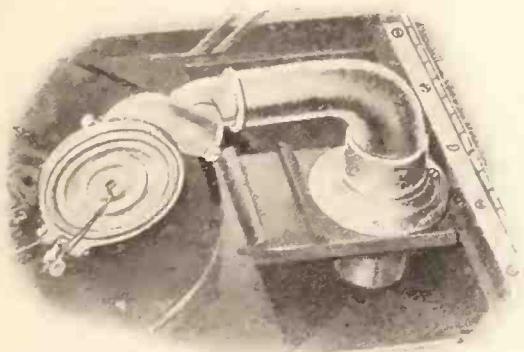
THE NEW ORO-TONE PORTO-TYPE

A Marvelous Achievement in Phonograph Building

If enthusiastic approval backed by a surprising volume of orders is a fair basis of judgment, the new Oro-Tone Porto-Type is already an established success. Every element entering into the construction of this Porto-Type is of the highest quality. The cabinet is the most attractive and substantial cabinet made. The special record case holds twelve ten-inch records. The tone arm and reproducer are full size standard Oro-Tone quality. The protective hardware and the piano hinge will last a lifetime. The motor plays two ten-inch records at one winding.

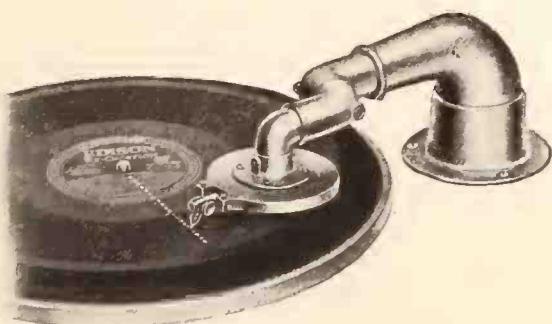
A Tone That Compares Well With Full Size Machines

In tone volume, and in clear, definite reproduction, the Oro-Tone Porto-Type compares remarkably well with full-sized machines. This is because a full-sized Oro-Tone Arm and Concert Reproducer is used, together with the deflector at the back. We are frank to claim that the volume of tone and the clear definition of the tone given by the Porto-Type is something never before attained in a portable machine. We offer you the opportunity to test this claim at our expense.



Standard Tone Arm

Here is the full-sized, high-grade throw-back Oro-Tone Arm and Concert Reproducer, fitted with special ORO-TONE indestructible diaphragm. Plays all records. Also shows tone deflector and long, continuous piano hinge on cabinet. This is the regular standard tone arm and reproducer that will be supplied on Porto-Types unless the automatic arm, shown below, is specified.



Automatic Tone Arm

The No. 16 Automatic Concert Arm, shown above, plays all records and automatically adjusts weights, centers the needle and gives correct angle when playing either vertical or lateral cut records. The price of the Porto-Type, equipped with the automatic arm, is \$37.50 List.



Pat. Appld. For

Dimensions:
Height, 7 in.
Width, 11½ in.
Length, 16½ in.

Read These Specifications

CASE—Positively the neatest, strongest and most compact portable cabinet made. Will stand up under the roughest usage.

MOTOR—Powerful single spring, mounted in rigid cast iron frame to insure perfect alignment and withstand rough handling. Plays two ten-inch records at one winding.

TONE ARM AND REPRODUCER—Standard Oro-Tone Arm, with Concert Reproducer, producing deep musical tone and great volume.

RECORD FILING COMPARTMENT—Bellows design in the lid, holding one dozen 10-inch records.

CONVENIENCE—All records and parts contained within the phonograph. No loose records lying around to be broken.

DIMENSIONS—Length, 16½ inches; Width, 11½ inches; Height, 7 inches.

WEIGHT—Approximately 20 pounds.

We have built THE ORO-TONE PORTO-TYPE to meet the demand for a dependable Phonograph that will give long service, perfect operation and splendid tone quality. Measure the quality of this machine with any other portable at any price.

Send Your Order TODAY on Approval

No money is asked for. We will gladly ship you a Porto-Type for ten days' free trial. No cost unless satisfied.

PRICES

With Standard Equipment.....	\$35.00
With Automatic Equipment.....	\$37.50

Less usual discount to responsible dealers. Terms: 2 per cent, 10 days; net, 30 days. Please furnish references if you are not rated.

Pat. Appld. For
Record Case for 12 Records

Unequalled Cabinet

The Oro-Tone Co.
1010 George Street, Chicago, Ill.

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 120)

The advertising department of The Fair made its announcement by means of some very elaborate advertising in the local newspapers in connection with some beautiful upright and console Sonora models, shown in pen and ink drawings.

The Fair's advertising department said of Sonora: "With the one idea in mind, always, of offering to our patrons the ultimate in musical instruments and taking cognizance of the clamor of the populace for a super-phonograph, we take great pleasure in announcing that, henceforth, our line will be complete with a full assortment of Sonoras, the highest class talking machine in the world."

Benefits by Competition

H. W. Brailsford, who has a beautifully appointed exclusive Victor store at 435 West North avenue, has the distinction of being the first Victor retailer in Chicago outside the Loop and has been in business in the neighborhood in which he is now located for nearly twenty years.

Mr. Brailsford maintains a neutral attitude re-

Attention Dealers
Introducing the
COLUMBIAN
Baby Grand Piano



Exquisite in tone this little instrument 59"x56" has the volume of a concert grand. Elastic in touch, wonderful repeating and faultless action. Finished throughout in brass. Beautiful and stately in design, highly finished in mahogany only. Together with our line of Phonographs made in five sizes. We have the best offer to the music dealers today.

STYLE 4

Size 48 inches high, 21 inches wide, 23 inches deep. Cabinet; Genuine mahogany or oak. Panels 5 ply. Motor plays 4 records with one winding.

**PORTRABLE PHONOGRAPH****STYLE 16****Carries 10 Records**

Compact enough to be carried anywhere and absolutely substantial in construction. Its durability is assured by the use of a double spring Heineman motor and a tone arm with a large powerful reproducer. Universal plays all disc records.

EXCEL PHONOGRAPH COMPANY
Manufacturers

400-412 West Erie St. Chicago, Ill.

An Invitation To the Trade

Visitors to the Music Trades Conventions to be held at the Drake Hotel, Chicago, from June 4th to 7th, are invited to make our exhibit their headquarters during their stay here.

We will maintain an interesting display, featuring

Okeh Records
Odeon Records

*and Other Products Manufactured by the
General Phonograph Corporation, New York*

Consolidated Talking Machine Co.
227 West Washington Street

CHICAGO, ILL.

garding the competition of the big Loop stores distinctly different from that exhibited by the average outlying merchant. It has always been his policy to view with complacency the inroads into his territory in the way of machine sales by the large establishments which, by reason of their intensive advertising and liberal terms, are able to penetrate every section of the city. Instead of having an attack of heart failure every time a machine from an outside source bobs up in a home in his section he simply hails with great acclaim the advent of a new record customer and seeks to impress on the owner the completeness of his record stock and the perfection of his record service. The number of machine sales influenced by friends of the above who bought their own machines in the Loop is, according to Mr. Brailsford, very large.

Broadcasters Organize Association

Broadcasters from all parts of the United States met at the Drake Hotel, Chicago, April 25 and 26 and formed a body which is now known as the National Association of Broadcasters.

The officers elected are as follows: J. Elliott Jenkins, of Chicago, president; Powel Crosley, Jr., president of the Crosley Mfg. Co., Cincinnati, first vice-president; Boden Washington, of Minneapolis, second vice-president; R. W. Johnston, Birmingham, third vice-president; E. F. McDonald, general manager of the Chicago Radio Laboratories, secretary, and Frank Elliott Davenport, treasurer.

Paul B. Klugh, former president of the Auto-piano Co., New York, and former vice-president of the Cable Company, Chicago, was elected chairman of the Board of Directors and general manager of the Association. In the appointment of Mr. Klugh as chairman of the Board of Directors and general manager the National Association of Broadcasters is to be congratulated. Mr. Klugh is one of the prominent men of the music industry. He was one of the founders of the Music Industries Chamber of Commerce and has had a hand in bringing about many of the greatest reforms that have ever occurred throughout the trade.

The aims and purposes of the National Association of Broadcasters are:

- (1) To encourage and aid the development of musical and literary genius, especially when such genius has not had proper and just recognition.
- (2) To support every movement to advance

the art of radio broadcasting, encourage the enactment of laws and legislation designed to meet this purpose.

(3) To protect its members from unjust and unfair demands by anyone.

The next meeting of the Association has been called for May 14 and will be held at the Drake Hotel, Chicago. At this meeting Mr. Klugh will officially preside.

Many New Edison Dealers

The Phonograph Co., of this city, has been doing some exceptionally fine business the past month. This concern has been working intensively throughout the Chicago trade, and its efforts have been rewarded by a largely increased business and the addition of several new members to the Edison dealer family.

The Home Comfort Phonograph Shop, at 7067 North Clark street, is a newcomer into the field in this territory and has taken on the entire line of Edison goods exclusively. The proprietor of this new establishment is W. Dagnack.

Another new Edison account is Coppotelli Bros., at 20 Illinois street, Chicago Heights, a suburb of Chicago. This concern has been doing business for some time handling the Kimball line exclusively. It has now taken on the entire line of Edison goods in connection with its Kimball line.

Upon the north shore another brand new store recently began operation. This concern is known as the Uhen Music Co. and has its location at 168 Main street, Kenosha. This new concern has taken on the entire Edison line exclusively insofar as talking machines are concerned and in conjunction it represents the Straube piano.

W. A. Schmidt, manager of the Phonograph Co., of Chicago, has just returned from a week's

A Better Fibre Needle Cutter for Less Money
RETAIL PRICE \$1.00

The ALTO

Manufactured by
ALTO MFG. CO.

1801-1803 Cornelia Ave., CHICAGO, ILL.

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 122)

visit to the Edison factory. While there he made arrangements for speedier service to the Chicago territory. This service is applied particularly to records and was made necessary because of the largely increased record business the Phonograph Co. has brought about through its recent activities.

Rosa Raisa Sings at Auditorium

On Sunday evening, May 6, Rosa Raisa, grand opera star and exclusive Columbia artist, was a volunteer before a mass meeting in the Auditorium which signalized the opening of a campaign to raise funds for enlarging and rebuilding Mount Sinai and Michael Reese Hospital and the Jewish People's Institute. Her husband, Giacomo Rimini, also sang at this meeting. Both artists are extremely interested in Jewish philanthropic work done in Chicago. On the occasion of former drives they have taken an active part in the campaigns. More than four thousand were in the audience which officially opened the drive for the raising of funds.

New Location for Targ & Dinner Co.

Targ & Dinner Music Co., Emerson representative, whose place of business has been at 1457 West Chicago avenue, Chicago, has taken a new location at 229 West Randolph street. The new location is in the Loop and its convenience for out-of-town dealers will enable Targ & Dinner to facilitate the handling of increased business as well as enabling them to render much better service than heretofore. The entire second floor of the building is now occupied by the company.

Targ & Dinner recently secured the exclusive sales rights for the Chicago territory on Gold Seal strings for all musical instruments. This product is of German manufacture and is regarded as being of excellent quality and price.

Columbia Traveling Force Changes

With the event of the taking over of the territory of the Cincinnati and St. Louis branches by the Chicago branch of the Columbia Co., the following changes in personnel have come about:

A. B. Creal, who formerly managed Columbia's St. Louis branch, is now associated with the Chicago office of Columbia as regional representative. Mr. Creal makes his headquarters in Chicago and covers the entire region of the Chicago office in company with the various

acquired from the St. Louis branch by the Chicago office.

E. L. Wallace has been transferred from the Buffalo district to Michigan, where he succeeds M. Marrin, who formerly covered this territory for Columbia.

Kentucky, which was formerly looked after by Columbia's branch at Cincinnati, will continue to be cared for by J. E. Kleeman, who will report to the Chicago office.

Sonora Sales Chief Visits

Assistant General Sales Manager Frank V. Goodman, of the Sonora Phonograph Co., spent some time visiting the Chicago trade during the past week. While here he made his headquarters at the Sonora Phonograph Co. of Illinois offices and in company with Sales Manager L. Golder, of the latter concern, called on Sonora dealers throughout this territory. Sonora dealers here who have been attending the weekly salesmanship classes in the salesroom of the Sonora Phonograph Co. of Illinois were fortunate in having a regular meeting during Mr. Goodman's visit. Mr. Goodman gave the local dealers a detailed explanation of the Sonora instrument and told something concerning every item that goes into its manufacture.

Blood Co. Doubles Space

The Blood Tone Arm Co., of this city, has just moved its headquarters from the fifth floor of 326 River street to the third floor of the same building. This move was made owing to greatly increased business, which made it necessary for the Blood Co. to double its working space. In the new location the company occupies practically an entire floor of the building and has added much new machinery throughout the plant.

The Blood Co. has just introduced a new small arm for portable use, which is in keeping with all other products manufactured by them.

In order to enable manufacturers to use the larger size Blood arms on all makes of cabi-

(Continued on page 124)



A. B. Creal

salesmen. He is one of the most popular members of the jobbing trade.

The Columbia's branch at St. Louis and Cincinnati will continue to function as sub-branches of the Chicago office. The St. Louis territory is still covered by W. H. Helwig, and Columbia's Cincinnati territory will continue to be looked after by N. V. O'Bannon, as heretofore.

G. W. Morey will also keep up his work of representing Columbia in part of the territory



**Mono-Turn
Edison Position**

With these two types of Blood Mono-Turn arms the manufacturer can equip ALL of his talking machines with the best make of tone arm on the market—a product that is known the world over for its superior merit—at a price that is absolutely right.

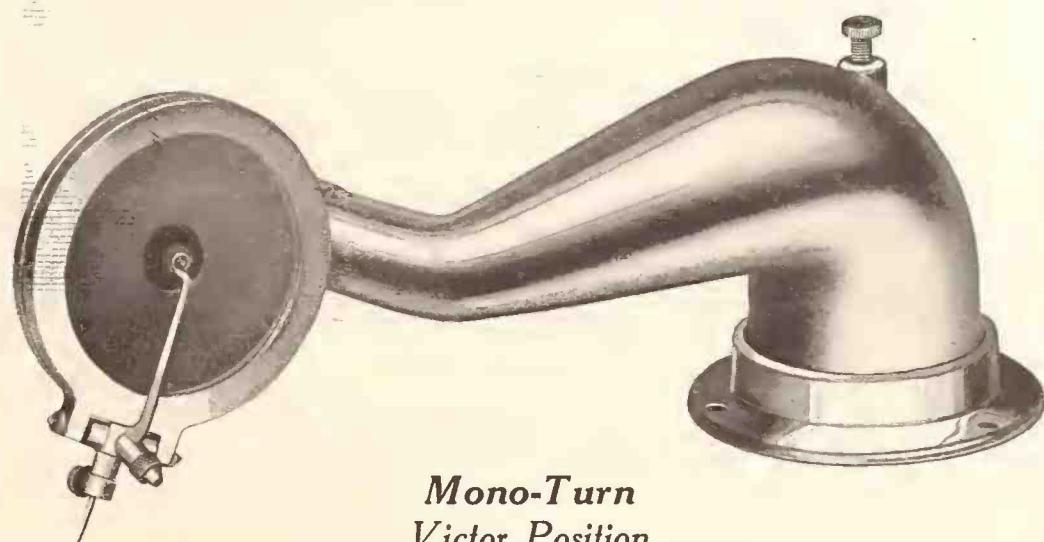
Send for samples of either or both which will be sent on memo charge.

BLOOD TONE ARM CO.

326 River Street

Chicago, Ill.

We also manufacture high-grade Edison, Victor and other Talking Machine attachments.



**Mono-Turn
Victor Position**

Important Announcement

In our endeavor to meet the requirements of talking machine manufacturers, we have found it necessary to build two sizes of reproducers for the Blood Mono-Turn tone arm (2-7/16" and 2-3/16" diaphragms).

The 2-3/16" reproducer is adaptable to the smaller cabinets and enables the manufacturer to save from 25 to 35 cents on equipment. The same high standard in quality is maintained in this as in the regular 2-7/16" Blood Mono-Turn.

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 123)

W. W. KIMBALL CO.

S E R V I C E

Ready, friendly, reliable
each month in year.

Okeh Records

Records of Quality

We serve the dealer anywhere. Write us today.
Tell us your needs.

W. W. KIMBALL CO., Wholesale Distributors
306 So. Wabash Ave. Kimball Bldg Chicago

nets the Blood Co. has brought out a new sound box. This sound box carries a diaphragm of 33-16 inches and is made purposely to enable the manufacturer to use it in combination with the larger arm on smaller cabinets.

Cole & Dunas Move

Cole & Dunas Music Co., Inc., of this city, which has been doing a wholesale business in talking machines, musical instruments and accessories for several years at 50 to 56 West Lake street, has moved its headquarters to 430 South Wabash avenue. At this new location Cole & Dunas will have almost double the amount of space they now have and will practically be in the heart of Chicago's music center on Piano Row. Not only will the new location enable the company to have more office, shipping and wareroom space, but it will also afford

an opportunity to incorporate an elaborate display room, so that the sales department and Cole & Dunas dealers may bring in their customers for inspection purposes.

Columbia Brieflets

The Kunz Music Shop, at 4802 North Crawford avenue, of this city, has taken a Columbia franchise and will deal in Columbia Grafonolas and records at this location. This shop will specialize in foreign-language records, mainly Polish and Slavish.

Blossom Seeley will be one of the headliners at the Palace Theatre in Chicago during the week of July 1. Judging from results received from tie-ups with this artist, Chicago dealers can anticipate another banner week of the sale of Blossom Seeley records made by the Columbia Co.

TO FEATURE MUSICAL MERCHANDISE

Consolidated Co. Opens Small Goods Department—To Wholesale and Retail Nationally Known Lines of Brass and Stringed Instruments—Extensive Campaign Planned

CHICAGO, ILL., May 8.—The Consolidated Talking Machine Co., of this city, announces that arrangements have just been made with several of the largest manufacturers of brass and stringed instruments and accessories for exclusive factory representation.

The Consolidated Co. has turned over a large amount of space on the first floor of its building at 229 West Washington street for use of the new department.

A complete line of small goods will be handled at both wholesale and retail and, in preparing for the wholesale business, a formal announcement of the opening of the new department has been mailed out to over 18,000 retail dealers throughout the United States.

The manager of the new department will be C. M. Richoff, who has been with the Consolidated Co. for several months. He has been in charge of the retail department of this company since his coming and has proved his ability by the manner in which he has built it up.

The following are a few of the nationally known lines which will be represented by the Consolidated Co.: Holton band instruments, Ludwig & Ludwig drums and accessories, J. C. Degan, Inc., xylophones, marimbas and bells, Prueffer, Buffet and Beaufort clarinets. The Consolidated Co. will also carry a commercial line bearing its own trade names, to be known as Consola and Roylat.

Samuel Kaplin has taken over the Biltmore Music Shop, at 2048 West Division street, this city. He will deal exclusively in Columbia machines and records and expects to build up a very large mail-order business in Hebrew-Jewish records.

H. L. Willson, president of the Columbia Graphophone Co., paid a visit to the Chicago branch of the organization on May 2 and 3. He expressed himself as well pleased with the outlook for business in the Middle West and is anticipating a great Fall business for the company.

Immense Furniture Building

The American Furniture Mart is the name of a new building going up on Lake Shore Drive, three blocks north of the Municipal Pier. Work on the foundation has already commenced and when the building is completed it will be the largest in the world, covering more than 1,500,000 square feet, which is equivalent to thirty-nine acres. It will occupy an entire square block as follows: 240 feet on Lake Shore Drive, 466 feet south on Erie street, 365 feet north on Huron street and 218 feet west on McClurg street. The structure will be sixteen stories high. The architecture will carry out the Gothic motif.

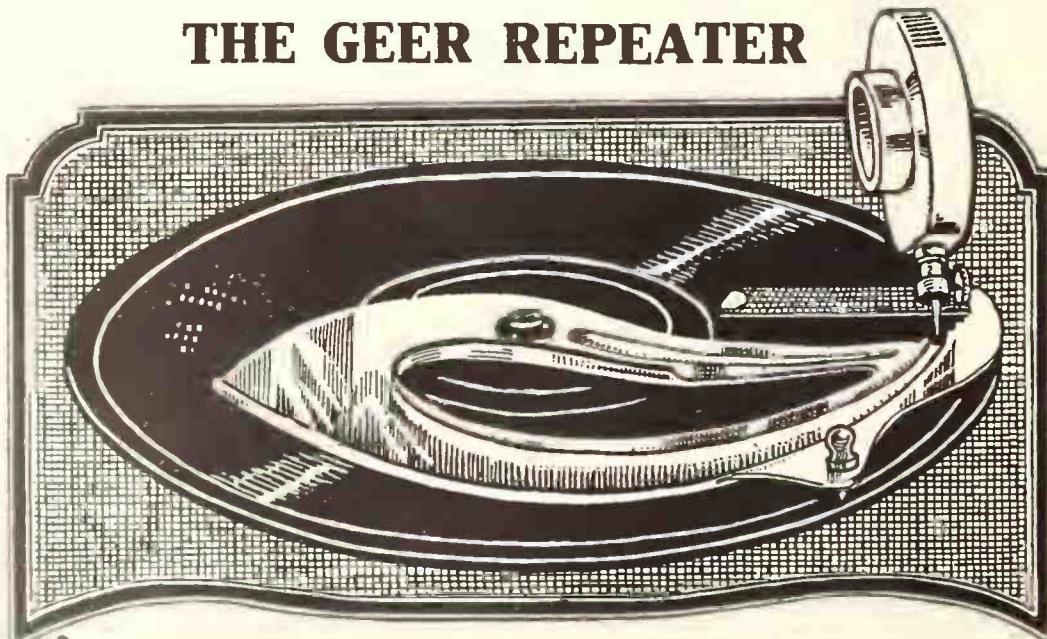
W. L. Nederhoed a Visitor

One of the recent visitors to Chicago from the East was W. L. Nederhoed, foreign sales manager of the South Atlantic Export Co., New York City. While here, Mr. Nederhoed made a careful survey of the local manufacturers who are interested in the export business. He consummated several deals with a number of talking machine manufacturers here as well as manufacturers of parts and accessories.

Buyes the Jarrow Business

Harry R. De Beer has bought the talking machine shop and sewing machine business of the late George Jarrow, at 3370 North Clark street. Mr. Jarrow died in January and his widow has continued the business until the present time. He has added a complete line of Columbia machines and records and will also put in a line of small goods and music rolls. The business will be conducted under the name of Harry's Music & Sewing Machine Shop. Mr. De Beer is planning an aggressive drive in the interest of his music lines.

THE GEER REPEATER



This Improved Geer Repeater is adjustable—it plays all records completely through—and it is daily becoming more popular wherever continuous music for dancing, dining, entertaining or other purposes is required. Thousands of dealers are making splendid profits. Why not you?

Walbert Manufacturing Company

925-41 Wrightwood Avenue

Chicago, Ill.

TALKING MACHINE EXHIBITS FEATURE OF CONVENTION

Many Prominent Lines Will Be Displayed at the "Prosperity" Convention of the Associated Music Industries—Trade Leaders From All Parts of Country to Be Present—Holiday in Chicago

CHICAGO, ILL., May 8.—Chicago, the city of conventions, is scheduled to pull off next month a convention that will, it is believed, be the greatest one of its kind. That convention will be the "Prosperity Convention" of the Associated Music Industries and will take place at the Drake Hotel on June 4, 5 and 6, inclusive.

Heretofore at Music trade conventions pianos and player-pianos have predominated, but many authorities believe that this year the big feature will be talking machines.

Many and various are the plans for entertainment, business and exhibits. A band contest of a national character is scheduled for schools, colleges and universities, and so tense is the excitement concerning this that a resolution is to be moved in the City Council to have one day during the Convention declared a legal holiday. The Post Office Department has signified its enthusiasm by designing a special cancellation stamp featuring the Convention. This will be used to cancel all mail matter received by and mailed from Chicago. There will also be competitive band and orchestra contests for industrial houses, for policemen, firemen, letter carriers and civic, county, state and national employes, as well as the Army, Navy and Marines.

Lieut. Win. H. Santelmann, leader of the United States Marine Band at Washington, D. C., will act as chief judge of the national band tournament. Latest reports indicate that there will be something like 350 bands with a total of 6,000 members in attendance at the contest. To stimulate further the enthusiasm prizes totaling \$6,000 will be awarded. The competition will take place on the Lake Front, and the finale of the contest, which at the same time will mark

the close of the Convention, will be celebrated by an en masse concert and parade through the Loop by the members of the competitive bands.

Number of Entries

Practically all the Chicago school bands will take part in the tournament. From outside the following entries have been received: Richmond, Ind.; Quincy, Ill.; Piqua, O.; Rockford, Ill.; Oklahoma City, Okla.; Cedar Rapids, Ia.; Berlin, N. H.; East Chicago, Ind.; Attleboro, Mass.; North Adams, Mass.; Aurora, Ill.; Bakersfield, Cal.; Berkeley, Cal.; Goshen, Ind.; Gloucester, Mass.; Marshalltown, Ia.; Louisville, Ky.; Cambridge, O.; Great Falls, Mont.; Dayton, Va.; Palestine, Texas; Lake Geneva, Wis.; New Bedford, Mass.; Minot, N. D.; Lexington, Mo.; Delafield, Wis.; Morgan Park Military Academy, Augusta, Ga.; Fremont, O.; Erie, Pa.; Niles, Mich.; Ada, Okla.; Harvey, Ill.; Madison, Wis.; Atkinson, Kan.; Fond du Lac, Wis.; Colorado Springs; Pittsburgh; Richmond Center, Wis.; Tracy, Minn.; Council Bluffs, Ia.; Grand Rapids, Mich.; Evansville, Ind.; Elyria, O.; Hamilton, O.; Memphis; New Castle, Pa.; Le Roy, Minn.; Covington, Ill.; Lehi, Utah; Columbus, Neb.; Cleveland, O.; Walla Walla, Wash.; Centralia, Ill.; Marietta, O.; Scottsbluff, Neb.; Brazil, Ind.; Paterson, N. J.; Joliet, Ill.; Detroit, Mich.; Alton, Ill.; Locust Grove, Ga.; Jasper, Ind.; Culver, Ind.; Greenfield, Mass.; Tuskegee Institute, Ala.; Hastings, Neb.; Peru, Ill.; Woodstock, Ill.; Harrisburg, Pa.; White Plains, N. Y.; Woodbury, N. J.

From some cities three or four bands will come. Gen. LeRoy T. Stewart, Major F. L. Beals, Supervisor of Physical Education of the Chicago High Schools, and Major John Bauder, drillmaster of the Chicago Police Department,



A Phonograph that is different

**Comparing Means
Selecting the
TRIPLEX**

Send for Folder

Triplex Artistic Phono. Co.
Pershing Road and Ridgeland Avenue
BERWYN, ILLINOIS

will have charge of the Chicago band arrangements for the formations and parade and other details of the tournament.

The tournament will be the greatest of its kind ever held.

From the standpoint of exhibits the talking machine, as well as records, will play an important part. Practically all of the well-known manufacturers of machines and records will be on hand, and it is expected that ere the final entries have been made every well-known band will have been signed up.

This convention will offer a means for the coming together and formation of a national body of talking machine men greater than has ever been attempted heretofore, and it is now believed that some means will be fostered that will invite not only all manufacturers of machines and records to more firmly establish themselves as a body, but the manufacturers of parts and accessories as well.

The following list, which has just been issued by the Drake Hotel, although not complete by any means, will give some idea of those concerns in the trade which have already asserted themselves: Baldwin Piano Co., pianos, players; Sonora, Brunswick and Columbia, talking ma-

(Continued on page 126)

VITANOEA

The Phonograph of Marvelous Tone

- complete line of upright and console models.
- preeminent in sound reproducing qualities.
- cabinets beautifully designed and sturdily constructed of 5 ply veneered panels.



Vitanola No. 48

Mahogany or Walnut, Two-tone Finish

List Price, \$120.00

- minimum of mechanical adjustments.
- assured profits to dealer and complete satisfaction to consumer.
- Catalog and wholesale prices on request to dealers in open territory.

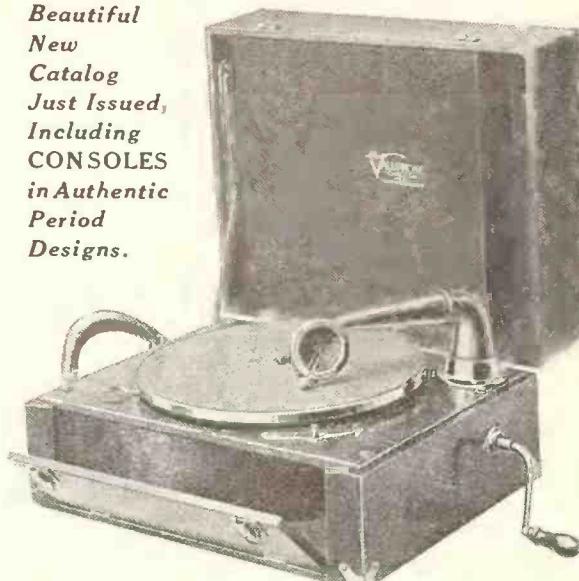
Vitanola Talking Machine Company

Wheeler St. and M. C. Railroad

Saginaw, W. S., Mich.

WE MANUFACTURE THOUSANDS OF THESE STYLES FOR BOTH JOBBERS AND DEALERS WHY NOT FOR YOU?

*Beautiful
New
Catalog
Just Issued,
Including
CONSOLES
in Authentic
Period
Designs.*



A Bit of Sale Psychology

DISPLAY or advertise these styles at attractive prices and arrest the attention of the quick decisionists. They'll come right in.

HUNDREDS pass your fine store every day who decide it is an expensive place to trade. Reverse these ideas.

FEATURE values to suit those who read F as they run—they decide for themselves.

DEALERS are invariably selling these styles when they least expect to, and again we say

WHY NOT YOU?

THEY HAVE AN ENVIABLE PLACE IN EVERY LIVE DEALER'S LINE

**MANY RETAIL BUYERS NEED A QUICK AND INEXPENSIVE START,
OTHERS HAVE USE OR SPACE FOR NOTHING ELSE**

Particularly Adaptable for Special Pricings in Attractive Window Displays and Various Forms of Sale Advertising

**YOU CAN BUY THESE,
TO PRICE, SO THEY
WILL SELL ON SIGHT**

Fine Tone and Big Volume, Instrumetally, They Are Wonders

Specifications

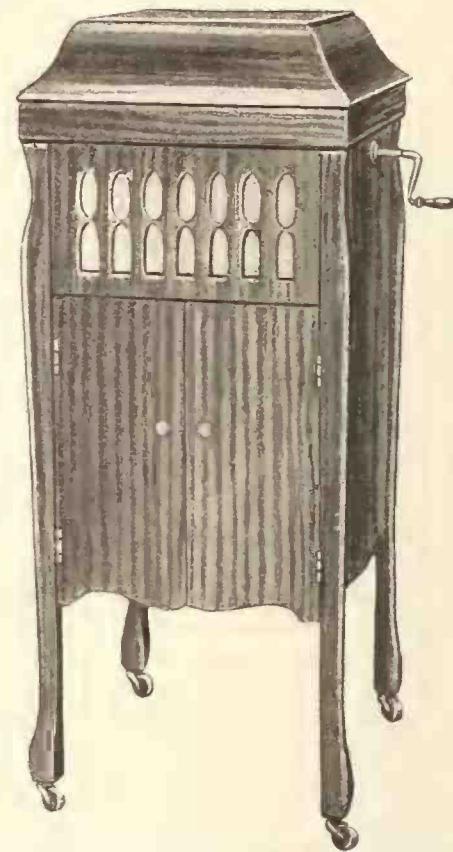
Heineman Double-Spring Motors and Tonearms

Portable Valuphone

17" Wide, 14" Long, 9½" High
Weatherproof Walnut, Oak and Mahogany

Valuphone Junior

43" High, 17" Wide, 19" Deep
Mahogany—Figured Oak, Waxed or Fumed



WIZARD PHONOGRAPH COMPANY, INC.

ANTON CUMMINGS, President

MANUFACTURERS of the CELEBRATED VALUPHONE PRODUCTS
1977 OGDEN AVENUE CHICAGO, ILLINOIS

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 125)

chines and records; Brunswick-Balke-Collender Co., talking machines and records; Bush & Lane Piano Co., talking machines; Consolidated Talking Machine Co., Strand and Granby talking machines, Okeh records as well as parts and accessories and small goods; General Phonograph Corp., Okeh records, Heineman and Meisselbach motors, tone arms and other talking machine

parts; W. W. Kimball Co., Kimball talking machines, pianos, players and organs; Lyon & Healy, Inc., Victor talking machines and records, pianos, players, etc.; The Starr Piano Co., Gennett records and Starr phonographs; Magnolia Talking Machine Co., Magnolia talking machines, and H. G. Saal & Co., motors and tone arms, etc.

L. C. Wiswell, wife of L. C. Wiswell, head of Lyon & Healy's Victor department. Other entertainers were exclusive Victor artists, such as Ed. Johnson and E. K. Rose, of Victor Red Seal fame; Clyde Doerr and His Orchestra, Gus Holmquist and the Imperial Quartet.

Among those who attended the classes were the following: H. R. Atherton, Cable Piano Co., Chicago; A. T. Becker, Becker's Music Shop, Evanston; B. Burgeson, Wallin Music Store, Chicago; Ben Brown, Glick's T. M. Shop, 2100 West Division; D. C. Brendt, Becker, Evanston; Iva Benson, Cable Co., Hammond, Ind.; Miss A. Burnbaum, Cable Co., Chicago; O. G. Brown, Brown Music Co., Viroqua, Wis.; H. A. Beach, the Music Shop, Kalamazoo, Mich.; E. A. Croker, Cable Piano Co., Chicago; Miss Dewey, Adam Schaaf; G. W. Davidson, Davidson T. M. Shop, Chicago; Edward Dublin, West Side T. M. Co., Chicago; B. M. Durand, Elgin Music Co., Elgin, Ill.; Miss B. Druecke, Friedrich Music House, Grand Rapids, Mich.; Francis B. Drolet, the Music Shop, Inc., Kalamazoo, Mich.; D. Drummond, Miss B. Denning, Diehls-Drummond Co., Janesville, Wis.; Don Elbel, R. F. Elbel, Jr., Elbel, South Bend, Ind.; Sarah Berlin, Ehrlich, Bent's Music Shop, Chicago; Emil Elsnie, Georgi & Vitak Music Co., Chicago; Mr. Ferrin, Wilson Music Co., Steven's Point, Wis.; E. J. Falk, O. N. Falk & Sons, Stoughton, Wis.; F. R. Follis, L. S. Ayre, Indianapolis, Ind.; Martin J. Flaherty, Emerald T. M. Co., Chicago; Chas. Friedman, Adam Schaaf, Chicago; Ruth Fegelin, Tri-City Piano Co., Motiline, Ill.; Mrs. M. Glover, Davidson T. M. Co.,

TWO VICTOR SALESMANSHIP SCHOOLS HELD IN CHICAGO

Enrolment of Victor Dealers and Salesmen in Classes Supervised by F. A. Delano, of the Victor Co., Breaks All Previous Records—Motion Pictures Illustrate Lectures

The Victor Talking Machine Co. has just brought to a close two of the most successful Victor salesmanship schools on record. The school was held at the Congress Hotel and was divided into two courses, the first running from April 9 to 12 inclusive and the second from April 16 to 19 inclusive. The hours of attendance in both classes were from 9 a. m. to noon and from 2 p. m. to 5 p. m. The previous record for attendance was made in Chicago some time ago, when the attendance was 106 pupils. The last class just completed numbered in attendance 215 sales people and F. A. Delano, of the Victor Co., under whose supervision the classes were conducted, believes that Chicago has made a record that will be extremely hard to beat.

All of the salesmanship talks were given personally by Mr. Delano. His lectures covered thoroughly the selling of Victor records, Victrolas and everything pertaining thereto. Other

lectures were directed towards methods of familiarizing one's self with these records and the Victor catalog.

Many of the lectures were illustrated by motion pictures, showing scenes taken throughout the great Victor plant in Camden. The details of Victor talking machine manufacture were gone into thoroughly and illustrated by means of moving pictures. Not only did the pictures show the details embodied in the manufacture of Victor talking machines, but the method of recording and producing Victor records was gone into as well.

Mr. Delano stated that the Chicago class was the finest, most enthusiastic and conscientious he had ever directed. At the termination of each school the pupils were invited to a dinner and this was followed by a theatre party, the first class attending "Sally" and the second class "Tangerine." During the dinner the guests were entertained with vocal selections by Mrs.

Goodnight

The Waltz Sensation of 1923

*Nearly as good as
Three O'Clock in the Morning*

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

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 126)

Chicago; G. Glick, Glick, South Side, Chicago; Frances Gleason, Music Shop, Chicago; R. Gordon, A. M. Gordon, Chicago; W. Hardt, Hardt Music Co., Winona, Minn.; M. Holland, Mrs. M. Z. Holland, Miss R. Harris, Holland Music Shop, Chicago; W. A. Hoglund, Hassmer Bros., Chicago; A. D. Imfeld, Imfeld Music Co., Hamilton, O.; Lillie Irwin, M. Smith & Son, Chesterton, Ind.; C. J. Jopling, Sachs Music Co., Harvey, Ill.; L. Krehma, L. Krehma, Chicago; J. M. Lang, Dayton Co., Minneapolis, Minn.; H. La Rowe, Davidson T. M. Shop; F. M. Leslie, F. M. Leslie Co., Urbana, Ill.; W. R. Lewis, Victor Co., Camden, N. J.; Mrs. L. D. Lontz, North Shore, Winnetka; Miss Vera Linnek, A. N. Hansen, Chicago; Mr. Munsson, Macauley & Nevers, Chicago; E. B. Merritt, E. B. Merritt, Frankfort, Ind.; Louis Mittendorf, Jr., C. A. Kiler, Champaign, Ill.; J. C. McCarter, H. L. Switzer, Pierceton, Ind.; G. G. McCandless, F. J. Ritter, Mattoon, Ill.; Celia McDonald, Greenstone T. M. Co., Chicago; Miss McEnamy, Hassmer Bros., Chicago; Lillian Meyers, Reichardt T. M. Co., Chicago; Miss Harris Meyer, Holland Music Co., Chicago; H. Meyer, Meyer Music Co., Holland, Mich.; Mrs. E. B. Merrit, Merrit, Frankfort, Ind.; Miss A. Mohr, T. P. Flannery, Chicago; W. H. Nolan, Carroll's Music Shop, Appleton, Wis.; E. F. Novak, Cable Piano Co., Chicago; Mrs. I. Ogren, Webber Ashworth, Cadillac, Mich.; Annabell Osborn, Elgin Music Co., Elgin, Ill.; Blanche Palmer, Simon Bros., Gary, Ind.; Mrs. C. J. Podjoeski, Eagle Music Co., Chicago; J. B. Ryde, Fuller Ryde Music Co., Indianapolis, Ind.; Anna Reimers, Reichardt Piano Co., Chicago; S. Sachs, Sachs Music House, Harvey, Ill.; G. A. Schuster, Imfeld Music Co., Hamilton, O.; E. F. Scheft, Scheft & Sons, Milwaukee, Wis.; Mrs. J. Schwartz, Crystal Palace of Music, Chicago; R. Schwel, T. P. Flannery Co., Chicago; J. Sievers, Jr., Sievers Drug Co., Valparaiso, Ind.; Martha Shotts, A. T. Forsen & Sons, Chicago; Miss M. Springer, Taylor Carpet Co., Indianapolis, Ind.; Mrs. N. N. Snyder, W. W. Snyder, Mt. Pulaski, Ill.; Jennie B. Spoolman, J. M. Fay & Son, Fulton, Ill.; A. E. Stasulani, Eagle Music Co., Chicago; A. R. Stone, T. B. Stone Co., Chicago; Mary E. Straube, Adam Schaaf Co., Chicago; Mrs. L. Suedel, Famous-Barr Co., St. Louis, Mo.; Lillian Tobler, Adam Schaaf Co., Chicago; Miss Talbot, West Music Co., Joliet, Ill.; Earl Taylor, Cable Co., Hammond, Ind.; Olive Wareham, Murphy Furn. Co., Peru, Ind.; Sam Winikoff, Glick's T. M. Shop, Chicago; Mrs. A. Wilkinson, Brown Music Co., So. Chicago, Ill.; H. B. Wiegand, Wiegand Bros., Racine, Wis.; E. A. Walkowiak, Brown Music Co., So. Chicago, Ill.; Mrs. Frank Wallin, Wallin Music Co., Chicago; Grace Yeager, West Side T. M. Co., Chicago; Carl Zellar, Oberlin Furn. Co., Kankakee, Ill.; Ruth Becker, L. F. Bidinger Co., Kenosha, Wis.; G. W. Miller, Miller & Baker, Chicago; Otis Bigelow, Bigelow Music House, Dowagiac, Mich.; Herman H. Cook, V. N. Cook, Meyer's Music House, Holland, Mich.; H. K. Deckert, No. Shore T. M. Co., Chicago; A. C. Holman, LaGrange T. M. Co., LaGrange, Ill.; C. J. Jiran, Jiran Music Co., Chicago; Mr. Macauley, Macauley & Nevers, Chicago; Mrs. Oliver, Oliver Music House, Chicago; J. D. O'Malley, Root D. G. Co., Terre Haute, Ind.; Helen Paul, Bigelow Music Co., Dowagiac, Mich.; Miss Roehrig, Roehrig Jewelry Co., Ludington, Mich.; C. Swanson, Geo. Ekdahl Co., Geneva, Ill.; W. H. Wiehe, Wiehe Music Co., Forest Park, Ill.; W. L. Wilson, A. Livingston & Sons, Bloomington, Ill.; Marie Schaefer, the Merc. Co., Desplaines, Ill.; E. Sherry, I. Sherry & Son, Chicago; A. G. Strumm, Witzel Piano Co., Chicago; E. Reynolds, Fenton Music Co., Chicago; Miss Martinson, Simon Bros., Gary, Ind.; Miss E. M. Lotz, Fenton Music Co., Chicago; Walter C. Koepke, Witzel Piano Co., Chicago; E. L. Young, Berry's Music House, Springfield, Ill.; Miss Pachritz, West Music Co., Joliet, Ill.; Mrs. T. M. Ross, Elgin Music Co., Elgin, Ill.; Martin

Roth, Glick's T. M. Shop, Chicago; Miss M. Reed, Davidson's T. M. Shop, Chicago; Marcus Roth, Glick's T. M. Shop, Chicago; M. H. Hammul, Fenton Music Co., Chicago; Miss F. Buchanan, L. S. Ayres Co., Indianapolis, Ind.; A. B. Cooke, R. Wurlitzer, Chicago; V. R. Wetzel, Wetzel Bros., Sycamore, Ill.; J. M. Fay, Fulton, Ill.; C. D. Hare and wife, Hare Music Co., Sterling, Ill.; H. W. Green, North Shore T. M. Co., Evanston; Celia Merson, Glick's Music Shop, 2100 Division St., Chicago; Miss Caviadine, the Music Shop, Inc., Chicago; H. C. Prudames, Delavan, Wis.; H. Lucke, A. Glick T. M. Co., 2100 Division St., Chicago; Olive Dilday, Herz Co., Terre Haute, Ind.; Miss E. Montanari, Cable Piano Co., Chicago; Miss Mae Herity, Crowley-Neilsen Co., Detroit; A. J. Cochran, L. B. Gorton, L. B. Gorton Co., Paw Paw, Mich.; Frank Llewellyn, Jones Dry Goods Co., Paris, Ill.; Maude Winfield, G. H. Bent, Chicago; Emma Witzel, Marguerite Koepke, Witzel Piano Co., Chicago; Roy E. Baker, Miller & Baker,

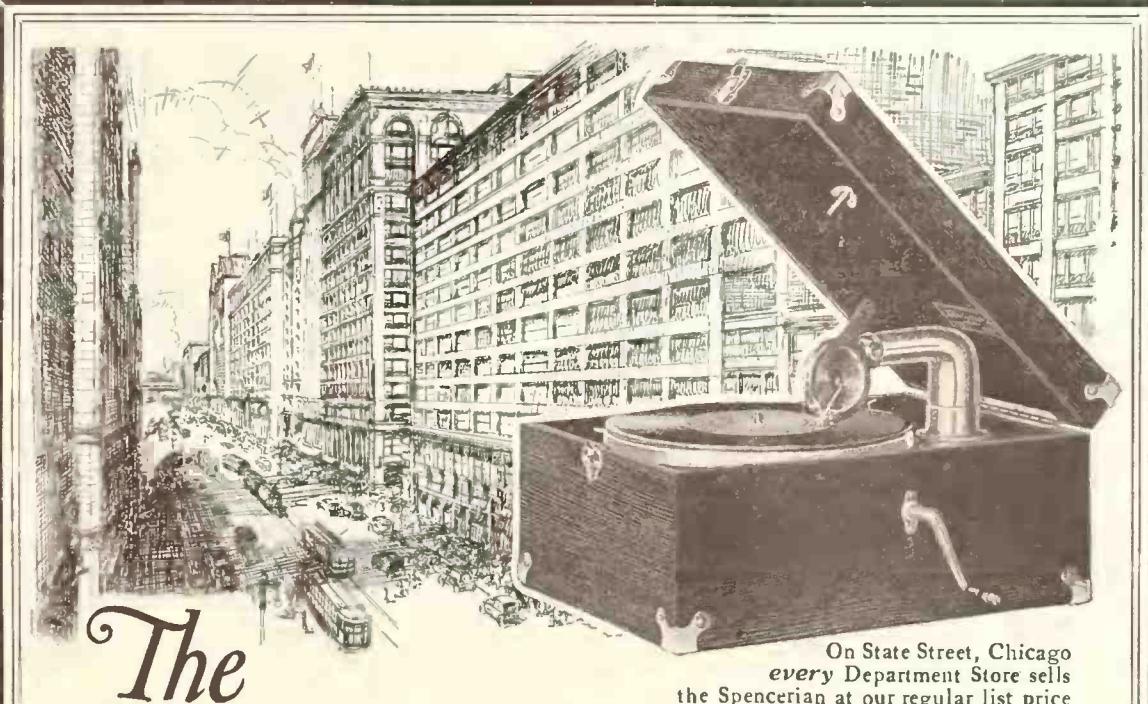
Chicago; C. Feldt, Macauley & Nevers, Chicago; R. H. Hansen, Fenton T. M. Co., Chicago; D. LaBott, Baxter Piano Co., Davenport, Ia.; Paul J. Richlios, representative St. Louis V. T. M. Co.; Miss J. Dewey, Adam Schaaf, Chicago.

DISPLAY OF NATIONAL ADVERTISING

Examples of National Advertising by Members of Music Industry to Be Exhibited at Chicago Convention to Emphasize Value of the Work

The Trade Service Bureau of the Music Industries Chamber of Commerce announces that, in connection with the retail advertising contest exhibit and discussion at the convention in Chicago in June, there is being arranged a special display of the national advertising done by members of the music industry in order that the manufacturers may demonstrate what their advertising is doing to advance interest in music.

(Continued on page 128)



On State Street, Chicago
every Department Store sells
the Spencerian at our regular list price

The SPENCERIAN sold by leaders - everywhere

Ten
Great Merchandise
Institutions Among
Our Many Customers:

- Marshall Field & Co.
Chicago
- R. H. Macy Inc., & Co.
New York
- Famous-Barr
St. Louis
- The Jones Stores
Kansas City, Mo.
- The May Company
Cleveland
- Crowley-Milner
Detroit
- The Dayton Company
Minneapolis
- The Golden Rule
St. Paul
- Frederick & Nelson
Seattle
- The Emporium
San Francisco

FROM Coast to Coast nationally known stores sell the Spencerian Portable Phonograph. They rank it as the best.

Merchandise experts everywhere instantly saw the money-making possibilities of the Spencerian—popular price, quick turnover, small inventory and moderate investment.

The Spencerian supplements all nationally advertised lines of phonographs. Every machine is absolutely guaranteed. The Spencerian belongs in YOUR store.

Write your jobber or us today!

List Price (east of Rocky Mountains) \$30

Westphono Inc. 46 W. Fourth St.
St. Paul, Minn.

give strength to the industry and help the music merchant to profit.

The display will be confined to general publications of national circulation, or newspapers of national character, and other forms of advertising will be barred, owing to limitations in the matter of space and time. Each advertiser will show sample advertisements, coupled with facts concerning the circulation and media used. The points emphasized will be the size and character of circulation and the tie-up with the retailer.

The private exhibit of advertising in the retail advertising contest for members of the National Association of Music Merchants was shipped to Chicago recently for the inspection of the Western members of the special committee of judges following completion of the judging by Eastern members. C. L. Dennis, manager of the Trade Service Bureau of the Music Industries Chamber of Commerce, which is conducting the contest, visited Chicago this month to assist in the committee work and arrange for an exhibit of the winning advertising at the convention.

The Western members of the committee include C. E. Byrne, of the Steger & Sons Piano Mfg. Co.; B. H. Jefferson, of Lyon & Healy; A. F. Price, Price & Teeple Piano Co., and Philip Wyman, Baldwin Piano Co.

CREDIT MANAGER TRANSFERRED

W. D. Sweger, has succeeded A. A. Simons as credit manager of Dives, Pomeroy & Stewart, Sonora dealers, in Harrisburg, Pa., Mr. Simons having been transferred to the Reading store of the firm.

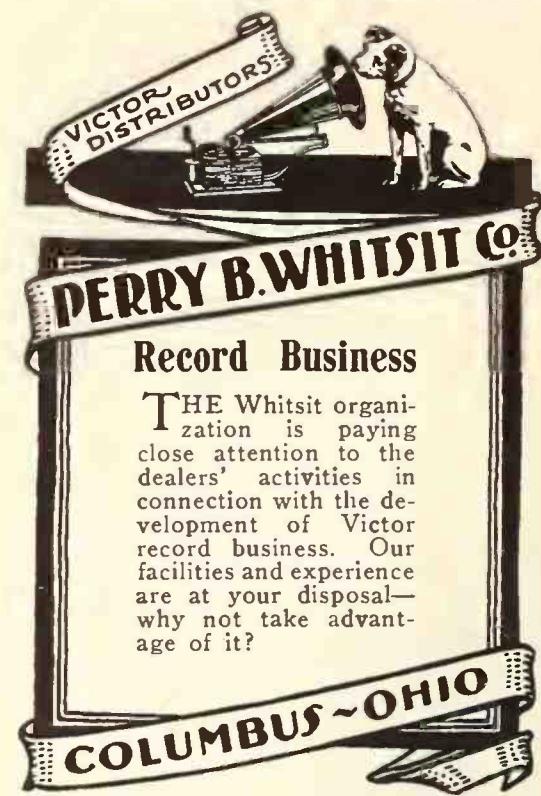
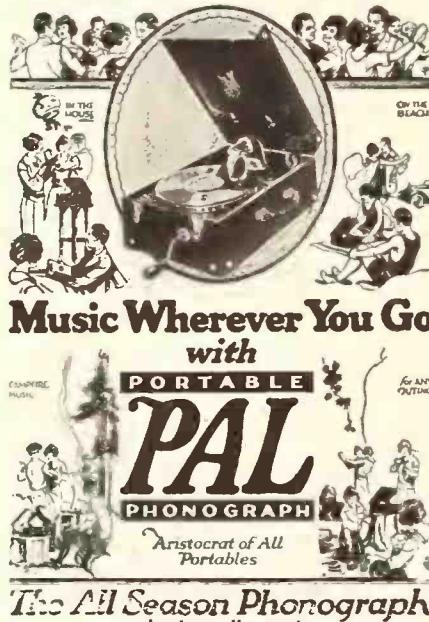
COLUMBIA ARTIST IN CONCERT

Oscar Seagle, Columbia artist, enjoyed a most successful concert at University Gymnasium on May 2 at Bloomington, Ind. An enthusiastic audience filled the big gymnasium and an increased demand for records followed.

EFFECTIVE WINDOW DISPLAY AIDS

Suggestions and Practical Helps for Dealers
Prepared by Plaza Music Co.

The wide-awake dealer is naturally on the alert to obtain valuable suggestions for window display purposes. Effective windows attract attention and create sales, and ideas and material that lend themselves to such a purpose are eagerly accepted. Therefore, the announcement of the Plaza Music Co. that it has prepared a series of display suggestions, with the idea of arranging effective windows at small cost available to all dealers, gratis, has more



dow and counter use, which is shown herewith. This is of artistic design, mounted on heavy cardboard with an easel back. Circulars for consumer use and a complete series of mats for newspaper ads are also included in the advertising department's helps for the trade.

NEW STORE IN CANTON

CANTON, O., May 6.—Floyd T. Sherwin, who has been for several years employed by the Clark Music Co., of Syracuse, has come to Canton and opened a general music store on the second floor of the Runions Building. Mr. Sherwin has had considerable experience in the music business and his success here is practically certain. A complete line of musical instruments, including talking machines, is handled.

INCREASE YOUR PHONOGRAPH SALES

PROFIT NATURALLY FOLLOWS

*Tell Us Your Problems and We Will Have
A Model for That Purpose*

ATTRACTIVE PRICES - - - QUALITY - - - SERVICE

LARGEST PHONOGRAPH DEPARTMENTS
USE OUR SALES SERVICE

May We Not Work With You?

Address "Sales Service"

WOLF MANUFACTURING INDUSTRIES
QUINCY, ILL.

The New Pathé Products

The Pathé Radio Loud Speaker

The radio world acclaims a new marvel. The Pathé Radio Loud Speaker marks a new epoch in radio reception; reproduces with any desired volume, speech that is natural and clear and, without distortion, music that is pleasing. Send coupon for dealer's NO-LOSS offer.

The New Pathé Phonograph Line

Beautiful new designs in Upright and Console Models with the new Pathé oval horn. Also the new Pathé Portable Model, compact but complete including record file.

The Pathé Actuelle Phonograph

The Pathé Actuelle Phonograph is new, novel and different from any other phonograph in the world.

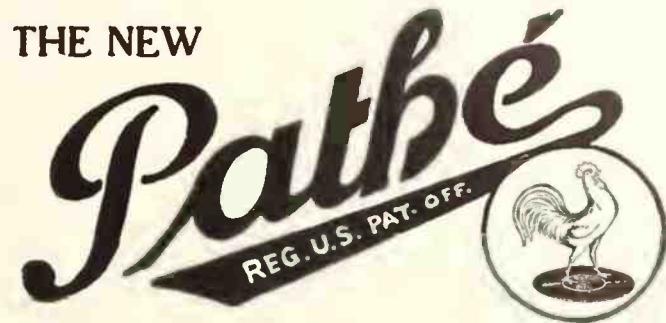
The New Pathé Records

play on all phonographs with steel needles. The only nationally known trade-mark record on the market at a popular price. Catalog complete with the latest dance and vocal hits of the day. Also classical and operatic records by world famous artists, all double-faced at the same price.

The Pathé Skyscraper Record Rack

enables dealers properly to display their records. Constructed of steel; beautifully oxidized and polished. Built in sections (like a sectional bookcase); you add new units as you need them. Comes knocked-down but is very easily assembled. More substantial and better in every respect than anything on the market—and cheaper.

Pathé the World Over



On every continent on the face of the globe, in the remotest corners of the earth, the Pathé Red Rooster is known. It is the most famous trade-mark in the world today. For thirty long years, Pathé's world-wide organization has been manufacturing acoustical products.

That is why

- the Pathé Radio Loud Speaker is recognized by leading radio engineers and the public at large as the best Loud Speaker on the market.
- the new Pathé line of phonographs is handsome in design and supreme in tone.
- the Pathé Actuelle is different from any other phonograph in the world—a new principle in the art of sound reproduction.
- the new Pathé records that play on all phonographs with steel needles are the equal of any records in the world, irrespective of selling price.
- thousands of dealers from coast to coast are today handling the new Pathé products and hosts of new dealers are continually being added to the list.

This is the Meaning of Pathé the World Over

Fill out the coupon, sign and mail it to us to-day.

PATHE PHONOGRAPH & RADIO CORP.

20 Grand Avenue, Brooklyn, N. Y.

Mail descriptive matter, prices and discounts on items checked.

- Pathé Radio Loud Speaker.
- Pathé New Phonograph Designs.
- Pathé Actuelle Phonographs
- Pathé Records That Play on All Phonographs with Steel Needles.
- Pathé Skyscraper Record Rack.

Address.....

WASHINGTON

Seeking Something New in Publicity—Victor Dealers Attend Sales Conference in Cohen & Hughes—Business Continues Good.

WASHINGTON, D. C., May 6.—New methods of advertising, with more pulling power than the cut-and-dried forms which have been used in the past, are probably the greatest need of the talking machine trade to-day, according to William W. Gibson, manager of the Gibson Co., Inc., 917-19 G street, northwest. The company, which about a year ago doubled the size of its store so as to give an entirely separate space to the Edison, Brunswick and Vocalion products which it handles, has been experimenting during recent months with novel newspaper and other advertisements with a view to securing data as to the pulling power of the various methods, with the result that Mr. Gibson is seeking to solve the problem of finding some sort of advertising that will "get over" with the people and hold their attention.

"The biggest need of business just now is some new and more effective method of advertising," he declared, in discussing the matter with *The World*. "Newspaper advertising no longer pays as it used to. Nine out of ten people who read the papers either pass over the advertisements entirely or give them but very slight attention. There are too many people advertising in the papers to make it effective; blotter and circular advertising has gone out, too. What we need is something new."

The need for new advertising methods is especially pronounced in Washington, in Mr. Gibson's opinion, because the population of the city, composed largely of Government employes of good education, who cannot be reached by the usual forms of advertising, contains a lower proportion than other cities of wage earners, the class from which in recent years

much talking machine business has been secured.

William Gibson, founder of the firm and father of William W. Gibson, accompanied by Mrs. Gibson, has left on a visit to Londonderry, Ireland, Mr. Gibson's birthplace, the first visit since he came to America over thirty years ago.

A big sales conference, attended by all the Victor dealers in Washington, was held at the establishment of Cohen & Hughes, Washington distributors for the Victor Co., on May 4, under the direction of Leslie Lore, sales manager of the firm. The feature of the meeting was an explanation of the new Victor electric motor, given by two men from the main office, who explained the advantages of electric drive and dwelt particularly on the care and features of the new model motor.

Mr. Lore states that April was, taken on the whole, a very good month, compared with previous years. Most of the trade seems to be with the better classes, and comparatively little paper is in evidence among the retailers. There is a light demand for portable models, which will, of course, become more pronounced as the season progresses, but most of the sales are consoles. Record sales are holding up extremely well, with dance records most in demand.

Samuel Schwartz, who has charge of the phonograph departments of the two stores of Charles Schwartz & Son, at 3123 M street, northwest, and 708 Seven street, northwest, has just returned from a trip to New York, where he went through the Brunswick recording laboratories. Mr. Schwartz is now more enthusiastic than ever over the Brunswick machine, which his firm carries.

R. H. Keller, buyer for the phonograph department at Woodward & Lothrop's, reports very good business for the month. He is featuring the new Model 215 Victrolas, and a number of sales are reported as a result of the first week's advertising of this model. Red Seal records are, as usual, being played up strongly, with sales holding up very well, in spite of the fact that the concert season is over.

Ansell, Bishop & Turner, 1221 F street, northwest, are beginning to make plans for Shrine Week in June. Extensive decorations, another of the big moving window displays for which this store is noted, and other features are contemplated.

At the Mount Pleasant Music Shop, 3310-12 Fourteenth street, northwest, F. S. Harris took advantage of the marathon dance craze to put on a moving display in his show window, consisting of more than a dozen cut-out couples, who waltzed and whirled by the hour. Special attention was attracted to the display because of the fact that the Arcade Dance Hall, where one of Washington's marathon dances was held, is located just across the street from the music store.

SILVERSTONE CO. EXPANSION

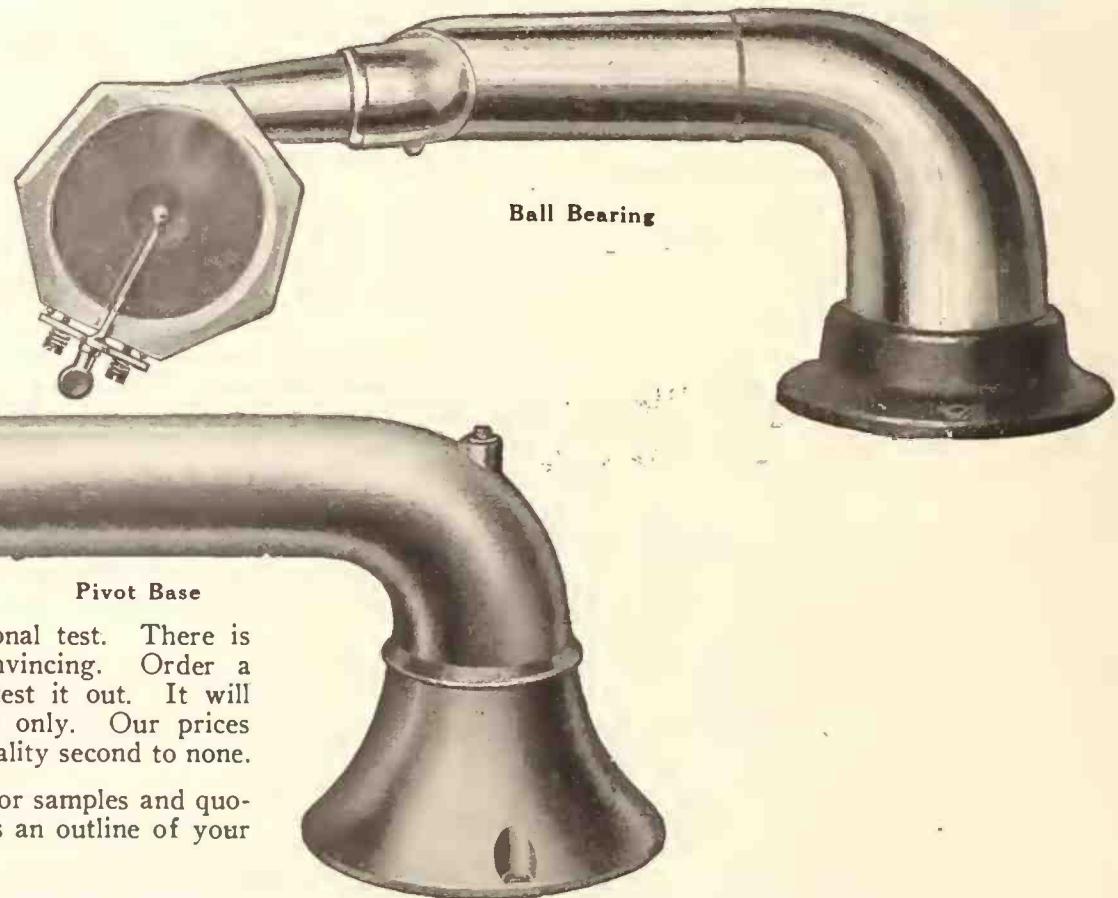
ST. LOUIS, Mo., May 8.—The Silverstone Music Co., of this city, Edison distributor, has just added two new booths to its main floor, making a total of eighteen booths for the sale of Edison records. The company states that record business is exceptionally satisfactory, and a predominating feature of recent business has been the demand for the popular dance hits. Among the leaders in this field are "Runnin' Wild," "Beale Street Mama" and "You've Got To See Mama Every Night." The sale of Edison phonographs has also been very gratifying with the most active demand for the console types retailing at \$175 or more.

Among recent visitors to the headquarters of the Silverstone Music Co. was J. W. Scott, Edison dealer at Rolla, Mo.

THE EMPIRE UNIVERSAL TONE ARMS AND REPRODUCERS

Positively Create that Richness and Fullness of Tone Combined with Perfect Reproduction.

Send for sample of our new
Tone Arm for Portable
Machines and Edison
Attachments.



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"

WELL-KNOWN COMPOSER ENJOYS HIS SWANSON PORTABLE

The accompanying photograph was taken at the Vitagraph Studios in Hollywood, Cal., on the occasion of playing the first record of "Just an Old Love Song," a Vocalion record. Victor

said: "I have had more real enjoyment out of my Swanson portable than I have derived from anything for a long time. I have recommended it to many other movie folks as a companion on



Victor Shertzinger Hearing Reproduction of His Own Composition

Shertzinger, composer of this popular selection, is apparently not the only one who is enjoying the reproduction of his song on the Swanson portable phonograph, for all work on the lot ceased while the members of the company gathered around to listen to this composition by their director-composer. Commenting on the Swanson portable phonograph, Mr. Shertzinger

location and for playtime at the beach and in the mountains."

Florence MacBeth, the Minnesota nightingale, an exclusive Columbia artist, is scheduled to appear in concert at Kewanee, Ill., on May 15. Interest manifested in this artist's appearance has been felt in advance sales of her records.



The J. W. Jenkins Sons Music Co.—Wichita, Kansas.

The Unico System provides ideal equipment for all classes of musical merchandise.

Talking Machines and Records, Pianos and Player Rolls, Sheet Music and Small Goods, Musical Instruments.

UNICO SERVICE BRANCHES

New York, N. Y.
299 Madison Ave.

New Orleans, La.
506 Marine Bank Bldg.

Dallas, Texas.
209 Dallas Co. Bank Bldg.

San Francisco, Calif.
275 Post St.

H. A. MOORE & CO., LTD., London, England

Chicago, Ill.
30 North Michigan Blvd.

Denver, Colo.
1642 Arapahoe St.

Salt Lake City, Utah.
150 Main St.

Atlanta, Ga.
65½ Walton St.

POPULAR TRADE MEMBERS TO WED

Miriam H. Goldsmith and Robert Goodman to Celebrate Nuptials This Month

On May 21, in Brooklyn, N. Y., there will be held a wedding of two well-known personages in the talking machine field. Miriam H. Goldsmith, treasurer of the Cabinet & Accessories Co., Inc., for several years, in which important position she ably assisted her father, Otto Goldsmith, in building the business up to its present large proportions, will marry Robert Goodman, of the Woodward Avenue Music Shop, of the Ridgewood section of Brooklyn. Both the bride and groom are popular and well liked in talking machine circles and are receiving the well wishes of the entire trade.

TONE-TESTS STIMULATE SALES

Tone-tests by Glen Ellison, Miss Hill and Miss Fagan, Edison artists, in the territory covered by the Phonograph Co. of Indiana, Edison distributor, with headquarters in Indianapolis, Ind., are proving an excellent publicity stunt, according to dealers in communities where the tests have been staged. In most instances a decided stimulation in business has resulted from the interest aroused.

The Edison Tone-test recently staged by the Stahlschmidt Co., Edison dealer, Evansville, Ind., resulted in an audience of about 800 and much valuable publicity. The Edison artists who appeared for the event were Glen Ellison, Miss Hill and Miss Fagan.

Cecil Arden, Edison artist, who appeared recently in Bozeman, Mont., under the auspices of the local Women's Club, was accorded an ovation and much interest in his records was aroused as a result.

Vladimir Dubinsky, cellist and Edison artist, scored a success in Rochester, N. Y., recently, when he appeared as instrumental soloist at a Knights of Columbus concert in that city.

FULL STEAM AHEAD!

Time, Thought and Money judiciously expended during the next three months in improving sales facilities will yield a harvest of increased profits.



Your Wise Selection is the Unico System.

Over 3,500 Unico installations during the past ten years.

There Must Be a Reason!

Double your facilities at moderate cost.

THE UNICO SYSTEM will do it overnight

Shipments from stock—expedited deliveries.

Week-end installations.

No delay, confusion or business interruption.

"Follow the Lead of the Leaders."

Consult the nearest Unico Branch today.

UNIT CONSTRUCTION COMPANY

RAYBURN CLARK SMITH, President

58th Street and Grays Avenue

Philadelphia, Pa.



CLEVELAND

Hundreds Attend Columbia and Victor Lectures at Convention of Music Supervisors—The Music Memory Contest—Other News

CLEVELAND, O., May 7.—Hundreds of delegates to the convention of the Music Supervisors' National Conference, held here during April, attended the lectures conducted by the Columbia and Victor interests in connection with exhibits held adjacent to the convention proper in the Hotel Statler.

Conspicuous demonstrations included the showing by the Columbia Co. of the process of record making from the raw material to the finished product, and illustrations showing how records are made. Several quality models of Columbia machines, as well as much educational material, were displayed. Instruments and other material were supplied through the local Columbia branch by Branch Manager S. S. Larmon and Service Manager George Krausnick. In charge of this exhibit were W. A. Willson, educational director, assisted by Miss May Skilling, Canada; Miss Florence Hazlett, Kansas City; Miss Madeline Davis, Terre Haute.

Mrs. Frances Elliott Clark, director of education for the Victor interests, was in personal charge of the Victor displays, and with her was the permanent educational staff—Miss Esther Gatewood, R. J. Coleman, Miss Alice Keith, Miss Margaret Streetor, Miss Marie Finney and Miss Esther Beaver, of the Perry B. Whitsit Co., Columbus. All the literature, and the various types of machines and records used were shown.

Semi-finals in Music Memory Contests

In connection with the event the semi-finals in the Ohio Music Memory Contest were held for Cleveland schools. More than 1,000 children took part. This part of the contest was moved forward by Mrs. Grazella Puliver Shepherd, director of music appreciation in the public schools, in order that delegates to the conference might take part. Both Victor and Columbia records were used during the contest itself, and the delegates to the convention were impressed with the enthusiasm shown by the children.

Another exhibitor of the local talking machine trade was the Euclid Music Co., though this consisted primarily of band instruments.

Exhibits at Better Homes Exposition

Simultaneously with the conference in this city of the national supervisors was held the Better Homes Exposition, in which musical merchandise figured prominently, notably in the use of talking machines in demonstrations by lecturers on how to properly furnish living rooms.

The exclusive showing of a talking machine was acquired by L. Meier & Sons Co., which erected a complete hearing room, and showed

about ten different types of Victor machines. The feature of this exhibit was the demonstration of health records by Miss Mary Craig, who came from the Standard Talking Machine Co. for this purpose. The Cleveland Talking Machine Co.'s own exponent, Miss Marjorie Barnhardt, would have filled this part of the bill, only she was at Massillon, performing for C. J. Duncan, Victor dealer there, and drawing almost as large crowds in that city as did Miss Craig at the exposition here.

Eight Famous Victor Artists in Concerts

Dealers in the smaller cities adjacent to Cleveland are extending themselves in many ways to interest the people in instruments and records, and the work of dealers in bringing the Eight Famous Victor Artists to this section this season is significant. The group has appeared under auspices of Oscar E. Soderberg, Sandusky; the Wickens Co., Lorain, at Alliance and in other cities, drawing huge houses, and consequently stimulating business for the enterprising merchants who underwrite these performances.

S. E. Burgess Expands

The college town does its bit by the dealer who works with it, and a good demonstration of this is the expansion of the business and the addition of more sales people by S. E. Burgess at Oberlin. Mr. Burgess has remodeled his store and has held an informal reception as well.

Celebrates Seventy-third Anniversary

The seventy-third anniversary of the Seward Music Co. will be held some time in May, following the remodeling of its Dayton building. The Cleveland Talking Machine Co. will have representatives to aid in holding the opening that will accompany this event.

Sonora Executives Visitors

Warren J. Keyes, treasurer, and Frank V. Goodman, assistant sales manager, of the Sonora Phonograph Co., of New York, were visitors to Cleveland during the latter part of April and while here were entertained with trips about the city, visits to dealers and at dinners and other social affairs by J. L. Du Breuil and J. T. Pringle, of the Sonora Phonograph Ohio Co. The home office men were much impressed with the strides Sonora is making since the gifted Messrs. Du Breuil and Pringle took charge here.

Many New Edison Accounts

Marked development of business among dealers in outlying territory, and this without the addition of more sales representatives, has been made by the Phonograph Co., Edison distributor, according to E. S. Hershberger, secretary, following his return from a trip

through the district, including Mansfield, Wooster, Ashland, Sandusky and other points. This is part of a sales drive that has already resulted in fourteen new dealers being added for Edison, as well as increased business in machines and records from established clientele. Later a selling campaign, with suitable attractions for both dealers and sales people, will be developed.

Practical Aid for Brunswick Dealers

Several unusual plans for aiding dealers to increase their business have been instituted by Leslie I. King, district manager, the Brunswick-Balke-Collender Co. One of the latest is the re-enameling, in white or other colors, of machines, to harmonize with hearing rooms of similar colors. At the same time the machine



One of the Redecorated Machines

crevices have been filled with seven coats of enamel, which has been found to make for better tonal qualities in carrying the higher and lower notes of records. Five new dealers have adopted this principle in the fitting of their establishments, and others are expected to follow their example, according to Mr. King.

Big Gain in Okeh Record Demand

Okeh record business in the Cleveland and Pittsburgh districts served by the Record Sales Co. has increased 15 per cent for the first quarter of 1923 over the same period a year ago, according to T. R. Buel, secretary, and April figures are expected to surpass this mark.

Fine Department at Yahrling & Raynor

The main floor of the Yahrling & Raynor Co., Youngstown, establishment will be given over almost entirely to the talking machine end of its business, following the rebuilding of the establishment.

Gruesome Display Sells Records of "Fate"

At the De Forest establishment in Warren, Brunswick made a distinct hit, under the tutelage of Bob Markley, store manager, by the use of a unique window attraction to feature the record "Fate." A skeleton, surrounded by

New Style Cabinets
New Range of Prices
New Smooth Surface Records
New Records Every Week

The New Edison

"THE PHONOGRAPH WITH A SOUL"

Special Notice:

There are still a few towns and cities where we desire new or additional representation. Write us for our latest dealer proposition. Our Field Manager will be glad to visit you with full information.

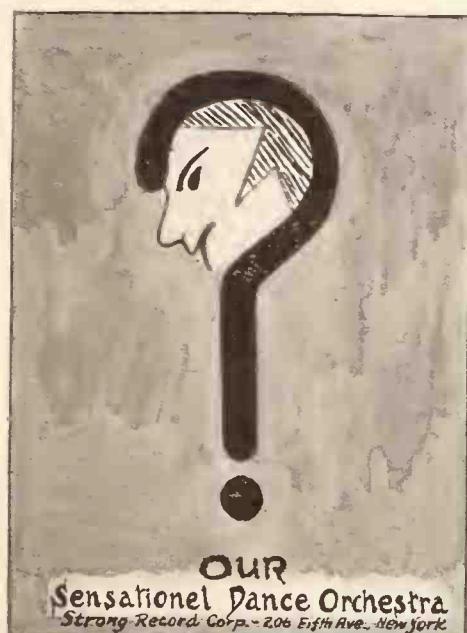
Hear Mr. Edison's New White Label Record



CINCINNATI, OHIO
314 West Fourth Street

THE PHONOGRAPH COMPANY
Exclusive Edison Distributors

CLEVELAND, OHIO
1240 Huron Road



somber black and white hangings was the "piece de resistance" which made crowds stand in awe for hours every day. The chief result of this display was the sale of more than 400 records of the one kind, and several instruments, all in less than seven days.

Little Girl Learns From Victor

An interesting side light on the educational value of the talking machine is cited by Louis Meier, head of the L. Meier & Sons Co., in the achievement of his niece, Emily Meier. This little girl, less than three years old, just recently accomplished the naming of the twentieth piece played on a Victrola. She has acquired this knowledge in the last three months. The little one is too young to sing yet, but she dances the latest steps to the airs that are played, and recognizes the pieces as soon as the first few bars are played.

New Columbia Agencies

New establishments and enlargement of stores already established are a barometer indicating the progress of the industry in these parts. Columbia branch interests here, under direction of S. S. Larmon, manager, have completed the installation of a Columbia department for the R. L. White Co., one of the oldest Cleveland music houses. A campaign of advertising to feature the new line is planned. Other new Columbia dealers in this territory are H. G. Metzger, Akron; W. L. Henthorne, Columbus; Salamanca Quality Shoppe, Salamanca, N. Y.; E. H. Stadelman, Monroe, Mich. Columbia instruments figure prominently in the opening of the Columbus store of C. C. Baker, and representatives from the local Columbia branch, the Cleveland Talking Machine Co., Victor wholesaler, and other factors, were present at the opening.

R. Ormus With Columbia Co.

Development of foreign record service by the Columbia branch here will be augmented, following the appointment of Robert Ormus to that post. Mr. Ormus is a linguist of unusual ability, having command of eight languages. With Mr. Ormus' appointment is announced the arrival here of R. J. Mueller as assistant branch manager, coming from Omaha, where he held the same post with another concern.

Constructive Work of the Association

Enthusiasm for the Association and its work is being demonstrated now by the members of the recently organized Music Merchants' Association of Northern Ohio. Latest move by President William Gordon Bowie, of the Dreher Piano Co., and Rexford C. Hyre, secretary, is the distribution of a slogan, this work of art coming from the pen of John R. Ortli, chairman of the slogan committee. The slogan: "What drives away care?" has been distributed to all members and prospective members, 250 in all, covering a territory in all directions fifty miles from Cleveland, and was posted in windows and stores of members on May 7. Other slogans will be compiled monthly, each of them timely, until one that seems to make the biggest hit with the buying public will have been cre-

ated, when it will be adopted as the permanent slogan for the organization. Other business building features will be developed from time to time, so that any who are not already members will see that the Association is practical in its value to members. For example, at the next meeting J. L. Du Breuil, of the Sonora Phonograph Ohio Co., will supply the speaker, who will discuss "good and profitable business, how to get it and how to keep it."

Local Dealers Contributed to Contest Prizes

The close of the music memory contest in Ohio did not bring first honors to local schools, but a notable showing was made by Cleveland students, more than 1,000 of whom took part. Winners were the Lourdes Academy Senior School, Dawning School, Prospect School and Central High. For the students who stood highest 500 gold pins were given by the Bailey Co. talking machine department, of which E. A. Friedlander is manager. The May Co., the Dreher Piano Co. and the Halle Bros. Co. gave a Victrola, a Vocalion and a Brunswick to the three highest Cleveland schools, and the Sonora Phonograph Ohio Co. contributed a portable to the State contest prize list.

Host to Brunswick Dealers.

Under direction of Dan G. Baumbaugh the May Co. was host to Brunswick dealers and their customers when a private wire was run from the Carleton Terrace to the Union Trust Co. radio broadcasting station, and the music of the Oriole Terrace Orchestra heard all over this part of the country. The event was foretold in bulletins issued by the local Brunswick district office, so that dealers were prepared for the event. Dealers later reported they had had a big call for records, as well as machine prospects following this most efficiently handled publicity tie-up.

Walter K. Badger, formerly with the Unit Construction Co., has joined the Cleveland district branch of Brunswick, and will give attention to dealers in the way of business building service.



The Height of Efficiency

Crosley Model X—Price \$55

Due to the excellence of materials used in the manufacture of the Crosley Model X, an aggressive sales policy backed by a nationwide advertising campaign and the lowest price of any radio receiving set of its kind in the market to-day, the Crosley Model X is enjoying enormous popularity.

Dealers in talking machine equipment have seen the hand-writing on the wall and stocked the Crosley line. They are being amply repaid by handsome profits.

Are you among them?

Best dealers all over the United States handle the Crosley line.

Write for details with our new catalog.

CROSLEY MANUFACTURING COMPANY

526 ALFRED ST.

CINCINNATI, O.

New York Office—C. B. Cooper, 1803 Tribune Building, 154 Nassau St.

Boston Office—B. H. Smith, 929 Blue Hill Ave., Dorchester.

Chicago Office—1311 Steger Building, 28 E. Jackson Blvd.—R. A. Stemm, Mgr.

PURCHASE VAN SCOVOC CO.

AKRON, O., May 1.—The Van Scovoc Piano Co. business at 53 East Exchange street, has recently been purchased by Harry R. Beardsley and C. R. Crossland. The store handles a wide variety of pianos, talking machines and player-pianos.

The Nelson-Dever Music Co., of Steubenville, O., increased its capitalization recently from \$35,000 to \$100,000.



Kreisler's Creations

transcend those of all his contemporaries. He therefore associates himself with none other than the Victor Organization.

Likewise the most aggressive Victor dealers in Cleveland territory prefer to retain connections with that wholesale organization whose service is preeminent.



MILWAUKEE

Business Improves—Shortage in Some Models—New Agencies Opened by Jobbers—Westenberger, Inc., Chartered—New Stores

MILWAUKEE, Wis., May 8.—The local trade, as well as talking machine merchants in the greater part of Wisconsin, are doing a good business and the universal expression is that business is getting better all the time. Some excellent sales have recently been made of art styles running into high prices, although the principal business is in the standard medium-priced styles. Dealers are looking forward to an excellent demand for portable styles, which had a big run last summer and undoubtedly will sell even better this year. Records are selling in larger volume than ever before, and dealers have difficulty keeping the trade supplied. The call ranges over the entire classification, although, of course, the most insistent demand, which is responsible for back orders, is for popular numbers. Accessories of all kinds are helping much to increase business volume.

Wholesale trade in Milwaukee was very brisk during April, and so far in May sales have again ranged considerably ahead of last year. In many instances dealers are pressing for deliveries. The retail trade is much less disinclined to buy only for current needs than for more than two years, and some already are beginning to lay wires for the accumulation of stocks for the holiday trade next fall in the belief that there is going to be a shortage of instruments, if not an advance in prices, due to the ever-increasing tendency of costs of material and labor to rise.

Brisk Trade at Badger Co.

Harry A. Goldsmith, secretary of the Badger Talking Machine Co., Victor jobber in Wisconsin and upper Michigan, is well pleased with the character and volume of business, and while making no predictions, says he is hopeful that 1923 will wind up as the biggest year in the history of the company. April business was far in excess of the same month last year, and actually was the best April since the business was established.

Brunswick Demand Results in Shortage

Reports of good Brunswick business by Milwaukee dealers are merely a confirmation of the reports from the office of Thomas I. Kidd, manager of the local branch of the Brunswick Co. Much difficulty is encountered in obtaining adequate supplies of records, especially the popular selections, while instruments are by no means plentiful and in some styles there actually is a shortage.

Sonora and Okeh Record Demand Grows

Fred E. Yahr, president of the Yahr & Lange Drug Co., distributor of the Sonora and Okeh records, speaks enthusiastically of the condition of trade, after four and a half months of

excellent business. The demand from the retail trade is such that in some styles the house has considerable back orders. Local dealers in the Sonora report a relatively excellent business and the same is true of the representative dealers in the State territory. One of the most recent Sonora dealership appointments is Clarence C. Warner, 428 Eleventh avenue, this city, a pioneer Victor dealer, who will continue that line with the Sonora as a companion line.

New Columbia Agencies

Columbia machine and record business is undergoing a healthy increase from week to week, and local dealers are more enthusiastic than ever over this line. A number of new franchises have recently been placed in this territory. The J. Bellack Music House, at 719-721 Forest Home avenue, is a new Columbia dealer, and is making a specialty of records in the Polish language, it being located in a district well populated with people of Polish birth or extraction.

Boston Store Adds Sonora

One of the events in the Milwaukee retail trade was the announcement made May 4 by the Boston Store that it had acquired a Sonora franchise. This was made in large display advertisements that could not help striking the eye of every reader of the daily newspapers, and was one of the most compelling pieces of advertising literature for the benefit of the Sonora that have yet been produced here. The Boston Store is one of the largest department stores in the West and up to this time has been exclusively Victor.

Columbia Artist Boosts Sale of Own Records

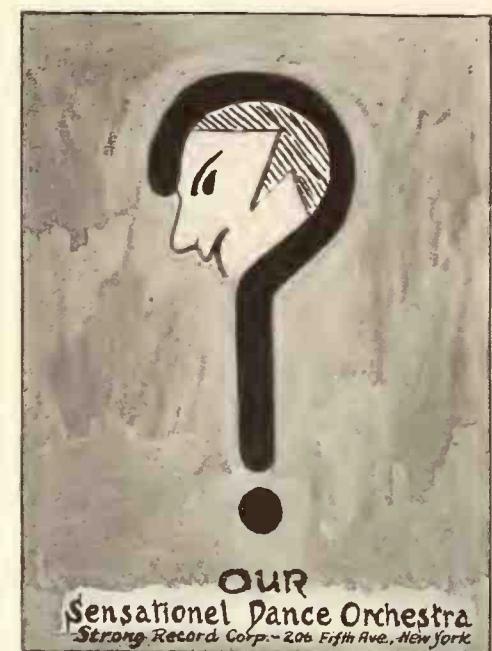
When Eddie Cantor played at the Davidson in Milwaukee in "Make it Snappy," early in April, he provided a splendid stimulus for the sale of Columbia records. He made a single public appearance, at the Wm. A. Kaun Music Co., and the store was too small to hold the crowds that surged up and down the main business thoroughfare. He autographed several hundred Columbia records for eager buyers, and then was compelled to quit because he was getting writers' cramp.

Westenberger, Inc., Chartered

Westenberger, Inc., is the name of a new \$50,000 corporation organized in Hartford, Wis., to deal in talking machines, records, furniture, etc. The principals are Peter, Eleanor and Lillian Westenberger.

Gram Staged Health Show Exhibit

The Edmund Gram Music House made a comprehensive exhibit at the recent Health Show in the Auditorium and showed a select assortment of Brunswick, Cheney, Columbia and Vocalion instruments. The Gram house



was one of the few to seize the opportunity to link up music with the movement for better health, and Miss Julia Wolff, manager of the talking machine department, expresses herself as more than satisfied with the returns on the investment.

Luebtow Plans New Store

The Luebtow Music Co., a leading North Side Sonora dealer, has plans for a new music store on North avenue, between Thirty-eighth and Thirty-ninth streets, in a rapidly developing business and residential district. It will be 30 by 114 feet in size, two stories high, and is designed as one of the handsomest music stores in the city.

Many to Attend June Convention

A goodly number of our music merchants are planning to attend the National conventions in Chicago early in June. Chicago is particularly convenient, for it is but a two hours' ride from Milwaukee. It is hoped that as the result of the benefits of the National meetings, the local trade will resume its own organization work more actively. The local association has been dormant for several months and efforts are now being made to revive interest.

Edison Business Is Active

Edison dealers are very optimistic over current and future business and the local distributing branch is experiencing one of the busiest and most satisfactory Spring seasons in the history of the local trade.

CENTURY ANNIVERSARY OF OLD SONG

The hundredth anniversary of the first public rendering of "Home, Sweet Home" in Bishop's opera, "Clari, or the Maid of Milan," at Covent Garden, London, England, on May 8, was celebrated in this country and Great Britain. Community Service, Inc., New York, arranged special programs which were used in many communities this month in which this song was the feature.

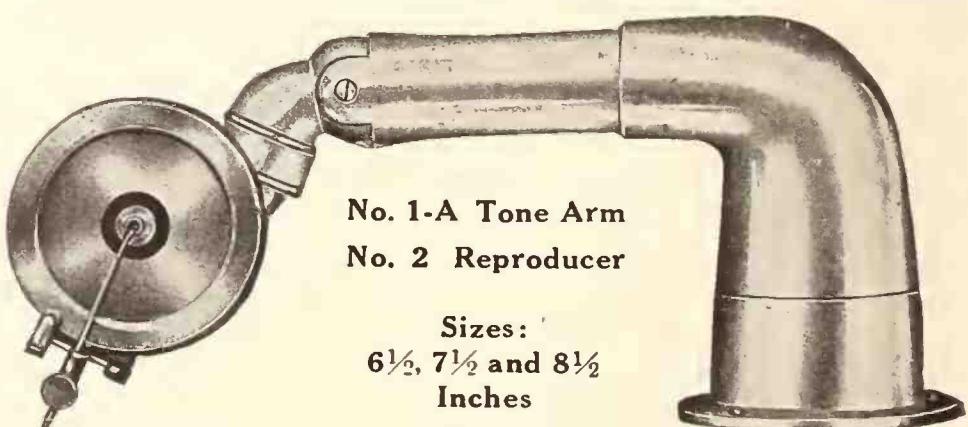
The Mutual
TONE ARMS & SOUND BOXES

PORTABLE OUTFIT

Our No. 1-A Tone Arm with Improved No. 2 Reproducer represents the best value on the market.

MUTUAL PHONO PARTS MFG. 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.
INDUSTRIAS UNIDAS, S. A., Balderras 110, MEXICO CITY, Exclusive Distributor for Mexico.

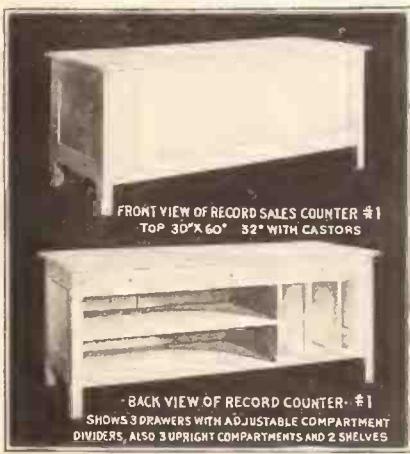


PHONOGRAPH STORE EQUIPMENT

High Quality — STANDARDIZED — Low Price



Equipment illustrated is our PLAN NO. 5—2 Record Sections, 1 Sales Counter, 1 6x9 ft. Booth. Write for Blue Print of Seven Complete Store Plans with prices F.O.B. Factory or Installed



OUR HIGH PRICE COMPETITORS say "It can't be done"—but it is being done every day and the dealer is saving hundreds of dollars on every installation.

UNLEVEL FLOORS are provided for as each Pilaster and Section is supplied with Patented Levelers instantly adjusting to a perfect level. (Spirit Level also supplied)—WALL PILASTER adjusts to fit any size Base Board and Wainscot rail.

Remember, it is not necessary to buy entirely New Equipment to enlarge business—Ogden Provides for Expansion of original Equipment as needed.

If more record space is needed, Add a Section.

If more Demonstration Room is needed, Add a Booth.

Our Equipment will give you increased Sales and More Profit.

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."

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.

Booths are made by assembling the Units or Parts illustrated below.

WE POSITIVELY GUARANTEE

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

New Model No. IX-A

You-Nit Cabinet Stand

K. D. For Victrola No. IX-A



Fulfils every Cabinet requirement for the Home with Portable advantages. Makes an "Outfit" at an "IN-BETWEEN" price and sells your IX-A's.

Get a sample mailed today, subject to return the minute you see it if not satisfactory.

PRICES
Solid Select Mahogany and Quartered Oak, \$6.50

Mahogany Finish and Plain Oak, \$5.50

Packed 1 to a Mailing Carton. Wt., 18 lbs.

OGDEN'S
No. 50 Portable Cabinet with Victrola No. 50. For every musical occasion.

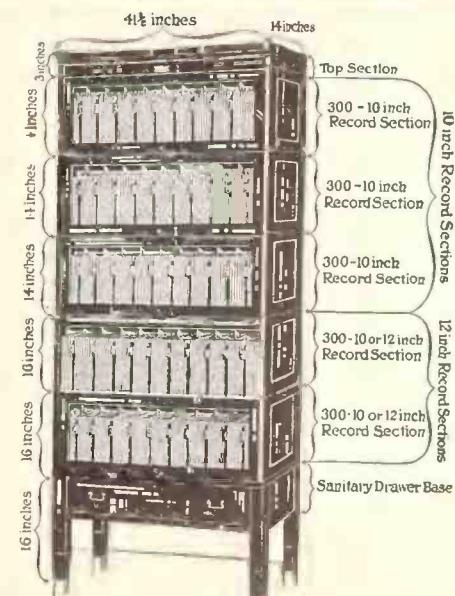
This is a Portable Year. Cash in on this demand. The Dealer not prepared must lose to the other man.

"STANDS"
make new customers.



Positively Rigid and Strong

Order a Stand for every Portable Victrola (to Match) and we will Guarantee the Sale if only Displayed and Advertised.



RECORD CABINETS (Sectional Models)

Fits any space for any size Stock and helps you grow through Service.

PRICES

No. 2 Tier of Sections for 1,500 Records, \$46.50

No. 1 Tier of Sections for 1,500 Records, \$39.25

Finishes: Oak, Mahogany and Genuine Enamels

OGDEN SECTIONAL CABINET CO., Lynchburg, Va.

All Prices Subject to Market Conditions and Change Without Notice

PORTLAND, ORE.

Consolidation of Concert Bureaus Results in Many Artists to Appear Here—"Talkers" in Home Beautiful Exposition—The News

PORTLAND, ORE., May 5.—Portland, which has long been known as the musical center of the Pacific Northwest, has now become the musical center of the entire West since the affiliation of the Elwyn Concert Bureau, of this city, with the Wolfsohn Musical Bureau of New York. The Elwyn Bureau will, in the future, direct the tours of the celebrities west of Chicago and many famous artists are scheduled to visit Portland during the coming season. Margaret Matzenauer, prima donna contralto and Victor and Edison artist, with Clarence Whitehill, baritone, another Victor artist, will open the season in joint recital. Claire Dux, soprano and Brunswick artist, will be heard for the first time in Portland and the New York String Quartet will make its initial appearance here. Albert Spalding, American violinist and popular Edison artist, will also be welcomed.

Four Victor stars are together now. This quartet consists of Olive Kline, soprano; Elsie Baker, contralto; Lambert Murphy, tenor, and Royal Dadmun, baritone. Dadmun sang here with the Portland Symphony Orchestra as guest artist and won a host of friends. Jascha Heifetz, violinist, will be a feature, as will Reinold Wernrath, baritone, and Edward Johnson, tenor, all of whom are Victor artists, will close the season.

The Edison phonograph came in for a big share of splendid publicity during the "Home Beautiful" exposition, held at the Municipal Auditorium last month, when the Reed-French Piano Co. featured an exclusive Edison booth.

The G. F. Johnson Piano Co. recently had on exhibit the Cheney phonograph in connection with the Chickering Ampico and gave both afternoon and evening concerts.

Elmer Hunt, manager of the wholesale department of Sherman, Clay & Co., reports the opening of new accounts, including the Wheeler Furniture & Hardware Co., Wheeler, Ore.; W. Martineau, Vernonia, Ore.; the Umpqua Drug Co., Reedsport, Ore.; E. J. Schneider, Myrtle Point, Ore., and Magill & Erskin, Bend, Ore.

The McDougall-Conn Music Co., which for several years had been located at 129 Tenth street, moved to a more central location at Park and Alder streets, on May 1, where only musical merchandise and sheet music will be handled.

Harold S. Gilbert, for several years doing business at 107 West Park street, has moved to a handsome new building at 423 Washington street.

The main floor of the Sherman, Clay & Co. establishment is being remodeled to carry a complete sheet music department, while the third floor is being prepared for the installation of a musical merchandise department.

M. Davis, district manager of the Brunswick Co., reports business for the first four months of 1923 more than doubled last year's record and he says, "Anyone who says business is slow has a disease of the mind, for we find, with the logging camps and sawmills all running full blast and crop conditions perfect, the business in the country districts is wonderful and we can't get in goods fast enough to keep up with the pace being set." Theo. Karle, tenor and Brunswick artist, spent several days in Portland calling on the various Brunswick dealers with Mr. Davis.

J. F. Monte, owner of the Victor Earle Music Co., of Chehalis, Wash., has been established as a Brunswick dealer by Mr. Davis.

Our AAA Quality India Ruby Mica DIAPHRAGMS

Are, without doubt, the finest Diaphragms manufactured.

Samples and Prices on Request

WILLIAM BRAND & CO.
27 East 22nd Street New York City
Telephone, Ashland 7868

The Reed-French Piano Co. has established a branch house at Hillsboro, Ore., at 1136 Main street. Mr. Reed says: "I found business so good in this little suburb of Portland, and as there was no complete music house there, I decided it was a splendid opening for our line of pianos and the Edison and Hallet & Davis phonographs." G. W. Johnson has been placed in charge.

James A. Stitt, Pacific Coast representative of the Hallet & Davis Co., spent several days in Portland calling on the Reed-French Co.

A. C. Harper, president of the Cheney Talking Machine Co., who was a visitor to Portland May 1, has been making an extensive tour of the Pacific Coast cities, visiting distributing agencies of the Cheney.

C. A. Alphonse, in charge of the office of the Hyatt Talking Machine Co., is at present manager of the Guarantee Loan Co.

The Mack Sheet Music Shop, 124 Broadway, has added Gennett records and is installing several booths for demonstration purposes.

On account of the name Melo-Tone having been previously copyrighted A. C. Sherbert, inventor, has changed the name of his phonograph specialty to "Melo-Fier."

Harry L. Marshall, wholesale manager of the Edison Phonograph Co., Ltd., reports business on the Coast excellent, but says that east of the mountains increased business is not so rapid. Mr. Marshall says: "Optimism prevailed everywhere I visited throughout my district and, without a doubt, we will experience a big year. If dealers cannot sell goods now they never will." He reports the Marolz Music House, of Pasco, Wash., W. P. Marolz, proprietor and manager, has added the Edison phonograph line.

The Starr Piano Co., headquarters for Starr phonographs and Gennett records, reports good business.

L. D. Heater, phonograph and accessory jobber, reports excellent returns from the Strand console. He also says the Portophone is going exceptionally well.

C. L. Cline, of the Cline Music Co., Astoria, Ore., Edison and Columbia dealer, was a recent visitor to the Edison wholesale house. The Cline Music Shop has taken a five-year lease on its old location on Commercial street.

NEW PEERLESS PRODUCT POPULAR

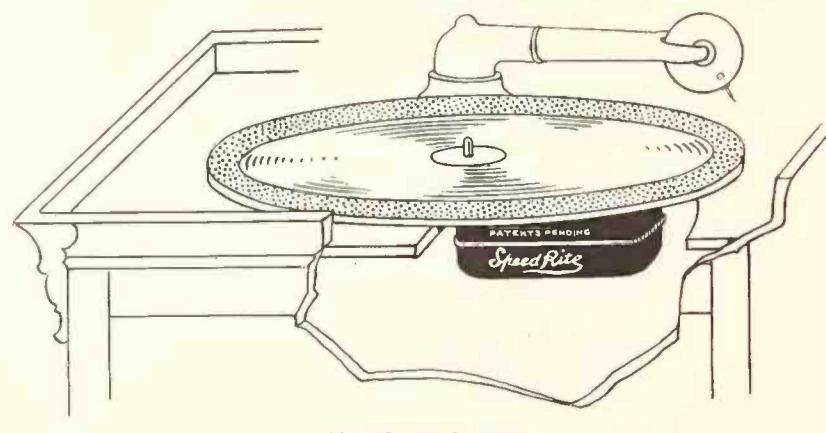
Phil Ravis, head of the Peerless Album Co., 638 Broadway, New York City, is well pleased over the reception given the new Peerless record-carrying case by the trade. Dealers report that it makes an ideal receptacle to be used in conjunction with portable phonographs. Those who exploit the product for that purpose find ready sales. It allows the portable owner to carry a varied catalog of records wherever he goes and in a manner that gives the records the best of care. The Peerless Co. has inaugurated a Summer campaign on the carrying case which is already bringing results.

MARTIN OPENS NEW BRANCH

SPRINGFIELD, Mo., May 8.—A new branch of the Martin Bros. Piano Co. has been opened in Sedalia, Mo., under the direction of Stanley Shaw. During the past year this company has established branches at Nevada and Jefferson City. A flourishing branch has been in existence for some time at Rogers, Ark.

The SPEED-RITE Electric Phonograph Motor

*No Belt to Stretch :: Easily Installed
This will be an Electric Year*



Self Contained

No Spring Weight Governor

Exclusive Features

Uniform speed under all ordinary conditions

Fool-Proof Care-Free Noiseless

A real guarantee goes with "Speed-Rite." This motor will produce music as recorded. Send for booklet C-4, sample and price.

Cliff Electric Corporation

59 Pearl Street

New York City

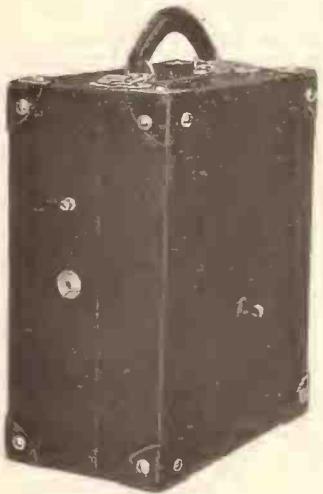
The "CHUM" Portable

WEIGHS ONLY 13 POUNDS

Retails at \$25.00

Nothing cheap about this portable, except its price

Made in genuine DuPont coverings with leather corners and in mahogany, with genuine mahogany panels



Weighs 13 pounds
Made in black DuPont covering; also with genuine mahogany panels



10 Selling Points

1. Columbia motor
2. Universal tone arm
3. Weighs 13 pounds
4. Best looking portable on the market
5. 8 inch cast iron turntable prevents wabbling or bending
6. Plays 12 inch records
7. Will hold a dozen records
8. Needle cup safety cover
9. Comfortable leather handle
10. Highly polished nickel knobs on every side to prevent scratching or soiling leather.

This is the biggest opportunity of the year.

Act Quickly and get your share of profits from this unusual seller.

REGULAR DEALERS' DISCOUNT

Send for sample at once

INDEPENDENT PHONOGRAPH MFG. CORPORATION

56 Bleecker Street

Telephone Spring 7197

NEW YORK CITY

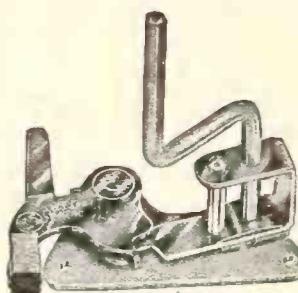
ALBANY

Many Charters of Incorporation Granted to Talking Machine Merchants—Brisk Trade—The News

ALBANY, N. Y., May 8.—That the business of making and selling talking machines in New York State is increasing is indicated by the fact that, during the month of April, charters of incorporation were granted at the Secretary of State's office in the capitol to six new companies who are to engage in the business. They are as follows: Good Luck Talking Machine Co., Inc., to manufacture phonographs in New York City; directors, Charles Goldzweig, Israel Langer and Morris Tessler, all of 140 Nassau street, New York. Transmaphone Co., Inc., to manufacture voice and sound amplifiers and phonograph supplies in New York City; the capital stock is \$50,000 and incorporators are Adolph Luebeck, Abraham de Lenos and O. C. Boege. Greeley Music Shops, Inc., to deal in phonographs in New York City; the capital stock is \$10,000 and the directors are M. A. Horowitz, F. H. Horowitz and Max Udkowitz. Luskin & Levine, Inc., to manufacture phonographs in the Borough of Bronx, New York; the capital stock is \$20,000 and the incorporators are Boris Luskin, Henry Zuckerman and I. J. Levine. Biddle Mfg. Corp., to manufacture phonographs, New York City; capital stock is \$5,000 and the directors are Harry Edwards, Samuel K. Abrahams and Harry Greenspan. Illinois Phonograph Corp., New York, with capital stock of \$5,000; incorporators, A. R. Rodway, J. F. Kennedy and H. E. Kimball.

All of the local dealers report satisfactory sales of both machines and records for the past month, as well as for the first quarter of the year. The greatest demand is for the console models. While none of the dealers have large stocks of the new period models no great difficulty has been experienced in obtaining shipments, but fears are expressed that limited orders may soon be required if the popularity of the new styles continues, as every dealer confidently predicts. This is expected to develop the problem of disposing of the "trade-ins," which has not been a serious one here, such as piano dealers have experienced. One result will be to bring the cost of excellent used machines within the purchasing ability of many people who have been unable to purchase new machines. The

K-E AUTOMATIC STOPS



The K-E is still the best Automatic Stop made Because it:

- Avoids motor strain
- Is not attached to Tone Arm
- Low installation cost
- No extra parts
- Operates all Records.

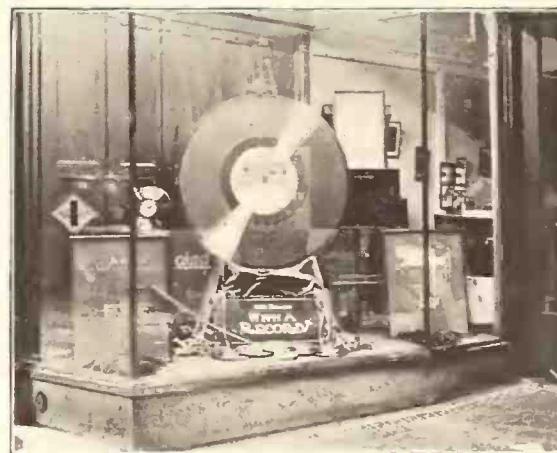
Send 50c. for sample

Kirkman Engineering Corporation
484-490 BROOME ST.

NEW YORK

question of profits each dealer will have to work out for himself, but, with co-operation, uniform prices for standard models will be established and "sales" of used phonographs will soon appear in the dealers' advertisements, it is predicted.

The Edison Diamond Disc Shop, 74 North Pearl street, one of the most progressive concerns here, recently staged a window display, illustrated herewith, which was not only unique



Unique Edison Window Display

but was instrumental in boosting record business considerably. The record shown in the illustration is six feet in diameter.

Commenting on business at this establishment, L. E. Couchot, manager, stated to The World that the Edison plan of weekly record releases has received the commendation of the

Edison owners in this territory. Sales are now spread through the entire month instead of being concentrated into a short period immediately after the monthly releases as was the case when this plan was in effect. Mr. Couchot also declared that the Edison console instruments are the favorites with purchasers who demand appearance as well as tone quality. Sales at this concern are growing steadily and the outlook for Summer business is excellent.

The second annual Music Memory Contest in the Albany public schools has been inaugurated by Ralph G. Winslow, music school instructor. The contest is open to pupils of the seventh and eighth grades of the thirteen grammar schools. Teams of four pupils will be chosen from each school in elimination contests and a final contest will take place in the high school for the prize of a banner offered by the Albany Community Chorus. All of the schools have talking machines and two sets of twenty-five records of the compositions chosen are played in each school weekly and the title of the compositions, with a brief sketch of the composer and the piece, is being published daily in the newspapers. The contest has stimulated sales of the records selected.

The appearance of Rodolph Valentino and his wife May 4 in exhibition dances of the



Edison Diamond Disc Shop Delivery Truck

Argentine tango and fox-trots at Harmanus Bleecker Hall, followed by public dancing, caused a notable increase in the sales of dance music records. Al Edelson, of the Strand Temple of Music, issued a list of Victor "Gems for the Tango," together with a dancing picture of Valentino and his partner as shown in the "Four Horsemen." The Pommer Music Shop also made a special drive on the new Brunswick record "Bambalina."

The Strand Temple of Music has a booth at the American Legion Fair at the State Armory, which closes May 12, where "A Night in Paris" is featured. Al Edelson is in charge of the booth, with the latest flat-top style Victrolas and a big selection of Victor records. He has the only talking machine exhibit at the exposition.

Cluett & Sons are the first Albany dealers to advertise the sale of the portable models for use in Summer vacation camps. The Aeolian and Columbia machines form a window exhibit of the convenient Summer types, at prices from \$25 to \$50.

The character of a business enterprise is determined by the men who run it.

EDISON—

The Key to Opportunity!

Do you know that right now—this very day—in your town, the opportunity to develop a highly profitable Edison business is before you?

You should know—and you should act.

Nominate yourself for this opportunity of profit before it is too late. Find out all about this "once-in-a-lifetime" Edison sales opportunity.

Write or telephone today. Don't delay finding out all you would like to know about an Edison franchise.



AMERICAN PHONOGRAPH CO.
707-09 BROADWAY, ALBANY, N. Y.

BALTIMORE

Attractive Exhibits at Better Homes Exposition—Dealers Tie Up With Artists—Business Good—Jobbers Open New Agencies

BALTIMORE, Md., May 4.—The talking machine business in April was better than any Spring month for many years. Business for the month with a number of dealers ran considerably ahead of that of April last year, and in one or two instances was better than any month with the exception of December, since the days of "wartime prosperity." This report is general from practically every jobbing house in Baltimore, and a number of the houses still find it difficult to keep up with orders already booked. This is attributed to the fact that there is very little unemployment here now and all lines of industry are working full time. The record business has been one of the principal factors in building up large sales volume. May records especially are going big, with "Bambalina" proving to be one of the biggest hits ever put out, and dealers generally predict that it will equal, if not surpass, any record of recent years.

Many New Columbia Accounts

The Columbia Wholesalers, Inc., is very well pleased with business done in the two months that it has been operating. W. S. Parks reports the opening of fifteen new accounts during April, a number of them being exclusive Columbia dealers, while others handle other makes of machines. The firm has been practically oversold on the new type console ever since it has been put on the market.

Exhibits at Better Homes Exposition

A number of retail dealers had exhibits at the Better Homes Exposition at the Fifth Regiment Armory last month and report results as very gratifying. The Chickering Warerooms featured the Victrola in their exhibit and Frank

Caulfield Co., the Edison phonograph. Other talking machine dealers exhibiting were the G. Fred Kranz Music Co., Hammann Levin Co., Hecht Bros. and the Phonolamp Co.

Dealers Tie Up With Artists

Paul Specht and his original Columbia recording orchestra played here three nights, May 3, 4 and 5, at the Recreation Center Ballroom, and all three nights the attendance was record-breaking. A number of dealers took occasion during the week to feature Specht Orchestra selections in window displays. One of the best exhibits was that in the window of Fred B. Hammann's Music Store, 206 North Liberty street, in which were also displayed the Buescher musical instrument lines which are used by the Specht Orchestra.

Another big feature during April was the appearance of Al Jolson at one of the local theatres, and during the week all dealers made a big drive on his records. Mr. Jolson himself appeared at several of the downtown stores during the week. One of the best displays during Al Jolson week was that of the Rosenstein Piano Co., which had a very attractive window display of this artist's records.

Park Heights Music Co. Opened

One of the newest music stores in the city is the Park Heights Music Co., 3535 Park Heights avenue, which was opened the latter part of last month by Lewis Fooks, who has gone to considerable expense in fitting up his store.

Cohen & Hughes, Inc., Activities

T. Ralph Clark, sales manager of Cohen & Hughes, Inc., Victor jobbers, has been spending the past month traveling through the terri-

tory of the firm and is very enthusiastic over the general condition of business.

Making Many Sales From Auto

Lester B. Harvey, of Oakville, Va., although handicapped by the fact of being a cripple and unable to get in or out of his truck without assistance, reports April business as one of the largest since he has been selling talking machines and records. Mr. Harvey has a specially arranged truck in which he travels through the country, giving concerts at various country places, as well as demonstrations of machines and records.

Busy Season at Brunswick Branch

C. F. Shaw, manager of the local branch of the Brunswick Co., has just returned from a trip to Chicago. Mr. Shaw is rather optimistic over the outlook for business in this territory, and his principal trouble now, he says, is how to supply orders already booked, being oversold on practically all popular type models. On his way back Mr. Shaw stopped off at his old home in St. Louis for a few days and reports business there as very satisfactory. Mr. Shaw, while in St. Louis, it is said, also made arrangements for a life contract which will be consummated in Baltimore next month when the young lady of his choice will visit here.

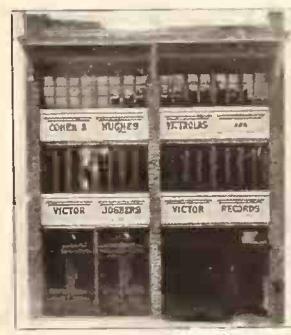
News Gleanings

The Grafonola Shop, Inc., of Norfolk, is another Baltimore territory store which reports a big increase due to a revival of shipbuilding.

Ted Lewis appeared in Washington recently, and dealers featured his records in many fine window displays, that of the Harry C. Grove Co. being one of the most artistic that have been noted for some time.

L. L. Andrews, vice-president of the Columbia Wholesalers, Inc., has just returned from a trip to New York where he closed a deal for a shipment of many new model machines on which the firm has been oversold.

The Lexington Talking Machine Shop has added a new line of musical instruments.



BALTIMORE, MD.



WASHINGTON, D. C.

As to what Cohen & Hughes service does, we point to the large numbers of dealers we serve, their growth and the corresponding growth of our own organization. This tells the story.

Cohen and Hughes, Inc.
Baltimore, Md. VICTROLA WHOLESALEERS Washington, D. C.

BLACKMAN ON THE "LAW OF AVERAGE"

Talking Machine Men, Inc., Listen to Interesting Talk by Head of Blackman Talking Machine Co.—New Officers Nominated—I. Kurtz Presented With Watch—Other Business

What developed to be one of the most interesting meetings held in some time by the Talking Machine Men, Inc., was staged at the Café Boulevard, New York, last month. Much important business was transacted at the luncheon meeting, including the nomination of officers for the ensuing year to be elected at the next meeting, matters concerned with Music Week, etc. The guests of the Association were J. Newcomb Blackman, president of the Blackman Talking Machine Co., Victor wholesaler, New York; Miss Isabel Lowden, of the New York Music Week Association, and Otto Jordan, of Harms, Inc., music publishers, who furnished entertainment at the meeting.

J. Newcomb Blackman, in a forceful and informative address on the "Law of Average,"

pointed out some of the evils which are prevalent in the retail trade, suggesting improvements in methods of doing business which both retailers and jobbers should follow. Among other things, he declared that business moved in a cycle and dealers could not always expect to be at the top. For this reason he urged them to prepare for the times when business is bad. Mr. Blackman scored the practice of some retail dealers who distribute their business among too large a number of jobbers and was emphatic in his statement that talking machine merchants who place their entire business in the hands of one jobber, who can supply their wants and in whom they have confidence, will not regret it when hard times come and they are in need of help or when instruments are scarce, due to exceptional consumer demand. In a straight-from-the-shoulder manner, he told the members of the Association that those who had their business scattered among many jobbers could not look for any exceptional service because the dealers who patronized these jobbers to a greater extent would always get the preference. Mr.

Blackman did not confine his address to the retail trade, however. He also criticized the methods of jobbers who disregard the "Law of Average," stating that, if conditions did not improve, the jobber would soon become a "fifth wheel." A rising vote of thanks was accorded the speaker by the members of the Association.

The following members were elected to membership in the Association: Bergen Talking Machine Co., Hackensack, N. J., of which I. Zion is proprietor; Joseph Reilly, Richmond Hill, N. Y., and the New York Album & Card Co., New York City.

Amendments to the constitution and by-laws of the Association were adopted providing for an initiation fee of \$10, the raising of the annual dues from \$10 to \$15, and for a secretary's salary of \$900 per annum and a treasurer's salary of \$100.

The attention of the dealers was called to the effort being made to co-operate in the featuring of special records for the different holiday anniversaries throughout the year. The first co-operative effort was put forth in connection with the celebration of Mother's Day this month and a majority of the dealers participated and, as a result, a decided stimulation in demand for these records was enjoyed.

It was reported by President Kurtz that Assembly Bill No. 552, providing that suit to recover possession of goods sold on instalments must be brought in the local court in the district in which the goods were held by the purchaser has been killed as a result of the protests of dealers and other interested parties.

Arthur Belim, professional manager of Harms, Inc., sang and played several of the current successes, including "Bambalina," from "Wildflower"; "Kiss in the Dark," "Morning Will Come," "Rosalie" and "Love Sends a Little Gift of Roses."

The following new officers were nominated, to be elected at this month's meeting: For president, Irwin Kurtz; vice-president, E. Leins, Sol. Lazarus and L. J. Rooney; for secretary, E. G. Brown; for treasurer, A. Galuchie, A. H. Mayers and Sam Sherman; for divisional vice-president, Aeolian, Chas. Evans and J. Friedman; Brunswick, Harold Bersin, A. Galuchie and Sol. Lazarus; Columbia, J. Tylkoff; Edison, B. Guy Warner; Sonora, Joseph Meyers and Harold Bersin; Victor, N. Goldfinger, L. J. Rooney and Matthew Levine.

Just prior to adjournment of the meeting Irwin Kurtz, president of the organization, was presented with a gold watch in recognition of his untiring work in behalf of the Association.

DISPLAY CARDS FOR MOTHER'S DAY

Many Victor Dealers Made Use of Attractive Display Literature Issued by C. Bruno & Son, New York Victor Wholesaler

C. Bruno & Son, Inc., Victor wholesaler, New York City, issued a particularly attractive display card on the subject of Mother's Day. This card, printed in colors, listed a wide selection of appropriate records for the occasion and constituted a timely suggestion for the purchase of records to be given to the mothers on that day. The cards were supplied to the dealers a whole week before the day and many immediately re-trimmed their windows, incorporating them in the displays.

FILES BANKRUPTCY PETITION

The Music Box, Inc., of Middletown, Conn., has filed a voluntary petition in bankruptcy. Assets have not been determined and liabilities are about \$5,000. The concern has been located at 283 Main street since it was taken over by the above-mentioned concern about a year ago.

The Columbia Music Shop, Trenton, N. J., has been incorporated under the laws of that State with a capital of \$100,000. Incorporators are: Mark Purcell, Alexander Nemeth and George A. Cella.

To Jobbers, Dealers and Assemblers--- to Show YOU a Splendid Profit

Harponola Cabinets and Harponola Complete Talking Machines are products that meet your sales conditions in a practical way.

They are built to fine standards, and at the same time they are produced on a scale that will allow you to meet all competition and make fine profits.



The Harponola organization is composed of men who have made a close study and enjoy an extended experience in merchandising as well as manufacturing.

They appreciate your selling problems to a degree that is unusual.

The Harponola proposition is based on this knowledge. Those who handle Harponola products are helped to succeed because of the intelligent co-operation we extend.

Write us explaining your conditions. We will make you a proposition that rings true.

The HARPONOLA Company, Celina, Ohio

HARPONOLA

Van Veen Equipment for Phonograph and Musical Merchandise Sales Rooms

Installed in all the branches of Griffith Piano Company throughout New Jersey

THEY WANTED THE BEST AND THEY HAVE IT



(Griffith Piano Company Branch Store, Scranton, Pa.
Complete installation and decoration by Van Veen & Company)

Complete installations on hand ready for shipment

VAN VEEN & COMPANY, Inc.

Offices and Warerooms:
413-417 East 109th Street

Telephone Lehigh 5324

NEW YORK CITY

LAURI-VOLPI SINGS FOR BRUNSWICK

Tenor Who Recently Made Debut With Metropolitan Opera Co. Makes First Recording

A recent addition to the Brunswick-Balke-Collender Co.'s "New Hall of Fame" is Giacomo Lauri-Volpi, tenor, who, a short time ago, made his debut with the Metropolitan Opera Co. Mr. Lauri-Volpi's first record has already been made and distributed to dealers. It is a double sided recording, "La Donna è Mobile" from the opera "Rigoletto" appearing on one side and on the other "Questa o quella," also from "Rigoletto." Both selections are sung in Italian with orchestra accompaniment.

TURNER MUSIC CO. OPENED

WEST PALM BEACH, FLA., May 4.—The Turner Music Co., in the Gruber Building, 221-23 Clematis, was opened recently. The large room has not yet been completely equipped, but it displayed a number of pianos, players and phonographs.

Throughout the day there were informal concert demonstrations of new records and music rolls, as passers-by drifted in. Requests for special numbers were complied with gladly. The music extended into the evening as the store continued open until a late hour.

This new store is a branch of the firm in Tampa and Miami. The local branch is under the management of O. S. Burnett.

MARTIN BROS. TO OPEN BRANCH

KIRKSVILLE, Mo., May 4.—Stanley and Orville Shaw, this city, are preparing for the opening of a music shop at 108 East Fifth street, in the quarters formerly occupied by the Burroughs Adding Machine Co. The shop will be a branch concern of the Martin Bros. Piano Co., of Springfield. Player-pianos, Brunswick machines and music accessories will be handled.

FIRE DAMAGES POOL MUSIC STORE

HUNTINGTON, W. VA., May 8.—The warerooms and stock of the J. W. Pool Music Co., 315 Ninth street, this city, were partially destroyed by fire recently, total damage estimated by Mr. Pool as being approximately \$20,000. Fortunately, the company had started moving to a new location one day before the fire and a portion of the large stock had already been moved to the new quarters on Third avenue and Ninth street. Musical instruments, talking machine records and several expensive talking machines were damaged and destroyed.

TO EQUIP BROADWAY MUSIC SHOP

YONKERS, N. Y., May 5.—The Broadway Music Shop is planning to decorate and considerably improve its quarters at 17 Main street, this city. The contract for this work has been placed with Van Veen & Co., Inc., New York City, and the installation will consist of nine hearing rooms, complete record department, new window backing, and an entire new showroom in the basement, fifteen feet wide by fifty feet long, for the sale of music rolls. Two rooms six by ten feet will also be placed in the basement and the entire installation will be finished in ivory enamel.

"CHUM" PORTABLE ANNOUNCED

Independent Phonograph Mfg. Corp. Planning Extensive Summer Drive on New Product

The Independent Phonograph Mfg. Corp., 55 Bleeker street, New York City, is marketing a new portable machine under the trade name "Chum." The machine will be retailed at a popular price. It has a number of exclusive features, particularly as regards its weight which is exceptionally light. The "Chum" is manufactured in either duPont covering or mahogany case. It readily plays either ten or twelve inch records, and the cover allows for carrying ten records of either size. This portable has a loud, clear tone, universal tone arm and high quality spring. Plans of the Independent Corp. call for an elaborate campaign on the product during the Summer months.

J. E. HUMES BUYS BUILDING

COLUMBUS, GA., May 6.—J. E. Humes, president of the Humes Music Co., this city, has purchased the Strupper Building on Broad street, paying \$107,000 for it. The Humes Music Co. is one of the best-known music houses in this section of the South. A complete stock of talking machines, etc., is handled.

THE SHELTON Electric Motor

The "Simplicity" electrifies Victor, Edison and Columbia phonographs by simply taking off winding handle and placing motor against turntable. Automatic switch in motor operated when the turntable is started or stopped. Operating on AC or DC current of 110 volts. Specify type of current when ordering.



SHELTON ELECTRIC CO., 16 East 42nd Street, New York

CO-OPERATION! Something He'll Get "Nothing Else But"!

Why Not Try It Yourself?

F. BAUMGART, Gen. Mgr.
ROBERT CONNORS, Asst. Mgr.
BESSIE SMITH, Sales Mgr.

Actuelle
Music Company
1315 Market Street
Youngstown, Ohio

STORES
1315 MARKET STREET
CRAFT SHOP
39 CENTRAL SQUARE
6 HIPPODROME ARCADE
FRONT STREET MARKET
V. C. THOMPSON STORE
WARREN, O.

6 Hippodrome Arcade, April 16th.

M. P. P. A.
New York City,
E. C. Mills, Chairman:-

Dear Sir:

I would appreciate very much if you would get me in touch with all of the publishers who are members of the association, to keep me in touch with the sheet music as released, window material and lantern slides and other advertising matter.

I recently added sheet music to my stores, and find the demand wonderful. I am putting it over in great shape in the small way I have gone about it. I have convinced myself that the demand for an up to the minute sheet music dealer is very much needed in Youngstown, and I am going to be this dealer, with your cooperation.

I have at the present time sheet music in four of my stores, buying from jobbers, but I am in a position to enjoy jobbers prices from the publishers. I would thank you very much if you would make such arrangements at this time.

Yours For Better Business

Put in A Small Stock of

SHEET MUSIC

It'll Make MORE Money
for YOU!

Ask Us

To MUSIC PUBLISHERS PROTECTIVE ASS'N,
56 West 45th Street, New York City

Tell Us About It

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

GLEANINGS from the WORLD of MUSIC

RADIO MEN FEEL LACK OF COPYRIGHTED COMPOSITIONS

Organization in Chicago to Fight Claims of Society of Composers, Authors and Publishers—Will Consolidate Opinion in Publishing Industry Regarding Compensation for Use

The organization recently in Chicago of the National Association of Broadcasters, at which were represented sixty broadcasting stations from twelve States, marks the first concerted move on the part of radio stations to deny the property rights of the owners of copyrighted musical compositions.

The new association elected Thorne Donnelly, of Chicago, president, and intends shortly to prepare plans to fight the American Society of Composers, Authors and Publishers for the right to use its copyrighted property. It states that it intends, if necessary, to carry its case to the Supreme Court of the United States.

According to the broadcasters' own reports stations not using copyrighted material during the past few weeks have found their programs anything but interesting and a continuance of such programs, they feel, will curtail the interest of the owners of radio receiving sets.

It is the contention of the broadcasters that inasmuch as they do not program music directly for profit they are not amenable to the copyright law of 1909 nor the rules and regulations of the American Society of Composers, Authors and Publishers. It would appear, however, that for organizations which claim to broadcast without profit they are deeply interested in continuing their unprofitable enterprise. Not only that, but they intend to appropriate funds from their unprofitable business for the purpose of protecting their continued use of the property of copyright music proprietors.

There has been a difference of opinion among music publishers as to the advisability of charging broadcasting stations for the privilege of using musical compositions. In no case, however, has any publisher entertained the idea that the use of copyrighted material by broadcasting stations was a right to be used by the latter without the consent of the former. The majority of publishers, in extending such a privilege, bore in mind that radio broadcasting was in its infancy and they invariably reserved the right at some future period, if necessary, to curtail the use of their compositions.

The present move of the broadcasters' organization should, and, no doubt, will, serve to force the great majority of music publishers to join hands to fight their present contention and for preservation of property rights.

Regardless of whether the broadcasting of

music creates sales or is a form of free advertising or general publicity, the present attitude of the Broadcasters' Association will consolidate the opposing factions in music publishing circles. For, from the plans indicated at the meeting, there seems to be an absolute refusal to recognize in any form copyright proprietors.

Not only are music publishers interested in the attitude of the broadcasting stations, but more than a little interest has been aroused in talking machine record and player roll manufacturing circles. They, by law through the Copyright Act of 1909, are paying a royalty on the mechanical reproduction of copyrighted works. To allow, therefore, any radio stations to use the copyrighted works without at least acknowledging the rights of the proprietor in the matter may not be of so much importance just now, but with the rapid development of the radio industry it might have a distinct bearing upon the sales of records and player rolls.

Sheet music, talking machine records and player rolls go into the homes of the country and, through receiving sets, so do the broadcasting programs. While they are not at present competitive with one another on any large scale, the future development of radio, radio interest and radio enthusiasm may make them actual competitors. For these and several other reasons the majority of the publishers will work most energetically to protect their property.

Following the National Radio Conference held in Washington, D. C., the New York Times commented editorially on the matter of royalties and compensation of artists:

"A question that was bound to arise sooner or later is that of payment for music. It was natural for companies manufacturing sets to offer, in free programs, inducements to buyers, but it is now asked if these companies can be reasonably expected to go on furnishing free entertainment. Without doubt, there will always be some free music broadcast by municipal bands, department store organizations and the like. This is on the side of mere transmission. But what are they going to play? If modern copyrighted music is used royalties are justly demanded by its owners. Use of copyrighted music for profit, unless compensation is given, is an infringement which reputable companies will avoid."

"This factor of royalties does not enter into

the use of most of the classics. Yet the question does arise, Who is going to play these classics, and upon what terms? It is obviously not to be expected that highly paid performers, whose fees often run into the thousands, will permit their concerts to be broadcast or that they will often be tempted into radio studios without getting well paid. Two conditions will have to be met: The mechanics of reproduction must be greatly improved and the performers must be compensated."

Since the conference it might also be mentioned that the American Telephone & Telegraph Co. is operating under the A. S. of C. A. & P. License.

THE BEST MUSIC FOR HOME LIBRARY

Prizes to Be Awarded During Better Homes Week for Best Lists of Selections Most Suitable for the Home Music Library

In connection with the Better Homes Demonstration Week to be held throughout the country from June 4 to 10, and in which it is expected close to 2,000 communities will participate, the Music Industries Chamber of Commerce has sent letters to piano, talking machine and musical merchandise manufacturers, as well as music publishers, to ascertain who will contribute prizes for winners in a nation-wide home music contest to be conducted during the week.

Present plans call for a first prize of a \$500 piano or a \$500 allowance on any piano or player selected by the winner from a list of makes whose manufacturers authorize the use of their names. The second prize will be a \$200 talking machine or an allowance of that amount on a higher-priced machine, and there will be, in addition, ten prizes, consisting of musical merchandise, music rolls, records, sheet music, etc., each valued at \$25.

NEW JACK MILLS, INC., NUMBERS

Jack Mills, Inc., has added the following numbers to its catalog of modern novelty piano solos: "Futuristic Rag," by Rube Bloom; "Rippling Waters," by Harold Potter; "Imagination Valse," by Gene Williams; "Tangomania," by Stella Levisohn; "Deuces Wild" and "Red Clover," by Max Kortlander; "Tricky Trix," by Harry Jentes; "Downtown Rag," by Sigmund Carrozza; "The Arm-breaker," by Fred Rose, and "Skidding," by Ed. Claypoole.

An order-taker is just what the word implies.

"Stories" BEING PLAYED AND SUNG FROM COAST TO COAST



Ready Soon for Phonographs and Player Pianos
J.W. JENKINS SONS MUSIC CO ~ Kansas City Mo.

I've got those Blue Hoosier Blues

BLUE HOOSIER BLUES

An Indiana Fox-Trot

© LEO FEIST INC. NYC.

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

ITS INTENTIONS WERE GOOD

But the Telegraph Company Evidently Does Not Keep Up on the Latest Hits

The leading telegraph companies never overlook an opportunity of adding to their revenues. There is quite a little competition in that field and various means are used by these organizations to hold the interest of their clients and get the larger amount of their business.

This wide-awake policy of the Western Union Telegraph Co. recently led to a humorous incident which can be particularly enjoyed by

from The Music Shop, Indianapolis, Ind., which reads, "Send 100 'Got to See Mamma'." The New York telegraph office, not being familiar with the title, interpreted the message to mean that the sender needed \$100, evidently to see his or her mother, and the result is that it attached a memo, shown in the reproduction, calling the receivers' attention to the fact that \$100 could be sent to Indianapolis for \$1.98.

LEO FEIST AIDS CLUBHOUSE

The Songwriters, formerly known as the Composers and Lyric Writers Protective As-

3250 B

Money Transferred by Telegraph

The quickest and safest way to send money is by

Western Union

\$100.00 can be sent to Indianapolis Ind. for 198 cents

A personal or business message may be sent with the money at a nominal additional cost

FY INDIANAPOLIS IND 331P APR 14 1923

WESTERN UNION TELEGRAM

IDENT GEORGE W. E. ATKINS, FIRST VICE-PRESIDENT

K ALWAYS OPEN

CLASS OF SERVICE	SYM.BOL
Telegram	
Day Letter	Blue
Night Message	Nite
Night Letter	N.L.

If none of these three symbols appears after the check (number of words) this is a telegram. Otherwise its character is indicated by the symbol appearing after the check.

LEO FEIST AND CO

759

231 WEST 40 ST NEW YORK NY

SEND ONE HUNDRED GOT TO SEE MAMMA

THE MUSIC SHOP

sheet music dealers. Leo Feist, Inc., as is well known, is the publisher of the novelty dance success "You've Got to See Mamma Ev'ry Night" (Or You Can't See Mamma at All). The various dealers, naturally, when ordering the number shorten the title and the number then becomes "Got to See Mamma." We reproduce a telegram received recently by the publisher

society, recently received a donation of \$1,000 from Leo Feist, head of Leo Feist, Inc., towards the erection of a proposed \$100,000 clubhouse. Mr. Feist had heard of the series of meetings which had recently been held with the above object in view and immediately lent his encouragement and substantial financial support to the project.

It's the Kid, It's the Kid, It's the "pep-py" lit - tle Tan - go Kid

LA MOME TANGO

(The Tango Kid)

The Tango Dance Hit of PARIS!

By Emile Dolore
Chef d'Orchestra
"Follies Bergere" Paris

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

**PICTURE HOUSES IMPROVE PROGRAMS**

One Thousand Theatres Negotiating to Better Musical Programs With Film Presentations

It has been announced that negotiations are being carried on by one thousand motion picture houses which heretofore have been devoted to films exclusively for the purpose of adding concert features to their programs. The purpose is to attract the better-class singing acts to the photoplay houses and improve musical programs.

The move is another indication of the recognition accorded to music by exhibitors. In the programs planned the decided benefit will accrue to vocal selections in both popular and standard variety and should add further activity to the sales of sheet music. The moving picture theatre is one of the most active forces in creating a wider musical demand.

LEE ROBERTS WRITES NEW SONG

CHICAGO, ILL., April 23.—We have all been wondering why our old friend, Lee Roberts, so well known to the members of the Chicago trade, has not been furnishing us with any of his delightful melodies during the past year or so. But now comes "Oh, Harold!" which is being advertised extensively in national and local advertising and bears all the ear-marks of a characteristic Lee Roberts success.

NEW MARKS CO. BALLAD

The Edward B. Marks Music Co. is publishing a new love ballad which is being added to the programs of a number of concert and operatic artists. It is entitled "Give Me the Right to Call You Mine." H. Sylvester Krouse, writing under the nom de plume Harold S. Kay, is the composer. It has been introduced in vaudeville by Louis Guiffria, Idelle Cleaves and other prominent vaudeville artists.

RECORDS THAT SELL

Down Among the SLEEPY HILLS of
TEN-TEN-TENNESSEE
 Another Hit by the Writers of "Tucky Home"

ALA MOANA

The Sensational Hawaiian Dance Hit from the West

SOME DAY YOU'LL CRY OVER SOME ONE

(As I Have Cried Over You)
 A Sure-Fire Hit

COME ON HOME

The Orchestra Favorite Dance Tune

NUTHIN' BUT

A Hot Tune by the Writers of "Hot Lips"

BY THE SHALIMAR

Featured by Orchestras Everywhere

IRVING BERLIN, Inc., 1607 Broadway, New York

"ALA MOANA," BIG WESTERN HIT, FOR IRVING BERLIN

New York Publishing House Buys Number From Florentine Music Co., of San Francisco—Berlin Organization Placing Active Campaign of Exploitation Behind Its Purchase

The purchase by Irving Berlin, Inc., of the Pacific Coast hit, "Ala Moana," from the Florentine Music Co., of San Francisco, Cal., will bring to Eastern and Middle West territory a number which should be one of the most active sellers during the present season. The sales department of the Berlin organization reports that the song has been received most favorably by the trade which, undoubtedly, has heard some comments of its earlier success on the Pacific Coast.

The professional band and orchestra departments of the Berlin organization have inaugurated an exploitation campaign in behalf of "Ala Moana" and this intensive publicity drive will be carried far into the Summer months. The fact that the number, in addition to being an appealing song, is a timely dance number, adds

to its value and will, undoubtedly, increase its sale.

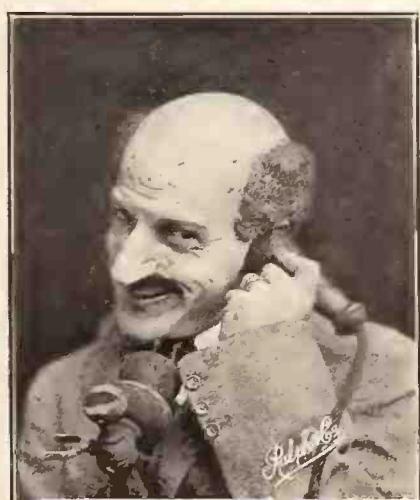
The various branch offices of the Berlin organization will also take part in the campaign on the number. They will follow up the orchestras in the cities where branch offices are located and in adjacent territory. The offices will also rehearse acts on the number when they visit various cities. Dance orchestras and photo-play house musical organizations will be given particular attention in the drive.

The number will shortly be released by various talking machine record and player roll companies and this added publicity, together with the co-operation of the trade, should result in "Ala Moana" having a large sale. The song was written by Bob Lukens and Johnny Noble and is a novelty Hawaiian fox-trot.

ORIGINAL "COHEN" IN NEW YORK

Joe Hayman, Whose "Cohen" Records Are Famous, Returns From Lengthy Stay in England—"Cohen Buys a Wireless Set" His Latest

Few owners of talking machines in America have failed at some time or other to get a full



Joe Hayman

measure of amusement from the telephonic conversations of one Cohen, whose troubles with the English language have brought countless

laughs, and there are, likewise, few who are acquainted with the fact that the originator of the Cohen records is Joe Hayman, who has just returned to the United States after an extended stay in England, where he and Mrs. Hayman went to fill a short vaudeville engagement about thirteen years ago and there remained up until this time. Mr. and Mrs. Hayman are great favorites in English vaudeville and have also had a part in the writing and producing of several revues, which have been successful on the English stage.

Being an exclusive Columbia artist, Mr. Hayman naturally called at the headquarters of the Columbia Graphophone Co. as soon as he landed in New York and while there was asked where he got the inspiration for Cohen records. "My father had a drygoods store on Avenue B, New York," he said. "One day, when I was thirteen years old, an old man named Levine, fresh from the old country, came to my father, asking to rent his cellar as storage space for the ice, coal and wood he planned to sell. Father loaned the cellar to the poor old fellow and he stayed for two years—until his thriving business expanded beyond the cellar's capacity.

"Old man Levine and I became fast friends. I tagged him around from morning 'til night. Being a natural mimic, I remembered and can still reproduce the old gentleman's ludicrous at-

tempts at the English language, and, more particularly, the ridiculous results of his attempts at the current American slang. I was the original bearded Hebrew impersonator in American vaudeville. And Levine, alias Cohen, is the man you hear in my telephone records."

Mr. Hayman's latest record is entitled "Cohen Buys a Wireless Set" and is considered particularly timely, inasmuch as thousands of radio fans met him recently, through the air as it were, when he broadcasted a number of his Cohen stories from Station WEAF, New York, the broadcasting headquarters of the American Telephone & Telegraph Co.

PARADE OF THE WOODEN SOLDIERS



THE RECOGNIZED SUPER FOX-TROT SONG HIT OF THE WORLD!

ORCH. 25¢ BAND \$1.00

A Super Waltz Hit!

JUST FOR TO-NIGHT (NUR EINE NACHT)

SHEET MUSIC - 30¢ EACH, BOTH POSTPAID 50¢ SPECIAL ORCH. JUST FOR TO-NIGHT 25¢ BAND 50¢ MUSIC, RECORDS, ROLLS ON SALE EVERYWHERE

Edward B. Marks Music Co.
225 WEST 46ST, NEW YORK



THE OVERNIGHT SMASH!
LONG LOST MAMMA
DADDY MISSES YOU
THE BLUEST OF FOX-TROT BLUES

By HARRY WOODS M. WITMARK & SONS, NEW YORK

REMICK CATALOG IN BIG DEMAND

Many Dealers Featuring Most Popular Numbers in Striking Window Displays—An Example of This Work From Boston, Mass.

The Jerome H. Remick & Co. popular catalog is having a most healthy and active season. Among the more prominent successful titles are "Beside a Babbling Brook," "Falling," "I'm Just a Little Blue (for You)," "My Buddy," "Sweet One," "Barney Google," "When Will I Know?"



Kresge Display of Remick Numbers

and that unusual success, "Carolina in the Morning." The more active numbers of the above have been prominently featured by the trade, both on the music counters and in special window showings.

We herewith reproduce an artistic window arranged by the S. S. Kresge store, Boston, Mass., in which "Falling," "Just a Little Blue" and "I'm Through Shedding Tears Over You"

are featured prominently. During the week these titles were shown in the window the Kresge music counter found the demand for the numbers shown most active. Frequent requests were made by prospective purchasers to have one or all three of the numbers played and the piano rendition of the songs invariably closed the sale.

"GLORY" NUMBER GOING STRONG

"Glory," the musical comedy of which Joseph McCarthy and Harry Tierney are the writers of the words and music, and which had a run at the Vanderbilt Theatre, New York, later playing in Philadelphia, has closed and been sent to the storehouse. However, out of the ruins of this show the outstanding song, "Saw Mill River Road," will be popular for some time. In fact, it is heard practically in every café, dance hall and theatre in the East and, undoubtedly, will attain national popularity in a short space of time. Leo Feist, Inc., the publisher, has recognized its possibilities.

NEW CLARK & LESLIE NUMBERS

The new publishing firm of Clark & Leslie Songs, Inc., which recently opened up offices in the Hilton Building, 1591 Broadway, New York City, announces a new fox-trot ballad entitled "Now That I Need You You're Gone," and a new novelty song entitled "Maggie (Yes, Ma'am)." Sidney C. Caine is general manager of the new company, Frank Marvin manager of the band and orchestra department, and Eddie Mobous, professional manager. The latter has associated with him Harry Warren, Herman Ruby, Joe Meyer, Pete Wendling, Charley Warren and Lou Handman.

Every day one reads about business men with the "public be damned" attitude failing.

"SWINGING DOWN THE LANE" A HIT

New Feist Number by Isham Jones, Brunswick Artist, and Gus Kahn Scoring Emphatic Success Throughout the Country

According to reports from orchestras throughout the country and from the indications gleaned from early sales, the new song, "Swinging Down the Lane," published by Leo Feist, Inc., will be one of the most active numbers of the present season. Its popularity in Chicago territory is unprecedented.

Isham Jones, well-known orchestra leader and Brunswick recording artist, is the writer of the music of this song. The words are by Gus Kahn. Jones, besides his dance and recording work, is now appearing with his orchestra in vaudeville. He recently appeared at the Palace Theatre, Chicago, and an excerpt from a newspaper report, which speaks well for this new song, in one of the leading Chicago papers is reproduced below:

"Mr. Jones' friends are legion, and he's destined to make many new ones this week because his engagement at the Palace affords an opportunity for thousands to hear him who never have done so—unless by radio. His selections are ably chosen and the assistance he gets from all of the men is so delightful that it seems hardly fair to dwell on any especial player, though the cornetist seems to stand out greatly throughout the performance. Mr. Jones' own 'Swinging Down the Lane' seemed to us, personally, the rare jewel of the sparkling program."

Among the recent Edison record releases was a particularly good record by Claudia Muzio—"La Separazione," by Rossini, and "Son pochi fiori," by Mascagni. These were the first Muzio releases since the great diva joined the Chicago Opera Co.



An Absolute Riot
SHOW POKE
NOVELTY FOX TROT

By JOE GOLD M. WITMARK & SONS, NEW YORK

The Waltz Sensation for 1923

Goodnight!

Watch
this Baby
GROW!

"You can't go wrong - with any FEIST song!"

THREE NEW WITMARK RELEASES

Intensive Summer Campaign on "Long Lost Mamma," "De De" and "Slow Poke"

A new fox-trot "blues" number heard frequently in Broadway dance palaces is entitled "Long Lost Mamma" (Daddy Misses You). The number by Harry Woods, published by M. Witmark & Sons, met instant response from orchestras upon its release. The publishers have arranged a wide campaign to exploit it. It should be quite popular throughout the Summer months.

Two other Witmark additions were recently announced, "Slow Poke," also a fox-trot by Joe Gold and J. J. Faggen, and "De De." This latter number will, without doubt, be heard in the "Bombo" show upon its return to New York, sung by Al Jolson.

ROSLYN DAVEGA IN THEATRE DEBUT

Roslyn Davega, young daughter of Abram Davega, president of the Knickerbocker Talking Machine Co., Victor wholesaler, New York City, made her debut in theatrical circles on Sunday, April 29, at the Belmont Theatre. Metropolitan talking machine dealers will remember Miss Davega's performance at a recent dinner tendered by the Knickerbocker Talking Machine Co. to its dealers. Although only six years old, Miss Roslyn charmed her audience, which was a large one, as the theatre was filled to capacity, and danced three numbers, the Spanish, scarf and clown dances.

MAURICE A. RICHMOND IN DENVER

President of Richmond Music Supply Corp. Finds Good Demand for "Tell Me With Smiles" and "Little Pal of Long Ago"

DENVER, Colo., May 5.—Maurice A. Richmond, president of the Richmond Music Supply Corp., New York, and also with the Richmond-Robbins Co., of the same city, recently visited Denver en route to the Pacific Coast. Mr. Richmond said that he found conditions generally good throughout the country, especially commenting on the vogue which "Tell Me With Smiles" and "Little Pal of Long Ago," two numbers in his catalog, are having. He also stated that, with the syndicate stores dropping their music departments, the revival of interest by the legitimate music dealer in popular sheet music was rapidly coming about.

DAVIS BACK FROM NEW ENGLAND

Joe Davis, of the Triangle Music Publishing Co., returned recently from a trip to New England territory. The firm's song, "My Mother's Lullaby," is quite active in Boston and surrounding cities. The number was recently broadcasted by the Leo Reisman Orchestra.

Joseph McCarthy and Harry Tierney, who wrote "Irene" and "Up She Goes," are now at work on a musical version of "Rip Van Winkle." It will be called "Rip's Daughter" and will be written for a three-star part combination for early production.

NEW JACK MILLS BALLADS

Series Will Be Known as "B-B Series"—Many Artists Using Numbers on List

Jack Mills, Inc., recently inaugurated a new catalog of ballads which is being marketed under the trade-mark "The B-B Series." Among the contributors to these new issues is Clara Edwards, with such numbers as "Happiness," "'Tis Enough" and "The Little Shepherd Song." The new Bert Grant, George Graff, Jr., and Jimmy McHugh song, "Out Where the Blue Begins," has also been added to this catalog. Among the concert artists programming these numbers are John Steel, Dorothy Jardon, John Charles Thomas, Colin O'More, George Dufranne, Margaret Romaine, Florence Macbeth, Clara Deeks and Lenora Sparkes.

EDGAR F. BITNER RETURNS

Edgar F. Bitner, general manager of Leo Feist, Inc., returned to his desk early this month following a tour of the Middle West and Pacific Coast territory. Mr. Bitner was accompanied by Mrs. Bitner, and they were elaborately entertained at many points during the trip. Following several weeks' stay in California, they returned by the Northwest route and Canada.

Saul H. Bornstein sailed on Saturday, April 28, for London to attend the opening of the new "Music Box Revue" show.

Jack Mills, of Jack Mills, Inc., will sail for Europe on the S.S. "Berengaria" May 15.

WOL-VER-INE I've been yearn-ing **WOL-VER-INE** I'm re-turn-ing

WHO WAS IT THAT SAID~

*You've got to give the "pooblic" what they want!
HE SAID A MOUTHFUL!!*

WOLVERINE BLUES

(A BLUES MASTERPIECE)

NOW RECORDED ON ALL RECORDS AND ROLLS
A Sure-Fire Hit

Sixty-third Street and
Cottage Grove Avenue



CHICAGO
ILL.

FIXING OF RESALE PRICE BY MANUFACTURER ADVOCATED

Nelson B. Gaskill, Federal Trade Commissioner, Would Amend Law to Give This Privilege to the Manufacturer—Makes Interesting Address at the Hotel Astor on Wednesday

Legislation to permit a manufacturer to fix a resale price for his products under certain conditions was suggested by Nelson B. Gaskill, a member of the Federal Trade Commission, in a speech at a dinner of the American Trade Association executives, held last Wednesday night at the Hotel Astor, New York, in connection with the convention of the United States Chamber of Commerce.

Such fixing of resale price by contract or by agreement of distributors has been denied by court decisions, the effect of which, Mr. Gaskill said, had been to prevent resale price maintenance by an individual manufacturer by denying him an effective method. Mr. Gaskill distinguished between the individual manufacturer and a group of manufacturers. In suggesting that there should be some method of resale price fixing by the individual manufacturer, he said:

"To the inability of a manufacturer to protect the price of his product may be attributed quite as much as to any other cause the tendency to deterioration of quality which is a distressing manifestation along many lines to-day. Deterioration of quality is a remedy alternative only to going out of business, which is forced upon the producer who cannot to any effective degree protect the selling price of his product. It is a truism that the purchaser will buy in the cheapest market, and even a small variation is sufficient to divert the current of trade."

"There is danger in monopoly, there is injury in restraint of trade and these practices are denied by the law because they close the door of opportunity to the individual, the maintenance of which as a free and open channel is essential not only to American institutions, but to the exact operation of the competitive system. Where monopoly is sought in a relatively few instances, where combinations in restraint of trade occasionally make their appearance, while the alarm from these manifestations is justifiable and is not to be minimized, a constant danger lies in the practice now so prevalent of single line leaders sold below cost for the purpose of inducing other business, or establishments in which many lines are sold below cost with concealed profits in other sales which not only equalize the loss, but translate the whole practice into a profit balance. The most

effective remedy—resale price maintenance—must, in my opinion, be recovered not only for the sake of the manufacturer or the distributor, but for the sake of those who to-morrow and the day after to-morrow will seek to enter into business as individuals and find the door of opportunity closed against them unless this unbalanced method of selling is checked.

"To accomplish this result legislation will be needed. This legislation should, in my opinion, distinguish clearly between a producer and his selected distributors and those other groups whose agreements may well be regarded as inimical to the policy stated in the Sherman law. It should require that the protected prices to be fixed by the producer should operate as a maximum as well as a minimum in order that the good faith of the practice should be manifest and its exercise removed from suspicion as contributing to undue exaction anywhere along the line of distribution. And it would be well should such legislation include provision for the due publication of the protected prices and any changes therein in order that the purchasing public may be advised as to the producer's purpose and be guarded against a misrepresentation of which the producer may have no notice."

ENDICOTT MUSIC SHOPS EXPAND

BINGHAMTON, N. Y., May 10.—The Endicott Music Shops, Inc., which for some time have occupied one-half of a store on Washington avenue, this city, have arranged to take possession of the entire store this month in view of the heavy increase in business. The new section of the store will be equipped in a most modern manner to provide for the display and sale of machines and records. Miss Elsie Keary, who has been connected with the Endicott Music Shops for the past two years, has resigned to take up her residence in Troy.

SCHMELZER CO. SELLS TO JENKINS

The Schmelzer Co., Victor distributor, Kansas City, Mo., announces that it has disposed of its Victor department to the J. W. Jenkins' Sons Music Co., also of Kansas City. The Schmelzer Co. will devote its entire energies to its large and growing sporting goods business.

Do You Know

That BLACK SWAN RECORDS are the records that most satisfactorily meet the demands of colored trade?

That the record-buying public has never before realized so fully the superiority of Black Swan Records and the demand for the only record made and controlled exclusively by colored people has never been so great as at present?

That the following SURE FIRE SELLERS will increase your sales and profits?

- | | |
|-----------------------------|-----------------|
| 14142 Log Cabin Blues | Trixie Smith |
| Voo Doo Blues | Trixie Smith |
| 14143 Roamin' Blues | Maud De Forrest |
| Doo Dee Blues..... | Maud De Forrest |



BLACK SWAN PHONOGRAPH CO., Inc.
2289 SEVENTH AVENUE :: NEW YORK CITY



Made in Our Watch Oil DEPARTMENT

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

The Best Oil For Any Talking Machine

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

Colorless, Odorless and Stainless.

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

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

For Sale by all Talking Machine Supplies Dealers

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

STAGES "KING TUT" WINDOW

Wittstein's Music Shop, New Haven, Conn., Sonora dealer, is a keen believer in the value of attractive window displays and the accompanying illustration, showing a "King Tut" window,



Artistic Display by Wittstein's Music Shop is one of the most effective displays prepared by this enterprising dealer during the past year.

The Sonora William and Mary De Luxe period model is the keynote of the display, being surrounded by groups of early Egyptian objects closely allied to the "King Tut" fad. The window won the attention and approval of all passers-by and emphatically proved its value from a publicity standpoint.

TO CARRY STOCK IN GOTHAM OFFICE

The New York Recording Laboratories, 1140 Broadway, New York City, recently announced that a large stock of Paramount records will be carried in the New York offices. A. E. Satherley, manager of the company, states the arrangement was made necessary by the continued growth of business in this territory. The trade will now be supplied immediately upon order and this will increase retail sales, particularly on popular numbers.

BROOKLYN FIRM INCORPORATES

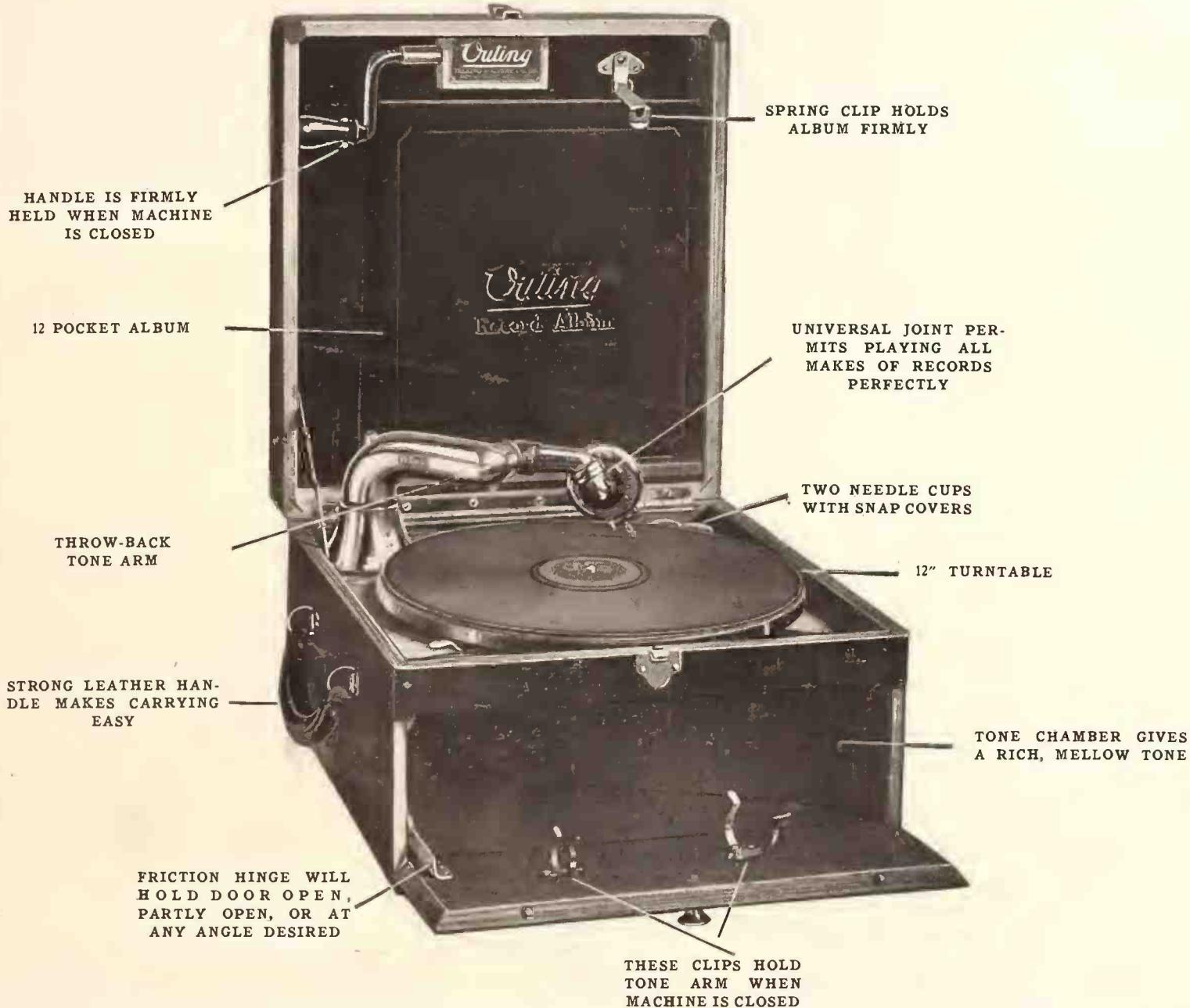
Burgman-Hemmer, of Brooklyn, N. Y., was chartered in New York recently for \$35,000 to deal in talking machines. M. Burgman, F. Hemmer and W. M. Wheatley are the incorporators.

The Goldenola Shoppe, E. C. Morris, O. C. Langbein and C. V. Martin, proprietors, is the latest addition to the music stores of Taft, Cal. Talking machines and musical instruments are handled.

"One handle handles it"
Outing

Outing Talking Machine Co., Inc.

MOUNT KISCO, N. Y.



JOBBERS

ARTOPHONE CORP.,
1103 Olive St., St. Louis, Mo.

ARTOPHONE CORP.,
203 Kansas City Life Bldg.,
Kansas City, Mo.

BRISTOL & BARBER CO.,
3 East 14th St., New York, N. Y.

CABINET & ACCESSORIES CO., Inc.,
3 West 16th St., New York, N. Y.

CONSOLIDATED TALKING
MACHINE CO.,
227 West Washington St., Chicago, Ill.

CONSOLIDATED TALKING
MACHINE CO.,
1121 Nicollet Ave., Minneapolis, Minn.

DAVENPORT PHONOGRAPH
ACCESSORY CO.,
Davenport, Ia.

THE DUNING CO.,
303 Second St., Des Moines, Ia.

A. C. ERISMAN CO.,
174 Tremont St., Boston, Mass.

GENERAL PHONOGRAPH CORP.,
15 West 18th St., New York, N. Y.

W. S. GRAY CO.,
942 Market St., San Francisco, Cal.
Los Angeles, Portland and Seattle

IROQUOIS SALES CORP.,
210 Franklin St., Buffalo, N. Y.

C. L. MARSHALL CO.,
514 Griswold St., Detroit, Mich.

J. K. POLK, Inc.,
294 Decatur St., Atlanta, Ga.

STARR PHONOGRAPH CO.,
634 Grant St., Pittsburgh, Pa.

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

STEWART SALES CO.,
502 Occidental Bldg.,
Indianapolis, Ind.

GEO. C. ULRICH & CO.,
56 Estey Bldg., Philadelphia, Pa.

UTICA GIFT & JEWELRY SHOP,
Utica, N. Y.

VOCALION CO. OF OHIO,
328 Superior St., West,
Cleveland, O.

MARTIN WEISS CO.,
Dallas, Tex.

Export
CHIPMAN, LTD.

New York

MONTREAL
WELLINGTON
SYDNEY
MELBOURNE
PERTH

HAVANA
MEXICO CITY
BUENOS AIRES
RIO DE JANEIRO
SANTIAGO
DE CHILE

CABLE ADDRESS: CHIPMONK, NEW YORK

London



When you deliver a Columbia to a customer, deliver it out of the shipping case—polished, ready to play, looking its best.

Columbia Branches provide padded delivery covers that insure delivery in perfect condition.

COLUMBIA GRAPHOPHONE CO.
New York

AWARDS WINDOW DISPLAY PRIZES

Knickerbocker Talking Machine Co., Victor Wholesaler, Awards Prizes for Best Window Displays During Music Week

Abram Davega, president of the Knickerbocker Talking Machine Co., announced, previous to Music Week, that his company would offer prizes for the best-dressed Victor window during that week. The first prize to be \$25, the second prize \$15 and the third prize \$10. The judges of the contest were representatives from The Talking Machine World and two other papers in the field. Many dealers took advantage of the offer and filled out blanks entering the contest. During the week the judges, piloted by Mr. Davega, visited the various dealers and made their reports, the prizes being awarded by Abram Davega, of the Knickerbocker Talking Machine Co. It was interesting to note, while traveling around the city, the number of dealers who made good use of the publicity afforded by Music Week. Although there were a few who did not even display a Music Week poster, these few were more than balanced by the many attractive windows found.

As a result of the investigation the following prizes were awarded: First prize, to the M. Rappaport Music Shop, 880 Westchester avenue; second prize, to M. Goldsmith & Sons, 1493 First avenue; third prize, to the European Phonograph Co., located at Tenth street and Avenue A. In addition, extra prizes of \$5 each were offered to A. Bersin and Millard's, in Brooklyn, and Fred Bullenkamp, New York City. The awards were made not only on the general attractiveness of the windows, but also because of the effective manner with which they were linked up with Music Week.

DEATH OF H. H. NYE'S FATHER

H. H. Nye, of the sales staff of the Silas E. Pearsall Co., New York, Victor wholesaler, has been receiving the sympathy of his friends in the trade upon the death of his father, H. Nye, who died at Providence on April 23. Mr. Nye had been identified with the piano industry for many years and, at the time of his death, was associated with the Providence headquarters of the M. Steinert & Sons Co. He was one of the most popular men in the local trade.

UNUSUAL OKEH PUBLICITY DRIVE

Well-known Colored Record Artists Featured in New Advertising Campaign of General Phonograph Corp., of New York

The General Phonograph Corp., New York, manufacturer of Okeh records, has just instituted an unusual publicity campaign featuring the many exclusive Okeh colored artists. As a pioneer in this important field, the General Phonograph Corp. has achieved phenomenal success and the present campaign is meeting with the hearty co-operation of Okeh jobbers and dealers.

The accompanying illustration is a facsimile of a full page advertisement that appeared May 5 in the Chicago Defender, one of the leading newspapers in the country read by the colored population. This is probably the first full-page advertisement featuring records by colored artists exclusively that has ever been used in a newspaper of this type.

At the present time the following colored artists, who are well known from one end of the country to the other, are making Okeh records exclusively: Sara Martin, Mamie Smith, Eva Taylor, Shelton Brooks, Esther Bigeou and Handy's Orchestra. In addition to these artists many others have been engaged for the Okeh library, and in recognition of the wide scope of its repertoire,

the General Phonograph Corp. decided to embark on this extensive advertising campaign.

In addition to the Chicago Defender other well-known newspapers that are popular with the colored population are carrying this advertising, including the Atlanta Independent, New York Colored News and others. A proof of this full-page advertisement has been mailed to every dealer on the Okeh list, accompanied by a personal letter from J. A. Sieber, Okeh advertising manager, calling attention to the campaign. Incidentally, the Chicago Defender

Okeh Week

Featuring
The World's Greatest Race Artists
on the
World's Greatest Race Records

STARS, STARS, STARS! Just cast your eyes up, down and around this page. Each a headliner and every one playing 'em, saying 'em, or singing 'em on Okeh Records—the Race Records of Quality.

Never before has such a famous group of artists been doing its stuff under one company as this page-full of talent has for Okeh Records. Who can match Mamie Smith, or her unforgettable list of Okeh hits? Who can show 'em better than Sara Martin—originator of those "mamain" blues, or maybe Eva Taylor, star of Broadway, with Clarence Williams hypnotizing the world? "Dig with your mother" is jazz! Shelton Brooks, high-toned harmonica. Who can top Esther Bigeou and her unique "Shuffle Along" bit of a generation. And don't forget Handy's Orchestra, that's it—toe ticklers every one. Mamie Smith's jazz records are the latest jazz blues. Listen over, come meet your friends once more and mark the records you want in the list on the margins of this page. Don't forget to ask your dealer for Okeh Records, the records that put over real hits by real race artists every time.

General Phonograph Corporation, 25 West 45th Street, New York City

Okeh Records
The Original Race Records
PLAY ON ANY STANDARD PHONOGRAPH

To All Retail Dealers
Who Want Money
in the Bank

Typical Example of Newspaper Advertising

claims a circulation of more than two million readers, making it an unusually influential advertising medium.

HEALTH BUILDER RECORDS POPULAR

Popularity of healthy building exercises with the aid of talking machine records has gained a decidedly strong foothold in the customs of the people. Robert B. Wheelan, president of Health Builders, Inc., reports that the sales of records by May 1 show that more Health Builder sets have been sold during that period than ever before, with the outlook very promising.

ANNOUNCEMENT

The Gold Seal Company announces that Edward Ginsburg is no longer connected with it and has no authority to act as its representative.

GOLD SEAL COMPANY

105 West 40th Street

Manufacturers of Gold Seal Record Repeaters

Announcing The New Haag Record File Line



Long Cabinet—Style 87

Equipped With One Haag File
Finished in Dark Red and Brown
Mahogany, Golden, Fumed and
Weathered Oak

A LONG FELT
WANT REALIZED

LONG CABINETS EQUIPPED WITH HAAG RECORD FILES

A COMBINATION
OF QUALITY & UTILITY



Model "J"

For Victor Portable Model No. 50
Equipped With Haag Record File
Finished in Dark Red and Brown
Mahogany, Golden, Fumed and
Weathered Oak

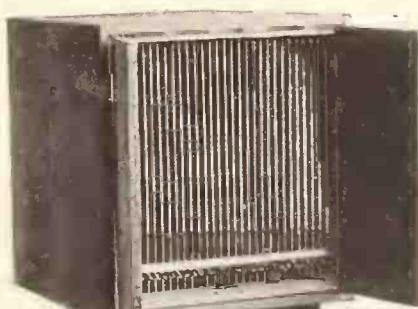


Long Cabinet—Style 77

Equipped With One Haag File
Finished in Dark Red and Brown
Mahogany, Golden, Fumed and
Weathered Oak

Haag Record Files are
made in sizes to fit all
makes of phonographs and
talking machines and will
accommodate all makes
and sizes of records.

*Write Today for
Full Particulars*



Pedestal Model
Style "A"
Cabinet Morocco, Black
or Maroon

Style 502
Finished in
Dark Red Mahogany
and
Brown Mahogany
Only

Long Cabinet—Style 502
Equipped With Two Haag FilesLong Cabinet—Style 502
Equipped With One Haag File

HAAG & BISSEX CO., Inc. Calvert Bldg. Baltimore, Md.

How Publicity Opened the Door to Sales

The Story of a Well-Conceived Advertising Campaign Which Resulted in a Veritable Avalanche of Sales in Kansas City, Missouri

A most interesting story of how a phonograph business that was lagging somewhat and quite apparently not getting the proper share of public attention and patronage was stimulated by a carefully mapped out publicity and sales campaign in which real money and effort were spent for the purpose of creating a heavier business turnover has been told by Herbert Bailey, manager of the Blackman Music Co., Edison phonograph jobbers and dealers, Kansas City, Mo.

The campaign cost in the neighborhood of \$20,000, but the results more than justified that cost in the development of new business and future prospects. Mr. Bailey stated that last Fall it was quite evident that business was not developing in the way it should, although there was a lull at the time in several lines of business locally. This moved the executives of the company to devise ways and means for attracting public attention and increasing sales.

Drive to Establish Name of Firm

"Our initial advertisements were executed with the idea of making the name 'Blackman's' as familiar to every man, woman and child in Kansas City as the name of R. A. Long, Katz or Benton boulevard," said Mr. Bailey. "In other words, we desired to eradicate the impression that Blackman's is 'a' store, and substitute the impression that Blackman's is 'the' store—the store which is putting on this unusual selling campaign! A couple of weeks prior to the opening of our drive one resident of Kansas City might have said to another: 'Blackman's? Oh, yes; that's down on Grand avenue, isn't it?' And two weeks after our publicity campaign had got under way: 'Blackman's? Why, sure! Every one in town knows about that store!'

"So much for the angle of our advertising and the 'personality' which we injected into it. Now, as to the plan of our publicity. Believing that all publicity is good, we still insist that some advertising is much more effective than others. Hence, we evolved a plan of advertising and selling which was by no means general in its scope, but was definite, specific and appealing. Our offer, in brief, was this:

Offer in Ads Which Scored

"Let us place a superb phonograph in your home to-morrow: Listen to exquisite re-creations of music such as were never believed possible. Enjoy all of this over Thanksgiving Day, Christmas Day and New Year's Day, and pay nothing whatever on the phonograph until February, 1923. All you are asked to do is to pay for a few records, but not one cent on this beautiful instrument.

"This offer was made to every responsible

resident of Kansas City who wished to take advantage of it. The psychology behind the offer was simply this: Once a musical instrument makes its entry into the average home it soon becomes looked upon almost as one of the family, and, in most cases, will not be parted with except in case of the most urgent necessity. Then, too, the family 'pride' is put at stake. Once an instrument has been placed in the home, and purchased on the payment plan, the family feels that it would never do to surrender it and let the neighbors know that it had been lost through defaulted payments. Just as a clever salesman trains himself to make his entry into the home of his prospects, so, in the broader sense, the great object in view in our campaign was to put our wares into Kansas City homes.

"So much for our publicity methods, deferred payment plan, which we had evolved as the most practical method for lessening sales resistance, and the \$20,000 advertising appropriation which we had calculated as the correct amount necessary to see us through. We were convinced that our plans for bringing thousands of new prospects to our store had been carefully and correctly laid. But what about handling these potential buyers once we had brought them to our doors?

Make Preparations for Big Sales

"In the first place we enlarged our sales force at the store, got our display rooms in readiness, made preparations to put special demonstrations by which we could prove to prospects the superiority of our records and machines and, in every possible way, made preparations to meet the emergency at the store.

"But more important than this, in my estimation, was our plan to squeeze all the juice from the lemon by the use of a direct-lead and follow-up system, by means of which none of the benefits of our advertising appropriation would be lost. We felt sure that our publicity would attract thousands of people to our store, many of whom would listen to our demonstrations, glance over our different models and leave the store without buying. Naturally, it would be difficult to make a personal sales talk to each person in the store, when it was crowded with scores of people who had been attracted by our spectacular publicity, but who would not make a decision during their visit at our store.

Outside Men Clinch Sales

"To reap our legitimate harvest from these prospects who were sufficiently interested to call at our store, but who refused to buy at that time, we secured the services of a number of

salesmen of proved ability, whose work was to be performed entirely outside the store, at the homes of prospects. In order to secure direct leads in sufficient quantities to keep these men busy, we got the names and addresses of all those who called to witness our demonstrations, and, in many cases, the names and addresses of friends or relatives, who, in their opinion, might be interested in having a phonograph placed in their homes.

"I believe it is no exaggeration to say that this was what made the success of our entire sales campaign possible, for it is a fact that the largest percentage of our sales was clinched right in the homes of our customers. Of course, had it not been for our extensive publicity, and the deferred payment plan in connection, these people would not have been attracted to our store and, in consequence, their names would not have been known to us. But, by sending one of these salesmen out to the home, while such people were in the buying mood and after they had given us their names and addresses, we secured a maximum of results in the way of a high percentage of sales in ratio to the total number of prospects.

"It would be putting it mildly to say that this experiment proved to be the most remarkable success in the history of the Blackman store. Not only did the expenditure of the \$20,000 prove good business, but a literal knockout as a business builder.

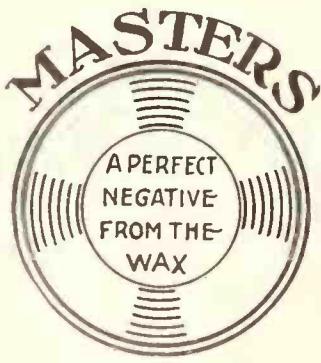
Sales Continue After Campaign

"For instance, the publicity secured for our store will still be bringing us business several years from now. We have shown the public that we are alert, aggressive and ready to take a chance. Then, again, the discovery that we can, practically at will, secure a big segment of the Kansas City trade, simply by launching a real drive, has stiffened the morale of store owners, managers and sales force.

"Yet we have no intention of forgetting the details and steps in our plan of campaign, a weakness in any link of which might very possibly have wrecked the success of the whole. First, unstinted publicity, with a plan and personality to attract widespread interest. Second, thorough demonstration of our product at the store. Third, our method of securing the names of all who were sufficiently interested to call. Fourth, the sale of every instrument possible at the store. Fifth, a group of aggressive and efficient outside salesmen to follow up every direct lead secured at the store and complete the sale right in the home, enabling us to reap the entire harvest from our publicity."

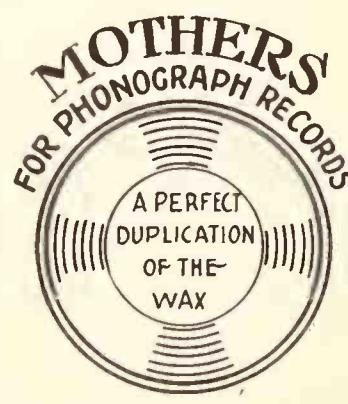
NATIONAL METALS DEPOSITING CORPORATION

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

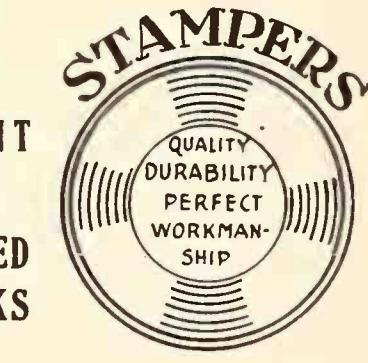


WE DEPOSIT THE
FINEST COPPER
IN THE WORLD
FOR YOUR CONVENIENCE
DELIVER RECORDED WAX
TO OUR LABORATORY

MOUNT VERNON—NEW YORK
MANUFACTURERS OF



OUR
IMPROVEMENT
ALL STAMPERS
HAVE
HIGHLY POLISHED
MACHINED BACKS



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



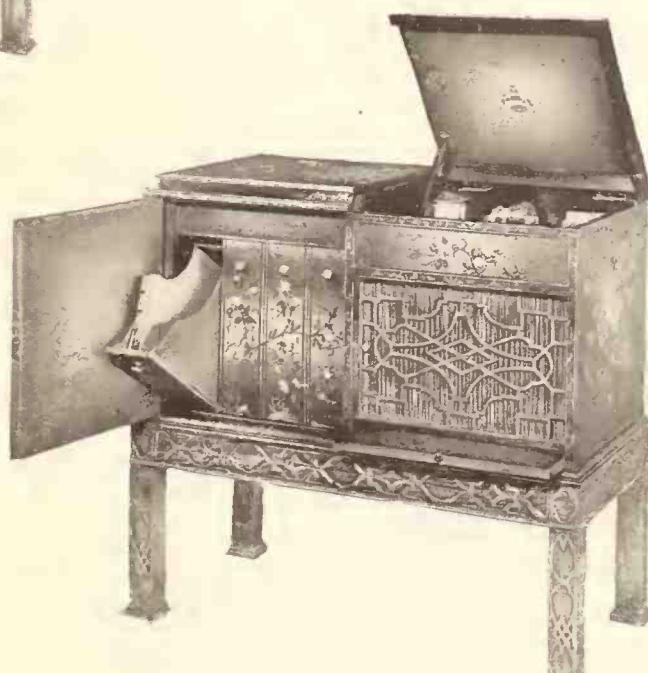
THE ORSENIGO PERIOD PHONOGRAPH



Chinese Chippendale — Height, 39 inches; width, 21 inches; length, 39 inches

CLOSED VIEW

A very beautiful console finished in old red lacquer, antique crackled effect.



OPEN VIEW

THE ORSENIGO COMPANY, Inc.

Showrooms: 383 Madison Avenue, at 46th St.
New York City, N. Y.

Factory: Skillman Ave. and Rawson St.
Long Island City, N. Y.

ATLANTA

Dealers Planning Store Improvements—Business Improves Consistently—Other Important News

ATLANTA, GA., May 7.—A surprising number of dealers are planning to add audition rooms or to otherwise enlarge or rebuild their departments during the Summer months. This is a clear indication of a confidence in good business during the rest of the year and proves that the talking machine business is once more back to prosperous times.

M. E. Lyle has returned from a trip through northern Alabama, where he reports conditions as excellent, dealers optimistic and confident that present good times are but the forerunner of a wonderful talking machine business.

The Humes Music Co., of Columbus, Ga., which recently purchased the former Woolworth Building for its new home, has arranged to make this one of the finest music stores in the entire South. Unico equipment is to be installed, the feature being a handsomely wainscoted entrance lobby, with special screen and arch. Ample audition and machine demonstrating rooms are provided for and the record department will be completely equipped with new Unico racks and service counters.

E. E. Forbes & Son, Birmingham, report a constantly growing call for Paramount records, which they job throughout this territory.

Special Representative Usher for Pathé is making an extended trip in this district, calling on all the larger dealers who handle the Pathé Actuelle records and machines.

The first supply of Victrola No. 215 has just been distributed to the Victor dealers. This is the first Victor console with the split top and the dealer comment is enthusiastic.

Frank K. Dolbeer, treasurer of the Victor Co., was an important visitor, spending several days here in conference with Victor jobbers.

W. C. Fuhri, general sales manager of the General Phonograph Co., stopped here on his return from an extended Western trip.

The store changes, which are about completed, at John L. Moore & Sons have provided a large handsome room immediately next to the art department for the display and demonstration of console models in luxurious surroundings.



"We Serve the South"

Inquiries
from
Dealers
Solicited

TODAY progress and hearty co-operation are necessary for success. Especially is closer contact between dealer and distributor needed.

Dealers who are served by us will testify that we are always dependable and prompt in our deliveries and that we are always ready to assist them in the solution of their merchandising problems.

We are looking for a few more progressive dealers who will act with us to our mutual benefit in supplying the public with the popular

Okeh Records

The Records of Quality

Wholesale Phonograph Division

JAMES K. POLK, Incorporated

Offices and Show Rooms:

294 Decatur Street

ATLANTA, GA.

A new two-tone Strand model, known as No. 260, has been received and is on display at the showroom of M. E. Lyle.

One of the most active Victor dealers is the Empire Music Co., which has four high-grade outside salesmen constantly at work. They are "Go-getters."

Walter Camp's "Daily Dozen" and the Health Builder's "Reducing Records" are being featured by several of the large Peachtree street dealers.

P. C. Brockman, in charge of the phonograph division, Polk Furniture Co., Okeh distributors, is finding lots of good business on his present trip through Florida.

Vocalion Red records are surely coming into their own down this way. A number of new dealers have put in the line during the past month.

Space has been provided for in M. Rich & Bros. new department store for a completely equipped Victrola and Steinway department.

Reports from various dealers throughout the southern part of Alabama to Phonographs, Inc., seem to indicate that they are enjoying a wonderful revival in business. This particular territory has suffered during the past two years from boll weevil conditions, but the Edison dealers in that part of the State are now getting their full share of business. Dealers are, in some cases, placing orders for future shipment, an indication of the optimistic conditions prevailing in this territory.

J. A. Turner, of the Turner Music Co., Miami and Tampa, Fla., was a recent visitor to Phonographs, Inc., Edison jobber. He is very enthusiastic over the business outlook for his territory and is making a marked improvement in his method of retail distribution of Edison phonographs, especially in connection with the store catalog which he issues, listing all Edison records and late releases through the month.

Miss L. King, of the Naomi Music Co., Jacksonville, Fla., who was a recent visitor to Phonographs, Inc., states that business is much improved in Jacksonville, and to take care of this increased business the company's store has recently been remodeled and beautified throughout, making considerable improvement in the display windows and floor display space. The Naomi Music Co. is an exclusive Edison dealer and has a large clientele.

A special sales meeting and conference of the sales force of the local Columbia branch was held on April 27-28 to discuss policy and prospects.

Westervelt Terhune, local branch manager, is kept constantly on the go, looking after Columbia interests throughout his large territory. His latest trip was to Tampa, calling on the Florida jobber, the Tampa Hardware Co.

Columbia record of the Gulf Coast Blues continues to prove the biggest selling number of many months.

Columbia's new portable, type Y 5, is now coming through in fairly ample quantities, so Columbia dealers will be able to cash in on the business which Summertime always brings for such instruments.

The local branch of the Brunswick-Balke-Collender Co. is enjoying a normal business. The change in the system of releasing records has been of distinct advantage in spreading record sales throughout the entire month instead of resulting in a short period of interest immediately after the monthly release, as was the case under the old system.



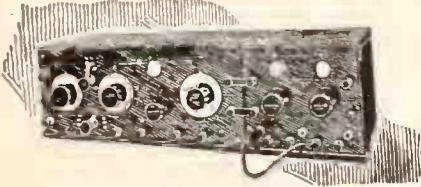
HERE is no proposition open to the trade which holds the present and future opportunity for profit that the Edison agency affords.

We are equipped to efficiently serve retail Edison merchants in Southern territory. Where the Edison line is not already adequately represented, we are in position to open up a few more agencies. If interested, we urge that you write or wire today.

PHONOGRAPHS Inc.

EDISON DISTRIBUTORS

41 Cone St. - - - - Atlanta, Georgia

Colin B. Kennedy Radio Equipment

**Jobbers of only Nationally Advertised
Radio and Musical Merchandise**

UNITED MUSIC STORES
619 Cherry St. Philadelphia, Pa.

TO BROADCAST FROM AEOLIAN HALL

Radio Corp. of America to Send Out Two Programs Simultaneously From New Station Atop Aeolian Hall Beginning May 15

On May 15 the Radio Corporation of America and the Westinghouse Electric & Mfg. Co., now operating the broadcasting station known as WJZ in Newark, N. J., will start broadcasting from the new station atop of Aeolian Hall on Forty-second street, New York. Four hundred foot towers have been erected on the roof of Aeolian Hall and equipped with two antennae to permit of the broadcasting of two programs simultaneously on different wave lengths.

In broadcasting from Aeolian Hall the old call WJZ will be retained for transmission on 455 metres, while the call WJY will be used for the other wave length of 405 metres. The Newark station has been operated on a wave length of 360 metres.

Much interest is being manifested in the plan to broadcast two programs simultaneously, one of classic or serious character, and the other of popular music, lectures, etc.

ELECTRO-METAL FOR SOUND BOXES

German Talking Machine Manufacturers Conducting Experiments With This Metal

German talking machine manufacturers are conducting experiments for the use of electro-metal in sound boxes, according to the Phonograph Journal, published in Berlin. This metal is said to be adapted for the making of acoustical resonating chambers, as it possesses an extremely low specific gravity, the ratio with aluminum being two to three. It is a homogeneous metal and it can be drawn and shaped at will. Recently it has been utilized in automobile manufacture and also as an art metal.

Recordion
TRADE MARK

Reg. U. S. Pat. Off.

5 Upright
3 Console
1923 Models
of Standard
Value Always
Offering the
greatest oppor-
tunity to dealers

Also Radio Cabinets

WANTED—Jobbers and dealers to handle this long-established line. Reputation, quality and service responsible for past success, locally. Sales plans now include entire country. Write to-day for full details and secure exclusive territory rights now being awarded.

COLUMBIA MANTEL CO.
175-177 Powers St. Brooklyn, N. Y.

Real Merit Wins—The "Recordion" has it

SONORA JOBBERS IN CONVENTION

Great Gathering of Sonora Wholesale Representatives From Widely Separated Sections Now Meeting in Saginaw, Mich.

As the last form of The World goes to press the annual convention of Sonora jobbers is now taking place at the immense Sonora factory at Saginaw, Mich., and the business meetings will probably consume the greater part of three days starting with May 14. It is understood that this year's convention will be the biggest and most important in the history of the Sonora Phonograph Co., for, in addition to the jobbers from all parts of the country, there are also present at this year's meeting the members of the jobbers' sales staffs.

A special car containing the Sonora executives from the New York headquarters, together with the representatives of the Sonora jobbers in the New York metropolitan district, left New York on Saturday, May 12. Judging from the scope of the program the 1923 convention will be noteworthy for its practical value to every member of the Sonora organization. A series of round-table discussions are included in the program and, as usual, a get-together banquet will mark the closing of the meetings.

15 PER CENT DUTY ON ENVELOPES

Starr Piano Co. Wins Important Decision in Court of Customs Appeals

WASHINGTON, D. C., May 8.—Paper containers for phonograph records are dutiable at the rate of 15 per cent ad valorem as flat paper envelopes, and not at 25 per cent ad valorem as manufactures of paper, according to a decision rendered on May 7 by the United States Court of Customs Appeals.

The case decided by the court was brought against the Government by M. A. Graser-Rothe, Starr Piano Co., protesting against the 25 per cent assessment of duty on such containers. The decision of the collector of customs was reversed by the Board of General Appraisers, and the Court of Customs Appeals upheld the decision of the board.

DAVEGA AND JOHN LURIE COMBINE

Expansion Plans of the Firm Include Taking Over Other Concerns

The metropolitan dailies carried a recent announcement of the combine of the Davega chain of retail talking machine and sporting goods stores with that of John Lurie, Inc., operating as Davega-Lurie stores and thereby adding one more store to the chain, making a total of six. In a supplementary announcement from Davega headquarters it was stated that negotiations are now under way with several other sporting goods stores in New York City, Brooklyn and Newark, N. J., with the purpose in the near future to cover the metropolitan district thoroughly. The officers are S. B. Davega, president; H. S. Davega, vice-president, and John Lurie, chairman of the board.

PEORIA DEALERS TO ORGANIZE

PEORIA, ILL., May 8.—Talking machine and piano dealers of this vicinity took the first steps toward the organization of a permanent association at a dinner meeting at the Creve Coeur, this city, recently. James P. Lacey, well known in local music trade circles, was selected to head a committee to draft plans for the proposed organization. Another meeting will be held soon, at which these plans will be put in effect.

The Lasco Co. has been formed, with headquarters at 1350 Broadway, New York City, to specialize in mechanical maintenance and repair service for Jones Motrolas. This new company is headed by Harry F. Fredrick, who for a number of years was connected with the service department of Jones Motrola.

Carry the "Best of Everything"

The thinking dealer who sees to it that every article in his stock, no matter how small or little considered, is the best obtainable, soon creates a reputation for his store as "a good place to shop."

In this type of store you will find Sonora Semi-Permanent Needles prominently displayed. For these dealers know that in furnishing their customers these better, more satisfactory needles, they are building for future sales of larger units.

You, too, should carry these exceptional needles. Let us mail you a sample. Write today.

Sonora Phonograph Company, Inc.

New York: 279 Broadway

Canadian Distributors:
Sonora Phonograph, Ltd., Toronto

**A Complete Advertising Department at Your Disposal**

The moment you take on the Sonora line, the services of the entire Sonora advertising department are placed at your disposal. The complete staff of advertising, publicity and special writers, sales promotion and merchandising experts is available. It is only necessary to make your wants known to receive the full benefit of this large department's efforts. Sonora's dealer-cooperation is responsible for the increase and improvement of the sales of many Sonora dealers.

Sonora Phonograph Company, Inc.

New York: 279 Broadway

Canadian Distributors:
Sonora Phonograph, Ltd., Toronto



NEW YORK SYMPHONY ORCHESTRA RECORDS FOR COLUMBIA

Walter Damrosch and the Famous New York Symphony Orchestra Sign Contract to Record Exclusively for the Columbia Co.—One of the Most Important Happenings in the Musical World

The Columbia Graphophone Co. has obtained an exclusive contract with Walter Damrosch and the New York Symphony Orchestra. The New York Symphony Society has never before authorized recordings by this orchestra, and the Columbia Co. has received the hearty congratulations of its dealers upon securing this famous organization as exclusive Columbia artists.

Walter Damrosch, conductor of the New York Symphony Orchestra, enjoys the distinction of



Walter Damrosch

being one of America's foremost musicians as well as the Dean of American conductors. For thirty-eight years Mr. Damrosch has been in command of the New York Symphony forces, continuing the work commenced in 1871 by his illustrious father, Leopold Damrosch, founder of the orchestra. Walter Damrosch gave to New York the first Beethoven Festival, and the first performances of many of the symphonic works of Brahms, Tschaikowsky, Sibelius and Elgar. He has also encouraged American art by the production of many works of native American composers, and in 1914 the Columbia University conferred upon Mr. Damrosch the degree of Doctor of Music.

For two seasons, commencing in 1900, Mr. Damrosch conducted the Wagner operas at the Metropolitan Opera House, and for the follow-

ing season he was invited to conduct the New York Philharmonic Orchestra. The symphony concerts for young people as well as his lecture recitals have brought Mr. Damrosch prominently before the American public as an educator. In this series of concerts for young people, now in its twenty-fifth year, Mr. Damrosch explains and demonstrates the works of the masters for the purpose of inspiring a sound beginning in musical taste.

The artistic activities of Walter Damrosch and the New York Symphony Orchestra became international when, on the official invitation of European Governments, the orchestra made a

HOW THE DEALER MAY GET MORE BUSINESS FROM SCHOOLS

Frank V. Faulhaber Makes Some Excellent Suggestions in This Connection for the Benefit of World Readers Which Are Worthy of the Consideration of the Trade

A good volume of extra business could be turned yearly by the talking machine dealer if he or some assistant solicit the schools in the vicinity. Many public schools are using talking machines now, while others are coming into the fold—in many cases a little timely solicitation will bring about a favorable decision. Then there are the Sunday schools where talking machines also are being used, in addition to other educational institutions.

One enterprising dealer regularly sends one of his assistants to the various schools in the interest of this particular business. To date the effort has proved highly productive of returns. Such schools as have no talking machines are often interested, following little persuasion, because those in charge have heard of other institutions using similar instruments. And those schools that own a talking machine naturally should easily be sold many records through special sales efforts. As one alert dealer wisely observed: "Don't let the talking machine owner's interest lag. Tell all about your different records, then watch sales increase."

It is well worth noting here that when a school purchases new records it can be encouraged to order quantities. Surely the business is there. There being so many people to enjoy the music there is, naturally, a diversity of tastes which must be satisfied. By telling about the various pieces the talking machine dealer will awaken a greater interest, not only in the talk-

ing machine, but also in his record stock. Certainly many otherwise spare moments can be put to profitable use here.

Sometimes it is possible to stimulate the sale of records to schools by encouraging the heads to run special entertainments. By holding afternoon entertainments in the schools the parents of the pupils will find greater interest in attending; for we find, in many instances, that parents do not visit schools as frequently as is desired. Here we present a solution for the school authorities, at the same time presenting a source wherfrom can be procured more business for the talking machine dealer.

When a school places an order for a talking machine the dealer should keep the authorities sold on that machine. Keep interest alive by selling more records. And more records cannot be sold unless prospects are told about them. But it is not wisest here to rely too much on the catalogs that are sent out. Some people are so used to receiving these that catalogs are not getting the right attention. Co-operation, by telling the prospect something personally regarding new records, will solve many problems.

It is well, too, not to overlook the importance of an occasional sales letter. If a canvasser calls at the different schools, broaches his proposition, the work should be followed up at the same time by means of a timely letter. Would it not be a good idea to help the various schools in getting together a good program for their entertainments? The school heads will be receptive to suggestions, of course, and this help will naturally lead to more record sales in the end. Schools can be induced to buy many more records than is now the case; the talking machine dealer who strives for this business wholeheartedly, perhaps during spare moments, will be amply repaid for the effort entailed.

MILLER & HUNT HANDLE VICTOR

PORTLAND, ME., May 9.—A complete line of Victor talking machines and records was displayed at the recent opening of the new store of Miller & Hunt Co., 21-23 Forest avenue, this city. The company was formed a short time ago by Ralph W. E. Hunt, president, who was formerly a director of the Henry F. Miller & Sons Piano Co., and manager of the Portland branch of that concern, and Burton R. Miller, formerly president, treasurer and director of the piano company, is treasurer of the new concern.

COLIN O'MORE'S ACCOMPANIST

The accompanist of Colin O'More, Irish tenor and Vocalion artist, is Carl Oberbrunner, better known in the musical world as Carl Brunner, who is the son of William Oberbrunner, Victrola and Sonora dealer, with a store at 99-101 Main street, Somerville, N. J.

The New Music Shop, of Wheeling, W. Va., has installed a radio department.

Speed—with accuracy

at all times, in the filling of all orders for the fast-selling OKeh Records, is the fundamental reason why our thoroughly satisfied dealers have come to know and depend entirely upon Independent Service. No matter how large or how urgent their orders may be, these dealers know that our maintenance of a complete stock of every record listed in the OKeh catalogue is an assurance of prompt, positive delivery.

The marked increase in the sales and popularity of

OKeh Records
The Records of Quality



for 1923 firmly establishes them as one of the fastest-selling records on the market today. Our dealer proposition is an interesting one. It will pay you to investigate its possibilities.

INDEPENDENT JOBBING COMPANY
122 East Centre Street, N.
GOLDSBORO, N. C.

DUPLICATION OF MAILING LISTS

"Voice of the Victor" Points Out Evils That Arise Through Lack of Attention Given to the Accuracy of Dealers' Mailing Lists

On numerous occasions The Talking Machine World has emphasized editorially and otherwise the absolute necessity for the talking machine dealer keeping his mailing list alive and up to date if he is to get the maximum results from that form of solicitation. An inaccurate list represents a distinct burden on the business, representing an expenditure for printed matter and postage that does not bring returns in the matter of actual sales.

In connection with the losses suffered, not alone in money, but in prestige, as a result of inaccurate and duplicated mailing lists, the "Voice of the Victor" has the following pertinent comments to make:

"Too frequently to make us feel happy over it we receive letters from customers of dealers in Victor products, complaining that they receive three or four supplements a month. These individuals usually want to know whether the monthly supplements cost nothing to print or whether dealers revel in enriching the post office. Aside from expressing the feeling that they are being overfed, the writers of the letters deplore the expense which such a waste of good Victor literature must entail upon both the Victor Co. and the dealers in its products.

"A single Victor supplement in a person's mail is usually received with welcome. A second one may flatter, but it also may suggest that supplements are cheap. A third annoys, and a fourth may even make that person 'take pen in hand' and complain to us at the Victor Co.

"Three or four supplements a month do more harm than good. Normally, every one of four dealers might receive some of that person's business. But, if among them they irritate him, nobody is likely to get a cent's worth.

"There is only one remedy for this condition, and that is to make sure that everyone who gets a supplement from you wants it. Send a post-card to your mailing list every six months, with a return card to be filled out by the recipient. The amount of profitable information and data which such a mailing brings back to you is astonishing. First, you will be able to compile a list of all people who want you to continue sending them the supplement; second, you will receive a large number of corrected addresses from people who have removed to other quarters. Third, you possibly receive a fair proportion of 'not found,' 'deceased,' and 'no such address.' The last-mentioned classification also may discover errors in your stencils of which you have not been aware. Fourth, there will be a goodly number who receive but do not answer your card. Some dealers personally investigate this part of the list, and the result is very often the rescue of many families from a state of indifference. The cure for indifference is suggestion.

"The larger you make a poor list the more money you are certain to lose every time you have a mailing. Experience has proved that lists may deteriorate as much as 60 per cent when not overhauled in a year, especially in metropolitan centers, where there is more frequent shifting of the population.

"Your mailing list is part of your advertising and selling program. Without it you would be unable to give all your customers the latest Victor news. Without it—you might as well give up business. It is just as uneconomical to mail to a half-alive list as it is to drive your delivery truck with half its cylinders missing.

"Let us suggest that you go over your mailing list now, while the idea is warm. You have many new customers as the result of your holiday activities and you will need supplements to send to each one. Without doubt you will save more than enough supplements through a careful revision of your mailing list to send to all of your new customers.

"Sometimes, in the hurry of business, things so important as this may be passed over. But they shouldn't be passed over more than once. Your mailing list is part of your advertising system, without which you are at a loss to expand your business."

ASSIGNED BRUNSWICK TERRITORY

LOS ANGELES, CAL., May 5.—Walter Alee, who recently joined the sales force of the Los Angeles branch of the phonograph division of the Brunswick-Balke-Collender Co., has been assigned the territory north of Los Angeles.

H. L. Nolder, Western manager for the Starr Piano Co., reports that a great deal of interest is being shown in the four new records which have been made for Henry James on Gennett records.

It will be good news to lovers of the best in music to learn that the Ukrainian National Chorus, Brunswick artists, which has been touring the United States and Mexico this season, will return again next year.

J. W. JENKINS CO. TO BUILD

Prominent Kansas City Music Store Constructing Ten-story Building on Walnut Street

KANSAS CITY, Mo., May 7.—The J. W. Jenkins Sons Music Co., one of the leading music houses in the State, is considering plans for the construction of a new ten-story building to be located at 1221-1223 Walnut street, adjoining the six-story structure built by the company a number of years ago, according to J. W. Jenkins, president of the company. Four stories will be added to the latter structure to bring it to the same height as the new building. More than \$500,000 will be spent on the building project.

NEW BRUNSWICK SHOP OPENED

Under the management of H. H. Kindelberger the Brunswick Shop opened May 12 at 473 Orange street, Roseville, N. J. The Brunswick machines, Brunswick, Vocalion and Pathé records, pianos, sheet music, music rolls and accessories are handled.



Why BUBBLE Book Songs are Broadcasted

CHILDREN love to hear their favorite nursery rhymes and games. And the radio "powers that be" know that the best way to interest parents in the radio is to please children. That's why the songs and stories of the Bubble Books are broadcasted from every radio station.

Start a Bubble Book Hour in your store and your name will be broadcasted to all the parents of the neighborhood. Announce the fact that one afternoon a week—say from four to five—you will give a recital of the "books that sing."

Such a weekly event will draw to your store the parents as well as the children. You can see how a Bubble Book Hour will stimulate sales in all other departments of your store.

And you will be kept busy refilling your Bubble Book stand, for every child that hears the Bubble Books wants to own all fourteen of them.

Bubble Books "that Sing"

Retail at \$1.00

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 & BROS., Bubble Book Division

Established 1817

Franklin Square

New York, N. Y.

IN THE MUSICAL MERCHANDISE FIELD

PROBLEM OF TIME PAYMENTS ON MUSICAL MERCHANDISE

Dealer Who Limits His Business to Those Who Are in a Position to Pay Cash Eliminates a Big Source of Revenue—Instalment Plan Is Entirely Feasible

Once the talking machine dealer has installed a musical merchandise department he is faced with the problem of the best financial or paying arrangements to make with customers. Of course, in the case of very low-priced instruments it is unnecessary and extremely unwise to do business on any but a cash basis, but when it comes to the higher-priced instruments, such as expensive violins, saxophones, etc., the problem is entirely different. In fact, it assumes about the same proportions as the sale of talking machines, although in most cases the value of his instruments will be less than the more expensive models of talking machines. However, the instalment plan on all instruments above a certain price is probably the best method to follow.

A very successful small goods dealer recently declared, apropos selling musical merchandise on the deferred payment plan, that the dealer should insist on a down payment of at least 25 per cent of the cost of the instrument and under no circumstances should he take less. He pointed out that a person who is unwilling or unable to make this payment is, in all probability, unable to finance the purchase of the instrument and when a situation such as this is faced by the dealer or salesman every effort should be made to sell the customer a less expensive instrument. He also declared that the contract with the customer should seldom run beyond ten months. For example: If an instrument sells for \$100, the dealer should receive a first payment of \$25 and the remaining \$75 should be divided into ten monthly instalments, with interest added, of course.

Here also, as in the case of making sales of talking machines, the question of allowance on an old instrument which the customer may have comes up. If the dealer refuses to make a concession to the customer on the instrument in his possession the chances are that he will not make a sale, therefore, the wise policy is to

make the allowance. Too much emphasis cannot be placed on the evil of placing an over-valuation on these old instruments, however. It is better for the merchant to lose the prospective customer than to lose money on a sale. He is not in business entirely for love. He must make a living and he certainly is entitled to a fair profit and the mathematician who can figure out how a merchant can make a profit by selling at a loss is yet to be born. When an allowance is made on a prospect's old instrument the dealer must estimate what price he must sell it for to get his money back. This includes a close approximation of overhead. Of course, the carrying charges and effort in disposing of the old instrument are as great, if not greater, than for the new product.

Now, a point to bear in mind is that the average talking machine dealer who opens a musical merchandise department should not attempt to make a big splash. As has been mentioned before in this department of The World, it is much better to start on a small scale and develop than to jump with a big splash into a thing about which you know little or nothing, taking losses while gaining experience. If this program is followed the dealer will have few very high-priced instruments in stock to start with and, therefore, the necessity of doing a large instalment business at the very beginning will be eliminated to a great extent. Of course, when a really expensive instrument is desired the dealer can take steps to secure it quickly and then, too, as the department grows a larger and more varied stock must be maintained.

To sum up the whole question, it may be stated that the dealer who strives to sell musical merchandise on a cash basis alone will not do as great a volume of business as he will under the deferred payment plan. His sales opportunities of more expensive instruments are automatically limited to the prospective customers who have the money and the inclination to pay

Musical Merchandise for Talking Machine Retailers

Not only the extra profits but the quick turnover has interested the talking machine dealer in handling musical merchandise.

Do you know that you can start a department with a fair variety of merchandise with as small an investment as \$300, and furthermore that this \$300 will turn over many times within the year?

Musical merchandise displayed in your window will attract crowds and sell. That is more than you can do with lamps, hangings or other decorations you can't sell.

Now is the time to start this department. Summer is coming and that means big sales of ukuleles, banjo ukuleles and other popular vacation numbers.

We can help you. Our highly trained traveling staff knows conditions and knows what sells. Our advance information as to big sellers is going to make money for you.

Start right. Write us today for full information. We have a department especially for talking machine dealers. The knowledge and service of the experts in this department are at your service. It costs nothing.

GOOD PROFITS

BANJOS
MANDOLINS
LUTES
GUITARS

V TRUMPETS
E TROMBONES
G SAXOPHONES
A CLARINETS

New Catalogs—Just Out

THE VEGA COMPANY
155 Columbus Ave. Boston, Mass.

Address Department D.
BUEGELEISEN & JACOBSON
5-7-9 Union Square
NEW YORK

cash, and it will be found that this represents a small minority of the people who, with proper effort, can be induced to buy.

BRISK TRADE WITH C. BRUNO & SON

Each month better than the last has been the record achieved thus far this year by C. Bruno & Son, Inc., importers and wholesalers of musical merchandise. Careful but good buying on the part of the dealer has created a steady demand and the entire line is moving well. Tenor banjos seem to be in the lead at the present time, with saxophones running a close second.

"Do it now" is a mighty good business slogan.

NEW LANDAY CONCERN ORGANIZED

The Progressive Musical Instrument Corp. Formed to Wholesale Musical Instruments With Headquarters at 319 Sixth Avenue

Landay Bros., New York, have announced the formation of a new company, to be known as the Progressive Musical Instrument Corp., with offices and showrooms at 319 Sixth avenue, for the purpose of wholesaling musical instruments of every description. The new company will be capitalized at \$100,000.

Analysis by Landay Bros. has shown that the average dealer has not been able to organize a musical instrument department because of lack of any precedent to follow, showing him the proper way to merchandise this department. The company will demonstrate to its dealers the proper method of handling instalment paper that will be profitable. Those dealers who feel that they would like to carry an extensive line and that they have the facilities to sell musical instruments, the new company will assist in the installation of a department, suggesting the proper fixtures and supply dealer helps, such as window trims, display cards, copy for newspaper advertisements and circular work. The company's policy will be to sell only guaranteed merchandise of good repute and the finest in every line.

Under the direction of A. W. Landay the new company will have at its head a man thoroughly familiar with the problems confronting phonograph dealers who are already well established in various territories. The principal officers and directors of this corporation are A. W. Landay, president; Edward Biel, treasurer, and Andrew Conroy, secretary. Its personnel will include the highest caliber of musical instrument men obtainable the country over. Extensive showrooms for the display of musical instruments are now in course of construction. A big feature will be the rapid delivery service afforded dealers.

HARMONICA CONTEST BOOSTS SALES

National Championship Contest Exerting Noticeable Influence on Sales

The harmonica championship contest for boys held in New York City, Philadelphia and other cities has had an attendant effect in increasing the popularity of this instrument. Through a series of elimination contests the winners of the various cities will meet in a national contest to be held in Philadelphia in connection with the exposition to celebrate the two hundred and fortieth anniversary of the founding of Philadelphia. M. Hohner, manufacturer of the well-known Hohner brand of harmonicas, reports that the demand for their instruments has been exceptional. Dealers who have carried the line for some time report increased sales and many new dealers who have not sold harmonicas hitherto have taken on the line.

IN THE MUSICAL MERCHANDISE FIELD—(Continued from page 158)

C. BRUNO & SON, INC.
351-53 FOURTH AVE. NEW YORK CITY

THE OLDEST AND
LARGEST MUSICAL
MERCHANDISE HOUSE
IN AMERICA

Exclusively Wholesale
ESTABLISHED 1834

NOTED MEXICAN DEALER IN CITY

G. Melendez a Caller at Gretsch Headquarters
—Business Active With This Manufacturer

The factory of the Fred Gretsch Mfg. Co., Brooklyn, N. Y., is working at capacity to take care of the large volume of orders being received. E. E. Strong, sales and advertising manager of the company, reports that business is in a very healthy condition and that dealers are buying musical merchandise in good volume, but at the same time conservatively.

Phil Nash, well-known traveling representative of the Gretsch organization, returned to headquarters for a few days during the early part of the month. Mr. Nash reported conditions exceptionally good in his territory and expected considerable business to develop in the near future.

Among recent visitors to the headquarters of the Fred Gretsch Mfg. Co. was G. Melendez, music dealer and distributor of Mexico City, Mexico, who has built up a substantial business with Gretsch musical instruments, Hardman pianos and Weser pianos and talking machines. Mr. Melendez conducts an entirely up-to-the-minute store in that city and reports that general business conditions throughout Mexico are

very good. Mr. Melendez is a brother of A. Melendez, who is the Gretsch wholesale representative in Cuba, Porto Rico and all of South America.

SELECTING SMALL GOODS SALESMEN

Ability to Demonstrate Various Musical Instruments Is a Prime Requisite—Results in Sales and Good Will Insure Success

The installation of a musical merchandise department in the talking machine store brings up problems in salesmanship which are entirely distinct from the process of selling talking machines. The talking machine dealer who installs this line must be careful in the selection of the salesman or manager to handle the department. Upon this depends the success or failure of this branch of the business. Experience has proved that the salesman must be thoroughly acquainted with the various instruments in the musical merchandise line and he must also be able to demonstrate the playing qualities of the various instruments. It is not necessary that he be a master of the instruments, but he must at least know enough about them to demonstrate the tone.

As a rule the prospective customer likes to
(Continued on page 160)

HOHNER Harmonicas and Accordions

9,327,000 BOYS

Read Hohner advertising every month. Will you sell them or make them go elsewhere?

Ask Your Jobber

M. HOHNER

114-116 East 16th Street
New York City

HOHNER PRODUCTS AWARDED FIRST PRIZE AT THE PANAMA-PACIFIC INTERNATIONAL EXPOSITION SAN FRANCISCO 1915

Here's a Buying Guide for Music Merchants

Confidential Trade Price List No. 6, Spring 1923

MUSICAL Merchandise buying is wonderfully simplified for the man who uses this handy book.

Quoting the latest and lowest 1923 prices on nearly 3,000 different Instruments and Accessories, it affords a quick, convenient reference book which enables the careful buyer to make those comparisons of Price and Value so important to successful merchandising. The markets of the whole world are brought within your easy reach.

Whether you are a customer of ours or not, you need this book. And we want you to have it. So just drop us a line on your business stationery and we'll be glad to send it together with its running mate, Catalog No. 22 (Free, of course!).

It's Not Too Late!

Still some good agency territory in the East and South for
E. A. Couturier Brass Band Instruments

The FRED. GRETSCHE MFG. CO.

Musical Instrument Makers Since 1883

60 BROADWAY, BROOKLYN, N. Y.

hear the instrument before investing in it and if the salesman is able to do this sales will be more numerous and easier. The cost involved, in the long run, is less than if an inexperienced man was placed in charge of the department because the sales lost by the ignorance of the latter mean slow stock turnover and a consequent loss of profits. The element of service here is as important as in any other branch of the talking machine business and the building of good will is bound to have a material effect on the business as a whole, because it is safe to assume that a large percentage of the people who buy musical merchandise are the possessors of talking machines and they are, therefore, also in the market for records and accessories.

SMALL GOODS WINDOW ATTRACTS

Many Inquiries Result From Theatrical Tie-up
Display of Buescher Instruments in Knight-Campbell Co.'s Window in Denver

DENVER, Colo., May 5.—Tom Brown, of the famous Brown Brothers, who were in Denver with Fred Stone the week of April 22-29, highly complimented the Knight-Campbell Co. on its window display of Buescher instruments connecting up with the appearance of the Brown Brothers. Mr. Brown had his saxophone adjusted at Knight-Campbell's and told Mr. Bohon, of the small goods department, that the display window was the best he had seen on the tour of his company. Mr. Bohon reports direct sales

from the window and also many inquiries as a result of newspaper display. The company has recently taken the agency for Leedy drums and other instruments put out by this house.

DEMONSTRATION OF "THE VALENS"

A Number of Invited Guests, Including Geo. E. Brightson, President of the Sonora Co., Hear Demonstration of New Talking Machine

In response to personal invitations members of the trade and officials and executives of the Sonora Phonograph Co., including Geo. E. Brightson, president of that corporation, had the pleasure of enjoying a recital one morning recently at the Earl Carroll Theatre, New York, in which "The Valens" phonograph, the invention of Chas. A. Valentine, head of the Valens Co., was demonstrated in conjunction with the Sonora phonograph.

The purpose of the recital was to thoroughly test the reproducing quality of "The Valens" phonograph and, in this connection, a number of records of different types of music were played, including some of the records of compositions by John Philip Sousa, distinguished bandmaster and Victor artist, who was present at the demonstration. It is claimed by the inventor of this new sound-producing medium that "it reproduces music of the different musical instruments, as well as the human voice, in a manner superior to the ordinary talking machine."

ADDS TO SALES STAFF

In preparation for a busy Summer season at the Rockaways, as well as its steadily increasing all-year-round business, the Dunlap Sporting Goods Co., well-known Victor dealer at Far Rockaway, L. I., has added Miss Minto Warne, of Toronto, to its sales force. Miss Warne, who is an accomplished musician, entered the Victor field with the Gerhard Heintzman Co., of Toronto, Can.

WHERE BUSINESS IS ACTIVE

A good demand for the entire line is reported by Buegeleisen & Jacobson, New York City, importers and wholesalers of musical merchandise. At the headquarters of the company all hands are very busy turning out these orders. From all indications the Summer of 1923 will undoubtedly surpass all previous Summer seasons in musical merchandise sales.

SPECIAL VICTOR RECORD RELEASE

A special shipment of four records which are part of the June supplement and one which will be listed in July has been announced by the Victor Co. The records will be shipped to jobbers for release to dealers in time to be placed on sale May 23. Hangers will accompany these records, so that dealers can take advantage of the usual Victor business-building publicity.

Records included in the special release are: "I Vespri Siciliani-O tu Palermo!", Jose Mardones; "Sakuntala," overture, part 1 and 2, Victor Symphony Orchestra; "The Music Lesson (Do-Re-Mi)," "Baby Sister Blues," the Duncan Sisters; "Who's Sorry Now?" fox-trot, and "Snakes' Hips," fox-trot, Original Memphis Five; "Little Rover," fox-trot, International Novelty Orchestra, and "Runnin' Wild," fox-trot, Great White Way Orchestra.

DELUGED WITH ORDERS FOR NEEDLES

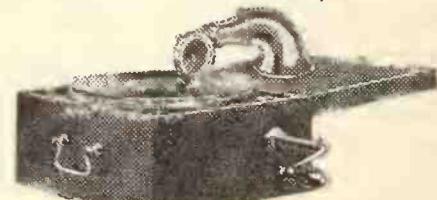
The Brilliantone Steel Needle Co., New York City, is deluged with orders for needles in the new container, which has the double convenience of being a record cleaner at the same time. These record cleaners, each containing 500 needles, are packed twenty to a display carton and a special introductory offer is being made by the Brilliantone Co. on a purchase of ten cartons. Many dealers have written to the Brilliantone Co., stating that, with this new record cleaner, they are able to sell individual customers five times their former purchases.

HAAG & BISSEX ISSUE FOLDER

Haag & Bissex Co., Inc., Baltimore, Md., have just issued an attractive sixteen-page folder on the Haag record files and Haag filing cabinets. Ten models are shown in a wide variety of styles and sizes to fit all makes of machines. In addition, various models of Long quality cabinets are shown with Haag files installed. A pedestal model and a model to serve as a table for portables completes the showing. A price list, effective March 1, is given and an important announcement is also made that there will shortly be added to the Haag line sectional bookcase equipment containing Haag record files.

Dealers' Attention

We have just completed a remarkable NEW PORTABLE
at a Price that Sells
"FULTON" Model 25, \$12.50



Mahogany, Size 13x13x7, Double Spring Motor, Universal Tone Arm, Wonderful Loud Clear Tone



Our Model 35—Sample \$12.50

Mahogany, 16x16x10, Double Spring, Universal Tone Arm, Back Casting and Metal Horn
Send for Sample of each of the above To-day
TERMS—Cash with order or a small deposit
and balance C.O.D.

Phonographs and Accessories, Repair Parts
for All Makes.

Puritone and Truetone needles at 25c per M
in lots of 10 M and up.

FULTON TALKING MACHINE CO.
253-255 Third Ave., New York City
Between 20th and 21st Streets

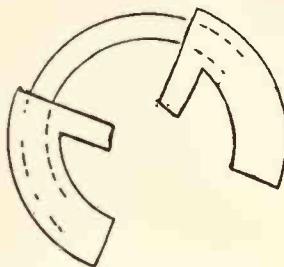


Many a Deal has been Swung by a Hinge.

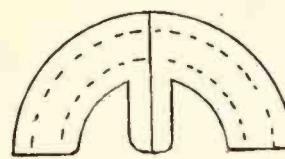
IN-VIZ

Hinges will Swing Your Most Exacting Customers

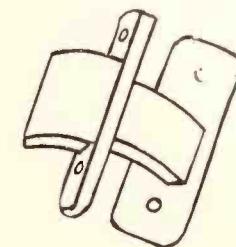
PRESSED



STEEL



NICKEL



FINISH

IN-VIZ is the Smallest, Strongest, and Most Durable Invisible Hinge ever offered the trade. No Talking Machine door or lid is too heavy for IN-VIZ, as it is made of toughened pressed steel that will withstand terrific stress or strain without breaking.

Talking Machine Manufacturers are invited to write for Specifications, Sizes and Prices

OH PEP! PHONOPARTS COMPANY

Hinge Department

6912 Cottage Grove Avenue

Chicago, Illinois

BRUNSWICK ARTISTS AT WANAMAKER'S

Crowded Auditorium Hears Concert by Brunswick Artists Celebrating "Home, Sweet Home" Anniversary—Isham Jones Concert

Through the courtesy of the Brunswick-Balke-Collender Co., several exclusive Brunswick artists from the New Hall of Fame appeared at the John Wanamaker Auditorium in New York on Tuesday, May 8, at a concert presented in honor of the one hundredth anniversary of the first singing of "Home, Sweet Home." This concert was well advertised in the New York newspapers by both the Brunswick-Balke-Collender Co. and the John Wanamaker store, and the auditorium was crowded when the first number was announced.

The Brunswick artists from the New Hall of Fame who appeared at the concert were Marie Tiffany, famous soprano of the Metropolitan Opera Co.; Theodore Karle, well-known tenor, and the Elshuco Trio, comprising Aurelio Giorni, pianist; Samuel Gardner, violinist, and Willem Willecke, cellist. The artists were enthusiastically received by the audience and the concert was one of the most popular events of the Wanamaker musical season. Alexander Russell, director of the Wanamaker Auditorium, was in charge of the concert and also played several numbers on the organ.

Isham Jones and His Orchestra, exclusive Brunswick artists and one of the most popular dance organizations in the country, also appeared at the Wanamaker Auditorium recently, giving a promenade concert in the first gallery of the store on May 3. The orchestra played a number of popular selections and received a tremendous ovation from a very large and enthusiastic audience.

The program by Isham Jones was varied and interesting, comprising several of the popular "Blues" selections for which his orchestra is

famous, together with melody numbers that were entirely different from the other type of selections. Immediately following the concert Isham Jones and His Orchestra were the guests at a luncheon party given by the officials of the John Wanamaker organization.

Lambert Friedl, manager of the talking machine department of John Wanamaker, New York, has been a prime factor in the inauguration of this series of concerts. By reason of his many years' experience in the talking machine field Mr. Friedl thoroughly appreciates the interest the public takes in the artists and organizations of artists who make records, and the sale of Brunswick records in the Wanamaker department has increased materially as a direct result of these concerts by Brunswick artists.

RIA ROSA TO SING FOR VOCALION

Well-known Interpreter of Neapolitan Songs Has Already Made First Recordings

Among the latest notable additions to the list of artists who record exclusively for Vocalion records is Ria Rosa, one of the best-known interpreters of Neapolitan songs in the country. Ria Rosa recently returned to the United States from a visit to Italy and has already made her first Vocalion recording, which will be announced to the trade in the very near future.

MO-TEL RECORD CORP. CHARTERED

The Mo-Tel Record Corp. has been granted a charter of incorporation under the laws of Delaware to manufacture recording, indicating and advertising devices, with a capital of \$25,000. Incorporators are G. D. Elis, T. O. Poterie, both of Pittsburgh, Pa., and James Jones, Mount Oliver, Pa.

McMURTRY NOW CANADIAN MANAGER

Veteran Columbia Manager Promoted to Important Canadian Post—R. R. Sparrow Succeeds Him at Kansas City Headquarters

George W. Hopkins, general sales manager of the Columbia Graphophone Co., New York, announced this week the appointment of E. A. McMurtry as manager of the company's Canadian wholesale branch with headquarters in Toronto, succeeding A. E. Landon, who has resigned from the company's service. Mr. McMurtry is one of the veterans of the talking machine trade, having been identified with the Columbia organization for more than twenty years. He has a host of friends in the talking machine trade, who will be delighted to know of his appointment to the important post of Canadian branch manager of the Columbia.

R. R. Sparrow, formerly manager of the Columbia Co.'s branch in New Orleans and prior to that associated with the Atlanta branch, has been appointed manager of the Kansas City branch, succeeding Mr. McMurtry. Mr. Sparrow is recognized as one of the most efficient managers in the Columbia organization and in the Kansas City territory will have unlimited opportunities to utilize his extensive experience.

PHONOGRAPH JOBBERS' CORP. MOVES

The Phonograph Jobbers' Corp. has moved from 105 West Twentieth street, New York City, to 56 Bleecker street. The company acts as distributor for discontinued model talking machines, records and other merchandise. Rudolph Kanarek is president of the company.

Talking machines, pianos, sheet music and musical instruments are handled by Fowler & Fuqua, who have opened a store in Martin, Tenn.

NATURELLE

THE NOW FAMOUS REPRODUCER

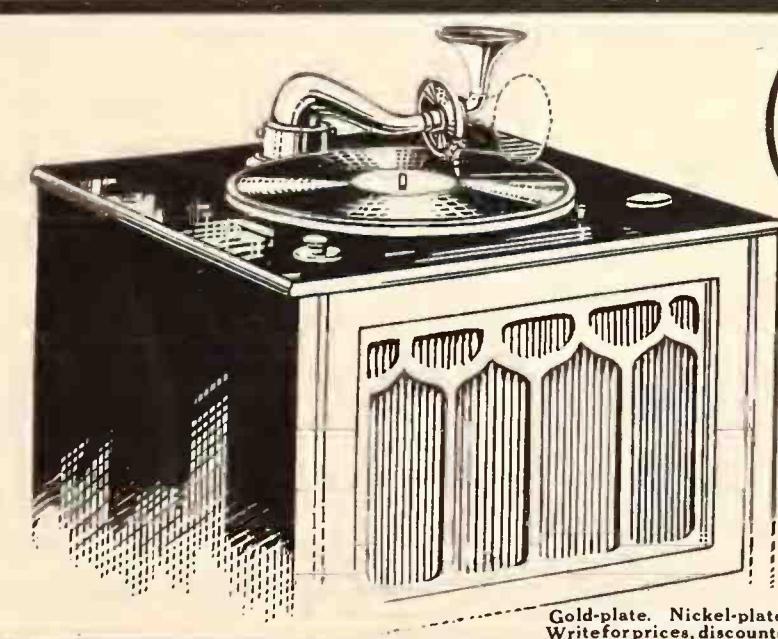
PORTABLE PHONOGRAPHS

equipped with Naturelle, increases volume and gives richer tone quality. This is a quick seller.

We supply display and advertising material free to dealers.

THE NATURELLE CO.

125 East 23rd Street
New York, N.Y.



DOMINION OF CANADA

ACTIVITIES OF THE TORONTO TALKING MACHINE TRADE

Resolution Adopted Providing Payment of Percentage of Radio License Fees Collected by Government to Those Who Give Aid—Amend Copyright Act—Select Music Memory Contest Records

TORONTO, ONT., May 7.—A resolution authorizing the Governor-in-Council to pay a percentage of the fees collected on radio telephone licenses to Provincial governments, private companies, or other persons for services rendered in connection with the operation of broadcasting stations and performed in connection with the licensing and inspecting of stations was recently passed in the House of Commons at Ottawa. Approximately 10,000 licenses for receiving stations were issued last year, according to the Hon. Ernest Lapointe, and it is expected that the number will be greatly increased this year.

S. J. O'Donnell, who for the past five years has been connected with the Musical Merchandise Sales Co., Brunswick distributor, the last three years of which he has been in charge of the Montreal branch, has been made sales manager of the Ontario and Eastern territories and in the future will make his headquarters at the Toronto headquarters.

A government amendment to the bill amending the Copyright Act was passed by the House of Commons on April 27, providing that the licensing and importation sections of the Copyright Act should not apply to works of an author who is a British subject other than a Canadian, or of a citizen of a country adhering to the Berne Convention. This would continue the protection of Canadian publishers against

American publishers until the United States should adhere to the Berne Convention.

J. H. Stanton, of Fenelon Falls, Ont., recently staged a novel window display in which two Victrolas and rag Victor dogs played the leading role. Dogs were placed on the turntable of the machine, which revolved, attracting considerable attention.

Harry Rock, manager of the Victor department of Grinnell Bros., Windsor, in order to sell a Victor talking machine to the telephone operators of the Burnside Exchange, formed the girls into a club, enabling them to co-operate in the purchase of the instrument.

Work on the construction of the Ottawa Auditorium, which will have a seating capacity of 8,600, was recently started. This building is to be used for concerts, public affairs, etc.

Stanley V. Goddard, traveler of the R. S. Williams & Sons Co., Ltd., has been made assistant manager of the wholesale department under H. G. Stanton.

Among the records found advisable for use in the forthcoming Music Memory Contest by Duncan McKenzie, supervisor of music in the Toronto public schools, are included nine Vocalion records. This contest, by the way, the plans for which are now practically completed, is exciting considerable interest and the talking machine fraternity is looking forward to it.

MANY CHANGES AND IMPROVEMENTS IN MONTREAL TRADE

C. W. Lindsay Holds Annual Meeting and Elects—Alterations at Layton Bros., Ltd.—E. M. Kirke Boyd in New Post—Radio Concerts Aid Record Sales—Bill to Restrict Private Residence Trade

MONTREAL, QUE., May 7.—The annual meeting of the shareholders of C. W. Lindsay, Ltd., this city, was held recently and the financial statement of the company for the last fiscal year, showing a slight improvement in net earnings, was presented. Usual dividends of 7 per cent on the preferred and 8 per cent on the common shares were declared. The old board of directors was re-elected, and at a later meeting the following appointments were made: C. W. Lindsay, president and general manager; B. A. Edward, secretary, and W. A. H. Robinson, treasurer.

Layton Bros., Ltd., Edison, Columbia and Brunswick dealers, are undergoing extensive alterations which, when finished, will provide greatly enlarged space for display and demonstration purposes. This establishment will be one of the finest in this city.

The Harris Record & Phonograph Co., Ltd., has been granted an order permitting it to wind up its business.

E. M. Kirke Boyd, of the Compo Co., Ltd., Lachine, has been appointed advertising manager of the publicity campaign behind Apex records.

Bouvier, Ltd., Edison and Columbia dealer, has inaugurated a series of Tuesday night radio concerts which are rapidly growing in popularity. These concerts have been instrumental in increasing sales.

The recent bill passed by the City Council enacting a license fee of \$200 upon persons doing business from private residences, it is reported, was originated by A. A. Gagneir, of the Canadian Piano & Graphophone Co.

Mme. Didier, who has had charge of the Pathé department of Dupuis Freres for some years, has been placed in charge of the Columbia department as well.

Duci De Kerekjarto, violinist and exclusive Columbia artist, who appeared at the Princess

Theatre here, co-operated with Layton Bros., local Columbia dealers, in creating a demand for his recordings by appearing in the store, meeting patrons of the firm and autographing records sold.

H. A. Bemister, phonograph accessory dealer, 122 St. Antoine street, has remodeled his store, providing for more artistic display.

An attractive new store has been opened on Gottingen street, Halifax, N. S., by Messrs. Glube's. William Glube is in charge of the His Master's Voice department.

There are rumors prevalent in this district that the present Summer is likely to witness the erection of several branch factories of United States concerns, here and in the suburbs.

Layton Bros., Ltd., are making plans for an aggressive sales campaign for Summer and vacation business. Wm. Lee, Ltd., Columbia and Brunswick dealer, is another concern which is cashing in on its extensive advertising.

C. W. Lindsay, Ltd., is doing some excellent Sonora advertising.

Organization is necessary for a smooth-running business. Chaos means inefficiency.

WINNIPEG ENJOYS GOOD BUSINESS

Using Victor Records for Radio Broadcasting—Artistic Window Display Draws Crowds—Other News Happenings of the Trade

WINNIPEG, MAN., May 6.—Both radio broadcasting stations in Calgary are now using His Master's Voice records exclusively. The Herald broadcasting plant recently staged a contest which created widespread interest throughout this part of the Province. Each night a certain number of records were broadcasted. Radio listeners guessed the title of the records as played. Three prizes of \$10, \$5 and \$3, respectively, were awarded winners.

C. F. Porter, of His Master's Voice, Ltd., Calgary, and family have returned from California.

Large crowds recently gathered before the show windows of C. B. Clarke, Calgary, to admire his beautifully dressed window, featuring "The General Record Catalog."

L. D. Atkin, of Cut Knife, Sask., was a visitor to Winnipeg the other day on his way to eastern Canada.

Miss C. M. Hamer is now in charge of the record department of the Hudson's Bay Co., Saskatoon.

J. W. Decker, Victor dealer, at Bromhead, Sask., was a recent visitor to Winnipeg.

Porter & Green, Shaunavon, Sask., His Master's Voice Victrola dealers, have experienced marked success in marketing console types. This progressive firm has inaugurated a rather novel way of combining sheet music and record business. Although they have a piano and an accomplished pianist in their music department, they find that the record corresponding to the sheet music asked for, when demonstrated, sells itself, and sheet music as well.

FOUR SONORA PORTABLES FOR ITALY

Example of How an Instrument Which Satisfies May Result in Additional Sales

Alex. Bolognese, Sonora dealer of Newark, N. J., recently made an interesting sale of four Sonora portables which are now on their way to Italy. Mr. Bolognese originally sold one of these portables to a local Italian music lover, who returned soon afterwards with two brothers and two cousins, each one of whom purchased a portable. They stated that the first purchaser was receiving so much enjoyment from his portable that they could not refrain from buying individual instruments to carry back with them.

BARBOURVILLE CO. CHARTERED

BARBOURVILLE, KY., May 2.—A new music house called the Barbourville Music Co. was recently incorporated with a capitalization of \$3,000. T. J. Gillis and Mrs. H. G. Creekmore, Jellicoe, Tenn., and L. L. Blankenship, Barbourville, are the incorporators.

Talking Machine Springs and Repair Parts

NONE BETTER IN QUALITY

NONE LOWER IN PRICE

THE RENÉ MANUFACTURING CO.
MONTVALE, NEW JERSEY

The best way to display the record hangers and other Columbia advertising material is to use the special fixtures made for this purpose. Your Columbia Branch can supply you.

COLUMBIA GRAPHOPHONE CO.
New York



NATIONAL COUNCIL TO APPEAL

Lower Court's Injunction Against Issuance of Interchangeable Mileage Books to Be Carried to Supreme Court for Adjudication

WASHINGTON, D. C., May 8.—Counsel for the National Council of Traveling Salesmen's Associations, Attorney-General Esterline and Counsel Farrell, of the Interstate Commerce Commission, met in New York recently to prepare an appeal before the United States Supreme Court from the injunction granted by the District Court restraining the I. C. C. from enforcing its order to issue interchangeable mileage books to the value of \$90 for \$72. The National Council declares that the injunction was made possible by mutual understanding that the hearing would be final in the District Court so that time and expense might be saved in bringing the matter up for final adjudication in the Supreme Court. The Interstate Commerce Commission, despite the injunction, has placed the date for the issuance of these books

as January 1, 1924, showing that it does not consider the issue closed, but simply continues its order until such time as the Supreme Court will have had time to review the lower court's order.

BETTER HOMES IN AMERICA WEEK

Talking Machines and Records Included in Prizes for Home Music Contest

There will be held during Better Homes in America Demonstration Week, June 4 to 10, a National Home Music Contest under the auspices of the Music Industries Chamber of Commerce in which prizes of musical instruments and accessories of various sorts are offered to those who submit the most representative lists of ten selections each for the Home Music Library. The affair is important, inasmuch as over 1,000 cities are expected to participate in this most important event.

Among the prizes offered are a \$200 talking machine, or an allowance of that amount to-

wards the purchase of a more expensive type, the makes specified being Brunswick, Columbia, Edison, Pathé, Starr and Victor. In addition there will be prizes of \$25 worth of records selected from the catalogs of Brunswick, Columbia, Edison, Gennett, Odeon, Okeh, Pathé and Victor.

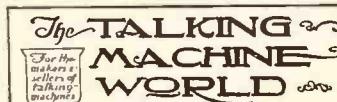
FILES APPEAL IN MACY-VICTOR CASE

The Victor Talking Machine Co. has filed in the United States Circuit Court of Appeals an appeal from the decision of the U. S. District Court in New York in favor of the plaintiffs in the action brought by R. H. Macy & Co. in 1921. It is expected that the appeal will be heard some time in the coming Fall.

HAHNE TO OPEN IN PERTH AMBOY

Hahne & Co., the Newark department store, will shortly open a branch music store in Perth Amboy, N. J., carrying pianos, player-pianos and Victrolas.

A WORD ABOUT



LEADERSHIP

Here is a partial summary of features for the past year

- 23 articles on creating prospects
- 93 articles on selling methods
- 73 articles on advertising
- 45 articles on window display
- 42 articles on promotion plans
- 130 important editorials
- 129 articles on patents
- 7 articles on business opportunities
- 32 articles on export trade
- 13 articles on collections
- 252 articles on diverse subjects.

THE number of Talking Machine World readers is directly proportional to the business value of its editorial contents.

The volume of advertising in The Talking Machine World is directly proportional to its editorial influence.

The dominant position which The Talking Machine World enjoys as regards both circulation and advertising is therefore due, in the final analysis, to its editorial supremacy.

Our program for the current year is bigger and better than ever.

**EDWARD LYMAN BILL, Inc. Publisher
373 Fourth Avenue**

New York City



RITZI MITZI

A Happy Snappy Fox Trot Song

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



© LEO.FEIST INC. N.Y.C.

NEEDLE PRICES TO ADVANCE

General Phonograph Corp. to Advance Prices 10 Per Cent on May 31—Intensive Sales Campaign Now Under Way Featuring Okeh Needles Throughout the Country

Adolf Heineman, vice-president of the General Phonograph Corp., New York, and in charge of the company's needle division, advised the trade this week that, effective May 31, it will be necessary to advance the price on all needles manufactured by the company 10 per cent. This



Okeh Needle Window Poster in Use
increase will affect True-Tone and Okeh needles, as well as the "Needle of Quality." In a letter to the trade Mr. Heineman pointed out that there had been three advances in the price of steel during the past five months, these advances having been made on October 1, 1922; February 1 and April 1, 1923. In addition to these increases the cost of labor has steadily advanced since last Fall and the 10 per cent increase does not cover the additional cost of production.

In order to co-operate with the trade in every possible way the General Phonograph Corp. will accept all orders placed up to and including May 31 at the old prices. It is therefore suggested that the dealers anticipate their Fall or-

ders as much as possible in order to take advantage of this offer.

At the present time the company is carrying out an intensive sales campaign in behalf of Okeh needles. Attractive sales material has been prepared for the use of dealers in the warehouse, window and booth, and this material includes posters, window strips, display cards and other valuable sales helps. Okeh needles are now packed in envelopes, as well as boxes, so that the dealer may cater to every class of trade.

PATHE LOUD SPEAKER MUCH LIKED

H. T. Leeming, general manager of the Pathé Phonograph & Radio Corp., reports that dealers and jobbers throughout the entire country are evincing great interest in the Pathé loud speaker which has been on the market for some time. The construction of this instrument is entirely distinctive and it is claimed by the company that it combines correct acoustic principles with proper electrical and mechanical characteristics. The sound is given off by a large fibre disc in all directions. It is also claimed that mechanical vibrations are eliminated in the Pathé loud speaker. Mr. Leeming reports that the sales of this speaker are steadily on the increase.

An attractive broadside in colors has just been sent to the trade on the Pathé loud speaker. It includes a letter from Eugene Widmann, presi-

GERALD GRIFFIN SCORES SUCCESS

Exclusive Okeh Artist Enthusiastically Received in Chicago—Dealers Benefit Materially

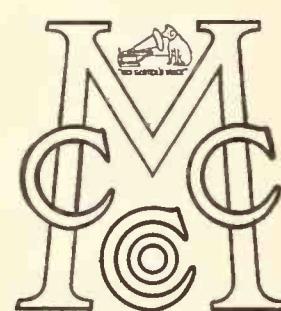
Gerald Griffin, popular Irish tenor and exclusive Okeh artist, gave a very successful concert on April 18 at Kimball Hall, Chicago. Mr.

Griffin was assisted by Edward Hesselberg, eminent Russian pianist, and the program included a number of selections which he has recorded for the Okeh library. The newspaper critics were enthusiastic in praise of Mr. Griffin's performance and the such popular favor that Mr. Griffin was engaged to appear for one week at the Stratford Theatre, in Chicago.

Prior to the concert at Kimball Hall extensive publicity was used to advise the public that Mr. Griffin made Okeh records exclusively and to emphasize his success as a singer of Irish and American ballads. This publicity proved a stimulus to the sale of Okeh records made by Mr. Griffin and Okeh dealers in Chicago territory benefited considerably through his appearance in that city.

The Bush & Lane Piano Co., Portland, Ore., has filed notice of increase of capital from \$1,000,000 to \$1,500,000.

Victor Wholesalers

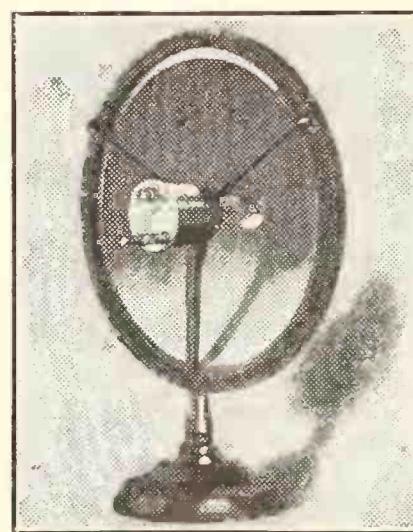


SECOND YEAR SUCCESSFUL LEADER

The Most Dependable and Inexpensive Lid Support on the Market

The bottom plate is constructed of one piece of metal and it works automatically perfect. No parts to go out of order. The hinges are made in two styles—flexible and bent. Samples on request.

STAR MACHINE & NOVELTY CO.
81 MILL STREET BLOOMFIELD, N. J.
G. L. LAING CO., Canadian Distributor
41 Richmond St., East, Toronto, Ont.



The Pathé Loud Speaker
dent of the company, an attractively written description of the Pathé loud speaker, and a photograph of the big Pathé plant in Brooklyn, showing the facilities and resources of the organization behind this device. There are also numerous testimonial letters included from users of the Pathé loud speaker.

TAYLOR MUSIC CO. OPENS BRANCH

BOONVILLE, Mo., May 7.—The Taylor Music Co., operating stores in Columbia, Moberly and Mexico, Mo., recently opened a branch store here. Talking machines, etc., are handled.

The House of Mellor in Pittsburgh
since 1831

MAKES IMPORTANT DEALS ABROAD

William Brand, Importer, Closed Deal While in Europe, Giving Him American Agency for Certain Lindstrom and Other Products

William Brand, the well-known importer of mica diaphragms and other products, returned early this month from a tour of the trade centers of Europe.

Mr. Brand made arrangements with the Carl Lindstrom Co., of Berlin, whereby he will again act as American agent for certain Lindstrom products. He will shortly have ready for delivery large quantities of single spring motors of German make, also a small machine with portable carrying case. In addition to the single spring motors he will import Carl Lindstrom single spring motors made in Switzerland.

Arrangements were also closed with the Industria Co., of Berlin, for the marketing of a new small metal machine carrying the trade name "Indophon."

Mr. Brand stated that the talking machine industry has evidently returned to normal conditions as is shown by the large orders of mica diaphragms now on hand and the deliveries of the last few months which totaled over 180,000 of the highest quality mica diaphragms. Mr. Brand has just received some large shipments of ruby India mica, and these will continue to come through in quantities, allowing for the very largest deliveries.

FINDS BUSINESS ACTIVE IN WEST

Many New Vocalion Red Record Dealers Signed Up in Chicago and Michigan Territories, Reports O. W. Ray—Plans for Convention Week

O. W. Ray, general manager of the wholesale Vocalion record department of the Aeolian Co., returned recently from a trip through the West, in the course of which he visited Chicago, Detroit and other cities and reported that the Vocalion record business showed a substantial growth in all sections.

In Chicago, for instance, 125 new Vocalion record dealers have been signed up since January 1, and in Detroit Lind & Marks now have 285 dealers on their list in the Michigan territory. Upon his return Mr. Ray found a telegram from a Los Angeles distributor announcing the biggest record month in the company's history.

While in Chicago Mr. Ray arranged to have Albert E. Short and His Tivoli Syncopators present special programs at several Chicago theatres during the week of the conventions, playing the numbers the orchestra has recorded exclusively for the Vocalion, including "Dreams of India," "Down in Sweetheart Town," "By the Shalimar," "Long Ago (Mid Apple Blossoms)," "Wolverine Blues" and "Liza."

Colin O'More, the popular Irish tenor and Vocalion artist, will also be in Chicago during convention week and will sing at the banquet of the National Association of Music Merchants on June 6.

NEW O'CONNOR & COCHRAN STORE

MEADVILLE, PA., May 6.—The new music store of O'Connor & Cochran, located in the Hotel Keppler Annex, opened formally Wednesday evening, April 18. The Harmonian Orchestra had been engaged to furnish music for the occasion and for over a period of three hours a throng of visitors filled the store. The ladies were given a sheet of music, "My Little Rose," fox-trot, and the boys and girls received whistles and rattles, etc.

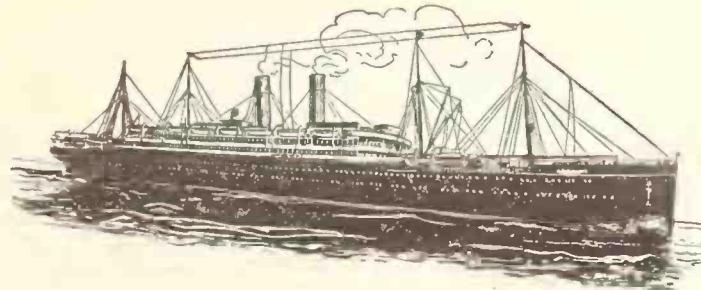
This new establishment carries the Baldwin piano, the Gibson line of stringed instruments, the Sonora machines and Vocalion records, and a complete line of the newest sheet music. An additional feature of the store is a repair shop, in which all makes of phonograph motors and piano actions are adjusted or rebuilt. This is one of the most attractive music stores here.

Announcement

THE GREAT NORTHERN STEAMSHIP COMPANY

(Incorporated)

BOSTON, MASS.



Announces that Arrangements are Now Being Made for Monthly

\$110 Round Trips to Europe

Boston—Southampton

\$110

ONE WAY \$65

Connecting for

London, Liverpool, LeHavre

Boston—Gothenburg

\$138

ONE WAY \$75

Connecting for

Christania, Stockholm, Helsingfors,
Danzig, Riga, Copenhagen

THE ABOVE PRICES INCLUDE RAILROAD FARES TO POINTS AS FAR NORTH AS STOCKHOLM

The Company plans to carry approximately two thousand passengers monthly. Make your plans now for a trip during the coming season.

Lives of passengers will be protected by

EVER-WARM SAFETY-SUITS

which prevent drowning and protect from exposure

A round trip, with all expenses on shipboard included, at no more expense than a vacation right here at home! To meet the ever increasing demand in this country for an inexpensive and at the same time thoroughly comfortable and enjoyable trans-Atlantic voyage, is the prime object of the Great Northern Steamship Company. Organized by progressive business men who realize the exceptional opportunity offered now for inexpensive travel in Europe, the Company will cater to the thousands

of intelligent persons who wish to visit the battlefields of France, the Shakespeare country, Scandinavia, the Land of the Midnight Sun, etc. A chance of a lifetime! So it would seem; but it is more than that. The company is building for a permanent business, setting a new standard of high-class ocean travel on a one-class basis. That this can be done at a fair margin of profit has already been proved and is further outlined in our prospectus. You'll find it extremely interesting.

WE WILL ALSO SHOW YOU HOW YOU MAY BECOME A PART-OWNER IN THE MOST TALKED OF ENTERPRISE IN YEARS

Cut out and mail us with your name and address.

A. Wikstrom
Information Dep't
Edmunds Bldg., Suite 54
Boston, Mass.

I am interested in securing full information regarding a trip to:

(Mark with a cross) One way Round trip

England

France

Germany

Sweden

Norway

Denmark

Baltic Provinces

Finland

Russia

Name

Street or R.f.d.

City or Town

State

A. Wikstrom
Information Dep't
Edmunds Bldg., Suite 54
Boston, Mass.

I am interested in becoming part-owner in the Great Northern Steamship Company.

Please send me prospectus and full particulars.

Name

Street or R.f.d.

City or Town

State

DALLAS

*Texas Music Merchants Convene
—Brunswick Dealers Organize—
O. G. Feltner in Important Post*

DALLAS, TEX., May 7.—What is generally conceded to be one of the most successful conventions ever held by the Texas Music Merchants' Association was staged in this city on the first and second of this month. Music merchants handling all lines were represented at the sessions and heard the inspiring addresses of leaders in the industry in the Southwest.

The convention was opened on the morning of the first with President Will A. Watkin presiding and with an address of welcome by Mayor Frank W. Wozencraft, founder of the Dallas Municipal Music Commission. Response was made by Past-president C. C. Miller, of Ft. Worth. The most important address was

made by Alfred L. Smith, general manager of the Music Industries Chamber of Commerce, on Tuesday afternoon, who discussed the business side of music. Other speakers prominent in musical affairs included Mrs. Frank A. Blankenship, president of the Lone Star district, National Federation of Music Clubs; Mrs. Mamie Folsom Wynne, president of the City Federation of Women's Clubs; Col. W. L. Bush, of the Bush & Gerts Piano Co.; W. G. Karman, of Chicago; E. H. Alcorn, of Waco; J. T. Couch, of McKinney; M. R. Williams, of De Kalb, Ill.; Edgar French, of Bouriene; Miss Ethel Gibson, of Dallas; E. E. Hall, of Abilene; J. L. Collins, of Greenville; H. V. Beasley, Henry Camp Farris, of Dallas; Earle D. Bohrends, of Dallas; Mark P. Campbell, of the Brambach Piano Co.; Arthur L. Kramer, T. J. Mercer, of the Gulbransen-Dickinson Co., and others.

In connection with the convention there were some excellent displays of instruments by the Cheney Phonograph Co., Brunswick Co., Sanger Bros. and J. C. Phelps Co.

The business of the convention closed with the selection of Galveston as the 1924 meeting place and the election of the following officers: William H. Beasley, Dallas, president; T. J. Maroney, Houston, first vice-president; Lester Burchfield, Dallas, second vice-president; E. E. Hall, Abilene, third vice-president, and Paul Burling, Dallas, secretary and treasurer. Directors elected are: J. R. Reed, Ed. S. Goodell, J. C. Phelps, A. M. Cole, J. B. Denman and E. H. Alcorn.

A banquet was held on Wednesday evening, with Retiring President Will A. Watkin presiding. The speakers were Tom C. Gootch, editor of the Dallas Times-Herald; Joseph J. Taylor, editor of the Dallas News; Mark P. Campbell, of New York; Alfred L. Smith, of New York, and T. J. Mercer, of Chicago, who invited Texas dealers to attend the national convention. A dance followed the banquet.

Brunswick Dealers Organize

Permanent organization of Southwest Brunswick dealers was formed here on April 30. Al L. Kanazar, of Houston, was chosen first president of the organization. Other officers are J. R. Denman, Brownwood, first vice-president; J. R. Reed, Austin, second vice-president; J. E. Stanton, Altus, Okla., secretary, and W. R. Vine, Beaumont, treasurer.

O. G. Feltner in New Post

O. G. Feltner has been appointed manager of the Texas-Oklahoma Phonograph Co., Edison jobber, with headquarters in this city. He was formerly secretary and treasurer of the company. E. C. Dennis, former manager, is now giving his attention to traveling among the trade in the vast territory controlled by this progressive company.

Local dealers handling Victor, Brunswick, Columbia, Cheney and other lines are well pleased with present and prospective business.

DISPLAYS NEW WINDING DEVICE

DALLAS, TEX., May 5.—The Riddle Music Co., of this city, Cheney distributor, has been exhibiting a unique crankless phonograph attachment at the Jefferson Hotel, the meeting place of the Texas Music Merchants' Association. The device has met with considerable favor and the company is planning to manufacture it in quantities. This crankless phonograph attachment provides for winding the spring motor of the phonograph in two seconds and can be installed in any type instrument in five minutes. It has a number of interesting mechanical features and it is absolutely fool-proof.

PHILPITT MUSIC HOUSE EXPANDS

MIAMI, FLA., May 7.—The Philpitt Music House, with headquarters in this city, and which, in addition to its store here, has for some time operated successfully branches in Tampa and Jacksonville, has just opened two new Florida stores, one in Orlando and the other in St. Petersburg.

The Orlando store is under the management of Ross Steele and the St. Petersburg store in charge of W. H. Alton. Both managers have had long experience in the trade and have started off the new ventures most auspiciously.

Incidentally, it is announced that Marshall S. Philpitt, son of S. Ernest Philpitt, founder and head of the company, having reached his majority, has been taken into the firm and the business will in future be run under the title of S. Ernest Philpitt & Son.

CELEBRATES SEMI-CENTENNIAL

UNIONTOWN, PA., May 8.—The music store of A. I. Ellis & Sons, established in April, 1873, has recently held a successful sale in honor of the fiftieth anniversary of the founding of the firm. From the original salesroom, about thirty-five feet long, the store has developed to 138 feet in length. The Ellis house carries pianos, in addition to the Victor line of records and talking machines.

A SIX YEAR OLD AMBITION CULMINATES IN SUCCESS

C

*Converts
accounts
into cash*

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Investigate

J

*Turn your
capital often
and repeatedly take profits*

No more worry about money for discounting bills

No more limiting the number of Edison sales

No more short pay for a long year's work

Write for particulars to

Commercial Investment Trust, Inc.
41 E. 42nd Street

New York City

or Texas-Oklahoma Phono. Co.
2025 Jackson St. DALLAS, TEXAS

FRIEDMAN NEW COLUMBIA ARTIST

Famous Polish Pianist Will Make Columbia Records Exclusively—Internationally Renowned as Pianist and Composer

The Columbia Graphophone Co., New York, announced this week that Ignaz Friedman, the famous Polish pianist, had signed an exclusive Columbia contract and that his first records would be announced shortly. Mr. Friedman made his American debut in New York City in January, 1921, and since that time has played in nearly 100 cities in the United States, Canada,



Ignaz Friedman

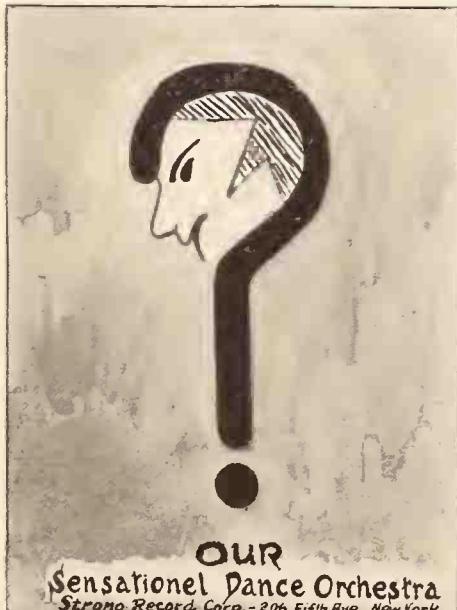
Cuba and Mexico, being enthusiastically acclaimed everywhere by newspaper and musical critics.

In Europe Mr. Friedman won fame and renown as a brilliant Chopin player and, in addition to his eminence as a pianist, ranks high as a composer, having eighty-five published works on sale in practically all countries. The Columbia Co. is to be congratulated upon adding Mr. Friedman to its list of exclusive artists as his records will undoubtedly meet with an enthusiastic reception from the trade and the public.

MAKING SATISFACTORY REPORTS

The William Phillips Phono Parts Corp., New York City, is receiving very heavy demands for its products. Business thus far this year is reported far in excess of the record of former years and prospects for the future are bright.

A good window display is an investment in publicity. Therefore, do not be afraid to spend a little money in making the window attractive.

**SAUL BIRNS PLANS SKY-SCRAPER**

New York Talking Machine Man Planning Huge Structure on Second Avenue to House Headquarters of His Big Business

What is without question one of the most ambitious building projects undertaken recently by any music merchant is the plan of Saul Birns, well known throughout the metropolitan talking machine trade as a live wire, to construct a twelve to fifteen-story building on the site of the property, which houses his headquarters at 111 Second avenue, New York City. In a chat with The World Mr. Birns stated that provision will be made for the display of his line of talking machines, musical instruments and pianos on an elaborate scale. There will also be a large auditorium where musical events will be staged, and in addition, if present plans go through, there will be a radio broadcasting station.

The volume of business which this company does is indicated by the reports of the last fiscal year. One of the branches operated by Mr. Birns alone totaled \$51,000 of business and sales in all of the establishments reached a total of over \$1,000,000. Receipts of interest on sales during the year amounted to over \$3,600.

DEFINITE PRODUCTION FOR EXPORT

Government Authority Declares That Manufacturers Going After Foreign Trade Should Set Aside Definite Proportion of Output to Meet Demands of the Foreign Markets

WASHINGTON, D. C., May 7.—Manufacturers interested in foreign business should set aside a definite percentage of their production for export, according to Thomas R. Taylor, Assistant Director of the Bureau of Foreign and Domestic Commerce. Several years of study of the export policies of American manufacturers has convinced Mr. Taylor that they are often dilatory and haphazard, without sufficient regard for the long chance and, it is pointed out, that concerns should not try to sell abroad unless it is proved to their entire satisfaction that their product is suitable for foreign markets and economically within the reach of foreign buyers.

The setting aside of a definite percentage for export serves as a balance wheel for business, declared Mr. Taylor, and failure to take such action might conceivably result in export chaos. Before entering the foreign trade methods of conducting an export business should be carefully studied and markets should be carefully chosen and, once selected, should be forsaken with extreme reluctance.

Mr. Taylor urges that manufacturers who are interested should, before embarking upon that phase of the business, get in touch with the Department of Commerce, either in Washington or one of the branch offices, so that they may avail themselves of such information regarding their product and possible markets as is in the possession of the department. Officials of the Bureau of Foreign and Domestic Commerce are paying especial attention to the development of foreign markets and are anxious that the information gathered by their large force of foreign agents should be put to good use.

BIG SALES FROM CIRCULARIZING

NEWBURGH, N. Y., May 10.—The value of newspaper and direct-by-mail publicity has been demonstrated by Burger & Morse, talking machine and musical instrument dealers in this city, in a manner leaving no room for argument on the efficacy of this method of getting business. Ten thousand circulars mixed with newspaper advertising have sold over three hundred talking machines and thousands of records in less than six months and sales from the campaign are being made every day. The circular matter was sent to a carefully selected list of possible patrons and the returns in business have paid for the campaign many times over, leaving a handsome profit.

DECISION IN BROWNING PATENT SUIT

U. S. District Court in Wilmington, Del., Rules Claim 1 of Browning Patent Covering Double Doors Invalid Because of Abandonment of Any Right to Invention—Also Finds Claim 19 of Johnson Patent Invalid

Judge Morris, of the United States District Court at Wilmington, has handed down a decision in the suit of Victor Talking Machine Co. against the Brunswick-Balke-Collender Co. and John B. Browning to adjudge Claim 1 of the Browning patent granted to these defendants last year on the "double door" construction invalid on the ground of interference with Claim 19 of its prior Johnson patent No. 946,442 granted in 1910.

The Court holds that Claim 1 of the Browning patent is invalid because of Browning's abandonment of any right he may have had to the invention. The Court further holds that Claim 19 of the Johnson patent is also invalid on the ground of lack of originality, the Court treating the prior decision in 1921 on this latter point by the Court of Appeals of the District of Columbia in the Patent Office interference proceeding as controlling. Of the two claims which are thus invalidated by the Court's decision, Claim 19 of the Johnson patent had less than four years to run, while Claim 1 of the Browning patent, having been issued only last year, had about sixteen years to run.

An infringement issue presented by the counter-claim of the defendants in this suit still remains undisposed of and until this is out of the way neither party will be in a position to appeal.

RIALTO LABORATORY CHARTERED

The Rialto Recording Laboratory, of New York City, has been granted a charter of incorporation; capital stock, 2,500 shares, \$100 par value and 2,500 shares of no par value. Incorporators of this new manufacturing concern are Benjamin Smith, John L. Gorman and Louis J. Shramek.

**TRIANGLE**
TONE ARMS REPRODUCERS

When the phonograph manufacturer buys tone arms and reproducers for his product he seeks that which will insure truest reproduction. Clearness—mellow ness as well as volume.

For these are the qualities which phonograph manufacturers talk of and phonograph buyers judge as a standard.

It is important to note, therefore, that so many producers of fine instruments use TRIANGLE EQUIPMENT exclusively.

Write us today for prices and new illustrated catalog

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722 Atlantic Avenue, Brooklyn, N. Y.

Western Sales Office
1500 Republic Building. -- Chicago, Ills.



"By the Shalimar" listens like an Irish lyric until you drop the needle. Then you realize that Paul Specht is serving up an Oriental dance dish that drips with tobasco. Turn it over and you get "In a Caravan" that swings along in a tantalizing camel-trot. These two numbers are full of the variety that's the spice o' life. Record A-3858.

COLUMBIA GRAPHOPHONE CO.
New York

Four-Minute Conference on Business Topics

No. 13—Your Interest-Arousing Ability—And How to Develop It

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

Unless the salesmen can interest the prospect in what he has to sell there is small chance of taking the next step forward and creating desire for possession. So the power to arouse and to hold "interest" is of supreme importance.

Granted that the right sort of an approach has been made, and that the prospect is in the receptive mood, advantage must be taken of the situation immediately and in the most skillful manner or the moment will pass when interest can be aroused naturally and easily.

First, the salesman absolutely must be posted on what he has to offer as to actual desirability and value. Prove to a would-be patron that what you are offering is especially desirable—that it possesses superior merit—and he can see the value for himself. The greater the emphasis put on worth, quality, exclusiveness, or what not as the case may be, the easier it will be to make the sale—provided always that the prospect has the money to spare.

A great many business people stumble right here. They make flat statements without any attempt to support them. Sometimes these statements are wide of the mark. The case comes to mind of a man who was sure that he could sell automobiles. He was a pretty good sort and a dealer decided to give him a chance. The salesman had only two arguments, if so they might be called. One was "That's some car!" and the other was equally inane, it was the last effort and was supposed to bring the sale to a close, it was, "You can't go wrong on this car—and, besides, we stand back of it!"

As neither the dealer nor the salesman were men of any means and were not well-known in the community this only made thinking people elevate their eyebrows. Beware of unsupported statements. Do not be offensively aggressive in bringing forth impressive evidence. Demonstrate how, and where, and why what you are offering is superior. The points which would appeal to one customer might not be the ones to stress at all to another. Learn to discriminate and avoid too many words or bewildering technicalities. These confuse. Understand your stock from the ground up and make a good deal of easy-to-grasp, practical advantages.

If people known to the prospect have made purchases of these very articles bring in this fact casually, if you have reason to believe that this will have a favorable influence. Never knock. It is very poor business and even worse salesmanship. Your business is to interest in what you are selling. Besides, an implied suggestion as to merit or lack of it may be far more convincing. In arousing and holding interest a dash of curiosity often gives spice. For example, a certain prospect was all but sold on a rich piece of fur. The only stick seemed to be that there was another garment favored in a competitor store. The customer hesitated. Said the salesman pleasantly, "Yes, I know those people are fine judges of mink. We made up for that proprietor's daughter-in-law the mate to this coat ourselves."

It was true, but the salesman did not go into the explanation that the young woman and her "in-laws" were on the outs. He sold the coat to the woman, of course. She reasoned to this end in her own mind.

By being well informed on general topics, by being ready to listen attentively to what the customer says, many an interest-developing lead will be apparent. People enjoy doing business with those who are modest and intelligent and who give them credit for having something intelligent to say also.

Consider what would interest you if you were in the customer's place and then govern yourself accordingly. Beware, however, of having too much to say about your own interests and hobbies or there is grave danger of being con-

sidered a bore and in leading the prospect away from the business in hand. Concentrate on the customer and his needs and you will not fail to develop the ability to arouse and to hold real interest which can be translated into terms of cash.

GRANBY POPULARITY GROWING

Reports of Dealers Served by Metropolitan Headquarters Indicate Prosperous Season

O. P. Graffen, in charge of the New York office of the Granby Mfg. Corp., Newport News, Va., reports that Granby dealers in the territory covered by the New York office are doing good business. The new models that have been introduced have proved very popular and the Granby line is stronger than ever.

J. F. Stapleton, general sales manager of the company, is back at his desk once more at the headquarters of the company at Newport News, Va., after several weeks in the local hospital. His many friends in the trade will be glad to learn that he has recovered his usual good health and is putting the same amount of pep into the sales promotion of the Granby line.

STATEMENT OF THE OWNERSHIP, MANAGEMENT,
CIRCULATION, ETC., REQUIRED BY THE ACT OF
CONGRESS OF AUGUST 24, 1912,

Of THE TALKING MACHINE WORLD, published
MONTHLY, at New York, N. Y., for April 1, 1923.

State of New York, County of New York, ss.

Before me, a Notary Public, in and for the State and county aforesaid, personally appeared J. B. Spillane, who, having been duly sworn according to law, deposes and says that he is the Editor of The Talking Machine World, and that the following is, to the best of his knowledge and belief, a true statement of the ownership, management (and if a daily paper, the circulation), etc., of the aforementioned publication for the date shown in the above caption, required by the Act of August 24, 1912, embodied in section 443, Postal Laws and Regulations, printed on the reverse of this form, to wit:

1. That the names and addresses of the publisher, editor, managing editor, and business managers are: Publisher, Edward Lyman Bill, Inc., 373 Fourth avenue, New York City; Editor, J. P. Spillane, 373 Fourth avenue, New York City; Managing Editor, J. B. Spillane, 373 Fourth avenue, New York City; Business Managers, None.

2. That the owner is: (If the publication is owned by an individual his name and address, or if owned by more than one individual the name and address of each, should be given below; if the publication is owned by a corporation the name of the corporation and the names and addresses of the stockholders owning or holding one per cent or more of the total amount of stock should be given.) Edward Lyman Bill, Inc., Caroline L. Bill, Edward Lyman Bill, Raymond Bill, Randolph Brown, Carleton Chace, Lee Robinson, J. B. Spillane, B. B. Wilson, all located at 373 Fourth avenue, New York City. Edward Van Harlingen, 209 South State street, Chicago, Ill.

3. That the known bondholders, mortgagees, and other security holders owning or holding 1 per cent or more of total amount of bonds, mortgages, or other securities are: (If there are none, so state.) None.

4. That the two paragraphs next above, giving the names of the owners, stockholders, and security holders, if any, contain not only the list of stockholders and security holders as they appear upon the books of the company but also, in cases where the stockholder or security holder appears upon the books of the company as trustee or in any other fiduciary relation, the name of the person or corporation for whom such trustee is acting, is given; also that the said two paragraphs contain statements embracing affiant's full knowledge and belief as to the circumstances and conditions under which stockholders and security holders who do not appear upon the books of the company as trustees, hold stock and securities in a capacity other than that of a bona fide owner; and this affiant has no reason to believe that any other person, association, or corporation has any interest direct or indirect in the said stock, bonds, or other securities than as so stated by him.

5. That the average number of copies of each issue of this publication sold or distributed, through the mails or otherwise, to paid subscribers during the six months preceding the date shown above is (This information is required from daily publications only.)

Sworn to and subscribed before me this 31st day of March, 1923.

M. A. FOWLER.

(SEAL) (My Commission expires March 30, 1924.)

Recording for the Phonograph Trade

The best equipped and efficient —low cost—laboratory in the industry.

Our success in recording for some prominent makes of records assures you a high-class product.

A visit or telephone call will give you the details.

Let us solve your technical problems.

A. J. BAUM, Manager
ARTHUR BERGH, Musical Director
FRED OCHS, Recorder

INDEPENDENT RECORDING LABORATORY, Inc.

102-104 West 38th Street New York

WORLD'S CLASSIFIED ADVERTISING

Any member of the trade may forward to this office a "Situation" advertisement intended for this Department to occupy a space of four lines, agate measure, and it will be inserted free. Replies will also be forwarded without cost. Additional space will be at the rate of 25c. per line. If bold faced type is desired the cost of same will be 25c. per line. Rates for all other classes of advertising on application.

POSITION WANTED.—Sales manager or representative, fourteen years in the phonograph industry, wants to travel or take charge of branch office. Phonographs or accessories. Now located West. Will go anywhere. Address, "Box 1284," care The Talking Machine World, 373 Fourth avenue, New York, N. Y.

WANTED.—A manager who can efficiently handle a \$300,000 Victrola and piano business and expand same. State experience. Address, E. M., care The Talking Machine World, 373 Fourth avenue, New York, N. Y.

WANTED.—Large manufacturer of tone arms and reproducers desires representative for Toronto, Winnipeg, Montreal and California. Address "Box 1288," care The Talking Machine World, 373 Fourth avenue, New York, N. Y.

POSITION WANTED.—An exceptionally able recording man with several valuable inventions, relating to recording and records wishes to accept position or make connections as recorder. Makes highest quality of waxes and all recording tools. Can demonstrate unusually high-grade results. Address "Box 1280," care The Talking Machine World, 373 Fourth Ave., New York, N. Y.

POSITION WANTED.—Piano and talking machine salesman. Long experience. Thorough knowledge of the music business. Excellent record and references. Available May 1. Address "Box 1281," care The Talking Machine World, 373 Fourth Ave., New York, N. Y.

POSITION WANTED.—Sales manager or salesman with seven years' experience selling pianos and phonographs, and four years' experience as crew manager, desires to make a connection with a reliable concern in any capacity. Can furnish excellent recommendations and a successful sales record. Address "Box 1286," care The Talking Machine World, 373 Fourth Ave., New York, N. Y.

POSITION WANTED.—By phonograph salesman who has had four years' experience, has had wholesale work, retail, and also has managed phonograph departments, Brunswick line preferred. Will give references. Address "Box 1287," care The Talking Machine World, 373 Fourth Ave., New York, N. Y.

POSITION WANTED.—Recorder with 28 years' experience with up-to-date method and his own outfit is open for engagement. Address "Box 1277," care The Talking Machine World, 373 Fourth Ave., New York, N. Y.

Homokord Record GERMAN, POLISH,
HUNGARIAN, Etc.

THIRTY CENTS Each

Special Reductions in Quantities. Ask for catalog.
FAVORITE MFG. CO. 105 East 12th St.
NEW YORK CITY

FOR SALE

Owing to press of wholesale business, we offer for sale our chain of retail phonograph stores. For address of individual stores write Wilson-Broadway Music Co., 1142 Wilson Ave., Chicago, Ill.

CARVED LEGS

Eight designs in gum, oak and mahogany. Prices reduced. Send for circular. Klise Mfg. Co., Grand Rapids, Mich.

FOR SALE

Record-making machinery, 16 x 40-inch Thropp blanking mill, also 16 x 42-inch Thropp mixing mill and hydraulic presses, at a reasonable price. Address "Box 1289," care The Talking Machine World, 373 Fourth Ave., New York, N. Y.

HOWELL T. M. CO. CHARTERED

A charter of incorporation has been granted to the Howell Talking Machine Co., Inc., Boston, Mass. The concern will engage in the manufacture of talking machines. Incorporators are J. Howell, W. C. Pree and H. Gorshell, all of Boston.

Your business is what you make it.

SPRINGS

VICTOR	
1 1/4" x .022 x 17"	bent each end..... No. 6543 \$.57
1 1/4" x .022 x 18"	6" marine ends..... No. 3014 .58
1 1/4" x .022 x 17"	marine ends..... No. 3014 .56
1 1/4" x .022 x 13"	bent arbor..... No. 5362 .57
1 1/4" x .022 x 13"	bent arbor..... No. 5423 .50
1 1/4" x .022 x 9"	bent arbor..... No. 5427 .42
1 1/4" x .022 x 9"	bent each end..... No. 6546 .42
1" x .020 x 13"	6" marine ends..... No. 2141 .32
1" x .020 x 15"	marine ends..... No. 3335 .35
1" x .020 x 15"	bent arbor..... No. 5394 .38
1" x .020 x 15"	bent each end..... No. 6546 .43
1/2" x .020 x 9"	marine ends..... No. 658 .29

COLUMBIA

1" x .028 x 10"	Universal..... No. 2961 .33
1" x .028 x 11"	Universal..... No. 2951 .35
1" x .030 x 11"	hook ends..... .45
1" x 11"	for motor No. 1..... No. 1219 .35

HEINEMAN

1" x .025 x 12"	motors, Nos. 33 & 77..... .33
1 3/16" x .026 x 19"	also Pathé..... .76
1 3/16" x .026 x 17" No. 4 .59

MEISSELBACH

5/8" x 10'	motors, Nos. 9 & 10..... .29
1" x 9"	motors, Nos. 11 & 12..... .29
1" x 16"	motors, Nos. 16, 17 & 19..... .49
2" x .022 x 16"	rectangular hole, 18k10..... 1.20

SAAL-SILVERTONE

1" x .027 x 10"	rectangular hole..... No. 144 .42
1" x .027 x 13"	rectangular hole..... No. 145 .48
1" x .027 x 16"	rectangular hole..... No. 146 .58

BRUNSWICK

1" x .025 x 12"	rectangular hole, regular..... No. 201 .45
1" x .025 x 18"	rectangular hole, regular..... No. 401 .60

KRASBERG

1" x 12"	motor 2A, pear-shape and rect. holes..... .45
1" x 16"	motor 3 & 4, on outer end..... .55

EDISON DISC

1 1/2" x .028 x 25"	regular size disc motors..... 1.25
1" x .032 x 11"	Standard..... .55
1 5/16" x .026 x 10"	Home..... .70
1 3/16" x 18"	type A 150, old style disc..... 1.28
1" x .025 x 12"	Amerobola 30-50-75..... .58
1 1/16" x .026 x 10"	B 80 1.15

SUNDRIES

1" x .025 x 16"	rectangular hole
1" x .025 x 16"	pear-shaped hole
5/8" x .023 x 10"	marine ends, Hein. Col., etc.... .29
5/8" x .025 x 10"	marine ends, Hein. Col., etc.... .27
5/8" x .020 x 9"21
1" x .020 x 9"18
Victor Gov. springs, No. 1729 per 100 .06
Victor Gov. spring screws, No. 3304 per 100 .02
Victor Gov. balls, n/Style, No. 3302 each .07
Victor Gov. spring screw wasber per 100 .72
Columbia Gov. springs, No. 3510 per 100 .05
Columbia Gov. spring screws, No. 430 per 100 .02
Columbia Gov. ball, lead, flat and spring72
Columbia Gov. ball, new style & spring08
Turntable felts, all wool, green, 10", round15
Turntable felts, all wool, green, 12", round18

Terms, 2% cash with order.

TALKING MACHINE SUPPLY CO., PARK RIDGE, N.J.

FOR SALE

Music store, well established, prominently located in Queens County, L. I. Agency for Sonora, Columbia and Vocalion phonographs. Complete stock of Columbia and Vocalion records. Music, player rolls and musical instruments. About \$8,000 stock. Address "Box 1282," care The Talking Machine World, 373 Fourth Ave., New York, N. Y.

FOR SALE

Exclusive Victrola shop. City 36,000. Big drawing population in New York State. Beautifully and completely equipped, four booths. Location at finest point. Will sell for actual inventory and fair price for fixtures. No good will bonus required. Unusual opportunity. Approximate amount needed, \$7,500. Address "Box 1283," care The Talking Machine World, 373 Fourth Ave., New York.

MERCHANDISE WANTED

Group of large department stores open to buy any quantity talking machines, records, musical merchandise of all kinds, etc. Address "Box 1285," care The Talking Machine World, 373 Fourth Ave., New York, N. Y.

FOR SALE

Sound-proof phonograph booths, in first-class condition, made by Unit Construction Co. of Philadelphia. There are two rooms 9 x 12 feet, two rooms 6 x 9 and one room 9 x 9. Original cost twenty-four hundred dollars. For further information address Leopold Adler, Savannah, Ga.

FOR SALE

Three Unico demonstrating rooms, size 6 by 9 each, ivory finish, sound proof. Also four Unico record racks, each with capacity of one thousand records. For price and details apply to "Box 477," Charlottesville, Va.

ONLY FIFTY CENTS

The Talking Machine World Trade Directory FOR 1923

Here is the handbook of the talking machine industry which is indispensable to every talking machine man. It is a directory you can keep on your desk to give you, in an instant, detailed knowledge about this and that company, which would otherwise consume much of your time to secure.

ONLY 50 CENTS

For instance, it will give you a complete up-to-date list of the manufacturers and jobbers who comprise the talking machine industry, including invaluable data about each concern, such as location of factories, names of officers, location of branch offices, trade names controlled, policy of marketing product, etc., etc.

ONLY 50 CENTS

Also it will give you a full, up-to-date list of the manufacturers who make any given class of product, such as talking machines, records, parts, accessories, store equipment, etc.

ONLY 50 CENTS

This book contains the kind of data about each concern which cannot be put into the company's current advertising for lack of space and which is nevertheless a kind of data that is valuable from your standpoint.

ONLY 50 CENTS

It is the only book of its kind ever published and is a volume which no enterprising member of the industry can fairly afford to do without. It has been produced by the publishers of The Talking Machine World.

USE THIS COUPON NOW

Send Cash, Stamps or Check

EDWARD LYMAN BILL, Inc.,
373 Fourth Ave., New York City.
Gentlemen:

Please send me, postage prepaid, a copy of the 1923 edition of The Talking Machine World Trade Directory, in payment for which I enclose 50 cents.

Name

Firm

Street

City and State.....

EUROPEAN HEADQUARTERS

2 GRESHAM BLDG., BASINGHALL ST. E.C. LONDON

W. LIONEL STURDY, MANAGER

Demand for New Recordings Tiding Trade Over Dull Period—Necessity for Special Dealer Effort to Boost Machine Sales—His Majesty Makes a Record—Radio Gaining—Gramophone and Wireless Combine—Interesting Program for Convention—Important Subjects to Be Discussed—Talk on Music by Wireless Miscellaneous News of the Trade

LONDON, E. C., May 3.—A survey of the gramophone trade field shows the present sales depression to be of a fairly general nature all over the country. Industrial conditions are by no means good and this, coincident with "the gramophone Winter of discontent," reacts unfavorably on the dealers' activity, its influence proportionately being felt throughout wholesale and manufacturing quarters. We are at the cross-roads of 'tween seasons when the public is faced with the attractive claims of outdoor recreation and entertainment and is, naturally, apt to neglect music at home. In such circumstances there is a very strong tendency to concentrate on portable machine sales. This keeps going a fair demand for new records, constituting a valuable force in tiding the trade over a difficult period.

Need for Special Effort

Whatever the conditions may be, at this time it is very necessary for every section of our industry the world over to make special effort for the maintenance of gramophone sales. Untiring endeavor assures a good, all-round year of trading and, though, of course, it is unlikely that Autumn and Winter bulk sales can be equaled throughout the Spring and Summer months, a good average is obtainable by enterprising effort.

It is satisfactory, as bearing upon the spending power of the public, that cost of living shows a drop of two points since March 31, this, according to official figures, being now only 74 per cent above ruling prices July, 1914. On the other hand, a slight increase of the unemployed was registered last month. I am inclined to believe this is but a temporary setback, due to industrial disorganization, consequent upon recent short-period local strikes, threats of lock-outs, etc.

Country's Program Beneficial

The country's financial program for 1923-4 is generally regarded as likely to exert a beneficial influence upon trade. The new budget provides, among other things, for 6s reduction of income tax, bringing it to 4/6 in the pound, cheaper postal rates for heavier letters and parcels, corporation or industrial profits tax reduced from

1/- to 6s in the pound, cheaper telephone rental and call rates. All of which does not amount to a great deal, but it is a move in the right direction for the easement of trade burdens and relief of the public purse.

H. M. the King Makes a Record

Unique in the history of the gramophone is that both the King and Queen have now honored our industry and its art by making an "His Master's Voice" record. Truly, a great tribute to the perfection of modern recording and the facilities of world-wide publicity its service provides. In celebration of Empire Day, May 24, their majesties recorded a special message to children of the Empire, and these royal discs will be issued, firstly, to the schools on May 24; the following day they will be available for public sale through dealers at 5/6 each. The Gramophone Co., Ltd., will place at the King's disposal all their profits arising from the sale of these records for distribution to children's hospitals.

The recording itself was most interesting. On this occasion the company sent a special recording staff to Buckingham Palace, where, under the superintendence of W. Manson, a room was completely equipped for the job. I have yet to hear the record, but understand the company is highly satisfied with the result, every word of the royal messages being clearly distinct throughout. These discs will be on sale all over the world; in America, through the offices of the Victor Talking Machine Co.

Radio Gaining Prestige

In this new field of trade endeavor the gramophone dealer and jobber would seem to have made good. Most music shops now stock radio outfits and full advantage has been taken of the season's boom. By all accounts the harvest time is over; though business continues to make a fair showing there is a noticeable drop in sales. Various reasons are advanced to explain this and, though many believe it due in great measure to inferior broadcasting programs, I think the chief cause may be ascribed to the fine weather experienced, which encourages outdoor, rather than indoor, pursuits and entertainments. However that may be, improved broadcasting programs are announced to come into force May 1, when the band of H. M. Grenadier Guards will perform.

Complaint is made that many thousands of listeners-in have not paid for licenses. This is undoubtedly true and, notwithstanding the issue of over 100,000 licenses, there is a great loss of revenue which, the British Broadcasting Co. avers, restricts program development. Hitherto,

no provision has been made for those who make up their own sets (apart from experimental) and it is now proposed to issue special licenses as soon as negotiations between the British Broadcasting Co. and the Postmaster General are satisfactorily concluded.

Waistcoat Pocket Music

We have heard and seen the wonderful wireless receiving set that is small enough to tuck away in one's pocket, and now comes the news of a small musical machine that can easily be carried in a waistcoat pocket. It is the invention of a Hungarian engineer and is described as being quite practical. It winds like a watch, is fitted with a speed regulator and will carry ten double-sided discs. Reproduction is considerably amplified by placing the instrument on the top of a glass. What next?

Gramophone and Wireless Amalgamate

The development of the combined wireless gramophone is the outcome of close study by gramophone firms, many of whom are now marketing very efficient and artistic cabinets. A recent introduction is the wireless repeating gramophone, comprising a handsome cabinet grand, with powerful valve and frame aerial radio and ingeniously fitted gramophone with non-electric repeating device. This triple outfit is made by Repeating Gramophones, Ltd., New Bond street, London.

Bankruptcies Still Increasing

Bankruptcies, receiving and administrative orders for the quarter ended March 31 last totaled 1,423, an increase of 211, compared with the same period in 1922.

Winner Record Activity

Colonial and other oversea traders wise to the big sales scope of the latest from London are advised to study recent Winner record programs. The very latest dance novelties are provided by the Hurlingham Club Orchestra, the Pavilion Players and Diplomat Novelty Orchestra. In addition, the March-April list includes hits by Stanley Kirkby, the Elliotts, Jock Walker, Frederick Granger, Will Evans, Royal Court Orchestra, Scots Guards and Foden's Prize Brass Band.

The Music Trades Convention

At Buxton, on May 22, delegates will foregather to take part in what it is hoped to record as the biggest music convention ever held in this country. Though not yet quite complete, the business program makes interesting reading. Among subjects decided upon for discussion I observe "The music trades and wireless," "The music trades' school and its possibilities of service to the industry," "An ex-

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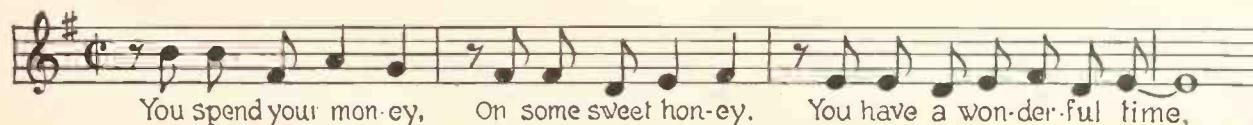
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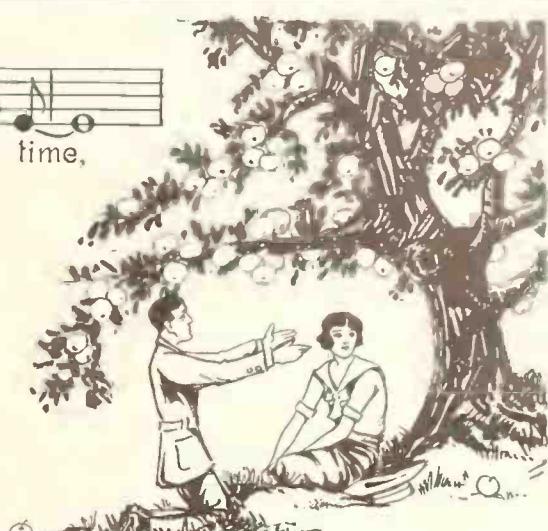


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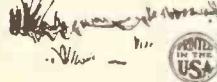


Apple Sauce

Some Advice in Fox Trot Time



"You can't go wrong
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FROM OUR EUROPEAN HEADQUARTERS—(Continued from page 170)

change scheme for obsolete and unsalable gramophone records." Sectional meetings of the various associations affiliated with the Federation will be held for the purpose of dealing with individual problems and, of course, the agenda provides for a general conference to discuss hire purchase and other subjects generic to all sections of the industry.

The social side of the convention has received liberal treatment—a banquet, motor coach trips, fancy dress ball, a masked ball, golf, bowls, tennis, billiards and other tournaments! The convention policy is business during the mornings, pleasure afterwards. Fine weather only is now required to make the convention a complete success.

A Selection of Latest Zonophone Records

A number of new Zonophone discs to hand suggest a close study of market requirements. The variety of titles covering a wide taste in vocal and instrumental music, including dance numbers, will put dealers in the happy position of satisfying any and every demand. The Grosvenor Dance Orchestra contributes a couple of pleasing fox-trots on record No. 2323—"Dear Dream Rose of Mine" and "Somebody Soon." On record No. 2317 is another fox-trot, "Shadow Man," by Max Darewski (pianist) and Stroud Haxton (violinist), with effects, coupled with that popular waltz, "Three O'Clock in the Morning," by the same unique combination of talent. Charles Green, with his xylophone and orchestral accompaniment, makes a strikingly successful record, No. 2320, of a couple of attractive numbers, "El Sabo" (tango) and "Opium Smoke." "When the Sun Goes Down" and "On the Banks of the Nilc," both composed, sung and accompanied (piano) by Melville Gideon on record No. 2322, being of a ragtime style, will please those who favor this class of music. Selections one and two of "The Beggar's Opera," on record No. 2312, constitute a fine example of recording by the famous St. Hilda Colliery Band; record No. 2313 bears an excellent duet, "The Outpost's Vigil," by Messrs. Pike and Dawson, and "My Beloved Queen," by Pete Dawson. A most pleasing record.

Wireless Talks on Music

By an arrangement made with the British Broadcasting Co., the company's nightly wireless concerts will include, once a week, a chat on music by the Federation of British Music Industries' Director of Education, Major J. T. Bavin. These talks are to be educational solely and, in view of the great audience they will

have, they cannot fail to be of advantage to the Federation's work of expanding the musical public. As is well known, the expansion of the musical public is followed automatically by a public demand not only for more music, but for more instruments of music. In this case, too, the Federation will be in direct touch with an enormous public, to whose notice will be brought regularly the work of the Federation. In all these regards this development of the Federation's work is one which promises great results. The first of the wireless chats on music was given on March 27 and will continue.

Miscellaneous News Items

A declaration of a 20 per cent dividend by the Deutsche Gramophone Co. is expected on the 1922 fiscal year's trading, vide German trade press.

A series of records covering complete tuition of the Morse code, issued by the Winner Record Co., is in much demand from listeners-in.

It is quite an interesting pastime thus to be in a position to read accurately the messages of air liners, ships and from land stations.

Further messages relating to the Leipsic messe indicate that trade was seriously affected by the political situation. Increased prices evoked the opinion from several visitors that, in future, it would pay them to visit the London British Industries Fair, rather than Leipsic!

At the recent Lyons Fair general trade was rather more representative than formerly. Quite a respectable show of musical exhibits attracted attention and, of the few foreign exhibitors, Messrs. Thorens, of Switzerland, created interest in a goodly display of motors and parts.

At a recent meeting of British Industries Fair Exhibitors at the offices of the Federation of British Music Industries it was resolved that the Federation make application for the whole of the Hall (for the 1924 fair), only partially occupied in 1923.

IF YOU handle or are thinking of handling other products, in addition to talking machines and records—you need **THE MUSIC TRADE REVIEW**, which is the most authoritative and informative business paper at your command, covering every branch of the music industry—pianos, players, reproducers, organs, automatics, band instruments, musical merchandise, small goods, sheet music, talking machines, etc., etc.

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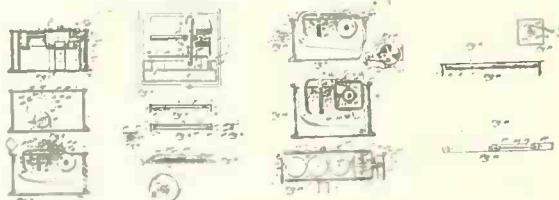
NEW YORK CITY

LATEST PATENTS RELATING TO TALKING MACHINES AND RECORDS

WASHINGTON, D. C., May 8.—Phonograph. Philip H. Behrens, San Diego, Cal., assignor of one-half to Frank E. Jones, same place. Patent No. 1,446,539.

This invention relates to sound reproducing machines usually known as phonographs and the objects of the invention are: First, to provide a phonograph wherein a plurality of records may be automatically played, one after the other, in consecutive order or some of them skipped by a predetermined manual setting of the mechanism; second, to provide a phonograph of this class of new and novel construction; third, to provide a phonograph with new and novel form of record; fourth, to provide a phonograph of this class which will play a plurality of records in consecutive order automatically, of new and novel type record or an ordinary disk record with but slight changes in arrangement of parts; fifth, to provide a phonograph of this class in which any of the records may be skipped although positioned in consecutive order for playing by the manual operation of a portion of the mechanism; sixth, to provide a phonograph of this class in which a few or a large number of records may be played one after the other automatically in consecutive order or alternately or skipped if it is desired as predetermined; seventh, to provide a phonograph of this class with a new and novelly constructed tone arm and horn; eighth, to provide a phonograph of this class with novel operating mechanism; ninth, to provide a phonograph of this class in which the tone arm and horn move automatically together from one record to the other and automatically return from one side of the machine to the other; tenth, to provide a phonograph of this class with novel control mechanism and, eleventh, to provide a phonograph of this class which is very simple and economical of construction, durable, easy to operate, automatic in its action throughout and which will not readily deteriorate or get out of order.

Figure 1 is a partial end elevational and transverse sectional view of the phonograph in one form; Fig. 2 is a sectional view through 2—2 of Fig. 1; Fig. 3 is a sectional view through 3—3 of Fig. 1; Fig. 4 is a top or plan view of the phonograph in the same form as Fig. 1, showing portions broken away and in section to facilitate the illustration; Fig. 5 is a fragmentary sectional view through 5—5 of Fig. 3; Fig. 6 is a similar view through 6—6 of Fig. 3; Fig. 7 is a sectional view through 7—7 of Fig. 6; Fig. 8 is a sectional view through 8—8 of Fig. 1 on an enlarged scale; Fig. 9 is a sectional view through

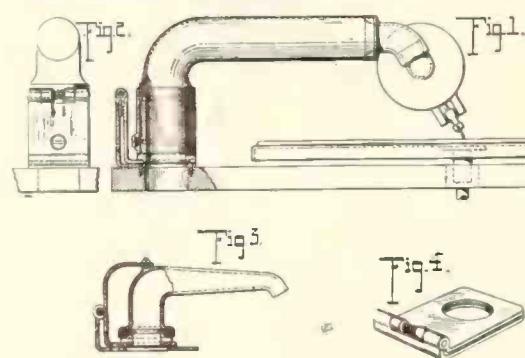


9—9 of Fig. 3 on an enlarged scale; Fig. 10 is a fragmentary perspective view showing the shaft with one of the drum records positioned thereon; Fig. 11 is a partial sectional and elevational view of the phonograph in a slightly modified form from that disclosed in Figs. 1 to 10 inclusive of the drawings and showing a structure wherein an ordinary disk record may be played on the same machine by the substitution of a certain member in the machine shown in the drawings Figs. 1 to 10 inclusive; Fig. 12 is a fragmentary detailed plan view of the tone arm structure as modified for use where the disk record is played in connection; Fig. 13 is a sectional view through 13—13 of Fig. 11; Fig. 14 is a partial sectional and elevational view of another modified form to that of the other views

of the drawings in which a plurality of conventional disk records instead of special records may be played and played in consecutive order or alternately or skipped as desired and in which the shifting mechanism may be substituted so that either may be used; Fig. 15 is a fragmentary sectional view through 15—15 of Fig. 14; Fig. 16 is a fragmentary sectional view through 16—16 of Fig. 14; Fig. 17 is a top view from the line 17—17 of Fig. 16; Fig. 18 is a fragmentary sectional view through 18—18 of Fig. 14; Fig. 19 is a similar view through 19—19 of Fig. 14 and Fig. 20 is a top view from the lines 20—20 of Fig. 19.

Tone Arm for Talking Machines. Edwin O. Klemm, Dayton, O., assignor to the Klemm Mfg. Co., Fenton, Mich. Patent No. 1,446,566.

This invention comprises a special form of connection between the tone arm and its supporting base, permitting the movements as required, as above stated, but simplifying the construction materially, and avoiding the use of parts which in any way project into or interrupt the sound passage through the tone arm. In substance, there is provided a simple hinge member applied to the base, equipped with a hinged leaf or plate, and rotatively attached to the supporting end of the tone arm, the hinged leaf permitting the necessary vertical movement

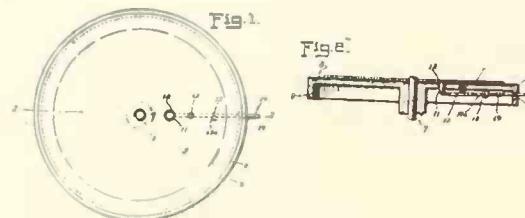


of the tone arm and the rotative connection permitting the desired horizontal turning movement of said tone arm.

Figure 1 is a fragmentary side view of the base upon which a turntable is mounted, reproducer and tone arm parts, and the improved connection between the tone arm and the base, said connection being partially shown in section. Fig. 2 is a rear elevation showing the essential parts of the invention illustrated in Fig. 1. Fig. 3 is a view somewhat similar to Fig. 1, omitting the base, and showing a modified construction utilizing the same principle as that involved in the figures above described. Fig. 4 illustrates by a perspective view still another form of hinging connection, alone, very similar to that illustrated in Figs. 1 and 2.

Talking Machine Attachment. John E. Christensen, Chicago, Ill. Patent No. 1,447,923.

This invention relates to talking machines employing disk records, and its object is to provide a simple and efficient device for facilitat-



ing removal of the record from the turntable of the machine.

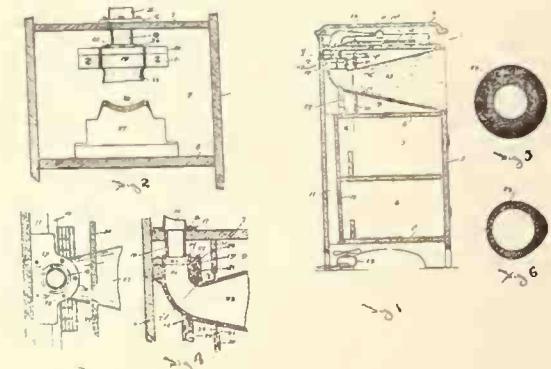
In the drawing Figure 1 is a plan view showing the application of the invention and Fig. 2 is a cross section on the line 2—2 of Fig. 1.

Talking Machine. Bagster R. Seabrook, Mishawaka, Ind., assignor to the Lyradion Mfg. Co., same place. Patent No. 1,447,187.

The invention relates to improvements in talking machines and the principal object of the

invention is to construct a talking machine having the sound box tube mounted entirely independent of the horn, thereby providing an air opening at the receiving end of the horn and to arrange such that air can be admitted to the horn either by forced draft or otherwise through the opening provided. A further object is to construct the neck of the horn in a special manner and to supply a supporting post for the horn at the neck to reinforce and strengthen the same.

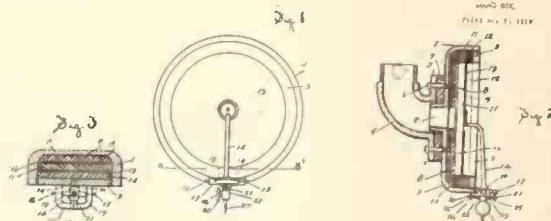
Figure 1 represents a vertical sectional view centrally through a cabinet form of talking ma-



chine with the invention installed. Fig. 2 represents an enlarged vertical sectional view through the horn chamber, the section being taken in the plane denoted by the line X—X' Fig. 1 and looking towards the bracket. Fig. 3 represents an enlarged horizontal sectional view through the tube, the section being taken at Y—Y' Fig. 1. Fig. 4 represents a vertical sectional view through the neck of the horn and adjacent parts, the section passing centrally and longitudinally of the horn. Fig. 5 represents an enlarged horizontal sectional view through the upper end of the neck of the horn. Fig. 6 represents an enlarged sectional view through the horn, the section being taken at Z—Z' Fig. 4.

Sound Box. Bagster R. Seabrook, Mishawaka, Ind., assignor to the Lyradion Mfg. Co., same place. Patent No. 1,447,186.

The invention relates to improvements in sound boxes as used on talking and similar machines and the principal object of the invention is to provide a non-sound absorbing sound box which will deliver the sound waves to the customary tone arm with great intensity and will not act to absorb a considerable proportion of



the sound as occurs in the present sound boxes. A further object of the invention is to improve the suspension of the stylus bar.

Figure 1 represents a front view of the sound box. Fig. 2 represents a vertical sectional view centrally through the same. Fig. 3 represents a horizontal sectional view at X—X' Fig. 1.

Phonograph or the Like. Louis S. Kurtzmann, Puffalo, N. Y., assignor to the Kurtzmann Phonograph Co., Inc., same place. Patent No. 1,447,215.

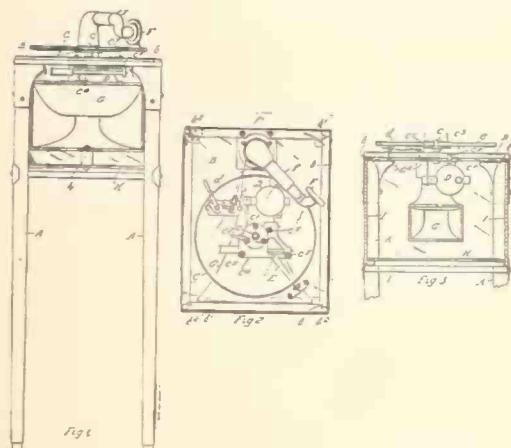
This invention relates to phonographs or analogous devices of the kind in which sound is produced by means of a needle or stylus and reproducing mechanism, co-operating with a groove on a record.

It is well known that the material used in the construction of musical instruments has an important bearing upon the sounds produced and in the construction of phonographs a great

PATENTS RELATING TO TALKING MACHINES AND RECORDS—(Continued from page 172)

improvement has been found in the quality of the tone produced, when the supporting base of the instrument and the turntable or other support for the record are made of certain materials. The inventor has found that the use of glass in a phonograph, for example the use of a glass base on which the driving and controlling mechanism is mounted, or a glass turntable or support for the record, not only produces a clearer and better reproduction of the record, but also greatly reduces the surface noise or scratching sounds usually produced in instruments of this kind.

The objects of this invention are to produce a phonograph of this kind in which certain parts



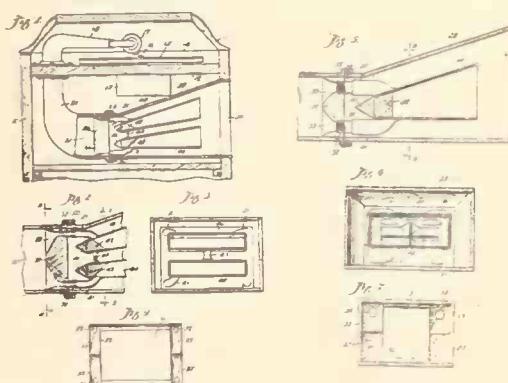
of the instrument are made of glass or the like to effect a better reproduction of the sound.

In the accompanying drawings Figure 1 is a front elevation of a phonograph or analogous device embodying the invention. Fig. 2 is a top plan view thereof. Fig. 3 is a fragmentary central sectional elevation thereof.

Sound Clarifier. Correl W. Johnson, New York. Patent No. 1,447,855.

The invention relates to sound clarifiers for sound producing or reproducing instruments such as shown and described in the Letters Patent of the United States, No. 1,240,050, granted on September 11, 1917. The object is to provide a new and improved sound clarifier more especially designed for use in the amplifying chamber of a phonograph and arranged to eliminate dead air spaces and to insure a circulation of live air throughout the length of the amplifying chamber to induce clarification of the sounds and to avoid muffling of the same.

Another object is to prevent the formation of counter currents, eddies and other interfer-



ing motions within the amplifying chamber, thus insuring the production of a strengthened, amplified, tensified and clarified tone and eliminating flat or inharmonious sounds.

Figure 1 is a sectional side elevation of the

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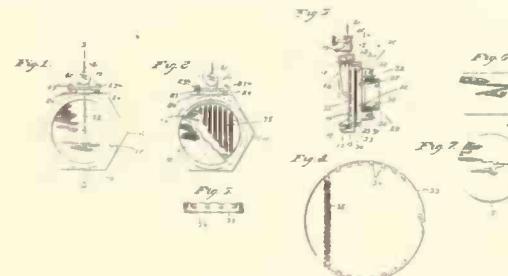
improved sound clarifier as applied to a phonograph of usual construction; Fig. 2 is an enlarged sectional side elevation of the improved sound clarifier on the line 2-2 of Fig. 3; Fig. 3 is a sectional front view of the same on the line 3-3 of Fig. 2; Fig. 4 is a rear end view of the sound clarifier looking in the direction of the arrows on the line 4-4 of Fig. 2; Fig. 5 is an enlarged sectional side elevation of a modified form of the sound clarifier; Fig. 6 is a sectional front elevation of the same on the line 6-6 of Fig. 5; and Fig. 7 is a rear end elevation of the same.

Phonographic Sound Box. Walter Scott, Sheridan, Wyo. Patent No. 1,448,090.

This invention relates to sound boxes for phonographs, telephones and like instruments, and particularly to means for reinforcing and modifying the sound transmitted from the sound box to the amplifier.

The general object of the invention is to provide a sound box whether for phonographs or telephones having adjacent the diaphragm a plurality of stretched coiled springs extending transversely across the space behind the diaphragm, the sound waves acting to vibrate these springs and being reinforced by the vibrations of the springs.

Figure 1 is a front elevation of a sound box constructed in accordance with the invention; Fig. 2 is a like view to Fig. 1, but with the dia-



phragms broken away and the bar 19 broken away; Fig. 3 is a section on the line 3-3 of Fig. 1; Fig. 4 is a plan view of the spring supporting ring; Fig. 5 is a fragmentary sectional view of the spring supporting ring; Figs. 6 and 7 are face views of the two diaphragms.

Sound Box. Charles S. Spitzer and John Gloub, Chicago, Ill. Patent No. 1,452,319.

This invention relates to sound boxes. The object of the invention is to provide a sound box by which sound will be reproduced in an improved manner.

In the drawings: Figure 1 is a side elevation of an instrument embodying the invention. Fig. 2 is a section taken on line 2-2 of Fig. 1.

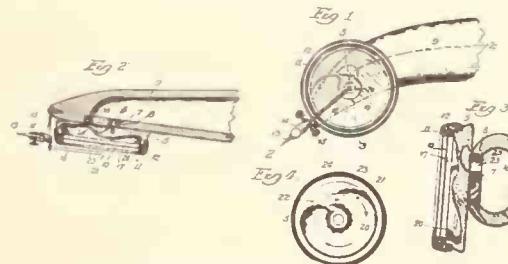


Fig. 3 is a section taken on line 3-3 of Fig. 1. Fig. 4 is a detail of the case showing the sound conduit therein.

Tone Arm Support. Lorenz R. Wolf, Los Angeles, Cal. Patent No. 1,453,613.

This invention relates to phonographs and more particularly to a tone arm support for the same. Phonographs as at present manufactured are provided with a reproducer carried at the forward end of a hollow arm which is universally pivoted to a tone arm bracket mounted in the tone chamber of a phonograph.

In some instruments it is the practice to support the entire weight of the tone arm and reproducer on the playing point of the needle that rests on the record during the playing of the record. This is injurious to the record, the needle and quality of tone produced.

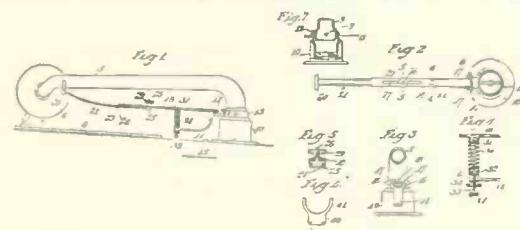
Some manufacturers of phonographs recognized this injurious effect and have tried to overcome its effect by shortening the pivoted length of the tone arm. This construction was

also faulty inasmuch as the combined weight of the reproducer and that part of the tone arm in front of the pivot point carrying the reproducer is too heavy.

In a tone arm support produced according to the invention as much weight as desired can be brought to bear upon the record at the point of reproduction, which is where the needle is in contact with the record groove.

In records of the type in which the sound impressions are recorded in the side of the groove it is only necessary to apply enough weight at the point of reproduction to make the needle follow the groove. It has been found that by the use of the tone arm support, herein illustrated, the weight can be adjusted at the point of production to such a degree that all scratchy noises heretofore produced, especially by records containing grit, are greatly eliminated.

In the reproduction of records that have become warped by the action of heat and time the rise and fall of the undulations are followed perfectly by a tone arm provided with



said support, and no apparent difference in reproduction from that produced by a flat record is noticed.

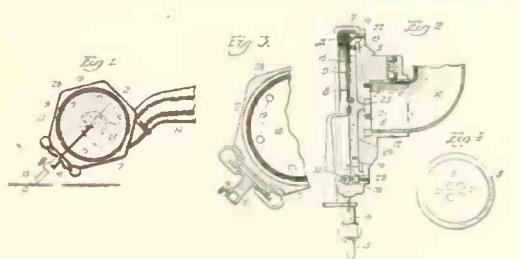
One of the principal objects of the invention is to produce a tone arm support which can be adjusted to carry the weight of the tone arm and reproducer and one that will have the required degree of resiliency to follow the undulating or uneven surfaces of a phonograph record.

Figure 1 is a side elevation of a phonograph tone arm provided with the support. Fig. 2 is a top plan view of the tone arm support shown attached to the tone arm mounting. Fig. 3 is a section on line 3-3 of Fig. 2. Fig. 4 is a section on line 4-4 of Fig. 2. Fig. 5 is a section of the adjusting nut on line 5-5 of Fig. 2. Fig. 6 is a face view of the tone arm supporting yoke. Fig. 7 is a vertical sectional view of the supporting post for the tone arm and related parts.

Sound Box. Elmer Fletcher, Chicago, Ill., assignor to the Fletcher-Wicks Co., same place. Patent No. 1,452,498.

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, so that the sound will be diffused and amplified and also mellowed to eliminate sharp metallic noises or sounds.

Another object of the invention is to provide an improved construction by which the wall of the sound box will be rendered more



rigid than it is in boxes of usual construction.

In the drawings: Figure 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 detail section through the sound box taken on line 3-3 of Fig. 2.

Plans are being considered by the music dealers of Norfolk, Va., for the formation of an association next Fall, according to statements of several prominent dealers who are vigorously furthering the movement.

Advance RECORD BULLETINS for June, 1923

VICTOR TALKING MACHINE CO.

POPULAR SONGS

19047 Dearest (You're the Nearest to My Heart)	Georgie Price	10
Morning Will Come.....	Georgie Price	10
19048 You Said Something When You Said Dixie,	Billy Murray-Ed Smalle with the Virginians	10
Billy Murray-Ed Smalle Seven or Eleven.....	Billy Murray-Ed Smalle	10
19050 The Music Lesson.....	The Duncan Sisters	10
Baby Sister Blues.....	The Duncan Sisters	10
19053 Out Where the Blue Begins.....	John Steel	10
Mother's Love.....	Elliott Shaw	10
DANCE RECORDS		
19054 April Smiles—Waltz.....	The Troubadours	10
Zenda—Waltz.....	The Troubadours	10
19043 By the Shalimar—Fox-trot,	Paul Whiteman and His Orchestra	10
Sweet One—Fox-trot or Shimmy One-step,	Paul Whiteman and His Orchestra	10
19045 Rosalie—Fox-trot,	The Great White Way Orchestra	10
Loose Feet—Fox-trot,	The Benson Orchestra of Chicago	10
19046 New Hampshire—Fox-trot,	Zez Confrey and His Orchestra	10
Marchéa—Medley Fox-trot,	The Great White Way Orchestra	10
19049 You Tell Her—I Stutter—Fox-trot,	Original Pennsylvania Serenaders	10
That Red Head Gal—Fox-trot.	The Collegians	10
19051 I Want a Pretty Girl—Fox-trot,	Brooke Johns and His Orchestra	10
Don't Cry, Swanee—Fox-trot,	Brooke Johns and His Orchestra	10
19052 Who's Sorry Now?—Fox-trot....Memphis Five Snake's Hips—Fox-trot.....	Memphis Five	10
19055 Liza—Fox-trot....Zez Confrey and His Orchestra	Down Among the Sleepy Hills of Ten-Ten-Tennessee—Fox-trot,	10
The Great White Way Orchestra		
VOCAL AND INSTRUMENTAL RECORDS		
45348 A Kiss in the Dark.....	Olive Kline	10
The Man in the Moon.....	Lucy Isabelle Marsh	10
45349 O Dry Those Tears.....	Elsie Baker	10
Song of the Soul.....	Elsie Baker	10
35724 Sakuntala—Overture—Part I,	Victor Symphony Orchestra	12
Sakuntala—Overture—Part II,	Victor Symphony Orchestra	12
19056 Nobles of the Mystic Shrine—March,	Sousa's Band	10
The Dauntless Battalion—March.	Sousa's Band	10
RED SEAL RECORDS		
FRANCES ALDA, Soprano		
66140 If Winter Comes.....	Arkell-Tennant	10
MISCHA ELMAN, Violinist (Piano Accompaniment by Josef Bonime)		
66144 The Blue Lagoon.....	Millöcker-Winternitz	10
EMILIO DE GOGORZA, Baritone—In Spanish		
66135 (1) La Boca de Pepita (Pepita's Lips) (2)		
Bolero.....	Flonzaley Quartet	10
74801 Quartet in C Minor—Scherzo (2nd Movement),	Beethoven	12
BENIAMINO GIGLI, Tenor—In Italian		
74804 Africana—Oh Paradiso! (Oh, Paradise!),	Meyerbeer	12
LOUISE HOMER, Contralto		
87359 The Lane to Ballybree.....	Edelmann-Speaks	10
JOSE MARDONES, Bass—In Italian		
74808 I Vespri Siciliani—O tu Palermo! (Sicilian Vespers—Oh, Thou Palermo!),	Verdi	12
GIOVANNI MARTINELLI, Tenor—In Italian		
74809 Fascisti Hymn (Inno dei Fascisti).	Manni-Gastaldo	12
SERGEI RACHMANINOFF, Pianist		
74807 Polichinelle (Punchinello).....	Rachmaninoff	12
TITTA RUFFO, Baritone—In Italian		
87360 Falstaff—Quand' ero paggio (When I Was Page),	Verdi	10
REINALD WERRENRATH, Baritone		
66145 Heaven at the End of the Road,	Johnston-Osgood	10

COLUMBIA GRAPHOPHONE CO.

SYMPHONY RECORDS

80799 God Touched the Rose (Brown)—Tenor Solo,	Tandy Mackenzie	10
79835 Anita's Dance, from "Peer Gynt" (Grieg)—Violin Solo	Toscha Seidel	10
A3852 The Temple Bells (Woodforde-Finden)—Baritone solo	Louis Gravure	10
Less Than the Dust (Woodforde-Finden)—Baritone solo	Louis Gravure	10
A3846 Serenade (Schubert)—Soprano solo.	Margaret Romaine	10
Voices of the Woods (Melody in F) (Rubinstein)—Soprano solo	Margaret Romaine	10
A3845 Forsaken (Koschat-Winternitz)—Violin solo,	Eddy Brown	10
Adoration (Borowski)—Violin solo,	Eddy Brown	10
A3864 Snake's Hips (Williams)—Fox-trot,	The Georgians	10
Farewell Blues (Rappolo-Mares-Schoebel)—Fox-trot	The Georgians	10
A3861 Who's Sorry Now? (Snyder)—Fox-trot,	The Happy Six	10
Sweet One (Jolson-Silvers)—Fox-trot,	The Happy Six	10
A3860 Bambalina—Intro. "Wildflower," from "The Wildflower" (Younmans-Stothart)—Fox-trot,	Ray Miller and His Orchestra	10
Argentine—Intro. "Way Down South," from "Caroline" (Kunneke-Goodman) (Goodman)	Ray Miller and His Orchestra	10
Fox-trot.....	Ray Miller and His Orchestra	10
A3858 By the Shalimar (Magine-Delbridge)—Fox-trot,	Paul Specht and His Orchestra	10
In a Caravan (Williams)—Fox-trot,	Paul Specht and His Orchestra	10
A3863 La Mome Tango (Dolore)—Tango Fox-trot,	Paul Specht and His Orchestra	10
Spanish Moon (Johnson and Robison)—Tango Fox-trot.	Paul Specht and His Orchestra	10
A3859 Wonderful One (Whiteman-Grofe)—Waltz,	Paul Specht and His Orchestra	10
Red Moon (Martini-Kortlander)—Waltz,	Columbia Dance Orchestra	10
A3862 You Know You Belong to Somebody Else (Monaco)	Nora Bayes, Comedienne	10
Dearest (You're the Nearest to My Heart) (Akst)	Nora Bayes, Comedienne	10

A3844 Down Hearted Blues (Austin-Hunter),

Bessie Smith, Comedienne 10

Gulf Coast Blues (Williams),

Bessie Smith, Comedienne 10

A3847 Mother in Ireland (Griffin-Kahn-Lyman)—Tenor

solo.....William A. Kennedy 10

Just a Bit of Irish Lace (L. and A. Solman)

—Tenor solo.....William A. Kennedy 10

A3856 The Old Time Religion—Baritone solo,

Homer A. Rodeheaver 10

Standin' in the Need of Prayer—Baritone solo,

Homer A. Rodeheaver 10

A3851 Train Time at Pumpkin Center (Stewart)—

Descriptive, Cal Stewart and American Quartet 10

Uncle Josh in a Department Store (Stewart),

Cal Stewart, Comedian 10

A3848 Southern Medley—Part I—Intro.

"Way Down Yonder in the Cornfield"; "Kentucky Babe";

"Hard Times Come Again No More";

"Little Alabama Coon"—Baujo acc. by Harry Reser.....Shannon Four, Male Quartet 10

Southern Medley—Part II—Intro.

"Carry Me Back to Old Virginny"; "Old Black Joe";

"Oh, Susanna"; "Swanee River"; "In My Old Kentucky Home"; "Dixie"—Banjo acc.

by Harry Reser, Shannon Four, Male Quartet 10

MID-MONTH LIST

DANCE MUSIC

A3857 You've Got to See Mamma Ev'ry Night (Rose-Conrad)—Fox-trot

The Georgians 10

You Tell Her—I Stutter (Friend)—Fox-trot,

The Georgians 10

A3850 You Know You Belong to Somebody Else (Monaco)—Fox-trot...The Lanin Orchestra

Crying for You (Miller-Cohn)—Fox-trot, The Lanin Orchestra 10

A3853 After Every Party (Freed-Burnett)—Waltz,

The Columbians 10

Apple Sauce (Lyman-Arnheim-Freed)—Fox-trot

The Columbians 10

POPULAR SONGS

A3854 Coal Black Mammy (St. Helier)

Al Jolson, Comedian 10

Lindy Lady (Wenrich),

Shannon Four, Male Quartet 10

A3855 The World Is Waiting for the Sunrise (Seitz)

Tenor solo.....Charles Hart 10

Out Where the Blue Begins (Grant)—Tenor

solo.....Charles Hart 10

BRUNSWICK RECORDS

50030 Elišir d'Amore—Una furtiva lagrima (A Furtive Tear) (Act II) (Donizetti)—Tenor With Orch.

In Italian.....Mario Chamlee 10

Faust—Salut, demeure (All Hail, Thou Dwelling Lowly) (Act III) (Gounod)—Tenor With Orch.

In French.....Mario Chamlee 10

15048 Sapphische Ode (Sapphic Ode) (Brahms)—Contralto With Orch.

In German.....Sigrid Onegin Auf Dem Kirchhofe (In the Churchyard) (Brahms)—Contralto With Orch.

In German.....Sigrid Onegin 10

15049 A La Bien Aimée (Op. 59, No. 2) (Schubert)—Pianoforte Solo

Leopold Godowsky Capriccio (F Minor) (Dohnanyi)—Pianoforte Solo

Leopold Godowsky 10

35004 Oh, Sleep! Why Dost Thou Leave Me? (From "Semele") (Handel)—Soprano With Orch.

Marie Tiffany Largo (From "Xerxes") (Handel)—Soprano With Orch.

Marie Tiffany 10

5186 Message of the Violet (From "Prince of Pill-sen") (Luders)—Soprano and Mixed Quartet With Orch.

...Irene Williams and Mixed Quartet Toyland (From "Babes in Toyland") (Victor Herbert)—Soprano With Orch. ...Irene Williams 10

2414 Ballet Egyptien—Part III (Luigini)—Concert Orch.

Capitol Grand Orch.

Erno Rapeé, Conductor

Ballet Egyptien—Part IV (Luigini)—Concert Orch.

Capitol Grand Orch.

Erno Rapeé, Conductor

2409 Bercuse (De Grassi)—Violin Solo With Orch.

Frederic Fradkin Nola (Felix Arndt)—Violin Solo With Orch.

Frederic Fradkin 10

2415 Narcissus (Ethelbert Nevin)—Saxophone Sextet,

The Wiedoeft Ensemble Valse Vanité (Wiedoeft)—Saxophone Solo With Orch.

Rudy Wiedoeft 10

2413 Seven or Eleven (Brown-Donaldson)—Comedienne With Orch.

Margaret Young Wanita (Coslow-Sherman)—Comedienne With Orch.

Margaret Young 10

2412 Sweet One (Jolson-Silvers) — Fox-trot — For Dancing

Isham Jones' Orch.

That Red-Head Girl (Van-Schenck-Lodge)—Fox-trot—For Dancing.....Isham Jones' Orch.

2411 Kiss Me (McKiernan-Shilkret)—Fox-trot—For Dancing.....Arnold Johnson and His Orch.

Sweet Lovin' Mama (Wagner-Lockard)—Fox-trot—For Dancing.....Arnold Johnson and His Orch.

2420 By the Shalimar (Koehler-Magine-Delbridge)—Fox-trot—For Dancing.....Isham Jones' Orch.

Foolin' Around (Ross)—Fox-trot—For Dancing.....Isham Jones' Orch.

2417 One Little Smile (Coleman-Herbert)—Waltz—For Dancing—Orch. Arr. by Walter Haen-schen

Carl Fenton's Orch.

Mellow Moon (Hall)—Waltz—For Dancing.

Carl Fenton's Orch.



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ADVANCE RECORD BULLETINS FOR JUNE—(Continued from page 174)

MONOLOGUE		
4798 The Family Quarrel (Shelton Brooks)—Monologue	Shelton Brooks	10
The Third Degree (Shelton Brooks)—Monologue	Shelton Brooks	10
INSTRUMENTAL RECORD		
4809 The Rocks (George W. Thomas)—Piano Solo, Chopiano (Lange)—Piano Solo... Henry Lange	Clay Custer	10
DANCE RECORDS		
4787 Red Moon (Henri De Martini-Max Kortlander) —Waltz..... Rega Dance Orch.	Rega Dance Orch.	10
Waltz of Love (Milo, Rega)—Waltz,	Rega Dance Orch.	10
4788 Some Little Someone—Fox-trot, Vincent Lopez and His Hotel Pennsylvania Orch.	Vincent Lopez and His Hotel Pennsylvania Orch.	10
You Know You Belong to Somebody Else (So Why Don't You Leave Me Alone?) (James V. Monaco)—Fox-trot,	Vincent Lopez and His Hotel Pennsylvania Orch.	10
Aunt Hagar's Blues—Fox-trot... Handy's Orch.	Handy's Orch.	10
Louisville Blues—Fox-trot.... Handy's Orch.	Handy's Orch.	10
4791 The Fives (Geo. W. Thomas)—Fox-trot, Tampa Blue Jazz Band	Tampa Blue Jazz Band	10
The Cootie Crawl (Chas. H. Booker), Tampa Blue Jazz Band	Tampa Blue Jazz Band	10
4793 Sweet One (Al Jolson-Louis Silvers)—Fox-trot	Rega Dance Orch.	10
Dearest (You're the Nearest to My Heart) (Harry Akst)—Fox-trot Markels' Orch.	Markels' Orch.	10
4795 Mister Gallagher and Mister Shean ("Positively, Mr. Gallagher? Absolutely, Mr. Shean!") (Ed. Gallagher-Al. Shean)—Fox-trot,	Rega Dance Orch.	10
Mister Gallagher and Mister Shean ("Positively, Mr. Gallagher? Absolutely, Mr. Shean!") (Ed. Gallagher-Al. Shean)—Fox-trot,	Rega Dance Orch.	10
4796 The First Waltz (Belongs to Me) (J. Russell Robinson)—Waltz,	Blue Ribbon Trio (Green-Wiedoef-Briers)	10
Love's Ship (Alice Nadine Morrison)—Waltz,	Blue Ribbon Trio (Green-Wiedoef-Briers)	10
4797 Parade of the Wooden Soldiers (From Bleib's "Chauve-Souris") (Leon Jessel)—Fox-trot,	Vincent Lopez and His Hotel Pennsylvania Orch.	10
Vincent Lopez and His Hotel Pennsylvania Orch. Nola (Felix Arndt) (Adapted by Vincent Lopez)	Vincent Lopez and His Hotel Pennsylvania Orch.	10
—Fox-trot—Piano Solo by Vincent Lopez,	Vincent Lopez and His Hotel Pennsylvania Orch.	10
Peggy, Dear (A. Freed-G. Arnhem-A. Lyman)—Fox-trot	Markels' Orch.	10
Saw Mill River Road (From the Musical Comedy, "Glory") (Harry Tierney)—Fox-trot	Markels' Orch.	10
4803 Laughin', Cryin' Blues (Porter Grainger-Bob Ricketts)—Fox-trot.... Giantz and His Orch.	Giantz and His Orch.	10
Sunny Jim (J. Murphy-J. Needham-G. B. McConnell)—Fox-trot.... Tampa Blue Jazz Band	Tampa Blue Jazz Band	10
4804 Fate (It Was Fate When I First Met You) (Byron Gay)—Fox-trot,	Vincent Lopez and His Hotel Pennsylvania Orch.	10
Vincent Lopez and His Hotel Pennsylvania Orch. The Natches and the Robert E. Lee (L. Wolfe Gilbert)—Fox-trot,	Vincent Lopez and His Hotel Pennsylvania Orchestra	10
4806 Baby Blue Eyes (W. Hirsch-G. Jessel-J. Greer)—Fox-trot—Saxophone-Piano Duet,	Justin Ring-Chester Gaylord	10
When Hearts Are Young (From the Musical Comedy, "The Lady in Ermine") (Alfred Goodman) — Novelty Fox-trot — Saxophone-Piano Duet Justin Ring-Chester Gaylord	Carl Stahernack	12
4807 Muscle Shoals Blues (Geo. W. Thomas)—Fox-trot	Carl Stahernack	12
Harry Rademan's Jazz Orch.	Marek Weber and His Orch.	12
Lonesome Mamma Blues (Billie Brown)—Fox-trot	Markel's Orch.	10

ODEON RECORDS

3044 Agnus Dei (Joh. L. Hasler) (Chorus Under the Direction of Arthur Barth)—Chorus, Organ Accomp.	Carl Stahernack	12
Recorded in Europe		
O Bone Jesu (M. Ingenniti) (Chorus Under the Direction of Arthur Barth)—Chorus, Organ Accomp.	Carl Stahernack	12
3045 Frasquita (Franz Lehar)—Waltzes—Orch., Marek Weber and His Orch.	Carl Stahernack	12
Recorded in Europe		
Serenade Tarenghi (Mario Tarenghi)—Orch., Marek Weber and His Orch.	Carl Stahernack	12
Recorded in Europe		
3046 Electric Girl (Helmburgh-Holmes)—Orch., Marek Weber and His Orch.	Carl Stahernack	12
Recorded in Europe		
Mangia, Mangia, Papirusa! (Arturo de Bassi)—Tango milonga—Orch.,	Carl Stahernack	12
Recorded in Europe		
53301 Manon—Ah, Dispar Vision (Depart, Fair Vision) (Massenet)—Tenor With Orch.—Sung in Italian..... Giacomo Lauri-Volpi	Carl Stahernack	12
Recorded in Europe		

AEOLIAN CO.

VOCALION RECORDS		
70002 Mad Scene from "Lucia di Lammermoor"—in Italian—Soprano..... Evelyn Scotney	Evelyn Scotney	12
Caro Nome (Dearest Name) from Rigoletto—in Italian—Soprano	Evelyn Scotney	12

52048 Voi lo sapete (Well you know, good Mother) from Cavalleria Rusticana—in Italian—Soprano	Rosa Raisa	12
30170 La Donna e Mobile (Woman Is Fickle) from Rigoletto—in Italian—Tenor..... Giulio Crimi	Giulio Crimi	10
STANDARD SELECTIONS		
60003 Loch Lomond—Soprano	May Peterson	10
Comin' Thro' the Rye (Old Scotch Air)—Soprano	May Peterson	10
30169 Absent—Baritone	John Charles Thomas	10
24040 In Dublin's Fair City—Tenor.... Colin O'More	Colin O'More	10
Just a Bit of Irish Lace—Tenor.... Colin O'More	Colin O'More	10
14550 For a Kiss—Tenor..... Charles Hart	Charles Hart	10
In the Gloaming—Contralto..... Alice Louise Martens	Alice Louise Martens	10
INSTRUMENTAL		
60006 Canzonetta—Violinist..... Sasha Culhertson	Sasha Culhertson	10
Hungarian Dance No. 7—Violinist..... Sasha Culhertson	Sasha Culhertson	10
35019 Memories (Original Composition)—Cornet solo by Staff Capt. John Allen—Conductor: Staff Captain G. Darby, Salvation Army Staff Band, New York	Salvation Army Staff Band, New York	12
Excerpts from Haydn, Salvation Army Staff Band, New York	Salvation Army Staff Band, New York	12
14551 Cocoanut Dance—Banjo solo with Orch. Accomp.,..... Fred Van Eps	Fred Van Eps	10
Dixie Medley—Banjo solo with Piano Accomp. Piano Accomp. by Frank Banta, Fred Van Eps	Fred Van Eps	10
14541 The Basket of Shamrocks—Accordion solo with Piano accomp. Patrolman Frank Quinn	Patrolman Frank Quinn	10
O'Dowd's Favorite Reel Medley—Violin solo with Piano accomp..... Michael Coleman	Michael Coleman	10
SACRED		
14542 Nearer My God to Thee..... Helen Clark, Soprano Charles Harrison, Tenor	Charles Harrison	10
When the Roll Is Called Up Yonder, Lewis James, Tenor Elliott Shaw, Baritone	Lewis James, Tenor Elliott Shaw, Baritone	10
HAWAIIAN SELECTIONS		
14515 That Naughty Waltz.... Ferrera and Franchini	Ferrera and Franchini	10
Sweet Hawaiian Moonlight—Hawaiian Guitars, Ferrera and Franchini	Ferrera and Franchini	10
14516 Isle of Paradise—Waltz—Hawaiian Guitars, Ferrera and Franchini	Ferrera and Franchini	10
On Hilo Bay—Waltz—Hawaiian Guitars and Xylophone Ferrera, Franchini and Green	Ferrera and Franchini	10
14517 Hawaiian Smiles—Waltz—Hawaiian Guitars, Ferrera and Franchini	Ferrera and Franchini	10
Wild Flowers—Waltz—Hawaiian Guitars, Ferrera and Franchini	Ferrera and Franchini	10
INTERNATIONAL		
14540 Liebe in verschiedenen Sprachen—in German..... Carl Frischer	Carl Frischer	10
Wie man englisch lernt—in German, Carl Frischer	Carl Frischer	10
14546 Andulko me dito (Polka se zpevem)—in Bohemian	Kapela pana Feldhana Ty, Ty, Ty, jei vinnejei (Valci se zpevem)—in Bohemian, Kapela pana Feldhana	10
in Jewish, Michael Michaelesco and Fanny Lubritzky	Michael Michaelesco and Fanny Lubritzky	10
Criss Fin Der Neuer Russland (from the "Golden Bride")—in Jewish, Michael Michaelesco	Michael Michaelesco	10
14538 Mr. Gallagher and Mr. Shean—Part 1—Translated by Gus Goldstein—in Jewish, Gus and Jay Goldstein	Gus and Jay Goldstein	10
Mr. Gallagher and Mr. Shean—Part 2—Translated by Gus Goldstein—in Jewish, Gus and Jay Goldstein	Gus and Jay Goldstein	10
14560 Ech Russia (from "Yushki Kwa")—Russian Folk Song—in Russian..... Aaron Lebedoff	Aaron Lebedoff	10
Tiflis, Tiflis (from "Luske Maladetz")—Russian Oriental Song—in Russian, Aaron Lebedoff	Aaron Lebedoff	10
DANCE SELECTIONS		
14535 Farewell Blues—Fox-trot, Gene Fosdick's Hoosiers	Gene Fosdick's Hoosiers	10
Aunt Hagar's Blues—Fox-trot, Gene Fosdick's Hoosiers	Gene Fosdick's Hoosiers	10
14539 Marcheta—Waltz—Vocal Chorus by Charles Hart The Bar Harbor Society Orchestra	Charles Hart	10
Just an Old Love Song—Waltz—Vocal Chorus by Charles Hart, The Bar Harbor Society Orchestra	Charles Hart	10
14543 La Golondrina (The Swallow)—Waltz, The Castillians	The Castillians	10
La Paloma (The Dove)—Tango Fox-trot, The Castillians	The Castillians	10
14544 Down Among the Sleepy Hills of Tennessee—Fox-trot	Selvin's Orchestra	10
Don't Be Too Sure—Fox-trot, Selvin's Orchestra	Selvin's Orchestra	10
14545 Don't Think You'll Be Missed—Fox-trot, Selvin's Orchestra	Selvin's Orchestra	10
Seven or Eleven (My Dixie Pair o' Dice)—Fox-trot—Vocal Chorus by Ernest Hare, Selvin's Orchestra	Selvin's Orchestra	10
14552 Dreams of India—Fox-trot, Albert E. Short and His Tivoli Syncopaters	Albert E. Short and His Tivoli Syncopaters	10
Down in Sweetheart Town—Fox-trot, Albert E. Short and His Tivoli Syncopaters	Albert E. Short and His Tivoli Syncopaters	10
14553 By the Shalimar—Fox-trot, Albert E. Short and His Tivoli Syncopaters	Albert E. Short and His Tivoli Syncopaters	10
Long Ago (Mid Apple Blossoms)—Fox-trot, Albert E. Short and His Tivoli Syncopaters	Albert E. Short and His Tivoli Syncopaters	10
14554 Wolverine Blues—Fox-trot, Albert E. Short and His Tivoli Syncopaters	Albert E. Short and His Tivoli Syncopaters	10

Albert E. Short and His Tivoli Syncopaters	10	
Liza (from "Liza")—Fox-trot, Albert E. Short and His Tivoli Syncopaters	10	
14555 Who's Sorry Now?—Fox-trot, Ben Bernie and His Orchestra	10	
Wildflower (Intro, "April Blossoms")—Fox-trot (from "Wildflower"), Ben Bernie and His Orchestra	10	
14549 Man in the Moon (from "Caroline"), J. Harry Murray	10	
I'm Only a Pilgrim (from "Caroline"), J. Harry Murray	10	
14556 Barney Google	Jones and Hare	10
I Love Me..... Jones and Hare	Billy Jones	10
14557 Down Among the Sleepy Hills of Tennessee—Tenor	Irving and Jack Kaufman	10
Dearest (You're Nearest to My Heart)—Tenor, Irving and Jack Kaufman	Irving Kaufman	10
14558 Beside a Babbling Brook—Tenor, Irving Kaufman	Irving Kaufman	10
Who's Sorry Now?—Tenor.... Irving Kaufman	Irving Kaufman	10
14559 Beale Street Mamma—Baritone.... Ernest Hare	Ernest Hare	10
Down By the River—Baritone.... Ernest Hare	Ernest Hare	10

REGAL RECORDS

DANCE RECORDS		
9469 Bambalina (From "Wildflower")—Fox-trot, Majestic Dance Orch.		
Just One More Dance—Fox-trot, Jos. Samuels and His Orch.		
9470 You Tell Her—I Stutter—Fox-trot, Roy Collins' Dance Orch.		
Nuthin' But—Fox-trot Missouri Jazz Hounds		
9471 The Sleepy Hills of Tennessee—Fox-trot, Hollywood Dance Orch.		
While You Were Making Believe—Fox-trot, Hollywood Dance Orch.		
9472 Who's Sorry Now?—Fox-trot... Sam Lanin's Orch.		
Knock Wood and Whistle—Fox-trot—Vocal Chorus, Arthur Hall		
9473 Beside a Babbling Brook—Fox-trot, Pavilion Royal Dance Orch.		
March of the Mannikins—Fox-trot, Jules Levy and His Band		
9474 La Mome Tango (The Tango Kid)—Tango, Pavilion Royal Dance Orch.		
When Will the Sun Shine for Me?—Fox-trot, Pavilion Royal Dance Orch.		
9475 Wonderful One—Waltz.. Jos. Knecht's Dance Orch.		
The Waltz of Love—Waltz, Jos. Knecht's Dance Orch.		
9476 Memphis Glide—Fox-trot.... Original Memphis Five Shufflin' Mose—Fox-trot.... Original Memphis Five		
POPULAR VOCAL RECORDS		
9477 Beside a Babbling Brook—Tenor Solo—Orch. Accomp., Arthur Hall		
Carolina Mammy—Baritone Solo—Orch. Accomp., Carolina Mammy		
9478 The Sleepy Hills of Tennessee—Tenor Solo—Orch. Accomp., Vernon Dalhart		
I'll Take You Home, Pal o' Mine—Tenor Solo—Orch. Accomp., Vernon Dalhart		
9479 Who's Sorry Now?—Tenor Solo—Orch. Accomp., You Said Something When You Said Dixie—Baritone Solo—Orch. Accomp., Arthur Field		
9480 Wet Yo' Thumb—Comedy Solo—Orch. Accomp., Old King Tut—Comedy Solo—Orch. Accomp., Billy West		
9481 Louisvile Lou—Baritone Solo—Orch. Accomp., Beale Street Mama—Comedy Duet—Orch. Accomp., Donald Baker		
9482 One Little Smile (Before We Say Farewell)—Vocal Chorus, Vernon Dalhart, Maria, Mari (Neapolitan Song)—Hawaiian Guitars		
9483 When You and I Were Young, Magpie—Tenor Solo—Orch. Accomp., Howard Shelley At Dawn—Tenor Solo—Orch. Accomp.,		
9484 On the Road to Mandalay—Tenor Solo—Orch. Accomp., George Bronson In the Gloaming—Quartet—Orch.... Stellar Quartet		

ADVANCE RECORD BULLETINS FOR JUNE—(Continued from page 175)

- 5072 Margaret Collins' Reel—Accordion and Piano, Frank Quinn and John Muller
 Quinn's Irish Polka—Accordion and Piano, Frank Quinn and John Muller
 5074 The Connaught Man's Rambles Jig—Accordion and Piano Frank Quinn and John Muller
 The Varsouviana—Accordion and Piano, Frank Quinn and John Muller
 5075 Sugar Blues..... Ladd's Black Aces Shufflin' Phil Sings the Chorus Beale Street Mamma (Turk-Robinson).
 Ladd's Black Aces; Shufflin' Phil Sings the Chorus
 5076 Marcellonie (Dicker-Hoffman), Joe Samuels and His Orchestra
 Wet Yo' Thumb (Akst-Cooper)—Fox-trot, Bailey's Lucky Seven
 5077 By the Shalimar (Magine-Delbridge-Koehler)—Fox-trot—Featuring Lillian Robbins, Call of the North Orchestra
 Wonderful One (Whiteman-Grofe)—Waltz, Call of the North Orchestra
 5078 Carolina Mammy (James)—Fox-trot—Singing Chorus by Ernest Hare..... Bailey's Lucky Seven
 Everything Is K. O. in K. Y. (Egan-Whiting) —Fox-trot—Singing Chorus by Ernest Hare, Bailey's Lucky Seven
 5079 Some o' These Days—Contralto and Baritone, Asher and Rodeheaver
 The Hand that Was Wounded for Me (Towner) —Contralto and Baritone...Asher and Rodeheaver
 5089 No Disappointment in Heaven (Lehman)—Contralto and Baritone..... Asher and Rodeheaver
 Take Up Thy Cross (Ackley)—Contralto and Baritone Asher and Rodeheaver
 5092 An Englishman at a Ball Game—Comic Monologue Harry A. James
 An Englishman's Idea of American Wit—Comic Monologue Harry A. James
 5093 Is Marriage a Failure?—Comic Monologue, Harry A. James
 When Knighthood Blooms—Comic Monologue, Harry A. James
 5102 Wolverine Blues (Spikes-Morton-Spikes), New Orleans Rhythm Kings
 Formerly Friar's Society Orch. Weary Blues (Matthews), New Orleans Rhythm Kings
 5108 If You Want to Keep Your Daddy Home (Grainger-Ricketts-Paisley) — Piano acc. by Porter Grainger Viola McCoy
 Laughin' Cryin' Blues (Grainger-Ricketts)—Piano acc. by Porter Grainger..... Viola McCoy
 5109 Honeymoon Chimes (Brown-Earl)—Waltz, The Hawaiian Entertainers
 One Little Smile (Coleman-Herbert)—Waltz, The Hawaiian Entertainers
 5110 Snake's Hips (Williams)—Fox-trot, Bailey's Lucky Seven
 Down Among the Sleepy Hills of Tennessee (Meyer)—Fox-trot Bailey's Lucky Seven
 5111 Down Among the Sleepy Hills of Tennessee (Young-Lewis-Meyer)—Tenor and Baritone, Murphy and Shea
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 Polka Senza Nome (Saubenedetto), I Cinque Abruzzesi

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 La Golondrina (Concion Popular), Gonzalez's Mexican Band
 S5113 The American Romantic (V. Pastalle-U. J. Villadomat)—Shimmy Fox-trot, Harmony Valley Orchestra
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 5087 Na Majowce—Polka (Feldhann), P. Feldhann Wlasna Orkiestra Niespodzianka—Polka (Feldhann), P. Feldhann Wlasna Orkiestra
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 5094 Na Chustawce—Walz. Clarinet i Orkiestra Warzawianka—Mazurka Clarinet i Orkiestra
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 5091 Maiausflug Polka (Feldhann), Deutsches Tanz-Orchester Uberraschung Polka (Feldhann), Deutsches Tanz-Orchester
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 020972 Who's Sorry Now?—Fox-trot, Les Stevens Clover Garden's Orch. South Sea Eyes—Fox-trot, Les Stevens Clover Garden's Orch.
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 020979 Honeymoon Chimes—Waltz, Jos. Samuels' Orch. Broken-Hearted Melody—Waltz, Jos. Samuels' Orch.
 020980 Kiss Me—Fox-trot Al. Burt's Orch. Russian Rose—Fox-trot Golden Gate Orch.

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- 10611 March of the Mannikins—Fox-trot, Harry Stoddard and His Orch. Sunkist Rose—Fox-trot Lada's Orch.

SONG HITS

- 10613 Haitian Blues—Blues Character Song, Lizzie Miles and Her Piano Acc. Your Time Now—Blues Character Song, Lizzie Miles and Her Piano Acc.

- 10614 Down Among the Sleepy Hills of Ten-Ten-Tennessee—Tenor and Baritone Duet, Irving and Jack Kaufman Beside a Babbling Brook—Tenor Solo—Orch. Accomp. Irving Kaufman

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- 10615 In and Out—Novelty Dance—Piano and Violin, Joseph Samuels and Larry Briers Fiddlers' Contest—Medley of Country Reels,

- 10616 Greenwich Witch—Piano Solo Zee Confrey Poor Buttermilk—Piano Solo Zee Confrey

- 10617 Valse Erica—Waltz Rudy Wiedoeft Saxema, Saxophone Solo—Novelty Dance, Rudy Wiedoeft

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- 10619 Second Regiment Connecticut March—March, Bergh's Concert Band Under the Double Eagle—March, International Military Band

- 10620 My Old Kentucky Home—Male Quartet, Rialto Quartet Old Black Joe—Male Quartet Rialto Quartet

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- 14143 Roamin' Blues, Maud De Forrest, Acc. by F. H. Henderson Doo-Dee Blues, Maud De Forrest, Acc. by F. H. Henderson

- 14144 Good Man Sam Julia Moody With Orch. Come Back, Dear Inez Wallace With Orch.

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- 2117 You Gotta See Mama Ev'ry Night, Sammy Swift's Jazz Band 'Way Down Yonder in New Orleans, Sammy Swift's Jazz Band

- 2118 Two Hearts in Tune (From "Elsie"), Laurel Dance Orch. Wonderful One Laurel Dance Orch.

- 2119 When Will the Sun Shine for Me?, Fred Smith's Society Orch. Falling Fred Smith's Society Orch.

RE-ISSUED

- 2028 Come All Ye Faithful Black Swan Quartet I Need Thee Every Hour Black Swan Quartet

- 2045 Deep River—Contralto, Nettie Moore With Orch. Song of India—Contralto, Nettie Moore With Orch.

HARDY OPENS NEW WAREROOMS

BAY CITY, MICH., May 8.—The Hardy Music Co., formerly at 506 Sixth street, opened in the new quarters in the east half of the Elks' Block here recently. Alterations in the new space have taken a period of six weeks and were done at a cost of \$4,500. French grey tones predominate in the color scheme of walls, rugs and furniture. Specially made record booths at the rear of the store, installed by the Unit Construction Co., of Philadelphia, are said to be as nearly sound-proof as can be made and the store is one of the finest hereabouts.

CONSTRUCTIVE ARTICLES IN THIS ISSUE OF THE WORLD

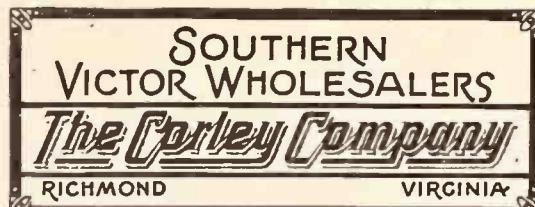
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KNICKERBOCKER DEALERS MEET

Prizes for Best-dressed Window During Music Week Awarded at Meeting of Metropolitan Victor Dealers at Knickerbocker Co.

The regular monthly meeting of the metropolitan Victor dealers served by the Knickerbocker Talking Machine Co., Victor wholesaler, New York City, was held on Tuesday, May 8, in the auditorium at Knickerbocker headquarters. In addition to the recital of June records the prizes were awarded to the Victor dealers displaying the best-dressed windows during Music Week, after which all repaired to the Hotel Theresa, where an elaborate luncheon was served.



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By J. R. FREW

This is a practical book that describes the methods pursued by a successful music dealer in conducting his musical merchandise departments. It covers every routine problem incident to establishing and operating a department devoted to band and orchestra instruments.

This branch of the music industry has had a very prosperous year and an excellent opportunity awaits other dealers who take it up. It requires a small investment, gets quick turnover, involves no risk and, in addition to being highly profitable itself, increases the sale of talking machines, records, etc., and helps make a given store the music center of its community.

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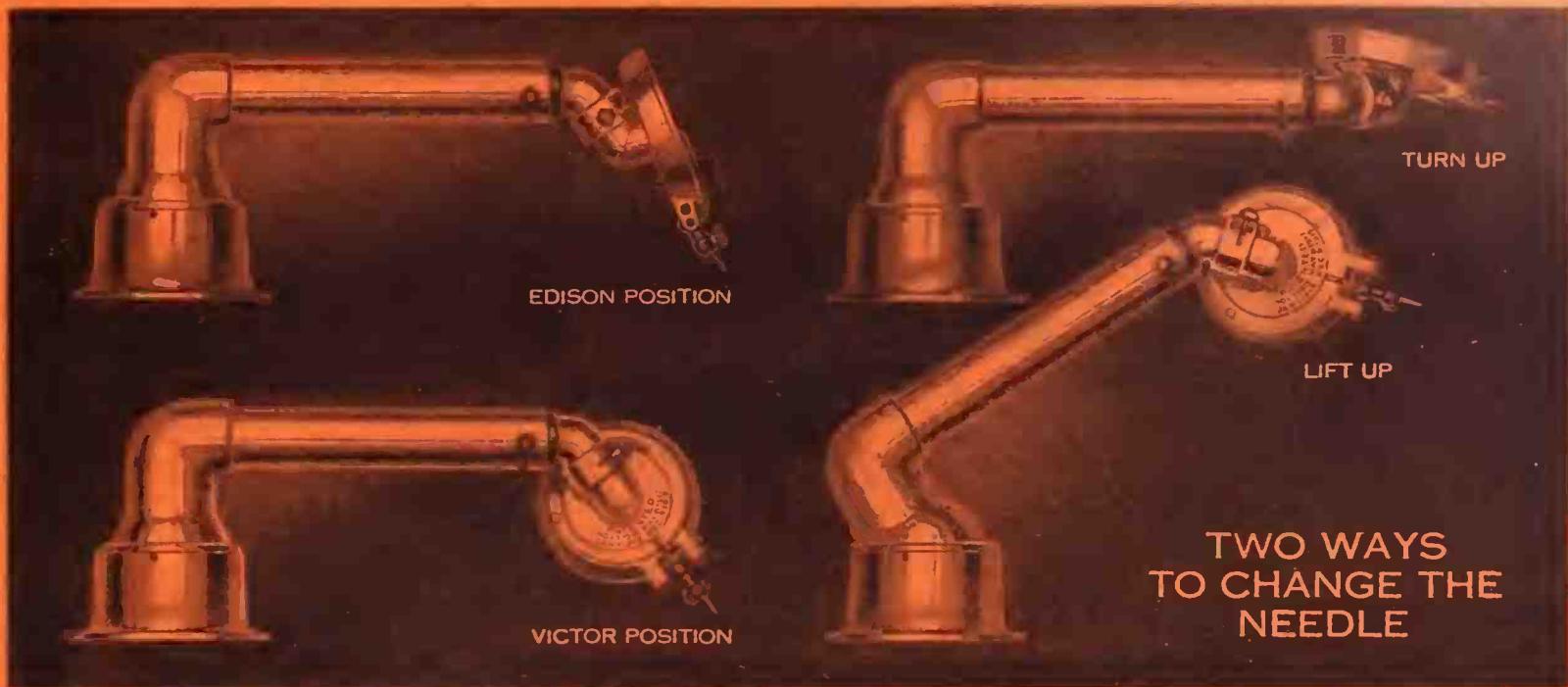
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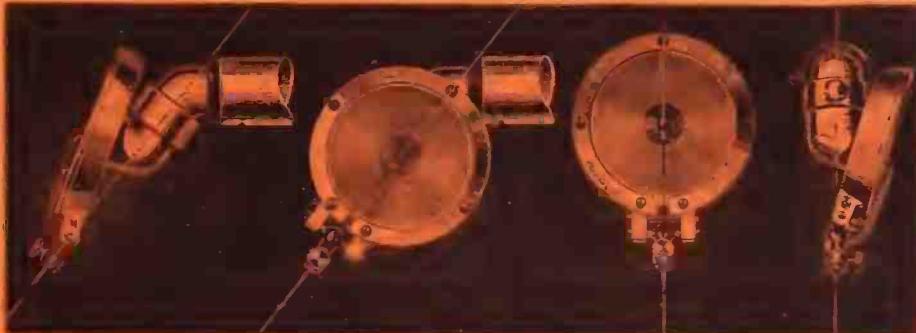
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- 5—The handy lift-up or side turn, affording two ways to change the needle.
- 6—Light pressure on the record—the squareness of the turn causing the weight to be supported by the base, whereas a more curving turn would throw too much weight forward to the needle point.
- 7—How perfectly the needle centers the groove—turning the reproducer for playing lateral or vertical cut records leaves the needle on exactly the same point at the same and only correct angle. A minimum of surface noise on records noted for scratch.
- 8—Reproducer frame split clear through—making it a spring, held under tension by the long screw which adjusts the pivotal mounting of the stylus bar.
- 9—Any looseness that might ever develop in the pivoting of the stylus bar may be readily detected and instantly corrected by adjusting the long screw until the needle holder and stylus bar feel tight.
- 10—The inclined position of the reproducer and angle of the stylus bar by which a greater impulse is imparted to the diaphragm, with finer sensitivity to minor vibrations than the ordinary straight upright design.
- 11—Fineness of the mica diaphragm—a perfect crystal edge disc of selected clear India mica costing five times as much as the "seconds" and "thins" used in cheap soundboxes.
- 12—Perfect insulation—a rubber basket entirely separating the reproducer frame from the backplate, and again a complete break in the contact of metals by the hard rubber bushing in the tonearm. This double insulation insuring against metallic effect in the tone, and preventing the surface scratch being magnified by the metals of the reproducer and tonearm.



The Reproducer turns on its axis—the needle remaining on exactly the same center and at the same correct angle in both positions



THE SUPERIOR LID SUPPORT

Balances the Lid at any point

The final point of excellence in the equipment of a cabinet that often decides the sale. A touch of one finger lifts or closes the lid, which stops at any point desired. Cannot warp the cover. Noiseless in operation. The simplest support made. Easiest to install.

We are prepared to supply this Tonearm and Reproducer to a number of additional manufacturers of phonographs in certain parts of the United States, and contracts remain open for some foreign countries. Write us for particulars and prices.



We are able to supply this Support in any quantity. Made of steel, high grade nickel or gold plate finish. Samples sent to manufacturers anywhere for trial. Write for low quantity prices. State type and weight of lid.

BARNHART BROTHERS & SPINDLER
SUPERIOR SPECIALTIES FOR PHONOGRAPHS MONROE & THROOP STREETS, CHICAGO

Some of the
World's Greatest Artists
who are
Building Prestige
for
EDISON RECORDS



*See Pages 36, 37,
38 and 39.*

**JOBBERS OF THE NEW EDISON, EDISON RE-CREATION, THE NEW EDISON DIAMOND AMBEROLA
AND BLUE AMBEROL RECORDS**

CALIFORNIA Los Angeles—Edison Phonographs, Ltd. San Francisco—Edison Phonographs, Ltd.	MASSACHUSETTS Boston—Pardee-Ellenberger Co. Iver Johnson Sporting Goods Co. (Amberola only).	NEW JERSEY Orange—The Phonograph Corp. of Manhattan.	TEXAS Dallas—Texas-Oklahoma Phonograph Co.
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GEORGIA Atlanta—Phonographs, Inc.	MINNESOTA Minneapolis—Laurence H. Lucker.	OHIO Cincinnati—The Phonograph Co. Cleveland—The Phonograph Co.	VIRGINIA Richmond—The C. B. Haynes Co., Inc.
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