

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, June 15, 1923



The best-known trademark in the world
designating the products of the Victor Talking Machine Co.

The Highest Class Talking Machine in the World

THE INSTRUMENT OF QUALITY
Sonora
CLEAR AS A BELL



*Italian
Renaissance
Milano
\$750*

Universal Recognition The Natural Outgrowth of Quality

SONORA'S steadfast adherence to quality standards has scored an outstanding triumph. Today many of the largest department stores are handling and featuring Sonora. These great retail organizations have come to a thorough appreciation of the tremendous demand and profit-making possibilities of the Sonora line.

They have learned that Sonora's consistent high quality of tone, construction and appearance has created

a widespread prestige and demand that makes the line exceptionally easy to sell. And they are cashing in on the larger profits made possible through lower selling costs.

Let us demonstrate the many selling features which have "sold" the public and these stores on Sonora. We will also gladly mail you the list of large stores now handling Sonora—a veritable "who's who" of successful retail establishments.

SONORA PHONOGRAPH CO., Inc.

279 BROADWAY, NEW YORK

Canadian Distributors:

SONORA PHONOGRAPH LTD., TORONTO

The Talking Machine World

Vol. 19. No. 6

New York, June 15, 1923

Price Twenty-five Cents

APPOINTED OUTING SALES MANAGER

A. W. Deas, Jr., Now in Charge of Outing Portable Sales—Well Known and Widely Experienced in Talking Machine Trade Circles

The Outing Talking Machine Co., Mount Kisco, N. Y., manufacturer of the popular Outing portable phonograph, announced on June 1 the appointment of A. W. Deas, Jr., as sales manager of the company, with headquarters at the executive offices in Mount Kisco. Mr. Deas, who is well known in the talking machine industry, is now visiting the trade in the East,



A. W. Deas, Jr.

and the wide dealer acquaintance that he has established in recent years will undoubtedly enable him to attain signal success in his new post.

Mr. Deas' experience not only includes general sales work, but he was also identified with the retail trade in a personal capacity, and more recently was associated with the Unit Construction Co. as Eastern sales manager with headquarters in New York, and as Western sales manager with headquarters in Chicago. He is familiar with the sales problems confronting the dealer in the development of phonograph business, and he is planning to give Outing jobbers and dealers maximum co-operation along practical lines.

The success of the Outing portable during the past year has been one of the outstanding features of the development of the portable phonograph business. A. J. Coté, president and general manager of the Outing Talking Machine Co., has heretofore been devoting a considerable part of his time to sales work, but the company's business increased so rapidly that Mr. Coté found it necessary to give all of his attention to manufacturing and general executive production. Mr. Deas will be in complete charge of sales, and the success that has been attained by the Outing during the past twelve months will undoubtedly be enhanced materially under his capable guidance.

G. C. YOUNG JOINS BLACKMAN STAFF

J. Newcomb Blackman, president of the Blackman Talking Machine Co., New York, Victor wholesaler, announced last week the appointment of Grover C. Young as head of the company's office and credit departments. Mr. Young has been identified with several well-known mercantile organizations and he brings to his new post a thorough knowledge of credit and office management that ideally qualifies him for his new work.

JUNIUS HART LEASES NEW HOME

Long-term Lease on Much Larger Quarters Secured—Extensive Alterations Planned—Business Growth Made Move Necessary

NEW ORLEANS, LA., June 8.—The Junius Hart Piano House, distributor of Okeh records and Kimball pianos in this territory and one of the best-known music concerns in the South, has completed negotiations for a long-term lease on a four-story building at 123 Carondelet street. Plans are under way by the company for extensive alterations to the new quarters which, it is estimated, will cost in the neighborhood of \$25,000. The new quarters are much larger than the present building at 705 Canal street and the move was made necessary by the continued development of the firm's business, which has completely outgrown the present quarters.

The alterations of the new home include demolition of the present front and the substitution of a more modern and attractive wall and display windows. The entire main floor of the new structure will be given over to a display room and a new mezzanine floor will be constructed to accommodate the offices. The second floor will be utilized as a demonstration room for pianos and the third floor will be given over to a concert hall. The record and repair departments will be located on the fourth floor. These improvements, which are scheduled to start about August 1, will consume the better part of two months and the Junius Hart firm is planning to be installed in the new home by October 1.

BECOMES "UNITED" SALES MANAGER

F. F. Paul Joins Staff of United Mfg. & Distributing Co. of Chicago—Well Known in the Technical and Manufacturing Fields

CHICAGO, ILL., June 6.—H. L. Mills, vice-president and general manager of the United Mfg. & Distributing Co., of this city, manufacturer of United closed motors, announced to-day the appointment of F. F. Paul as sales manager of the company, with headquarters in Chicago. Mr. Paul, who was formerly associated with the Ironsides Co., Columbus, O., is well known in the technical manufacturing world and was previously associated with Mr. Mills in other important manufacturing organizations. His long experience in the mechanical and manufacturing fields should enable Mr. Paul to give valuable service to the United clientele. The United Mfg. & Distributing Co. has been making very rapid progress during the past few years and is now occupying a most complete and up-to-date motor factory.

THE MASON MUSIC CO. ORGANIZED

SAN ANTONIO, TEX., June 8.—The Mason Music Co. has recently been formed by a group of prominent business men of this city and will conduct an exclusive retail Edison business, starting in about the middle of this month. The company has secured an ideal location in the heart of the main business section of San Antonio, at 514 Houston street. The remodeling is now in process of completion and the building is scheduled to be ready by June 15. The initial order for instruments placed by this company was for seventy-five New Edisons, which includes all of the important models.

The Brunswick Music Shop is the name of a new store devoted to the sale of talking machines, records, etc., which was recently opened at 419 Stratton street, Logan, W. Va. The concern is modernly equipped throughout.

BYRON HUDSON RECORDS FOR EDISON

Distinguished American Tenor Has Won Quite a Prominent Place in the Musical World

One of the recent and most formidable additions to the coterie of distinguished Edison artists is Byron Hudson, the tenor. Several of his numbers have already been released on Edison records and are being acclaimed everywhere. Mr. Hudson, who hails from Rhode Island, started to be successful in the field of athletics and later distinguished himself during the World War when he saw two years' active service in France. His musical career has already been established on a plane which insures a steadily successful future and already



Byron Hudson

includes many important engagements in such cities as New York, Newark, Albany, Toronto, etc., and in conjunction with such important organizations as the New York Symphony Orchestra and the Newark Music Festival. For some time he sang at the Old South Church in Worcester, Mass., and is now soloist at the Church of the Divine Paternity in New York. He is still under 30 years of age.

LOUIS ZIEGLER WITH GRANBY CORP.

Appointed Special Sales Representative With Headquarters in Gotham—Factory Now Being Rushed to Meet Unprecedented Demand

O. P. Graffen, New York district manager of the Granby Mfg. Corp., recently visited the factory of the company at Newport News, Va. Mr. Graffen returned very enthusiastic over the big business being done. The new additions to the plant are now completed, and in spite of these additional facilities the factory is working night and day to take care of the business. The important announcement is made by Mr. Graffen of the appointment of Louis Ziegler as special sales representative of the company with headquarters in New York. He is a talking machine man of no small experience, having been connected for seventeen or eighteen years with the Columbia Graphophone Co. in various capacities. Mr. Ziegler was most recently on the sales staff of the New York wholesale distributing branch of the company. Mr. Ziegler, on the first day out as Granby representative, opened several new accounts, and is enthusiastic over the sales possibilities of the Granby line.

NEW STORE IN WATERBURY

WATERBURY, VT., June 8.—M. W. Fitzgerald, who formerly conducted a store in Newmarket, N. H., has opened an attractive music store in this city. Mr. Fitzgerald will handle a complete line of talking machines and records.

How Souvenirs Are Promoting Good Will

Good Publicity Can Be Obtained Through Distribution of Useful Souvenirs—Concrete Examples of Successful Gift-giving Stunts

Over the desk of one of the well-known members of the trade hangs a card bearing the quotation: "The average man will do more for a cigar than he will for a dollar," and, although the thought may be a bit cynical, it nevertheless applies with great accuracy in a surprising number of cases, and can be followed to advantage by many merchants in building up a prospect list.

There are those in this and other trades who see little value in the average souvenir, particularly those purchased at small cost, but the experience of others has served to indicate that some little article bearing the name of a talking machine dealer often finds a welcome place in the household and acts as a constant reminder of the donor and his business.

Tape Measures Help Salesmen

One prominent music house in the Middle West, for instance, ascribes much of the success of its canvassers to the fact that they are provided with quantities of fair quality tape measures bearing the imprint of the company for distribution among housewives. The ordinary canvasser who approaches the kitchen door is frequently regarded with suspicion, and on occasions is required to scale the fence a foot or so ahead of the dog before he can get a chance to explain his mission to the lady of the house. The canvassers supplied with tape measures have no difficulty along that line.

These men appear before the housewife with an announced desire to present a free gift, the introduction being something as follows: "I have just come to present you with this little souvenir with the compliments of the Blank Talking Machine Co." As he talks, the can-

vasser unrolls the tape measure and presents it in that way. While the woman is thanking him and naturally inspecting the souvenir it is a simple matter to make inquiries regarding the equipment of the home in the matter of musical instruments, and whether it is possessed of a talking machine or some other music-producing medium.

Not only is the desired information for the prospect list secured with no waste of time, but the direct results from the canvass have been, and are, surprisingly good. In fact, the actual sales made as a result of the first contact are sufficient to pay the cost of canvassing several times over and still leave a profit. On top of this is the value of the prospect list that is accurate and worthy of intensive cultivation.

Postcards for Births and Marriages

It is surprising, too, what effect even a postcard will have upon the recipient under certain conditions. One dealer keeps a card record of the children born in his territory, and as their birthday anniversaries come each year sends out an attractive card that in an unostentatious manner advertises himself and his business. The youngster may be too little to appreciate the thought, but the proud parents are not unappreciative, and the number of sales that have been made to such parents, and through no other means of contact than the birthday card has been surprisingly large. The dealer, in fact, declared that his idea of birthday greetings represents one of the best selling plans he has.

Another retailer follows out the postcard plan along another line by keeping a record of wedding announcements, sending a really attractive

card of congratulation and following it up each year for several years with anniversary cards that are calculated to attract attention. He finds, too, that the idea is well worth the time and expense in the matter of sales produced.

Graduation Pins Found Profitable

Last year a music dealer in a large Eastern city went to several of the local schools a month or so before graduation time and offered to supply the graduates with the usual school pins without charge. As a result of the offer he was called upon to provide something over 300 pins at a cost of \$90, but as he secured the name and address of each graduate, he had a list that he felt was worth the expenditure. Before the first of the year, as a matter of fact, he had sold to the parents of the graduates and to the children themselves five talking machines, two pianos, and a large quantity of small musical instruments, such as violins, ukuleles, etc., to say nothing of talking machine records. He plans to make the same offer of free pins again this year, for he feels that the results were worth while.

During the past year certain dealers have distributed small banks, miniature talking machines, among prospects, the plan being to gradually accumulate enough money by dropping odd coins in these banks to make the initial payment on a talking machine or for the purpose of purchasing records. The banks were instrumental in stimulating business to a surprising extent.

The McMahon Piano Co., Youngstown, O., handling phonographs, has opened a branch at Koppel, Pa.

SAVE TIME and FREIGHT CHARGES

THE TALKING MACHINE'S HELPMATE



The demand for Nyacco albums is so universal throughout the entire country that we long ago found the advisability of operating two factories—one in New York and the other in Chicago. Both turn out the same quality work that has made Nyacco albums famous. We suggest you send your orders to the factory nearest you to save time and freight charges.

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

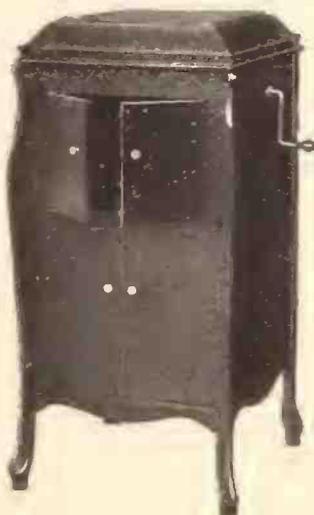


Victrola No. 50
\$50
Mahogany or oak



Victrola IX,
\$75
Mahogany or oak

Actual accomplishments are better than promises and expectations. What the Victor has done in the past and continues to do to-day is the safe index of what the future holds in store for the musical instrument dealer.



Victrola No. 80
\$100
Mahogany or walnut



Victrola No. 100
\$150
Mahogany or walnut



Victrola No. 210
\$100
Mahogany or walnut



Victrola No. 215
\$150
Mahogany or walnut



Victrola No. 240
\$115
Mahogany or walnut



Victrola

REG. U. S. PAT. OFF.

Look under the lid and on the labels for these Victor trade-marks

Victor Talking Machine Company

Camden, New Jersey

SOME OF THE PROBLEMS OF CHARGE ACCOUNT BUSINESS

Under Certain Conditions the Talking Machine Merchant Should Encourage Customers to Open Charge Accounts—When the Charge Account Becomes a Risk

The question of whether customers should be permitted to open charge accounts is agitating the minds of many talking machine dealers. Whether or not it is wise for any particular merchant to allow patrons to have the privilege of a charge account depends on many things and the dealer who is contemplating this move will do well to thoroughly analyze the situation. The charge account plan may work very well in one locality and may be an utter failure in another. The reason for this is obvious. A merchant whose establishment is in a shopping district, patronized by the exclusive people of his community—that is, the wealthier class—may find it to his advantage to extend this service. On the other hand, the merchant located in an average neighborhood should not consider the proposition at all for a number of very excellent reasons.

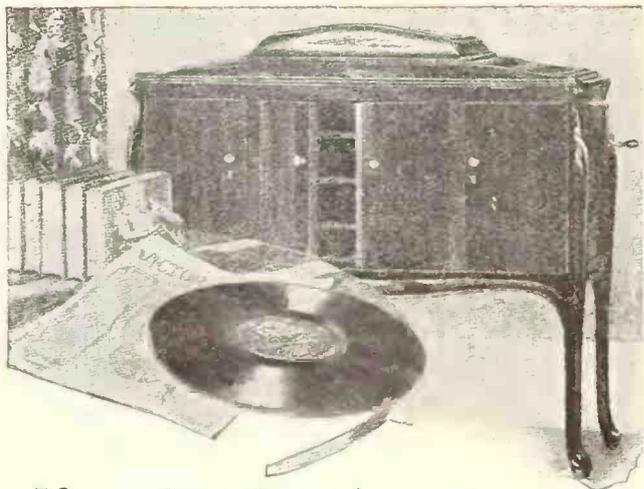
A prominent talking machine merchant lo-

cated in one of the finest shopping districts of New York, who has a large number of charge account customers, made the following statement regarding the problem: "Permitting customers to open charge accounts is all very well for the large department stores, who do a certain amount of business with people who pay most of their bills monthly, and for a concern such as ours which caters mainly to the wealthy people in the city. Many of our best and most regular patrons pay their bills monthly and if we did not accord them the same privilege extended by the department store we would lose a great deal of business. Probably the best feature of the charge account business is that a customer is likely to purchase more than he or she would buy if cash had to be paid on the spot. However, while the dealer in a section of the city catering to less wealthy patrons can afford to sell on the instalment plan, in my

opinion he cannot afford to permit customers to open charge accounts. Of course, there are always a few customers to whom it is advisable, and sometimes necessary, to extend this service, but, generally speaking, it is bad practice for a merchant in the position referred to above.

"Most talking machine dealers do business mainly with middle-class people and, while these customers can pay a reasonable amount monthly, they cannot afford to spend more than a certain amount for amusements and entertainment, and where they have an account of this character unthinking buying may place both the customer and the dealer in an embarrassing situation. Generally speaking, I would say that the cash policy for records and the instalment plan for the talking machines is probably the most effective and satisfactory way of doing business for the average talking machine dealer, at least I have found this to be the case, although no hard and fast rule concerning this particular phase of the business can or should be made. The dealer must exercise his own judgment in the matter."

Will You SELL What They Will BUY?



If you bought only one new Victor Record a week

you would have such a treasury of music as could compare only with the great libraries and the great art galleries of the world. You would have a source of untold satisfaction for your every need. The musical genius of the world is graven on Victor Records—not the printed page of music, but the music itself.



Above is the Victor Company's June Advertisement for National Magazines Reaching Millions of People.

Here is Ormes' Booklet of Selected Records That Shows What You Have to Sell.

Sample of Cover of ORMES' Booklet of Selected Records

If You Bought Only One Victor Record A Week

You would soon have a treasury of music wherein the greatest composers and artists of the entire musical world are represented. Come in and let us help you select the record you want this week.

ISSUED BY

(Dealer's Imprint Here)

16908	16963	17710	18193	18727	35399	15710	55068	64422	64863	74199	74541	87255	88296
16929	16996	17720	18195	18755	35410		55069	64423	64873	74203	74545	87269	88311
16951		17747	18199	18767	35420		55079	64424	64874	74232	74547	87280	88326
16952	17001	17756	18207	18768			55093	64425	64878	74236	74550	87286	88327
16953	17044	17763	18208	18769			55104	64426	64897	74241	74552	87297	88339
16956	17055	17767	18209	18770			55125	64428	64900	74251	74557	87298	88376
16960	17060	17774	18222				55146	64439	64913	74258	74558	87301	88378
16104	17104	17780					55167	64440	64921	74321	74562	87304	88391
16100	17121	17781					55188	64450	64925	74333	74563	87305	88416
15184	17129						55209	64502	64947	74335	74567	87307	88439
16193	17140						55230	64529	64950	74336	74568	87312	88560
16225							55251	64543	64958	74339	74569	87321	88580
16226							55272	64566	64961	74341	74570	87330	88594
16227							55293	64589	64962	74345	74571	87331	88612
16228							55314	64612	64964	74356	74577	87502	88617
16261							55335	64635	64966	74359	74583	87511	88625
16286							55356	64658	64974	74366	74588	87513	88635
16289							55377	64681	64979	74379	74593	87514	88644
16350							55398	64704	64982	74384	74594	87516	88644
16361							55419	64727	64985	74387	74598	87517	88644
16386							55440	64750	64988	74420	74600	87520	88644
16387							55461	64773	64991	74424	74601	87523	88644
16388							55482	64796	64994	74428	74605	87524	88644
16389							55503	64819	64997	74432	74626	87525	88644
16390							55524	64842	65000	74436	74627	87527	88644
16393							55545	64865	65003	74440	74635	87528	88644
16394							55566	64888	65006	74444	74636	87530	88644
16395							55587	64911	65009	74448	74644	87531	88644
16396							55608	64934	65012	74452	74646	87532	88644
16404							55629	64957	65015	74456	74647	87533	88644
16408							55650	64980	65018	74460	74648	87536	88644
16410							55671	65003	65021	74464	74653	87537	88644
16412							55692	65026	65024	74468	74660	87544	88644
16413							55713	65049	65027	74472	74667	87545	88644
16416							55734	65072	65030	74476	74674	87546	88644
16431							55755	65095	65033	74480	74681	87547	88644
16520							55776	65118	65036	74484	74688	87548	88644
16521							55797	65141	65039	74488	74695	87549	88644
16531							55818	65164	65042	74492	74702	87556	88644
16547							55839	65187	65045	74496	74709	87551	88644
16574							55860	65210	65048	74500	74716	87556	88644
16676							55881	65233	65051	74504	74723	87557	88644
16696							55902	65256	65054	74508	74730	87572	88644
16741							55923	65279	65057	74512	74737	87573	88644
16743							55944	65302	65060	74516	74744	87574	88644
16779							55965	65325	65063	74520	74751	87575	88644
16798							55986	65348	65066	74524	74758	87576	88644
16798							56007	65371	65069	74528	74765	87577	88644
16813							56028	65394	65072	74532	74772	87578	88644
16825							56049	65417	65075	74536	74779	87579	88644
16835							56070	65440	65078	74540	74786	87580	88644
16838							56091	65463	65081	74544	74793	87581	88644
16863							56112	65486	65084	74548	74800	87582	88644
16931							56133	65509	65087	74552	74807	87583	88644
16936							56154	65532	65090	74556	74814	87584	88644
16955							56175	65555	65093	74560	74821	87585	88644
16966							56196	65578	65096	74564	74828	87586	88644
16967							56217	65601	65099	74568	74835	87587	88644

Place an ORMES Booklet of Selected Records in every home possessing a talking machine and thereby create the desire to buy RECORDS EVERY WEEK FROM YOU.

ORMES, Inc.

Who's your Victor Jobber?

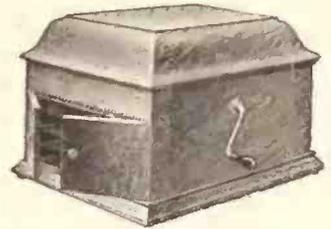
15 W. 37th St. New York, N.Y.

ORMES, INC.
Please send us details of your "CATALOG"
Signed.....
Address.....

Victor supremacy is the supremacy of performance



Victrola VI, \$35
Mahogany or oak



Victrola VIII, \$50
Oak

The Victrola has made a place for itself unique in the annals of the musical world, and every dealer in Victor products knows that from a business standpoint it is absolutely without an equal.



Victrola No. 90
\$125
Mahogany or walnut



Victrola No. 105
\$180
Mahogany or walnut



Victrola No. 215
\$150
Mahogany or walnut



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



Victrola No. 260
\$150
Mahogany or walnut



Victrola

REG. U.S. PAT. OFF.

Look under the lid and on the labels for these Victor trade-marks

Victor Talking Machine Company

Camden, New Jersey

Now Is the Time to Start Summer Drive

Sales Promotion Campaigns Directed Toward Vacationists Offer Dealers an Opportunity of Building Up Summer Business Volume

Summer with its sales problems for the retail merchant is with us. There are certain types of talking machine dealers who are so confident that Summer is the time for relaxation from business efforts that they take matters indifferently, while there are others, more seriously disposed, who realize that business can be secured in the Summertime just as effectively as in other seasons of the year, when it is properly gone after.

The writer is in sympathy with the opinion of the latter and believes that, more than ever before in the history of the trade, the dealer has a real opportunity of cashing in during the Summer months not only by means of the port-

able alone, but by a strenuous general campaign among country homes, hotels, boarding houses, etc., where people from cities and towns go to build up their health and strength during the Summer months.

There are many plans by which the dealer can bring the merits of his line to the attention of the public at this time in a manner to insure satisfactory results. Here is one which, while not new, has, nevertheless, been found extremely effective:

The closing weeks of this month the school vacation season starts. High school and college students will be homeward bound and will be seeking some profitable occupation during

the vacation period. What better "job" than to become sales representatives of live talking machine dealers and, armed with records and perhaps portable phonographs, rove the countryside seeking the wary prospect? These student salesmen need not confine their efforts to the town in which the dealer's store is located. They should visit not only the Summer resorts—hotels, boarding houses, camping places, etc., within a reasonable radius of the dealer's location—but have a free lance commission to close all available business.

Summer Hotels Good Prospects

While the vacationist is a safe prospect for records, yet the primary object of the campaign is to see that the hotels, boarding houses and camping parties are equipped, first and foremost, with talking machines. If any of them are, sell them a plentiful supply of records; if not, make sales of talking machines of some kind. In the case of campers there is an excellent opportunity for making sales of portables, and where this instrument is in evidence records can be sold.

The average talking machine dealer has not an organization large enough to permit several salesmen doing outside sales work and, therefore, he must secure such men for this purpose. Furthermore, the men must be of a type who possess certain requirements, i. e., attractive appearance and a desire to sell. Actual experience is not absolutely necessary. It is enough if the desire is there. The dealer can take the new sales recruit in hand and teach him the most important things to know and to bring out in his sales talks. High school and college students of the right type will be found well suited for the Summer sales drive and, besides, there should be no difficulty in securing this type of help, whereas it is practically impossible to secure high-class, experienced salesmen for a temporary period.

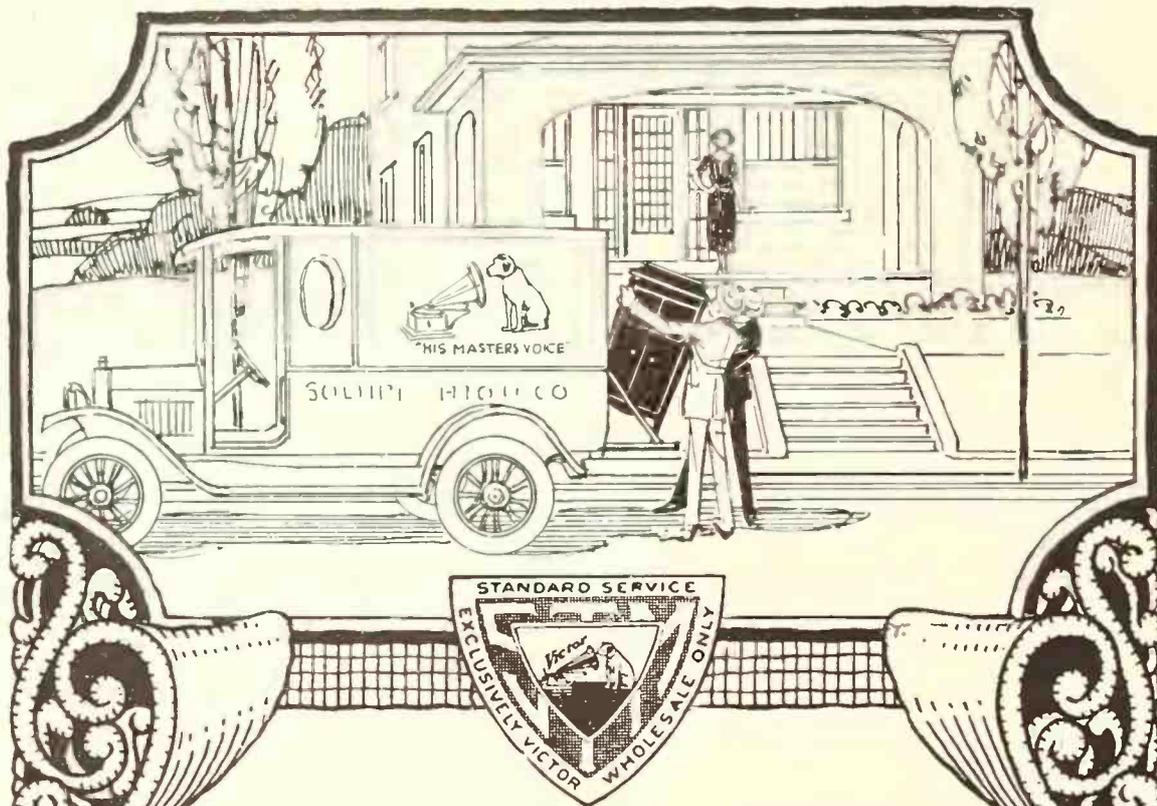
Early Preparation Necessary

The dealer should give serious consideration to his Summer business campaign. Preparations should be made now and the entire campaign should be mapped out in such a way that, when the dealer reaches the point of securing his salesmen, he knows just what territory he desires covered. The number of men who will be sent out must be determined. Then there is the territory to be covered by each man, the preparation of a prospect list containing the names and locations of Summer resorts, camping grounds, hotels, boarding houses and other points to be visited. With this information in hand the rest is easy and the Summer business drive should not only go over without a hitch, but, if the right type of men are selected, substantial sales are sure to result.

BERKELEY MUSIC HOUSE OPENED

O. M. Smith and Art Brown Form Partnership and Buy Out Berkeley, Cal., Dealer

BERKELEY, CAL., June 2.—O. M. Smith has resigned as manager of the phonograph department of the Hanson Music House, in order to go into business for himself. In partnership with Art Brown, also until recently with the Hanson Music House, he is now doing business in this city. The partners bought out the C. G. Barrington Music Co., 2306 Telegraph avenue, and have changed the name to the Berkeley Music House. They are carrying the Victor line, Buescher saxophones, Vega banjos and a full line of small goods, and are planning to take on piano lines. Both partners are well known and are popular with the trade and with the public.



A Dealer's Best Salesroom—The Home

75 per cent. of machine sales it is estimated are now being made in the most logical salesroom a dealer can find—

Right where the Victrola will be used

The dealer who is increasing his business today—under the peculiar conditions existing—is taking the Victrola *to his customer*.

We have compiled a dozen of the best tested-and-proven *outside selling ideas*. They are yours for the asking.

STANDARD TALKING MACHINE CO.

PITTSBURGH

Get your share of
1923 Victrola Profits

Write us today

PEERLESS

“The Album Without an Equal”

A SUMMER TIP

While Summer may bring fewer customers, a real opportunity exists to increase each individual purchase in such proportion as to maintain a normal volume during June, July and August.

In the atmosphere of leisure, you can get close to your customers' musical tastes and often start them on a course of purchasing in good records which will have no limit.

The Peerless Record Classification System is conducive to the accumulation of fine record libraries and will be found a most positive and profitable assistant to you this Summer in your pursuit of record sales.

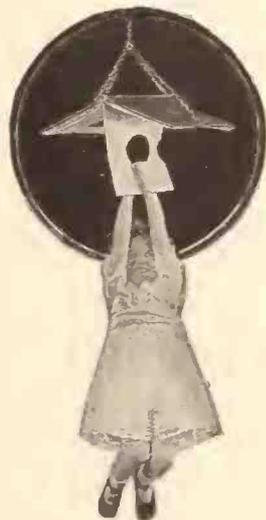
Write me personally for a free sample and further details about it.

Phil Ravis

There is a standard in album manufacture that cannot be reached without experience, knowledge and a desire to give the trade maximum value.

PEERLESS Albums have won recognition as the standard of perfection by reason of their superior strength and durability coupled with the responsibility of the organization behind the product.

PEERLESS PRODUCTS



DeLuxe Albums
 All Grades of Record Albums
 “Big Ten” Albums
 Record-Carrying Cases
 Interiors for Victrolas and
 Phonographs

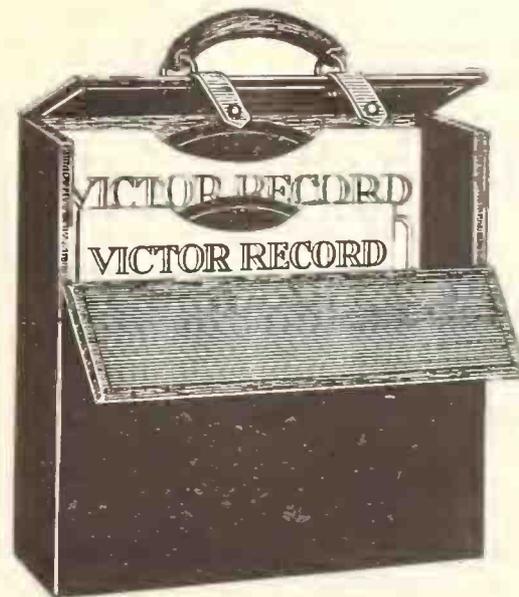
Classification Systems
 Record Album Sets for
 All Make Machines
 Record Stock Envelopes
 Delivery Bags
 Supplement Envelopes
 Photo Albums

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 match 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 urge you to place your orders *now* while there is yet time to prepare your stock to meet this big and promising demand.



PEERLESS ALBUM COMPANY

PHIL. RAVIS, President

WALTER S. GRAY CO.
 San Francisco
 and Los Angeles.

636-638 BROADWAY
 NEW YORK

L. W. HOUGH
 Boston
 20 Sudbury St.

The TALKING MACHINE WORLD

For the makers & sellers of talking machines

(Registered in the U. S. Patent Office)

PUBLISHED BY EDWARD LYMAN BILL, Inc.

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NEW YORK, JUNE 15, 1923

AN ANALYSIS OF THE BUSINESS SITUATION

LIKE the poor, we have the alarmist and the pessimist constantly with us, the individual who cannot appreciate prosperity and who believes that good times are to be condemned for the reason that they are leading only to a period of depression. Just now, in the face of all contrary evidence, there are those in the talking machine trade, as well as those in other industries, who appear to get much satisfaction in crying "Wolf," and the unfortunate part of it is that there are other members of the trade who are inclined to be affected by the cry.

Since the beginning of the New Year the talking machine trade has enjoyed a good measure of solid prosperity after a period of poor business which it shared in common with other lines of industrial production. The public has bought readily, terms have been kept within reasonable bounds, collections have been unusually good, and as a result the factories, or at least most of them, have been hard put to keep even in sight of the demand.

According to the alarmist, we are "at present indulging in a period of inflation which is leading to a crash," but those who are best qualified to speak with authority agree that while such a danger existed a couple of months ago, business and credits in general have been adjusted to the new situation, any tendency towards inflation has been checked, and the danger of a crash has been reduced to a minimum. The reason for this is that the present selling condition is based on a solid foundation of real demand created by labor being employed at good wages and the farming element enjoying a period of relative prosperity. Authoritative banking circles hold that the danger of inflation has passed and certainly the men who study the credit situation most carefully may be expected to be in a position to know.

Unquestionably the most convincing proof of the stability of business is to be found in the figures on railway carloadings covering the week ending May 26. For the first time this year the total passed the million mark. In exact figures 1,014,029 carloads of revenue freight were handled by the railroads. This breaks all records for the present season and it has been exceeded only twice before in railroad history. In 1920, when the great inflationary period was culminating, and when the crop movement

was at its height—to be exact, in October—there were two occasions when the carriers handled more freight. But, as a matter of fact, the increases even then over the final week of May, 1923, were comparatively slight.

Reference is made to these extraordinary figures because of their testimony as to unsoundness of this much talked of "lull in trade." No one by any stretch of the imagination can picture a "business reaction" when the railroads of the country are handling a larger and constantly increasing tonnage.

There may be expected, of course, the usual slowing down of business during the Summer, but this will simply open the way for a more active Fall and enable the manufacturing plants to get in shape to take care of all the business in sight. In the talking machine trade at least there is much satisfaction to be found in the fact that plant expansion has been kept within reasonable limits and carried out for the purpose of meeting a sound, normal demand that is swamping present facilities, rather than for taking care of prospective business.

CONVENTION OF THE ALLIED MUSIC INDUSTRIES

THE annual convention of the allied music industries, which was held last week in Chicago, served to attract an attendance that broke all previous records for such gatherings. The program of the "Prosperity Convention," as it was called, although not so extensive as those of previous reunions, nevertheless included several features of direct and indirect interest to the talking machine trade, such subjects for instance as "Radio From a Retail Standpoint," "Accounting for Retail Music Stores," "Service in Selling," "Directing the Public Mind Toward Music in the Home" and "Advertising and Selling," all being in the nature to apply to the talking machine store, as well as to stores handling other types of musical instruments.

It is unfortunate that those in charge of the convention arrangements do not see fit to set aside at least one section of the program for discussion of the problems peculiar to the talking machine division of the industry, and thus give members of that trade a direct interest in the session. Inasmuch as there is at present no national organization of talking machine manufacturers, jobbers or dealers, the Allied Music Trades' Convention offers the only opportunity during the year for a general and, as it may be termed, a national discussion of trade matters. The talking machine trade is an important and steadily growing division of the music industry, and its status should be recognized in the convention programs in future years if the support of that trade is desired by the existing national associations.

THE VALUE OF CLOSE MUSICAL CONTACT

IN the recent announcement that S. Ernest Philpitt, the well-known music merchant of Miami, Fla., with stores in several other Florida cities, has been elected a member of the Miami Music Club in recognition of his work in promoting musical events of importance and, particularly, in bringing to Florida and successfully underwriting the appearance of artists of international reputation, there lies a sound lesson for music merchants in other sections who are looking for plans whereby they can increase their prospect lists and get in closer touch with those in a position to buy their instruments.

In Mr. Philpitt's case it has meant considerable pioneering, the expenditure of a great amount of time and, to a certain degree, of money. But the result has been that he is a recognized factor in the musical life of his city and the direct contact with music lovers he has thus established has brought direct results in the matter of sales. The growth of his business proves that fact, as do the various agencies for noted instruments that have been placed with him. If Mr. Philpitt can do it in Miami, there are scores of other music merchants who can accomplish the same result in their respective communities. How many are there who have grasped the opportunity or even been able to appreciate it fully?

SOME CONCLUSIONS ON THE SELLING TREND

IF any talking machine retailer is in doubt regarding the soundness of the selling trend, or believes that the nothing-down-and-a-dollar-a-week method is really getting him anywhere, let him take some of his paper to the bank or even a discount company and see how much cash he can raise on it. Finance companies particularly

may be considered good judges of the value of instalment paper, for it is their business to know such value, and it is significant that all financing plans for the talking machine trade are based on terms that pay out within a year or less. Terms that carry the contract over into the second year are not sound. They may serve to provide an advertising argument and force business temporarily, but from the angle of the dealer who wants to keep within his capital limits, and at the same time keep a fair proportion of that capital in liquid form, long terms are suicidal.

From the credit man's standpoint, long terms and small payments offer a real danger for the reason that the customer who is attracted by low terms or who demands low terms by reason of necessity is likely to prove a poor credit risk. It has been estimated by those who have made a study of the situation that between 85 and 90 per cent of all talking machine sales can be handled on a twelve-month instalment basis or better without requiring individual payments larger than \$10 a month or at most \$12. The fact that record sales are calculated to provide a fair amount of operating cash for the dealer does not offer an excuse for him to play the role of the Good Samaritan to his customers on his machine sales.

Sound, short term paper accomplishes two things for the benefit of the dealer, first it minimizes the necessity for outside financing, and where outside money is required in the business good paper insures it being obtained with a minimum of difficulty and cost.

THE SUMMER MONTHS AND BUSINESS

THE Summer season with its trade inertia is with us. There are talking machine merchants who take it for granted that the buying public takes a vacation in the warm months and this viewpoint hypnotizes them into indifference to apparent trade possibilities. It is our belief that although the Summer season may not be as productive in volume of sales as the Spring or Fall, yet we hold it presents real possibilities for effective missionary work with a view to capitalizing musical interest into sales later in the year.

There is hardly a city or town in the country where there are not a number of musical events scheduled for the outdoor season—open-air band concerts and similar affairs, that prove attractive to crowds, are in vogue. Then there are the Chautauqua circuits which cover many sections of the country. Retailers who have hooked up with these events in the past have done so to their own profit in most cases, not only through enjoying a substantial amount

REMOVAL NOTICE

On or about June 17 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

of stimulated advertising but through the closing of actual sales.

We know of dealers in several small towns who keep in touch with the musical community by giving talking machine concerts in the local parks on one or two evenings each week. These concerts not only afford keen enjoyment to the people but they have helped to advertise the establishments of the men who were enterprising enough to conceive the idea.

The standard alibi of the talking machine merchant is that people do not sit indoors to play records in the Summer and that there are not active buyers during the season. Knowing that the people seek outdoors, the average merchant can find some way of getting to them where they are, either by giving the sort of music that fits well outdoors or keeping the musical interest alive sufficiently to make a few hours of music indoors not only agreeable but actually desirable.

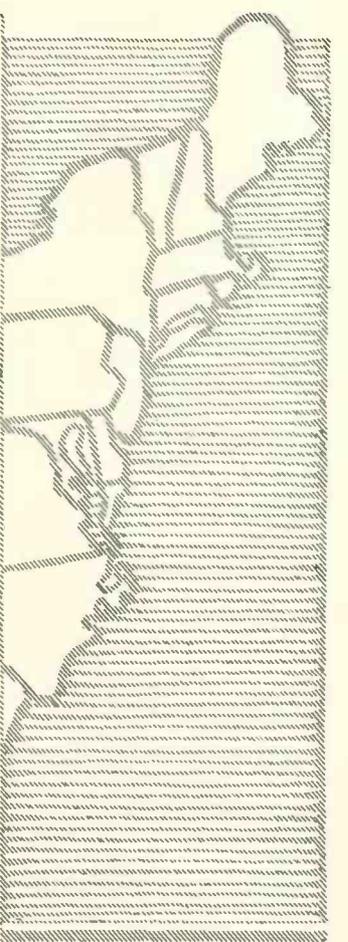
It is a practice of enterprising dealers when a prospect moves his permanent residence to follow him to his new location and keep up a selling campaign. It would seem logical for the retailer, therefore, to follow the same practice if a prospect flies countryward for the Summer months. In other words, a little intelligent effort to develop trade in the Summertime, although it may mean a mental strain, will bring substantial rewards.



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

Business Insurance and Its Importance

Clarence T. Hubbard, Insurance Expert, Describes Various Forms of Protection for Store and Stock Which Deserve Consideration

In the effort to make business pay the prevention of loss is quite as important as the strengthening of profit. In this direction the application of casualty and fire forms of insurance is such an extensive and important practice that the talking machine dealer should know at least "something" about insurance in order to make certain of enjoying its best benefits. In buying insurance it is all right to favor friends—but only when your friends know their business. The day of the "agent" has passed. Nowadays the insurance man or, as Sinclair Lewis puts it, the "insurer" is more than an order taker. He is—and when he isn't he should be—a trained expert who not only sells insurance but applies it to the best benefits of the purchaser. The modern insurance representative is as anxious to help you reduce your cost of insurance as he is to obtain your order.

Among the services of the modern agent is the ability and willingness to make a survey, without charge, of your insurance needs. You may be carrying too much burglary insurance and not enough public liability. You may, perhaps, be protected in all but one forgotten way, such as check forgery insurance or fidelity bonds. The one unprotected "spot" sometimes proves "a heel of Achilles." Choose a qualified representative and let him make a survey of your insurance needs, for submission and recommendation to you. Then the decision for adjustment, if necessary, rests wholly and entirely with yourself.

An Important Insurance Clause

One of the important "things" to understand in the way of insurance is the 80 per cent reduced rate contribution clause appearing in all, or nearly all, standard fire insurance policies. It applies to your home as well as your store. This clause is really an agreement between the insurance company and the policyholder, in order that the company may determine the proportion of loss which it shall assume—and that depends entirely upon the amount of insurance carried by the talking machine dealer in proportion to the value of property or contents covered. The main reason for this clause is to properly determine rates, for without it a person could insure just a small portion of his values and, in the event of a partial loss, collect the entire amount, while another person would receive no more in the event of a partial loss, yet he would be carrying the full and proper insurance. A rate of 65 cents, for illustration, might be entirely adequate if 80 per cent of the value of the property was insured, but if only 50 per cent were carried the rate would be entirely too low.

How 80 Per Cent Clause Works

Just how this co-insurance clause works can be seen in the following example. The value of your property is, we will say, \$100,000 or \$80,000. If this amount of insurance were carried any loss that might occur while the policy was in force would bring full settlement. A \$7,000 loss would bring a \$7,000 settlement. Likewise, a \$1,000 loss would bring a \$1,000 settlement—\$80,000 loss an \$80,000 settlement—and so on. When the 80 per cent clause is respected the full loss is always paid.

Now, to the contrary, if the value of the property was \$100,000 as before, and the 80 per cent co-insurance clause in effect demanding \$80,000 not responded to and insurance carried of only \$60,000, the loss would work out differently. In this instance there would be an insurance deficiency of \$20,000. Assuming, then, for practical example, that a \$30,000 loss occurred, the company would only pay six-eighths of \$30,000, the loss sustained, or \$22,500, the policy holder standing the remaining two-eighths, or \$7,500.

This because he was only six-eighths insured of the amount required by the clause. Were this not in effect he would have been able to collect the whole loss of \$30,000 and for the same premium as the man who sustained a \$30,000 loss, but who carried the full amount of \$80,000, or 80 per cent of his total value as required.

As a further example note the two tables following:

ILLUSTRATION NO. 1

Value of property or store contents.....	\$10,000
(80 per cent clause requires—\$8,000 insurance)	
Insurance	8,000
Loss sustained	5,000
Insurance company pays full loss of.....	5,000

ILLUSTRATION NO. 2

Value of property or contents.....	\$10,000
(80 per cent clause requires—\$8,000 insurance)	
Insurance carried	5,000
(Assured is co-insurer for remaining value of \$3,000)	
Loss sustained	5,000
Insurance company pays five-eighths of the loss,...	3,125
Assured stands three-eighths, or.....	1,875

Among the bits of information valuable for the talking machine dealer to know in connection with other insurance lines, and particularly of interest to him, is in connection with plate glass. Plate glass insurance is really a service form of insurance. The policy does not provide the payment of loss in the event of breakage, but offers to replace the glass at the market price at the time of replacement. To obtain the full benefit of this kind of insurance a loss should be punctually reported. It is also well to understand that plate glass insurance does not protect against the breakage by fire, or the results of a fire, riot or civil commotion.

Insuring Shipments

Talking machine dealers, among other retail merchants, should be interested in having shipments that come to their store by truck fully protected. For this purpose there is a policy known as motor truck contents. Sometimes the shippers and the buyers rely upon the truckmen for such insurance. Some very expensive misunderstandings have resulted in this connection, for frequently a truckman, in carrying a licensed public truckmen's policy, does not have

a policy for sufficient amount to cover the merchandise carried. A retail merchant recently, in ordering some goods to be shipped to him by truck, interested himself in advance to make sure there was some insurance. The shippers advised him that the truckman carried a coverage. It so happened that the truck was burned up to the result of a \$15,000 loss. The retail merchant found that the truckman had insurance, but only in the amount of \$2,000, so there was a loss sustained of \$13,000!

If the talking machine dealer is to have supplies shipped by train, truck or boat sufficient insurance should be carried, either by the shipper, the one from whom the goods are purchased, or by the one purchasing the goods. Bankers, in connection with bills of lading, frequently require that a certificate of insurance in sufficient amount be attached before releasing the draft.

Use and Occupancy Policy

A form of insurance which is now being more widely accepted among retail dealers is the coverage known as the "U. & O." (use and occupancy). This is a type of insurance which pays the policy a stipulated sum representing loss as "interruption of business" due to fire, tornado, explosion, riot or some other form of calamity. It is possible for a talking machine store to obtain such form of insurance, representing a reimbursement of profits which would be developed during a period of business interruption.

Insurance rates are all more or less standardized by bureaus and rating organizations. "Experience rating" enters into many lines, such as compensation, and the better the experience of the assured the lower are the rates. Insurance is a protective service, which, even though it never occasions the return of any investment in the payment of losses, is a justified expense and should be included in your cost of doing business. It minimizes your chances of loss.

Knouff's Hardware & Electrical Appliances, Edison dealer in Crafton, Pa., has enlarged its store to afford a place for an exclusive Edison department.

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.

FOR THOSE WHO APPRECIATE TRUE VALUE

EVERYBODY'S TALKING MACHINE CO., Inc.
MAKERS PHILADELPHIA, U. S. A.

HONEST  **QUAKER**
REG. U. S. PAT. OFF.
MAIN **SPRINGS**

The NEW

The most perfect phonograph



\$200 Console

The new three-spring Model W motor with New Non-Set Automatic Stop and new No. 12 Reproducer. Finished in Brown Mahogany and Walnut, with all exposed metal parts in nickel. Shelves with complete set of albums for records. Tone-control leaves behind sliding panel.



\$100 Console

Three-spring A. C. motor with No. 6 Reproducer. Finished in Brown Mahogany. Shelves for records. A new divided top and a disappearing drop panel in front of the tone chamber.

Bed-plate and tone-arm attachment in one unit, eliminating individual adjustment of automatic start and non-set automatic stop mechanism.

Oil tubes from central oil cup automatically lubricate five important bearings.



The New Model W Motor

is the most efficient and durable phonograph motor ever built. It runs with the precision and accuracy of a watch. New and exclusive automatic tone arm start and new automatic non-set stop.

Lock nut for speed regulator. Speed once set cannot be changed unless turn-table is removed.



The New No. 12 Reproducer

gives unusual brilliancy and detail over entire audible range of musical notes. Beautifully satisfying in truthness to every musical pitch and tone. New needle arm support controlled by two ingenious springs eliminates thermal expansion and contraction which produces vibration and blast.



\$225 Upright

New four-spring Model W motor with New Non-Set Automatic Stop and new No. 12 Reproducer. Records are stored in novel filing device, with an extra record capacity in the back of the cabinet. Finished in Brown Mahogany and Walnut, with all exposed metal parts in gold finish. Exclusive tone-control leaves.



\$50 Portable

New one-spring motor. New No. 12 Reproducer. Finished in black fabrikoid with nickel trimmings. Record drawer with a capacity for eight records. Exclusive tone-control leaves.

Columbia ever built *IS READY!*



\$175 Console

The new three-spring Model W motor with New Non-Set Automatic Stop and No. 12 Reproducer. Finished in Brown Mahogany and Walnut, with exposed metal parts in nickel. Shelves for records. Tone-control leaves behind sliding panel.



\$175 Upright

New four-spring Model W motor with New Non-Set Automatic Stop and new No. 12 Reproducer. Shelves with complete set of albums for records and an extra record capacity in the back of the cabinet. Finished in Red Mahogany, Brown Mahogany and Walnut, with all exposed metal parts in nickel. Exclusive tone-control leaves.



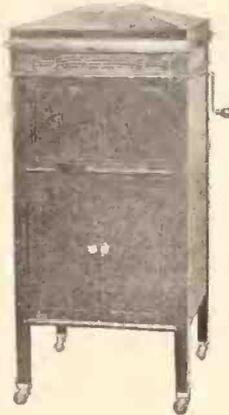
\$150 Console

Three-spring Model W motor with New Non-Set Automatic Stop and new No. 12 Reproducer. Finished in Brown Mahogany and Walnut with all exposed metal parts in nickel. Shelves for records. Tone-control leaves behind sliding panel.



\$150 Upright

New No. 12 Reproducer. The new three-spring Model W motor, with New Non-Set Automatic Stop. Shelves for record storage. All exposed metal parts nicked. Finished in Red Mahogany, Brown Mahogany, Golden Oak and Walnut. Exclusive tone-control leaves.



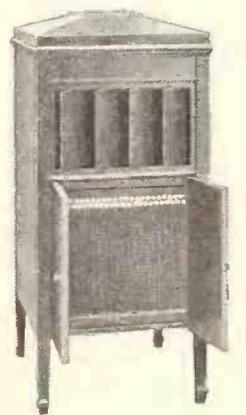
\$165 Upright

Three-spring Model W motor, New Non-Set Automatic Stop and new No. 12 Reproducer. Push button ejector for records. Finished in Red Mahogany and Brown Mahogany, with all exposed metal parts in nickel. Exclusive tone-control leaves.



\$125 Upright

Model W three-spring motor with New Non-Set Automatic Stop and new No. 12 Reproducer. Shelves for records. All exposed metal parts nicked. Finished in Red Mahogany, Brown Mahogany, Golden Oak and Walnut. Exclusive tone-control leaves.



\$115 Upright

Three-spring Model W motor. New No. 12 Reproducer. Record compartments with push button ejectors. All exposed metal parts nicked. Finished in Red Mahogany and Brown Mahogany. Exclusive tone-control leaves.



\$120 School Model

Three-spring Model W motor with new No. 12 Reproducer. Shelves for records. All exposed metal parts nicked. Finished in Red Mahogany, Brown Mahogany and Golden Oak. Exclusive tone-control leaves.



\$75 Table Model

Two-spring Model W motor. New No. 12 Reproducer. Finished in Red Mahogany, with all exposed metal parts in nickel. Exclusive tone-control leaves.



\$100 Upright

Model W three-spring motor with the new No. 12 Reproducer. Shelves for records. Finished in Red Mahogany, Brown Mahogany, Golden Oak and Walnut. All exposed metal parts in nickel. Exclusive tone-control leaves.



COLUMBIA GRAPHOPHONE COMPANY
New York

Knowledge Is a Salesman's Greatest Asset

An Instructive Article by W. Braid White on Need of Thorough Knowledge of Features of Line Handled for Best Sales Results

"The trouble with most salesmen in the talking machine business," said a very distinguished executive the other day, "is that they will not take the trouble to learn the fine points of what they are selling. They get a little, a very little, information, and then fill up the gaps with a line of glib talk which sounds very nice but means nothing. That is one of the reasons why the talking machine is still only partially and imperfectly appreciated by the people."

The worst thing about statements like this is that they are almost entirely true. Allowing for the speaker's desire to make his meaning definite and emphatic, the fact remains that he has summed up pretty accurately the typical salesman's attitude towards what he has to sell. This is an attitude common to salesmen in general. Whoever has had much to do with salesmen knows that most of them think of themselves as men gifted with a great faculty for selling, who, by virtue of this gift, are able to sell anything from bonds to sewing machines with equal facility.

It is just this attitude, based on the belief that salesmanship is a sort of magic or conjuring, whereby the prospect is hypnotized into buying, which accounts for so much of the instability and poverty of retail methods.

What Are We Selling?

For whatever might be the truth about some types of goods, one may be perfectly certain that the sale of talking machines and records can only be prosecuted successfully by those who realize the strong and the weak points of the whole proposition, and who especially understand that the commodity in which they are

dealing is music. Now, to deal in music is to deal in one of the most complex ideas the human mind is able to carry. Taste and desire in and for music are highly variable, and the contents of the art so vast that it is impossible to know all about every phase of it. The man who sells a talking machine and records sells music as refracted through a certain set of mechanical media. Nothing matters in the case, save what musical results are had from or through these media. It is the musical result which is being sold, and not the media themselves, though they happen to form the embodiment in which the sale is wrapped up, as it were.

Obviously, if I am selling music I must know what I am selling. If I am selling a musical result I must understand that result as thoroughly as possible. Every talking machine, every record, is a refracting medium. It more or less bends, more or less modifies, the music which it reproduces. Every make of machine, every make of record, has its own peculiarities in this respect. Each has certain strong points, each certain points which are sources of weakness. Therefore the first and most important essential of salesmanship in the talking machine field is to know these points in each case, from beginning to end.

Salesmanship Not Magic

The notion that a salesman is a gifted individual who does not need to know anything about the goods he is selling is the notion that salesmanship is not a legitimate act of commercial transfer, money for goods, but a sort of conjuring trick, a kind of magic which sells

what could not otherwise, presumably, be sold at all. Such an idea, absurd as it is, nevertheless is much held by a certain kind of salesman and even by some merchants. Yet if it were in any way correct, salesmanship would not be a legitimate calling at all.

Of course, to sell wild-cat oil stocks or other dubious propositions of any kind, some sort of trick must be employed which does not at all relate to the merit of the thing offered. But legitimate business, honest business, is based upon the idea of selling goods on their merits. And that means knowing the goods, first and foremost. In the music business it means knowing what the goods will do; that is to say, knowing, to a precise degree, the musical result which the goods will produce.

The Value of Salesmanship Schools

The salesmanship schools which the Victor Talking Machine Co. has been running at regular intervals in various cities for several years, are organized upon these principles. The salesman is taught first to understand the Victor machines and the Victor records, how they are constructed, on what principles; and what musical results they give. The contents of the great Victor record library are analyzed, and the salesman is taught to have respect for the marvelous musical treasures these contain. He is encouraged to become personally acquainted with as many as possible of the best items in this library, and especially to show respect and reverence for these great artistic results.

To put the matter then in a nut-shell, the time has gone for considering the talking ma-

(Continued on page 18)

BEST OF THE BEST

De Luxe Needles may cost more but they are made to deliver a Result and not fit a price

Always Insist on Getting

DE LUXE NEEDLES

and you won't be disappointed.

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)

HOLE OUT IN ONE

CALL YOUR SHOT

We have them all in our bag



ORDER CLERKS—

Who make it a pleasure to telephone an order—"The Voice with a Smile."

STOCK DEPARTMENT—

Quick and accurate.

DELIVERY SERVICE—

Always courteous and efficient.

SALESMEN—

Long experience and proven ability enable our representatives to advise with you in your sales plans as well as your buying.

EXECUTIVES—

Who cordially invite you to discuss with them your problems, aims and ideas.

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*

The ALBUM method EXCELS all other RECORD FILING systems EVER TRIED



SELECTING THEIR FAVORITES

To the Trade:

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

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

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

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



THE PERFECT PLAN

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

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

KNOWLEDGE IS THE GREATEST ASSET

(Continued from page 16)

chine business in any other save a scientific manner. We no longer have a toy to promote, we have one of the pillars and buttresses of musical art and one of the principal elements in American musical taste placed at our disposal to distribute throughout our communities. To undertake such a work of distribution, to deal with it intelligently, to make the people realize the greatness and beauty of our business, to gain their respect and appreciation, is only a matter of sincerity and information. We must respect our business and must know it. If we know it we shall indeed respect it, for only those who do not know it fail to respect it.

The Ideal Condition

If only one could feel that every talking machine salesman in the country was imbued with a respect and love for the music which he is instrumental in placing in the homes of the people—it would mean much. Every salesman should be interested in the contents of the record catalogs, and well acquainted with the treasures with which his shelves are loaded. There are thousands of records and a myriad shades of style and content. Popular music has its own large place, and for a long time to come will be easy to sell compared with the finer and more artistic musical product. But, just so quickly as public taste in music improves, will talking machine and record selling be more profitable; for the talking machine business rests upon music, and will flourish in proportion as public taste in music ascends towards the heights. The intelligent salesman therefore has a great task; first to improve his own ideas, and then to assist in improving the taste of his customers. As this is accomplished sales will increase and profits become larger.

McGEE JOINS OKLAHOMA T. M. CO.

Now Member of Traveling Organization of Prominent Oklahoma Victor Distributor

OKLAHOMA CITY, OKLA., June 4.—The traveling organization of the Oklahoma Talking Machine Co., Victor distributor, with headquarters in this city, has been augmented by the addition of R. R. McGee, according to a recent announcement by E. L. Gratigny, president of the company. Mr. McGee was formerly connected with the Schmelzer Co. and he has a wide knowledge of the wholesale talking machine business, making him a valuable addition to the staff of the Oklahoma Talking Machine Co.

In a chat with The World Mr. Gratigny stated that business has increased very rapidly this year. He attributes this satisfactory condition to the fact that plenty of rain has made the crop outlook brighter than for a number of years past. In fact, business has developed to such an extent that difficulty is experienced by this concern in supplying the demands of dealers.

M. I. S. CO. CONSOLIDATES WITH ORMES

Musical Instrument Sales Co. Purchases Business of Ormes, Inc.—Enhanced Service and Co-operation for Victor Trade—C. R. Wagner Makes Important Announcement—C. L. Price and J. J. Davin Join M. I. S. Forces

Effective June 1 two well-known Victor wholesalers in New York were consolidated, the Musical Instrument Sales Co., 673 Eighth avenue, acquiring the business of Ormes, Inc., 15 West Thirty-seventh street. According to the details of this arrangement the business of the Musical Instrument Sales Co. will be conducted as heretofore at 673 Eighth avenue and the quarters occupied by Ormes at 15 West Thirty-seventh street will be discontinued.

C. R. Wagner, vice-president and general manager of the Musical Instrument Sales Co., who is well known in musical circles throughout the country, announced the consolidation to the company's Victor clientele on June 1. In his announcement he stated that the consolidation would afford exceptionally efficient and valuable Victor distributing service for the trade, representing the cumulative experience and resources of many years. Mr. Wagner also announced that C. L. Price, vice-president and general manager of Ormes, and James J. Davin, sales manager, have joined the executive staff of the Musical Instrument Sales Co.

The news of this consolidation was received with favor by the Victor dealers in the metropolitan trade, who congratulated the Musical Instrument Sales Co. upon increasing its scope of activity. Both the Musical Instrument Sales Co. and Ormes have maintained dealer service departments which have co-operated to advantage with the retail trade in the preparation of merchandising and sales promotion plans. The Musical Instrument Sales Co. has also maintained in its service department dealer advertising and finance divisions, which have proved of material value to the trade. All of these important service plans will be continued and their practicability enhanced. C. Alfred Wagner, vice-president and general manager of the American Piano Co., New York, one of the leading piano organizations in the world, is also president of the Musical Instrument Sales Co. and, in conjunction with C. R. Wagner, closed the deal for the purchase of Ormes, Inc.

WHY A. H. CURRY WEARS A SMILE

A. H. Curry, in charge of the phonograph division of Thomas A. Edison, Inc., is now wearing one of the broadest smiles that can be found north or south of the Mason and Dixon line. On May 25 Catherine Curry was born and is scheduled to make her first Edison trial record the latter part of this month. Mr. Curry is already the father of six stalwart sons.



REAL SERVICE ENOUGH SAID

YOU GET WHAT YOU ORDER
WHEN YOU SEND YOUR ORDERS
TO

OKLAHOMA TALKING MACHINE CO.
OKLAHOMA CITY OKLAHOMA

E. L. GRATIGNY, President

EXCLUSIVE VICTOR JOBBERS

Ratio of Sales to Inquiries Important

Percentage of People Sold Who Come Into Store to Examine Line Determines Efficiency of Sales Organization and Methods Used

The efficiency of a sales organization is measured by the number of sales made in proportion to the number of people who enter the establishment in response to advertisements, or because of various reasons, such as the pulling power of window displays, effect of direct-by-mail publicity, etc. Of course, no matter how expert and enthusiastic the sales organization may be, it is impossible to sell everyone who comes into the store to inquire about an instrument. There are always people, unfortunately, who seem to take a keen delight in shopping and who never reach the point where they place their names on a contract for the very excellent reason that they never intended to make a purchase. They come in for various reasons—curiosity, simply to get information regarding the instrument and other peculiar reasons known only to themselves.

Know Why Prospects Fail to Buy

However, every customer who enters the store should be accorded every consideration because the salesman can never know what the outcome will be. One very enterprising dealer states that very few people who are really in the market for a talking machine ever succeed in getting out of his establishment without making a purchase or making clear why they do not consider the line he handles capable of meeting their needs. He declared that his sales force sells three out of every five people who come in to look over his line. These are sold on the first visit. Of the two remaining out of every five possible customers investigation has disclosed the fact that a certain percentage are undesirable as customers. Often prospective purchasers, after examining the instruments and listening to the sales talk, declare that they desire to talk the matter over with other members of their families before coming to a final decision, or give some other good reason for not making the purchase immediately. Instead of letting the customer go out of the establishment with the mere promise to return at some later date his or her name and address is secured and, if after a lapse of three or four days the prospect has not returned, a brief note of reminder is sent and, after another reasonable wait, the telephone is used to make more intimate contact. If these prospects

are really interested in purchasing an instrument the majority of them are sold sooner or later, thus increasing the ratio of sales to the number of inquiries.

"Letting Down" Undesirable Purchasers

This store, by the way, demands a 10 per cent down payment on all instruments sold and, before the customer is allowed to leave the store, the terms of the contract are explained and the customer is especially made to understand the interest clause. Many prospective customers, after looking the machine over, try to get better terms, stating that they cannot make such a large initial payment. In many instances it has been found impossible to influence these people to purchase a cheaper instrument, thus reducing the down payments and the instalments. When the salesman bumps into this type of prospect he turns him over to the manager, who decides whether it would be wise to make some concession to the prospect's purse. This is seldom done for the reason that the manager figures if a prospect desires to purchase an expensive instrument on a too limited capital the risk is very likely to be poor and, consequently, the prospect is "let down" as gently as possible.

Getting After Those Who Get Out

Another dealer handles the matter of following up the prospect who visited the store but did not buy a little differently. He secures the name and address of the prospect by stating that he will send along some literature descriptive of the line. This is done and after a period of three days, if nothing has been heard from the prospect, an experienced salesman is sent out to the prospect's home to determine what is holding up the deal and, if possible, bring the customer to the point of making a purchase, or an appointment is made for another inspection of the instruments at the store.

The preceding paragraphs indicate how two dealers handle the problem of following up prospective customers who have indicated their interest in a talking machine by visiting the store. One thing is sure, and that is if only a small number of the people who visit the store and evince interest in the line are sold there is something wrong somewhere. For example: One prominent concern which inaugurated an

extensive advertising campaign, bringing many prospective customers to the store, found that very few sales were being made. A conference of the members of the sales organization and other employes and members of the firm was held, with the result it was discovered that the sales force was lamentably ignorant of the publicity work carried on by the house and, consequently, when people who had read of some special model in the ad came into the store the salesmen could not intelligently discuss the features brought out in the ad. Here was a case where lack of contact between the advertising and sales departments hurt the business. When these facts were brought out the salesmen were not only compelled to familiarize themselves with the firm's advertising, but with the advertising of competitors as well. The results were immediately made evident through increased sales and the advertising drive was successful. Another point in this little story which may be lost sight of is the fact that, had this drive fallen down on results because of this ignorance of the sales force, the firm would probably have been soured on advertising for some time to come. This is not a fable, but a statement of fact. In conclusion the writer would urge all dealers to keep some sort of a record of the number of people who come into the store and go out without buying. It will, at least, be an interesting study.

E. LEAVITT CO. CHARTERED

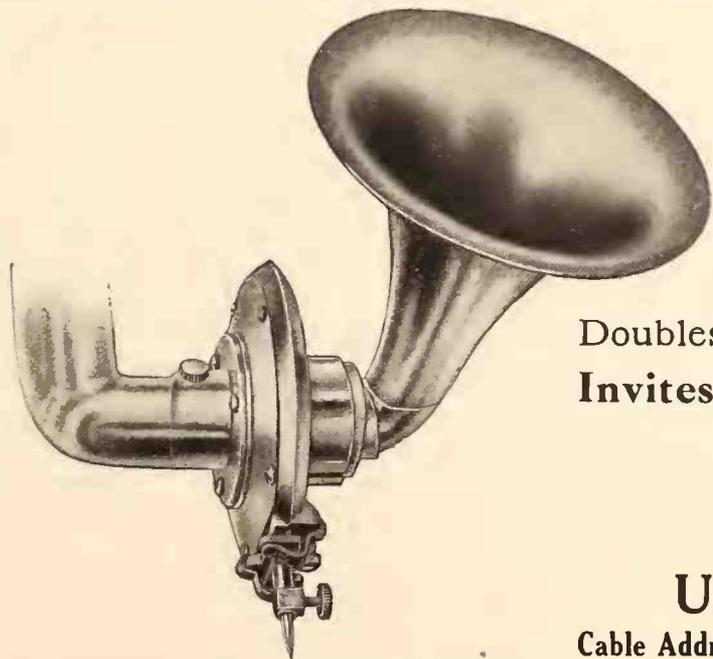
The E. Leavitt Phonograph & Record Co., Inc., of New York City, has been granted a charter of incorporation under the laws of this State, with a capital of \$100,000, to manufacture and deal in talking machines, records, etc. Incorporator is P. Waldman, 2342 Second avenue, New York City.

E. W. OWEN CO. OPENS BRANCH

ST. PETER, MINN., June 4.—An attractive music store has been opened here in the Ludcke Building by the E. W. Owen Co., of Mankato, under the management of H. E. Burgoyne and W. C. Kelly, of the Mankato sales force. The store features the Victor, Edison and Columbia lines.

ADD-A-TONE

THE SUPREME TONE AMPLIFIER



A revelation in sound reproduction

ESPECIALLY ADAPTABLE TO PORTABLE MACHINES

Incomparable for Dancing

Doubles the volume, yet improves the quality and detail.
Invites comparison with any sound box on the market.

"If you haven't heard the

ADD-A-TONE

You haven't heard your machine"

UNIQUE REPRODUCTION CO., Inc.

Cable Address, "Addatone" N. Y.

32 Union Square, New York

Big Sales Possibilities in School Field

Public Schools and Other Educational Institutions Throughout Country Will Purchase Instruments if Proper Methods Are Used

That the thousands of schools and institutions of all kinds throughout the country offer an excellent field for the exploitation of the talking machine and records and give the dealer but a little developed field in which to make sales is being realized by wide-awake merchants in various parts of the country. However, in most communities no serious attempt is made to get this business and as a result the schools are without music and the talking machine merchants in those sections are passing up profits which they could get with comparatively little trouble and expense.

Reason for Lack of Sales to Schools

Probably one reason why dealers do not make many sales to schools is because they do not go about it in the right way. Therefore, this article deals with a successful plan for building up sales to schools put in effect by the A. Gressett Music House, Meridian, Miss., under the direction of M. E. Taylor, manager of the talking machine department. The plan includes solicitation by mail of boards of education of the State, county school superintendents and teachers.

A letter is sent out dealing with the possibilities of the talking machine as a moral force and a builder of character; pointing also to the value of the talking machine as an aid to musical studies. The wide selection of educational records is dwelt on as an aid to recitation and, not less important, physical development. The letter concludes with an invitation to visit the store for the demonstration of special instruments designed for school use. This letter is followed up with special literature in which the talking machine and records are tied up with

educational work of various descriptions.

Demonstration Makes Sales Easy

The A. Gressett Music House does not stop merely with the sending out of letters and literature, but in addition an experienced woman canvasser-demonstrator with sales experience, Mrs. O. E. Roe, whose methods were described in a recent issue of *The World*, is sent out to give personal demonstrations and to develop the interest of educators in the talking machine as an adjunct to education. Mrs. Roe puts on demonstrations in the schools in which the classes of pupils actually take part. Following the demonstration of the talking machine as an aid to physical culture a lecture is delivered on ways and means of raising the money to purchase an instrument and a supply of records. This canvassing and demonstrating have resulted not only in the sale of instruments to many schools but also to the teachers for their homes and also to members of boards of education and county superintendents. In addition to the health exercise records which are taken along by the demonstrator several other recordings of value in educational work are carried along.

Help Classes Raise Funds

The following methods, all of which have been found practicable in raising sufficient funds for the purchase of a talking machine, are suggested to pupils and teachers by this aggressive concern:

Give entertainments of plays in which the children are the participants, for instance, "The District Skule."

Have a pie, cake and fancy article sale. The bazaar plan is the most lucrative of all schemes.

Give general entertainments, using costume

drills or folk dances to the music of the Victor.

Collect and sell cast-off rubbers, iron, rags, etc.

Sell old newspapers, having pupils bring them one day each week.

Arrange a benefit with local moving picture theatre.

Secure the interest and assistance of the mothers' or parent-teachers' associations.

Benefit pencils with name of school and object of campaign printed on may be secured at very profitable rates from Burton S. Osborn, Camden, N. Y.

Milk chocolate may be secured from the Brewster Cocoa Mfg. Co., Jersey City, N. J., with a very attractive proposition.

The Curtis Publishing Co., Philadelphia, supply full details of its Victrola plan, which assures a school a good income from the Saturday Evening Post sales of the children.

A Victrola or library of records may be secured without trouble if the teachers and pupils are enthusiastic enough to contribute about 25 cents a month to a fund, thereby gaining their money's worth in personal pleasure from its use.

Persistent Follow Up Necessary

Lectures to teachers and other officials of the schools on the talking machine are persistently followed up and no opportunity is allowed to slip by. A short time after a lecture has been delivered the following letter, sent out by the A. Gressett Music House, has been found effective in arousing interest and desire to the point where a sale becomes possible:

"You recently had the pleasure of listening to a lecture recital given by Mrs. W. M. Wilder, using the Victrola and Victor records, proving thus the value of this instrument in educational work.

"You had the opportunity of hearing the great possibilities of musical interpretation when the Victrola is used in conjunction with the lecture.

"In 10,000 cities in the United States you will find the Victrola in use in the schools and over 10,000,000 school children are learning something of the world's music masters. History indeed would be incomplete without their becoming familiar with those who have made musical history.

"The schools in Meridian are equipped with school Victrolas, and in some there are as many as three.

"What is more inspiring to the children than to march in and out of school to the music of a national march played by the world's best bands? Your physical exercises would be much more fascinating and effective if executed to perfect musical rhythm.

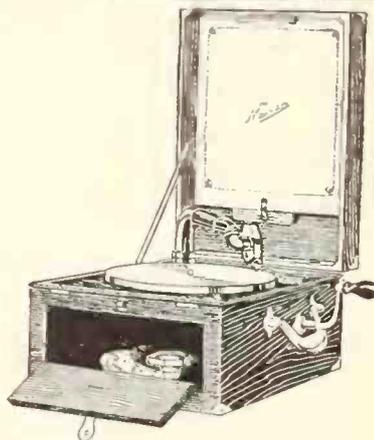
"We sincerely hope that you will see to it that a Victrola is installed in your school. Let this be one of your first steps toward making your school modern and in keeping with modern times. We have arranged very liberal terms and the mothers' clubs will do their part to help you. We await with much interest your request for full particulars and complete school literature."

WALTER S. GRAY IN NEW YORK

Walter S. Gray, president of the Walter S. Gray Co., San Francisco, Cal., one of the best-known jobbing organizations in the country, arrived in New York a few days ago and, in all probability, will remain here until July 1. Mr. Gray, who is here on a combined observation and buying trip, is making his headquarters at the offices of the Manufacturers Phonograph Co., 95 Madison avenue, whose products he represents on the Pacific Coast, where the demand has increased in a very satisfactory manner.

WHY SHOULD YOU SELL

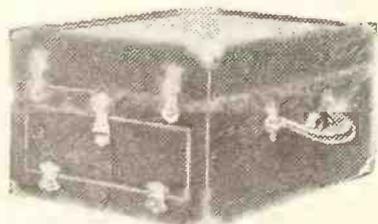
The
Modernolette



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

Modernola 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., 1005 Liberty Avenue, 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.
Paramount Sales Co., 604 E. Walnut St., Indianapolis, Ind.
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

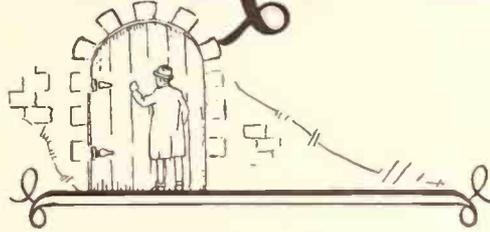


Some valuable territory still open for jobbers. Act quick, it is going fast.

MODERNOLA COMPANY
Office and Factory, Johnstown, Pa.



OPPORTUNITY



AT 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**



Group Sales Plan Moves Records Quickly

New Twists to Sales Drives Necessary—How a Prominent Concern Speeded Turnover by Selling Albums Filled With Records

Every good record salesman or woman, when serving a customer in the record line, makes the effort to sell more than merely the one or perhaps two records asked for. By suggestion, demonstration and sheer sales ability an attempt is made to swell the sales volume to include as many records as possible to each customer, and this must be done without giving offense or creating antagonism. The salesperson must here exercise the greatest restraint on his eagerness to make as large a sale as possible. Customers have a habit of going elsewhere if the dealer whom they patronize becomes too insistent and urges purchases until his methods become obnoxious to customers.

However, in order to turn over his record stock with sufficient rapidity to make a profit and at the same time eliminate dead stock as much as possible the merchant who each month orders a fairly large number of the various records he handles must be on the job every minute and he must strive, with the greatest tact, of course, to make as many and as large sales as possible to each individual. A direct sales attack is impossible for various reasons. The customers will not stand for it and, therefore, the desire for records must be created through suggestion, whether this be through advertising, canvassing, window displays or any other way, but the fact remains that only in this manner will the records move with the desired speed and the attitude of the customers remain unchanged toward the establishment.

Albums Filled With Records Boost Sales

Sales promotion embodying this principle is known to all dealers. Generally, the same methods are always used and that merchant who can think up a new angle of putting this suggestive force to work for him is bound to realize a handsome profit. A plan put in effect by the record department of the J. W. Jenkins & Sons Music Co., Wichita, Kan., through the efforts of Miss Harriet V. Coleman, manager, utilizes this principle in a new way. Since the object is to sell as many records as possible to each patron Miss Coleman has hit upon the plan of

selling albums filled with records, killing two birds with one stone in the sale of these records and the album at the same time. The records with which the albums are filled are, of course, selected with great care. For example, one set of albums was filled with recordings by various famous artists who had appeared in concert in that city and with whom local music lovers were familiar. Other albums were filled with records made by well-known artists exclusively, i. e., only records by one artist in an album. Other albums are filled with records of the various operas, orchestra music, band music, vocal numbers, dance selections, violin, etc.

Consistent Publicity Essential

This method of making sales of groups of records should receive the serious attention of all dealers. There is no doubt but that the results, if the plan is properly carried out, will be well worth while. At any rate nothing can be lost by taking a chance on the plan, but there is everything to gain. Merely to arrange these records in the manner set forth will not be sufficient to put the stunt across with the record-buying public. The dealer must do more. He must see to it that adequate publicity is given to the group sales plan. In the first place there is that little matter of window displays. After the albums have been filled with carefully selected records and some plan of marking the various albums has been conceived there is a splendid opportunity of arranging something out of the ordinary in window displays. Merely a suggestion: Place an attractive instrument in the window, after suitable flooring and background have been arranged. Then, also, place a number of the filled albums in the same window, on small pedestals, if possible. Beneath the album should be neatly printed placards announcing the type of records in the album, together with some very briefly worded slogan or message designed to create desire. That old plan of ribbons from various objects in a window to the central unit of the display may be used to advantage by running ribbons from albums to an instrument.

This is one form of publicity and there are many others which the dealer has at his disposal and which will, undoubtedly, help along the good work of creating sales. There should be no hesitation in utilizing newspaper advertising to feature the group record sales plan and to bring the dealer's message to the public. Then, too, there is the direct-by-mail form of publicity and right here is where the dealer who has a carefully compiled mailing list has the advantage. By mailing list is not meant merely a number of names and addresses, but this and, also what is of more importance, data which enable the dealer to tell at a glance just what type of music the customer has favored most in the past. The merchant who has this information is, indeed, fortunate because he can plan albums for individual patrons of exactly the type of music they like best, and if his records show the numbers of the records already in the possession of the customer he can thus be insured against duplicating any of the records in the patron's possession.

Action Is Necessary

As has been emphasized, this plan is an innovation which should prove popular with many customers and which should prove an important factor in increasing sales. Like all such things, however, the idea cannot be put into use except by doing more than thinking about it. In short, a considerable amount of work is involved, but nothing has ever been accomplished without work and certainly those merchants who are doing a little more business each month than the previous one are not getting it by sitting back in their office chairs twiddling their thumbs. So, get busy and move those records.

REDUCTION IN PRICE OF AUDAK

Audak Co., Manufacturer of Record Demonstration Device, Announces Reduction in Price Because of Rapidly Growing Demand—Jobbers in Trade Centers Throughout Country

The Audak Co., 565 Fifth avenue, New York City, manufacturer of a record demonstrating product bearing the above name, announces a substantial reduction in the price of this equipment. The Audak permits the demonstration of a series of records simultaneously for any number of record customers, no rendition of which interferes with the other. Many retailers have installed this device and, from all reports, it aids considerably in record sales. Jobbers have been appointed in the larger trade centers and dealers now find it possible to see the product demonstrated before ordering.

The sales department of the Audak Co., in announcing the reduction in price, states: "The Audak has been on the market a little more than a year and, while dealers in general—particularly the smaller dealers—were slow to recognize the possibilities of the instrument, the educational campaign by our distributors, and the actual demonstrations in their home cities, have given them first-hand information and experience. The result has been that orders for Audaks have shown such substantial increases that we are now enabled to reduce the price because of increased production."

H. B. KERR OPENS VICTOR STORE

LANCASTER, PA., June 4.—H. B. Kerr, well-known local business man, recently opened a branch store at 14 West King street, in which Victor talking machines and records are handled. Mr. Kerr also operates a bicycle and motorcycle store at 244 West King street.



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 WIEDOEFT



FRANK BANTA

Famous Ensembles including

Campbell & Burr - Sterling Trio - Peerless Quartet

Hitting on ALL Cylinders



Walter Camp

There always was and always will be two markets. Some of your customers are looking for price, but we will guarantee that you have many on your list that insist on having exactly what they want provided they get value received.

This is particularly true in the physical culture field. In spite of a number of cheaper sets on the market, the demand for Health Builder sets of Walter Camp's "Daily Dozen" is greater than ever before. We have in mind one large department store where the "Daily Dozen" and an ordinary set, much cheaper, were on the counter side by side. It is interesting to note that the "Daily Dozen" had far the greater sales.

Are you hitting on *all* cylinders in your business? Can the people that insist on the "Daily Dozen" buy them from you or must they go elsewhere? Don't let them get away any more. Write us to-day for full details. An extensive advertising campaign is creating a demand that it will pay you to fill.

Write NOW

HEALTH BUILDERS, Inc.

DEPARTMENT W6

334 FIFTH AVENUE

NEW YORK, N. Y.



Carolina

A Real Southern
Mammy Song

Mammy

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

OMAHA VICTOR JOBBERS AMALGAMATE

Mickel Bros. Co. of Omaha and Des Moines Consolidated With Ross P. Curtice Co. Under Name of Mickel Bros. Co.—Headquarters Located in Omaha—Geo. E. Mickel Elected President and N. B. Curtice, Vice-President

OMAHA, NEB., June 6.—Victor retailers in this part of the country were advised recently by the Mickel Bros. Co. and the Ross P. Curtice Co., Victor wholesalers in this city, that arrangements had been consummated for the consolidation of these two companies, together with the Mickel Bros. Co. of Des Moines. Effective June 1 these three organizations were consolidated under the name of the Mickel Bros. Co., with headquarters in Omaha. Geo. E. Mickel is president and general manager of the company; Norman B. Curtice, vice-president, and Ross P. Curtice, a member of the board of directors. The Mickel Bros. Co.'s headquarters in Des Moines have been discontinued and the present retail business of the Ross P. Curtice Co. in Lincoln will be continued as heretofore.

This important announcement will be welcome news to Victor dealers, as the amalgamation will enable the Mickel Bros. Co. of Omaha to give exceptional service and co-operation to the trade in this territory. Geo. E. Mickel is recognized throughout the industry as one of the most capable and successful members of the Victor wholesale business and his thorough knowledge of general conditions throughout his

territory has enabled him to place the Mickel Bros. Co. of Omaha in the front ranks of Victor wholesalers.

Norman B. Curtice, vice-president of the organization, has won the esteem and friendship of the Victor dealers in this section of the country through his untiring efforts to co-oper-



Geo. E. Mickel

ate with them in the development of Victor business. He has made a careful study of the Victor retailers' problems and, in his new executive position, will have ample opportunity to make this co-operation more valuable and effective. Ross P. Curtice, who is now a member of the board of directors of the Mickel Bros.

Co., is one of the veterans of the Victor industry, having been identified with the sale of Victor merchandise for many years. He is well known throughout this territory and, as a member of the company's directorate, will undoubtedly give invaluable assistance to the development of merchandising plans.

In his announcement to the trade regarding the amalgamation of these three companies Mr. Mickel stated, in part, as follows:

"We believe it is manifest to all dealers that this is a step in the right direction, for it will mean better and more efficient service and makes Omaha one of the large jobbing centers in the Victor line. The consolidation puts the firm in an exceptionally strong position financially, which, together with the increased facilities made possible by the combining of these three stocks of Victor goods as well as increased efficiency in the sales and service organization, will enable us to serve the dealers in this section even better than has been possible heretofore."

JOINS OKEH PUBLICITY STAFF

Mrs. Anita Glander, who was associated with the General Phonograph Corp. two years ago, has rejoined the company's staff and is now in charge of sales promotion and publicity work for the Okeh division. For over a year Mrs. Glander was an advertising copy writer with the Wales Advertising Agency, of New York, and, prior to that time, was advertising manager of the Opera Disc Distributing Co. She is well equipped for her new post and Okeh jobbers and dealers are planning to co-operate with her in every possible way.

CLOSES IMPORTANT MICA ACCOUNTS

The Stenzel Mica Corp., importer of mica and manufacturer of mica products, states that it has established a number of new accounts in the past few months, among which are several well-known talking machine manufacturers. This company occupies a modern, up-to-date plant at New Dorp, S. I., which is ideally equipped for the manufacture of mica products, and Ernest Stenzel, president of the company, is devoting his entire time to the expansion of the plant. Mr. Stenzel has been identified with the mica industry for a number of years and is thoroughly familiar with the varied requirements of the talking machine trade.

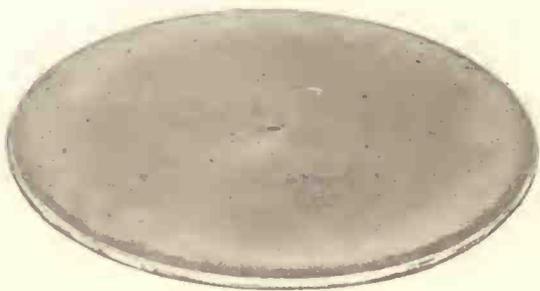
FINDT MUSIC CO. ADDS TO STAFF

STUEBENVILLE, O., June 6.—The Findt Music Co., of this city, has given a conclusive indication of the good Edison business which it is enjoying by employing an additional salesman and purchasing a new truck, to be used in canvassing with that popular instrument.

The G. W. P. Jones Music Co., of Washington, Pa., has added a new truck to its equipment. Prominently displayed on both sides is the word "Edison."

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

Analyze Reports of Salesmen-Canvassers

Future Sales Possibilities Are Often Passed by Through Failure of Salesmanager to Study Reports Turned in by the Salesmen

One of the most important cogs in the wheel of retail business progress, especially any business enterprise dealing in a specialty, in which class may be included the talking machine business, is an efficient force of outside salesmen and canvassers. Many dealers are not getting maximum results from their outside sales organizations because of the fact that they have no means of checking up on the activities of these men who, very often, are left almost entirely to their own resources and, as a result, their energies and work are misdirected to a certain extent, resulting in a loss of time, money, efficiency and, last, but not least, sales are far less than should be the case.

Upon Whom the Responsibility Rests

Assuming that the dealer has selected men with real qualifications for selling, the entire matter of making the venture a success rests in the hands of the merchant or of the sales manager. He it is who must devise ways and means by which the "plugging" of these men can be capitalized. A salesman or canvasser may work persistently and conscientiously for days and weeks at a time and not make a single sale. This may be through no fault of the man. On the contrary, it often happens that way, but, as one insurance salesman so aptly said: "Annual sales will always average up." What he meant was that a salesman could go for a long period without accomplishing his purpose—that of making a sale—but, eventually, sales would follow one another in rapid succession and the sales volume for a given period would thus be maintained.

Now, here is a point wherein sales managers

or proprietors who have charge of the sales organization often fall down. They simply fail to have the salesmen turn in reports regarding their activities couched in such language that the dealer can analyze intelligently the possibilities of future sales. Dealers can learn a lesson in this respect from manufacturers and jobbers who employ large traveling organizations. For example: The manufacturer's salesman is sent out on the road. He goes over his territory thoroughly and in ninety-nine cases out of a hundred, a small percentage of the dealers visited are sold. Now here is the point: Those dealers which the salesman has visited, but which he has been unable to sell, are logical prospects for the goods of the manufacturer, just as the person visited by the talking machine salesman is a logical prospect for the instruments and records handled by the talking machine dealer. The manufacturer is not content with merely knowing that the salesman has called on these dealers. What he is most anxious to know is why they were not sold and what the possibilities may be for making a sale on the next visit. The matter is put entirely into the hands of the salesman. He himself, must analyze conditions as he finds them and in his report he must state clearly what were the reasons as he found them why the sale was not consummated.

Reports Determine Dealer's Action

The retail dealer with an outside selling organization can use the same methods to great advantage. If these data are supplied him he can determine whether it is wise to have his salesmen make continual visits on these par-

ties, or whether he is wasting time and money by having his men do so. It must be obvious that it is the height of folly to send a salesman where the chances of making a sale are nil, especially in view of the fact that all around in any community, large or small, there are any number of prospects who can be sold with less effort and more satisfaction.

Backing Up Salesmen

Another angle of this outside selling game in which passing the buck seems to be the pastime is that of backing up the salesman. As far as results obtained from money spent are concerned it would be much better to eliminate the outside organization entirely than to have them running around in circles like a puppy after his tail. The sales manager of a large talking machine house summed the whole matter up in a few words recently when he said to the writer: "The two prime reasons why greater success does not attend the efforts of salesmen and canvassers are that they are often supplied with names which the sales manager erroneously hopes are live prospects, and they are supplied with so many names and are given such a short time to visit all of these people that they must necessarily curtail the time of visits to each prospect in order to visit them all. Where formerly my salesmen had approximately fifty prospects to visit at all times they now have between seven and ten, and I want to tell you that now, since they can spend more time with each individual and feel easy in their minds, they are delivering the goods in the shape of increased sales in a way I never before thought possible."

A Mark of Service

Each month we prepare several hundred sets of attractively painted show cards featuring the new Victor Records, as pictured here.

This service is considered a most important item in the M. I. S. extensive and thorough plan of sales co-operation with the dealer, as experience has shown that the strikingly designed and colorful cards, in their very refined gold frames, have a real selling ability, in direct proportion to the manner in which they are exhibited.

We are not actively interested in the sale of show cards, beyond their value as a medium for promoting Victor business. Our reason for extending the service, on a cost-share basis to Victor dealers, outside of our immediate representation, is to secure a larger subscription list which will permit still greater investments in art work.

Write for descriptive circular.

Musical Instrument Sales Co.
Victor Wholesalers
 673 Eighth Avenue
 TELEPHONE 9400 LONGACRE
 New York




Carried on to greater and a constantly growing wave

WHEREVER shown and wherever heard the New Edison is recognized and appreciated for its beauty of design, and the superior quality of the music it reproduces.

No one who has ever heard the New Edison can doubt the fact that it actually Re-Creates. It sold itself to Mr. Edison only after years of laborious research at a cost of \$3,000,000 and when he pointed to his New Edison and said, "I've got it. That gives the tone result. Try it against the human voice and see if you can tell the difference", he gave to the world—a phonograph that offers the artist himself in all but physical presence.

The growing wave of public appreciation for the New Edison has resulted in dealer orders that in certain instances have all but taxed the production limits of Edison Laboratories.

THOMAS A. EDISON, Inc.
ORANGE, NEW JERSEY

The **NEW**
P H O N O

greater sales-success on
of public appreciation



The New EDISON Line

EVERY popular model of to-day can be found among the phonographs offered by the New Edison group. It includes the latest upright models, and the artistic period design console models so much in demand by music lovers to-day.

The broad selection of artistic models, the wide price-range of the New Edison, and the superior New Edison Re-Creating qualities are factors which are influencing music lovers in their preference for the New Edison.

EDISON
G R A P H



"The World Is Waiting for the Sunrise," we said to Paul Specht and His Orchestra. And, lo! the long night-vigil of Terpsichore's devotees was ended by this gorgeous burst of fox-trot harmony.

"Roses of Picardy," its companion piece, is dressed in musical raiment that rivals the glories of Solomon himself.

Two exceptional numbers by the same master hand. Record A-3870.

COLUMBIA GRAPHOPHONE CO.
New York

NOW THE EARLE POLING CO.

Windsor-Poling Co. Changes Name and Will Embark Extensively in Concert Work

AKRON, O., June 1.—The Windsor-Poling Co., Akron music concern, and one of the largest Victor stores in eastern Ohio, has been reorganized, it was announced recently. A transfer of stock takes the control from the Windsor interests. The Earle Poling Co. has been incorporated as a new concern to promote a music course, formerly handled as part of the Windsor-Poling business.

The filing of incorporation papers for the Earle Poling Co. has as its purpose, according to Mr. Poling, "to promote better music for Akron." Under the new arrangement Akron is to have the finest of concert artists at a popular price.

On the concert course for the coming year Mr. Poling has arranged bookings for Paderewski, de Gorgoza, famous American baritone; Lucrecia Bori, Metropolitan Opera soprano, who will give a costume recital; Renee Chemet, French violinist; the New York Symphony Orchestra, led by Walter Damrosch, with Clarence Whitehill, baritone of the Metropolitan Opera Co., and other artists. Separate from the course proper, Sousa's Band, Harry Lauder, the Eight Famous Victor Artists and Fritz Kreisler will also be brought to Akron as special attractions.

The change in firm name will not affect the retail talking machine and record business of the company, it was stated.

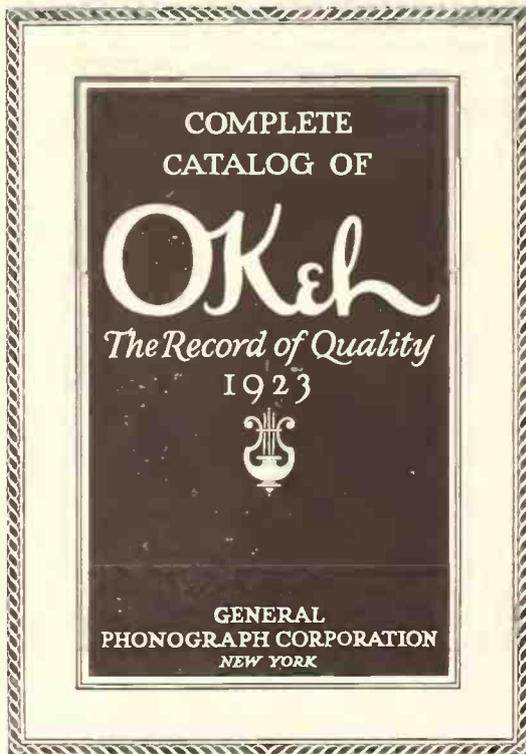
BURGMAN-HAMMER, INC., CHARTERED

A charter of incorporation under the laws of New York State has been granted to the firm of Burgman-Hammer, Inc., of Brooklyn, N. Y., to deal in talking machines, etc., with a capital of \$35,000. Incorporators are Marshall Burgman, William M. Wheatley and Frank Hammer.

NEW OKEH CATALOG NOW READY

Latest Catalog Emphasizes Popularity of This Record Line—Profusely Illustrated and Conveniently Indexed—Rare Records Listed

The advertising department of the General Phonograph Corp. has just issued a new complete catalog of Okeh records, which, in addition to its practical value, emphasizes concrete-



Cover Design of New Okeh Catalog

ly the tremendous progress that these records have made during the past year. The new catalog contains 100 pages and is arranged in such a way that it affords maximum convenience for the Okeh dealer and his patrons.

An interesting feature of the catalog is the listing on tinted paper of some of the rare record importations which comprise an important

part of the Okeh library. Vincent Lopez and His Famous Hotel Pennsylvania Orchestra are also featured on tinted paper, together with a list of some of the Okeh records that have made this exclusive artist such a popular favorite the country over. In addition to Vincent Lopez other exclusive Okeh artists featured in a similar manner are Gerald Griffin, Irish tenor; Michael Markels, leader of Markels' Orchestra; Mamie Smith, Sara Martin and Shelton Brooks.

The records are listed alphabetically and also by the class of selections represented. The catalog is profusely illustrated and, as a whole, represents a valuable addition to Okeh sales literature for the use of Okeh jobbers and dealers.

AN UNUSUAL HAWAIIAN WINDOW

An Effective Display Arranged by T. P. Culley & Son, Washington Dealers

WASHINGTON, D. C., June 2.—Another good window display was furnished recently by T. P. Culley & Son, at 1119 Fourteenth street, Northwest. This consisted of a Hawaiian beach scene comprising a long strip of real sand beach running down into a real "ocean." Two straw huts were placed at each end of the beach and a painted drop with palm trees and sky furnished the background. In the center of the beach, in the foreground, was a Hawaiian "shimmy" doll, "shimmied" by an electric motor underneath the set, while an electric fan to one side, concealed by a sign, furnished the sea breezes. A talking machine, connected with a loud-speaking horn above the window, played appropriate Hawaiian airs, and there was always a good-sized crowd watching the performance.

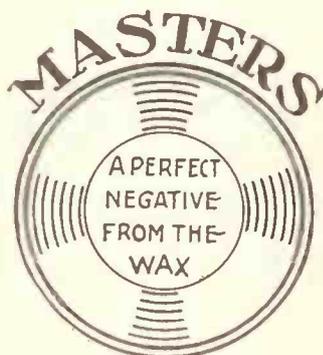
An extensive canvassing campaign is being conducted by the Frank Crook Co., of East Liverpool, O. Two first-class salesmen have been actively engaged in placing Edison phonographs in this territory.

NATIONAL METALS DEPOSITING CORPORATION

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

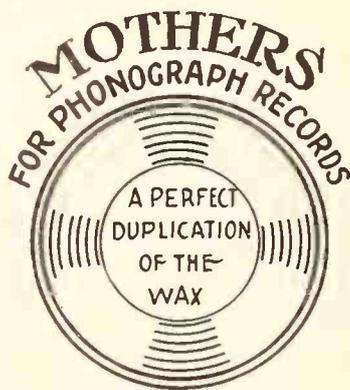
MOUNT VERNON — NEW YORK
MANUFACTURERS OF

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



WE DEPOSIT THE
FINEST COPPER
IN THE WORLD

FOR YOUR CONVENIENCE
DELIVER RECORDED WAX
TO OUR LABORATORY



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



INTENSIVE MUSIC WEEK TIE-UP

Fulkerson Music House, Victor Dealer, Carbondale, Pa., Derives Considerable Publicity and Good-will From Music Week Campaign

CARBONDALE, PA., June 6.—The activities of J. Harper Fulkerson, head of the Fulkerson Music House, Victor dealer, 62 Salem avenue, this city, in the local Music Week held here recently as part of the State celebration of this event brought both him and his establishment considerable valuable publicity. Mr. Fulkerson was a member of the executive committee and full credit was given to him in the newspapers for his part in making the event a success.

The Fulkerson Music House was also closely tied up with Music Week. The announcement of the event, a four-page folder containing a list of the Music Memory Contest selections, was printed and distributed by this aggressive concern. In another program of the daily musical schedule the Fulkerson Music House devoted space to an offer of the use of its establishment to the public to familiarize itself with the various numbers.

A special song list for community singing, consisting of a large four-page folder, the last page being taken up with a page ad of the Fulkerson Music House, also was published by this concern. This intensive activity has resulted in the promotion of much good-will and widespread interest in this active music store. Although the results to date in a business way have not manifested themselves to any great extent the effect will be cumulative and business is bound to come in for some time to come.

FINDS MOST PEOPLE HONEST

Gourlie Music Co., of Miami, Fla., Does Large Instalment Business With Minimum Loss

MIAMI, FLA., June 4.—A large credit business in talking machines and musical instruments for three years and the loss of only two small instruments and never resorting to the courts to bring about settlement of an account or to repossess an instrument is the record of the Gourlie Music Co., of this city, one of the most prominent music concerns in this territory.

Seventy-five per cent of the company's business is done on the instalment plan, and 85 per cent of the customers who make their purchases on this basis visit the store regularly each week to make their payments. In cases where patrons desire to make payments only once each month, the money is required in advance.

Collectors are employed and where the desire of the customer is to pay the instalments to a collector, thus saving the trouble of coming to the store, this service is extended. These collectors also keep track of other customers, visiting homes to see if the instrument purchased is giving satisfactory service. In the majority of cases it has been found that the collector is welcomed and the bond of confidence and friendship between the firm and the customer started at the time of the purchase is steadily cemented, insuring future business and good will.

WARREN MUSIC HOUSE CHANGES NAME

Pendleton, Wash., Concern to Be Known as the Pendleton Music House—Remodeling Store

PENDLETON, WASH., June 8.—A change of name and extensive repairs to their business home on Main street have been announced by the owners of the Warren Music House, of this city. The new name of the business concern will be the Pendleton Music House and the repairs to the building will begin within a short time. The owners of the firm are A. B. Robertson, E. J. Scellars and Jack Mulligan, local manager. Alterations include a long aisle running back to the rear of the store and installation of record racks and attractive talking machine display rooms.

**LITTLE TOTS' NURSERY TUNES
A Wonderful New LOOSE
LEAF Juvenile Record Book**



LITTLE TOTS' NURSERY TUNES

Six different selections on three 7-inch double-faced records—with beautifully colored picture and verse cards—in a beautiful

LOOSE LEAF Book—\$1 Retail



Individual Records - 25c. Each

A novel package containing two selections on a 7-inch double-faced record with picture and verse cards in a loose leaf pocket—ready for insertion into loose leaf book.

LITTLE TOTS' NURSERY TUNES

Deliveries commence June 15th

Jobbers and Dealers: A profitable proposition open for you. Write!

REGAL RECORD COMPANY

(Little Tots' Division)

20 West 20th Street

New York

Widdicomb

PHONOGRAPH
The Aristocrat of Phonographs

A two-fold appeal to good taste

—unusual tonal beauty and
faithfulness of reproduction

—exquisite cabinet work in
popular period styles.

MANY successful phonograph merchants have found that the two-fold appeal of the Widdicomb is building them a steadily increasing patronage and prestige among discriminating buyers. If you are genuinely interested in increasing your business among the best class of trade, write us today for complete catalog and full particulars regarding the Widdicomb franchise.

THE WIDDICOMB FURNITURE COMPANY
Grand Rapids, Michigan

Fine Furniture Designers Since 1865

NEW YORK: 105 W. 40th ST. CHICAGO: 327 S. La Salle St.



Queen Anne Model 6—finished in Red or Antique Mahogany or Walnut. Equipped with albums for records, automatic stop and patented tone control.



Adam Model 12—finished in Red or Antique Mahogany or Walnut. Equipped with albums for records, automatic stop and patented tone control.

Widdicomb Phonographs in Period Styles are faithful interpretations of the best designs of the old masters of the art of wood fashioning. They are the handiwork of an organization which for three generations has enjoyed a reputation for leadership as designers of fine furniture. Widdicomb Phonographs play all records. Prices on the various models range from \$10 to \$260.

Backing the Canvasser in Making Sales

Some Successful Methods Used by Dealers to Help Canvasser-Salesmen Make Sales—Selecting the Men—Other Vital Factors

There are many talking machine merchants who owe a full measure of their success to a thorough understanding of the canvassing problem as a means for developing sales and likewise many who are losing a considerable amount of potential business because of lack of understanding of that particular phase of retail selling.

There are apparently too many retailers who accept the term "doorbell pulling" in a literal sense and send their crews, or such canvassers as they can gather together, on tours of their territories ringing the doorbells and accepting with little question the great percentage of affronts that are their portion.

It is apparently due to this attitude on the part of a fair percentage of dealers that sections of the trade frequently find it difficult to recruit men to go out into the field cold and in competition with canvassers for vacuum cleaners, patent brushes, soap and a thousand and one things that go into the home.

Salary and Expense Basis

It is out of the question to operate a canvassing crew successfully and profitably on a salary and expense basis for several reasons, the first being that the salary usually offered is not calculated to attract any but the most inexperienced and if the salary is large enough to appeal to good salesmen the general results are not sufficiently substantial to warrant paying it.

The secret in building up the canvassing staff lies in being able to offer a proposition to the canvassing salesman sufficiently attractive from

the standpoint of possible earnings to appeal to good men and make them energetic. Then the dealer or the sales manager must give those outside salesmen real support from headquarters—the sort of support that will get them a hearing in the average home and at least make the sale a possibility.

One retailer who has increased his business materially through constant use of canvassing methods and has organized a staff of real salesmen for the work has accomplished his purpose by selling the proposition to the sort of men who can go out and get results. When he advertises for new men he sets forth his proposition as one suited to the talents of salesmen who had been used to making substantial incomes in other fields, and the results in the type of men attracted are excellent.

The Talking Machine Prospect

Difficulty developed, however, as soon as the applicant learned that he was expected to sell talking machines on the outside, for the impression seemed to prevail that there was little or no money in the venture. One man, for instance, had been selling a medium-grade automobile, and the dealer went to the mat with him. "Can a man with a wife to support and earning only \$50 a week or so be expected to buy one of the cars you are selling?" he asked the applicant. "Hardly," was the reply. "Well, our talking machines can be sold easily and safely to men of that type who can afford to pay \$5 or \$10 per month for an instrument but cannot afford to pay from \$70 to \$100 per month on a car."

The retailer then went on to explain the greatly increased field that was open to the talking machine canvasser for the reason that he could appeal directly to practically every wage earner who had an income sufficiently large to keep his family in comfort. His arguments were so good that he convinced the automobile man of the possibilities of selling talking machines and the latter is now a successful member of the sales staff.

This particular dealer, however, emphasizes the fact that there is nothing to be gained by holding out promises to a good salesman that cannot be fulfilled, provided, of course, that that salesman has the proper ability and the willingness to work. Having convinced the salesman of the possibilities of the business, it is up to the dealer to support the outside staff from his end in a way that will keep it from a great percentage of the rebuffs that are the ordinary experiences of the common, or garden variety, doorbell ringers. There are several channels open by which he can smooth the road, particularly if his house has any reputation worth while in its community.

Supporting the Canvasser

In this work of support, the mails offer an opportunity that can be taken advantage of very profitably. In this connection the dealer referred to has used the plan of building up a prospect list from the telephone directory and from other sources calculated to give him names of individuals in fairly comfortable circumstances. Then a letter is sent to a few of these

(Continued on page 34)

DEPENDABILITY

The actual test of a Victor distributor's value is during the Fall and Holiday Seasons.

If he functions faithfully during those months and supplies your needs, he is indeed worthy of his name and position.

Collings & Company have earned their reputation as a dependable and continuous source of supply by satisfying customers' demands during the most acute periods of a Victor shortage.

"Our Service Is Next Door to You"

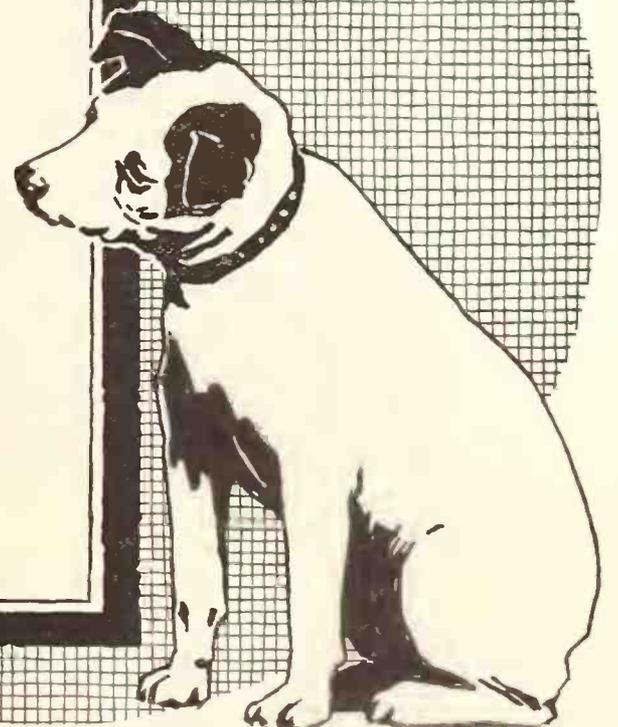
COLLINGS & COMPANY

Victor Distributors throughout Northern New Jersey and Northeastern Pennsylvania

Clinton & Beaver Sts.

(Plum Building)

Newark, N. J.



Quality

The quality of Bagshaw Needles has become proverbial among phonograph dealers. We will not sacrifice this reputation for quality to meet a price. Our factory is now running at full capacity, but owing to unstable conditions in the prices of raw steel and labor we cannot guarantee present prices to remain for any length of time.

Our advice to dealers is to order their requirements for Summer and Fall immediately and take advantage of present low prices.

BAGSHAW NEEDLES

which include Brilliantone, Petmecky and Combination Tone Brands, are made in the largest and oldest talking machine needle factories in the world. Our large production enables us to assure dealers a comfortable margin of profit.

Cash in with Bagshaw needles—and order *NOW* for your Fall business.

W. H. BAGSHAW CO.

Factory, Lowell, Mass.

370 SEVENTH AVENUE

AT 31st STREET

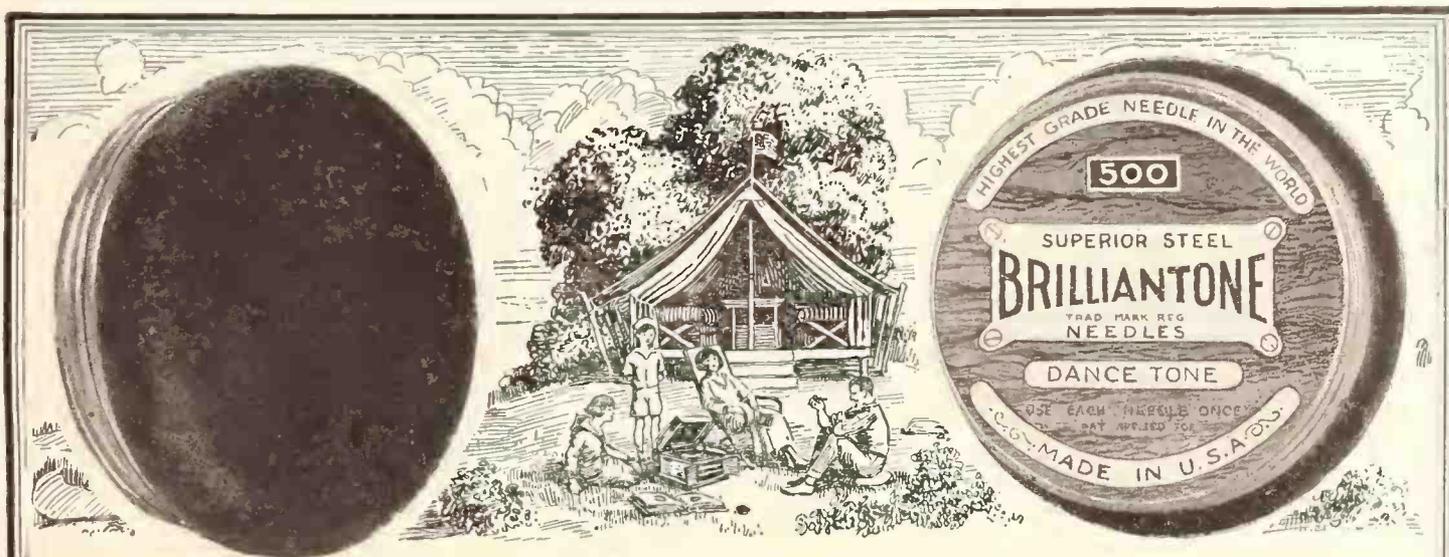
NEW YORK

SUITE 1214

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

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

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



The Ideal Vacation

Includes a Phonograph and a Brilliantone Combination Record Cleaner and Needle Box

Vacationists this year are going to take portable phonographs along with them to enjoy music out in the open. There will be a big demand for needle containers that will carry in a compact form enough needles to last over the vacation.

Two Articles in One

The Brilliantone Combination Needle Container and Record Cleaner is a useful novelty that sells on sight. Contains 500 needles in waterproof tin box, insuring dry needles free from rust. Well padded velvet cushion is an ideal record cleaner.

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

Order a supply of Brilliantone 2-in-one Combinations now and be prepared to meet a big demand for needles this summer. The coupon below is for your convenience.

DEALERS' Introductory SPECIAL OFFER \$

60

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



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 Mides. Sales Co., 78 Wellington St. W., Toronto
Foreign Export: Chipman Ltd., 8-10 Bridge St., New York City

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

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

Brilliantone Steel Needle Company of America, Incorporated.
370 Seventh Avenue,
New York City.

Ship and charge to our account your \$60 deal, to consist of.....
cartons of Dance Tone,
cartons of Loud Tone,
cartons of Medium Tone (a total of 10 cartons) as advertised in The Talking Machine World.

.....
(Name)
.....
(Address)



RIVER SHANNON MOON

A Sweet Ballad in Waltz Time

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

© 1923 Feist

BACKING CANVASSERS MAKES SALES

(Continued from page 31)

each day, carefully typed and signed by the head of the company, announcing a new style of machine or some feature that would seem to warrant the prospect's attention. The latter invites the prospect to call and inspect the new instrument or the new attachment.

A careful list is kept and within a week after the letter has been mailed the canvasser-salesman shows up at the prospect's home either in the day or evening. After presenting his card he informs the man, or woman, of the house that he is from the Blank Talking Machine Co. and inquires very solicitously as to whether or not they received the letter from the president of the company. Ninety-nine times out of one hundred the method of approach and the query at least get the canvasser inside the door. It is, of course, beyond question to say that every visit, or that even one out of five visits, means

a sale, but at least the canvasser has a chance of presenting his sales talk, goes in with the proper introduction and at worst finds out whether or not the prospect owns a talking machine and, if so, the make and possibly the age. Where no musical instrument is owned, that fact is important for future reference, even though no immediate deal is closed. The proportion of sales actually put over as a result of this method and its ramifications has been sufficiently numerous to keep high-class salesmen on the job and satisfied with their earnings on a straight commission basis.

Back Calling Former Customers

Another direct means for helping the outside man that has been and is being worked successfully by this particular dealer, and for that matter by others, is to send the canvasser-salesman to the homes of those who have already purchased musical instruments of various sorts from the house for the purpose of inquiring as to the condition of the instrument. This excuse

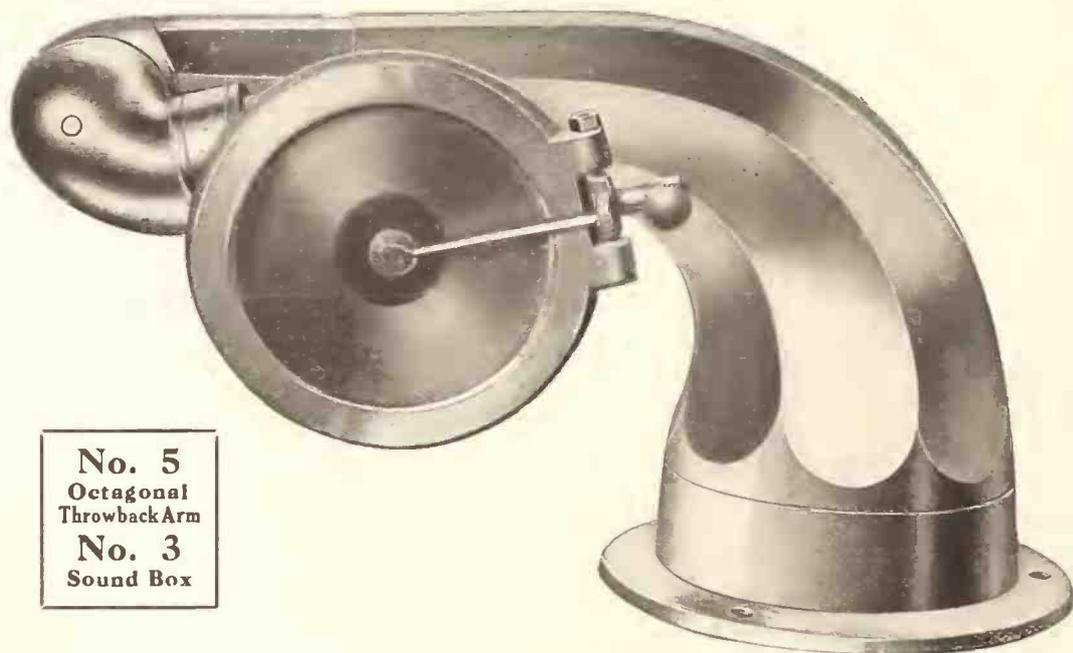
almost invariably brings a more or less lengthy audience with the head of the house, who appreciates the courtesy of the visit of inspection after the sale has been closed and the money paid. Then comes the real work. Perhaps the customer can mention two or three friends who are not owners of talking machines. When such names are obtained, and it is rarely that a customer will not mention at least two or three, the salesman goes to that friend and announces at once that he has been sent to her by the customer with the suggestion that she give consideration to the purchase of an instrument of the make he is selling. He suggests that the new prospect get in touch with the old customer and learn of her satisfaction over her purchase. The times when an unfavorable report is given are few and far between.

Executive Contact With Customers

Still another little idea that has been worked very successfully by our retailer friend has been to send a canvasser out over a certain territory, particularly through the better sections of the city, on a definite daily schedule, starting at one address and working according to schedule right through the list. As soon as the salesman has left the store the dealer calls up the first prospect, gives the name of the company, announces he is the president and declares he is very anxious to get in touch with his salesman, Mr. Jones, who is to call on the prospect some time during the morning, and the same procedure is followed with every name on the list. In practically every instance, when Mr. Jones presents his card an hour or so later, the lady of the house immediately advises him of his manager's desire to get in touch with him and the result is a first-class introduction for a sales talk.

The dealer whose plan we have outlined has tried the system of paying small salaries and expenses to budding salesmen and of sending these youngsters out cold and with simply a bare list to work on. But he found the experiment more costly than profitable, even though out of a group of fifteen or twenty men he might find one or two real salesmen. Under his present arrangement he is very careful to select the men assigned to various territories, particularly as the city has a large foreign population, each nationality with a distinct section of its own. In other words, he gets a salesman who is a Pole or can speak Polish and understands the customs of the country to call on the Polish prospect, an Italian to look after the Italian business, while the salesmen sent out into the higher-class residential districts are attired in a manner to conform with the standards of the people with whom they are trying to do business. The matter of appearance has been found by this retailer to be of the utmost importance in making sales. The properly dressed salesman, in the majority of instances, has very little difficulty in gaining entree to the most exclusive homes and meeting his prospects on a basis of equality, at least insofar as outside appearance is concerned.

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



No. 5
Octagonal
Throwback Arm
No. 3
Sound Box

No. 5 OCTAGONAL THROWBACK ARM

Length 8 $\frac{1}{2}$ " and 9" Centre to Centre. Full, Deep Tone

Sample to Manufacturers \$5.00 Post Paid

Tone Arms for Portable, Medium and High Grade Machines

Special prices to large users

WM. PHILLIPS PHONO PARTS CORP.

145 West 45th Street

CABLE ADDRESS:
PHONOPARTS

New York City

Recording

for

OKeh

The Records

VINCENT LOPEZ AND HIS HOTEL PENNSYLVANIA ORCHESTRA



LOPEZ'S daringly original dance arrangements, enhanced by superb orchestration, are giving a new "thrill" to those who dance and a new means of entertainment to those who "just sit and listen".

His record-breaking vaudeville engagement of nine consecutive weeks at America's premier vaudeville house, Keith's Palace Theatre, New York, his nightly playing for hosts of diners and dancers in the elaborate Grill Room of the Hotel Pennsylvania, the largest hotel in the world, and his radio broadcasting have all contributed to his attainment of a wide-spread popularity that is unparalleled by any other dance orchestra—a popularity that is clearly reflected in the immense demand for his exclusive OKeh Records.



IT is by offering *exclusively*, the incomparable talents of well-known artists, such as these, that OKeh Records have attained so immense

PHONOGRAPHERS

GENE

OTTO HEINEMANN

25 West 45th Street



e x c l u s i v e l y

Records

of Quality

SOPHIE TUCKER

THE one and only, inimitable Sophie—the pulsating, palpitating, happy-go-lucky “Queen of Vaudeville” who is known and beloved by thousands from coast to coast for her sparkling, vivacious interpretations of popular songs! Her exclusive Okeh recordings, so exceptionally true-to-life and so vividly characteristic of Sophie herself, have created a nation-wide, eagerly responsive market of enthusiastic buyers.

a popularity with the record - buying public, and naturally, have become so profitable a line for enterprising dealers to feature.

MARKELS ORCHESTRA



FRAUGHT with unique harmonic effects and alluring rhythms, the same delightful dance arrangements that have made Markels Orchestra the almost unanimous choice of the discriminating “400” of Society for their very exclusive dances and social affairs, are now being just as thoroughly appreciated and enjoyed by the innumerable Okeh dance record enthusiasts throughout the country.

Okeh dealers alone, enjoy the privilege and distinction of being able to offer their customers the unusual novelty and delights of dancing to the saucy syncopation of “Society’s Favorite”.

R A L C O R P O R A T I O N

President

New York, N. Y.



FOREIGN EQUIPMENT DEMAND GROWS

Many Installations by Unit Construction Co. in England and South America Indicative of Widespread Popularity of Unico Line

PHILADELPHIA, PA., June 1.—With recent shipments of complete outfits of Unico equipment to Keith, Prowse & Co., Ltd., London, Eng.; J. Marshall & Co., Ltd., Bradford, Eng., and J. Norwood & Sons, Preston, Eng., the Unit Construction Co. has completed fourteen British Unico installations since its invasion of the English field less than two years ago.

The majority of the concerns thus far equipped operate chain store systems in the larger cities, such as London, Liverpool, Manchester, Bradford, etc., and a number of these concerns have adopted the Unico system as their standard equipment.

With the improvement now being experienced in British trade conditions a constantly increasing demand for Unico equipment is anticipated. The Unit Construction Co. is very ably represented in England by H. A. Moore & Co., Ltd., Premier House, Southampton Row, London. Very interesting export orders for Unico equipment were also received recently from Porto Rico and Buenos Aires, Argentina.

SERIOUS CHARGES ALLEGED

Suspect in Mail-order Scheme Held in \$5,000 Bonds by United States Commissioner

DETROIT, MICH., June 4.—Henry Fitzgerald, 1462 Pingree avenue, said to have obtained thousands of dollars on a fake mail-order scheme, is being held in \$5,000 bail for the June term of the Federal Grand Jury by United States Commissioner J. Stanley Hard.

According to Inspector E. E. Fraser, of the Post Office Department, Fitzgerald would order carload lots of merchandise on credit, sell them and pocket the proceeds. Several lumber companies in Southern cities, the Emerson Phonograph Co. and the F. M. Sibley Lumber Co., of Detroit, are said to have complained.

The Sibley Co., knowing his address was in a residential section, became suspicious when he ordered a carload of lumber sent there. The order was turned over to the Credit Men's Association, which investigated and asked Fitzgerald's arrest. Miss L. M. Guth, credit manager for the Emerson Co., arrived here from New York recently to testify against him.

ROARING SPRINGS DEALER EXPANDS

ROARING SPRINGS, PA., June 5.—Lambert's Pharmacy, of this city, is making alterations that will enable it to devote more space to the Edison and Victor lines. Two new booths are being installed and convenient arrangements for rendering prompt record service will be in effect when completed.

Mr. Lambert has adopted a follow-up system on owners who do not buy records regularly and, when they fail to come into the store, he delivers a few late records to the customer's home, leaving them a day or two. Results from this plan have been satisfactory.

"SIZING UP" CUSTOMERS ESSENTIAL

Salesman Must Employ Different Tactics for Different Individuals—Sound Judgment and Knowledge of Human Nature Essential

No matter what is said and written regarding the proper manner of approaching a customer, how to close the sale and, in fact, all details concerned with efficient salesmanship, the fact remains that the salesman will never profit by any of the suggestions set forth unless he uses sound judgment. Each individual with whom the salesman comes in contact has certain peculiarities of his or her own and, in the majority of instances, different tactics must be used. The salesman must use his sense of observation and knowledge of human nature to judge each individual whom he is endeavoring to sell a talking machine or records. This is especially important in the case of new prospects. Where old customers are concerned the salesman should know from former contacts

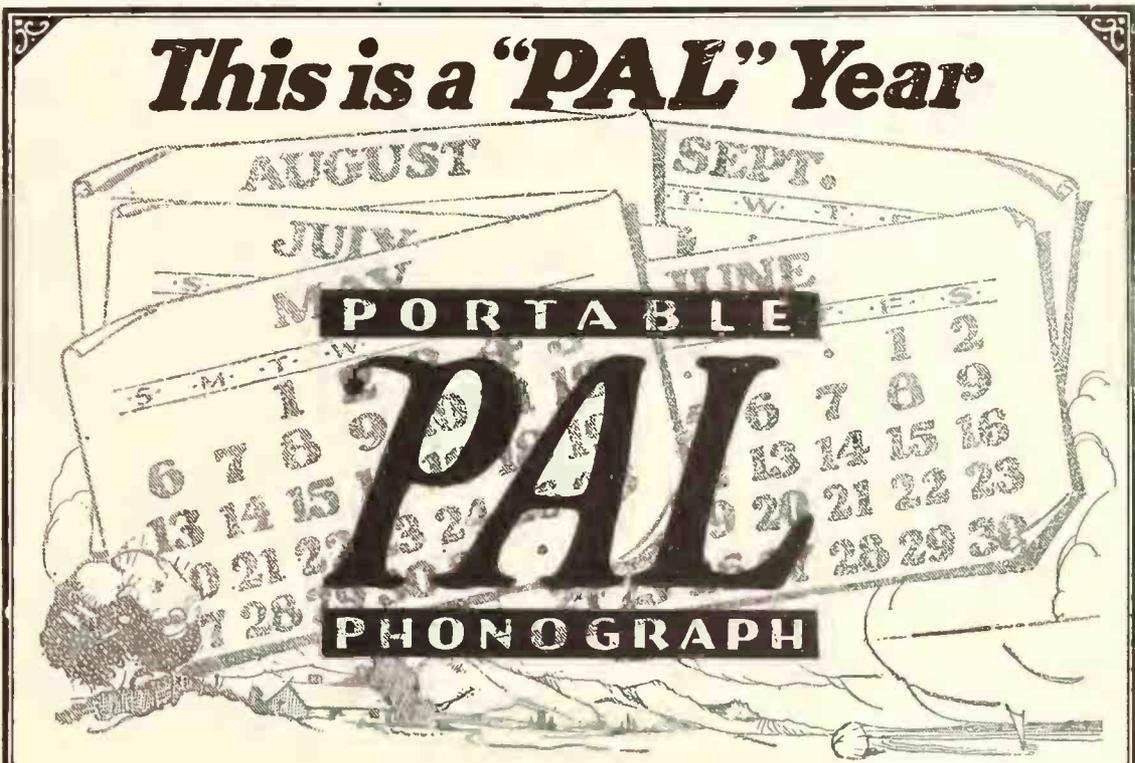
just how to deal with the customer to get the most satisfactory results. Without this ability to "size up" a prospect the salesman may do or say something which will result in the permanent postponement of the possible sale.

M. F. DARGON ADDS VICTOR LINE

ANSONIA, CONN., June 5.—M. F. Dargon, popular music dealer of this city, recently added the Victor line of talking machines and records and he has opened an attractive new department in his Main street store to display the various models. At the formal opening of the new department the guests were treated to a concert by Dargon's Orchestra.

GOLDENOLA MFG. CO. CHARTERED

LOS ANGELES, CAL., June 4.—The Goldenola Mfg. Co., of this city, has been incorporated under the laws of this State to manufacture talking machine supplies. Capital stock, \$250,000.



When you sell a portable phonograph—

DO you emphasize price first and quality next—or is it the other way round? With "PAL" you merely need show your customer the machine and tell him the price. Thus you emphasize both price and quality simultaneously.

look at. Good to listen to. Built to last. And sold at a price that actually convinces the buyer he is getting his full money's worth.

The big season is NOW! Order your "PALS" today.

Light. Compact. Beautiful to "PAL"—in Mahogany, Walnut, or Fabrikoid

List \$35

Liberal Discounts Offered
F. O. B. New York

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

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



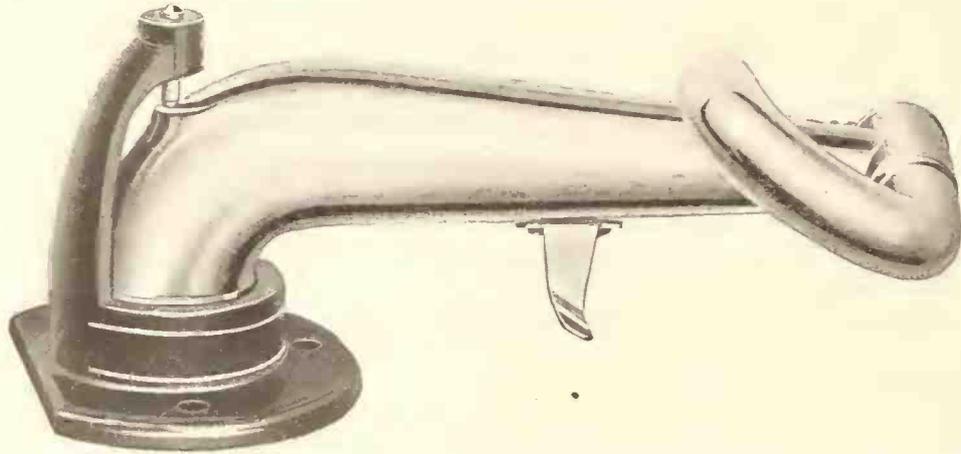
Artificial Flowering Plants and Trees with Pots, Complete, from 10c. up



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.

Announcing QUANTITY DELIVERIES FAVORITE TONE ARM "L"



This Tone Arm is Made of Heavy Brass Tubing, Nickel or Gold Plated. Price for Sample, Nickel Plated . . . **\$3.00**

Special Prices in Quantities. Inquiries from Jobbers Solicited

PHONOGRAPH SUPPLIES OF HIGHEST QUALITY. ALL FAVORITE MERCHANDISE GUARANTEED

MAIN SPRINGS

	Price each
2 in. x 0.22 x 16 ft., Meisselbach No. 18.....	\$1.25
2 in. x 0.25 x 16 ft., for Edison.....	1.25
1 1/2 in. for Edison Disc.....	1.25
1 1/4 in. x 0.22 x 17 ft., reg. for Victor.....	0.60
1 1/4 in. x 0.22 x 12 ft., reg. for Victor.....	0.50
1 1/4 in. x 0.22 x 9 ft., reg. for Victor.....	0.45
1 1/4 in. x 0.22 x 17 ft., inside bent arbor.....	0.60
1 1/4 in. x 0.22 x 12 ft., inside bent arbor.....	0.50
1 1/4 in. x 0.22 x 9 ft., inside bent arbor.....	0.45
1 1/4 in. x 0.22 x 17 ft., both ends bent.....	0.60
1 1/4 in. x 0.22 x 12 ft., both ends bent.....	0.50
1 1/4 in. x 0.22 x 9 ft., both ends bent.....	0.45
1 3-16 in. x 0.25 x 16 ft., Heineman No. 44.....	0.60
1 in. x 0.25 x 12 ft., Heineman No. 33 and 17.....	0.40
1 in. x 0.25 x 16 ft., oblong hole, for Meisselbach, Sonora and Krasberg.....	0.50
1 in. x 0.28 x 10 ft., for Columbia.....	0.38
1 in. x 0.25 x 10 ft., for Columbia.....	0.30
1 in. x 0.30 x 13 1/2 ft., for Victor.....	0.40
1 in. x 0.20 x 13 1/2 ft., for Victor, bent arbor.....	0.40
7/8 in. x 0.23 x 10 ft., for Blick motor.....	0.30
3/4 in. x 0.25 x 10 ft., oval hole.....	0.28
3/4 in. x 0.22 x 8 ft., German motor.....	0.25
3/4 in. x 0.22 x 8 ft., for Swiss motor.....	0.22
3/4 in. x 0.25 x 11 ft., for Edison.....	0.22
1 in. x 0.25 x 19 ft., for Brunswick.....	0.60
1 in. x 0.22 x 9 ft., for Meisselbach No. 12.....	0.30

COLUMBIA REPAIR PARTS

No.	Price each
2951 Main springs.....	\$0.38
3451 Spring barrel head.....	Complete 0.75
5008 Spring barrel winding gear, old style.....	0.75
3834 Spring barrel winding gear, new style.....	0.75
5106 First intermediate gears.....	Complete 0.40
5107 Second intermediate gears.....	Complete 0.40
12537 Worm gear for single-spring motor.....	0.30
12336 Bevel pinion single-spring motor.....	0.35
12333 Bevel pinion, regular style.....	0.75
12334 Bevel pinion, latest style.....	0.75
12335 Bevel pinion for old-style double-spring.....	0.50
12332 Bevel pinion disk shaft.....	Complete 1.00
12496 Male winding pinion.....	0.30
12496 Female winding pinion.....	0.30
3004 Governor shaft.....	0.40
11778 Driving shaft.....	Complete 0.50
13796 Governor balls.....	Complete 0.08
3570 Governor springs, each \$0.02.....	Per 100 1.50
6739 Stylus bar.....	Complete 0.35
5010 Universal attachment.....	0.35
13228 Winding crank, 3 sizes.....	Each 0.35
Governor screws, No. 2021.....	Per 100 1.00
Barrel screws, No. 2021.....	Per 100 1.00
Sound box thumb ser-ws.....	Per 100 1.50
6 Sound box, nickel plated.....	2.25

PARTS—HARDWARE

	Price each
5000 Crown gear for Blick motor.....	\$0.25
5001 Crown gear for Melophone motor.....	0.25
5002 Crown gear for Heineman No. 0.....	0.25
5003 Tone-arm goose neck for Independent arm.....	0.25
5004 Governor pinion for imported motor.....	0.25
5005 Tone-arm base for Independent arm.....	0.25
Automatic nickel-plated lid supports.....	0.22
Automatic gold-plated lid supports.....	0.55
Piano hinges, nickel-plated, 1 1/2 in. long.....	0.22
Highly nickel-plated needle cups, Per 100.....	2.00
Covers for cups.....	Per 100 1.00
Highly gold-plated cups.....	Per 100 7.00
Needle cup covers, gold-plated.....	Per 100 5.00
Turntable felts, 10-in. round or square.....	0.15
Turntable felts, 12-in. round or square.....	0.18
Motor bottom gear for Triton motor.....	0.20

MEISSELBACH REPAIR PARTS

	Price each
P9764 Main springs for motors 16, 17, 19.....	\$0.50
P9765 Main springs for motor No. 12.....	0.30
CP532 Governor.....	Complete 1.50
P1504 Governor shaft, new style.....	0.50
P1505 Governor shaft, old style.....	0.50
AP533 Governor ball.....	Complete 0.10
CP644 Turntable shaft Nos. 16, 17, 19.....	1.25
CP645 Turntable shaft for No. 12.....	1.25
AP697 Spring barrel cup for Nos. 16, 17, 19.....	0.50
AP698 Spring barrel cup for No. 12.....	0.50
CP1113 Spring barrel shaft and gear.....	0.60
P1529 Brake lever, bottom plate.....	0.10
P604 Brake lever, top plate.....	0.10
AP528 Winding shaft for Nos. 16, 17, 19.....	0.50
AP529 Winding shaft, straight cut, Nos. 16, 17, 19.....	0.50
AP530 Winding shaft, spiral cut, for 10; 12.....	0.35
AP531 Winding shaft, straight cut, for 10; 12.....	0.35
AP591 Brake lever.....	0.35
CP536 Intermediate gear for Nos. 16, 17, 19.....	0.90
M Winding cranks, 3 sizes.....	0.75
140 Speed indicator.....	0.45

HEINEMAN REPAIR PARTS

	Price each
CP5226 Governor.....	Complete \$1.50
CP9799 Turntable shaft.....	Complete 1.50
AP9924 Governor balls, 33; 77; 44.....	0.10
AP9925 Governor balls for No. 0 or 1.....	0.10
P5004 Governor pinion for No. 0.....	0.25
P5003 Governor shaft.....	0.50
CP9629 Speed indicator.....	0.45
P9764 Main spring for No. 33 or 77.....	0.40
P9765 Main spring for No. 30.....	0.28
P9766 Main spring for No. 44.....	0.60
AP9778 Spring barrel cup for No. 33 or 77.....	0.50
AP9779 Spring barrel cup for No. 36.....	0.50
AP9780 Spring barrel cup, for No. 44.....	0.75
P9762 Winding shaft for motor No. 33.....	0.50
P9960 Winding shaft for motor No. 36.....	0.35
5304 Winding shaft for No. 44 or 77.....	0.75
5007 Escutcheon.....	Complete 0.15
AP9409 Turntable brake.....	0.15
AP10072 Winding crank, 3 sizes.....	0.75

STONE ARMS

	Price each
No. K, with sound box.....	\$1.25
No. L, nickel-plated without sound box.....	3.00
No. P, nickel-plated without sound box.....	2.75
No. P, gold-plated, without sound box.....	4.50
No. M, tone arm, Meisselbach sound box.....	4.75
No. M, gold-plated Meisselbach sound box.....	7.50

SOUND BOXES

	Price each
No. B-1 Bliss Sound Box, fit Victor.....	\$1.25
No. B Balance, fit Victor.....	0.75
No. F Favorite, fit Victor.....	1.75
No. I Nickel-plated, loud and clear.....	3.00
No. I Gold-plated, loud and clear, for Victor.....	4.50
No. M Nickel-plated, mellow tone, for Victor.....	1.75
No. M Gold-plated, mellow tone, for Victor.....	2.25
No. G Nickel or gold-plated, fit Victor.....	1.00
No. P Gloria patent, extra loud.....	3.00
No. P Gloria, gold-plated.....	4.00
No. H Imported, nickel-plated.....	0.75

STEEL NEEDLES

	Price each
Brilliantone, all tones.....	Per 1000 \$0.45
Blue Steel Reflexo, per package.....	0.07 1/2
Wall Kane Needles, per package.....	0.06

VICTOR REPAIR PARTS

	Price each
5012 Winding gear.....	\$0.60
5013 Turntable gear, straight cut, small teeth.....	0.35
5014 Turntable gear, large teeth, straight cut.....	0.35
5015 Turntable gear, small teeth, spiral cut.....	0.35
5016 Turntable gear, big teeth, spiral cut.....	0.35
5021 Rubber back for exhibition box.....	0.35
5017 Rubber back for No. 2 sound box.....	0.35
5018 Governor collar.....	0.15
5019 Spring barrel shaft.....	0.61
5020 Stylus bar for No. 2 box.....	0.35
5022 Stylus bar for exhibition box.....	0.35
5011 Attachment for vertical cut record.....	0.25
Governor springs, for Victor.....	Per 100 1.00
Governor screws, for Victor.....	Per 100 1.00
Governor balls, new style.....	Complete 0.08
Needle arm screws for exh. box, per 100.....	1.50
Needle arm screws for No. 2 box, per 100.....	1.50

MICA DIAPHRAGMS

	Price each
1 23-32 in. Victor Ex. Box, 1st grade.....	\$0.15
1 1/2 in., new Victor No. 2, very best.....	0.18
1 31-32 in., for Sonora.....	0.20
2 1-16 in., for Meisselbach box.....	0.22
2 3/8 in., for Pathé new style.....	0.35
2 3-16 in., for Columbia No. 6.....	0.25
2 9-16 in., for Pathé or Brunswick.....	0.45

SAPPHIRES

	Price each
Pathé very best, loud tone, genuine.....	\$0.12
Pathé, soft tone, ivory setting.....	0.18
Pathé, soft tone, steel setting.....	0.10
Edison, very best, medium tone.....	0.18
Edison, very best, loud tone.....	0.15
Edison, genuine diamond.....	1.25

ATTACHMENTS

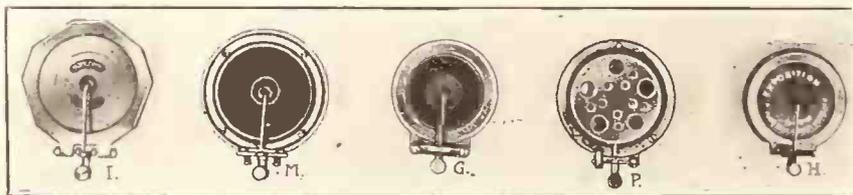
	Price each
Kent, for Victor arm.....	\$0.25
Kent, for Edison with our C sound box.....	2.50
Kent, without box for Edison, nickel or gold.....	1.60
For Columbia, plays Vertical records.....	0.25
Kent special adapter with sound box, gold-plate or oxidized.....	4.95

MOTORS

	Price each
Distributors for Heineman and Meisselbach Motors. Best Prices. Immediate Deliveries.	
Meisselbach, No. 17, 3-spring.....	\$15.00
Meisselbach, No. 19, 4-spring.....	17.00
Krasberg, 2-spring.....	9.00
Krasberg, 3-spring.....	10.50
Krasberg, 4-spring.....	13.50
Heineman, No. 36, 2-spring.....	7.50
Heineman, No. 33, 2-spring.....	8.50
Heineman, No. 77, 2-spring.....	9.50
Heineman, No. 44, 2-spring.....	12.50

ILSLEY LUBRICANT

	Price each
25-lb. Can.....	\$6.50
10-lb. Can.....	3.00
5-lb. Can.....	1.60
1-lb. Can.....	0.40
4-oz. Can.....	0.15



Special Prices in Quantities

FAVORITE MFG. CO., 105 East 12th St. N. Y. CITY
(Corner Fourth Avenue)
TELEPHONE 1666 STUYVESANT

Special Windows for National Holidays

Timeliness in Window Displays Can Be Made an Important Factor in Boosting the Sales Volume of Talking Machines and Records

One of the most essential qualities in any window display is its timeliness, for the quickest response is obtained when the passer-by sees in the display something that ties up with an event that is present in his mind, or which reminds him of an event or occasion that is pending. There are, of course, numerous displays that may be used at other seasons of the

tional and local celebrations, for he has on his shelves special records that can be made to fit into almost every conceivable situation and without the impetus of special publicity these same records might remain on those shelves indefinitely.

The talking machine manufacturers have long recognized this fact of timeliness in advertising

only sell in considerable quantities, but create sales of other records of a patriotic nature, including march records and songs.

Taking the question of timeliness into consideration, the dealer has an excuse and opportunity for changing his window displays at frequent intervals and finds the change much easier to make because he has a definite object in presenting a new arrangement. When the retailer can present Fourth of July music to the public when it is thinking of the Fourth of July he is getting to them under most favorable conditions and that is half the sales battle.

GREENVILLE MUSIC STORE OPENS

GREENVILLE, ILL., June 2.—The Greenville Music Store, Victor dealer of this city, held its formal opening recently, and many were present at a musical program which featured the event during the afternoon and evening. Many prospects were secured as a result, and several instruments and a number of records were sold. Miss G. Airy, of the service department of the Koerber-Brenner Co., Victor jobber, St. Louis, was present to assist at the opening, which was a decided success.

FINE GENNETT RECORD PUBLICITY

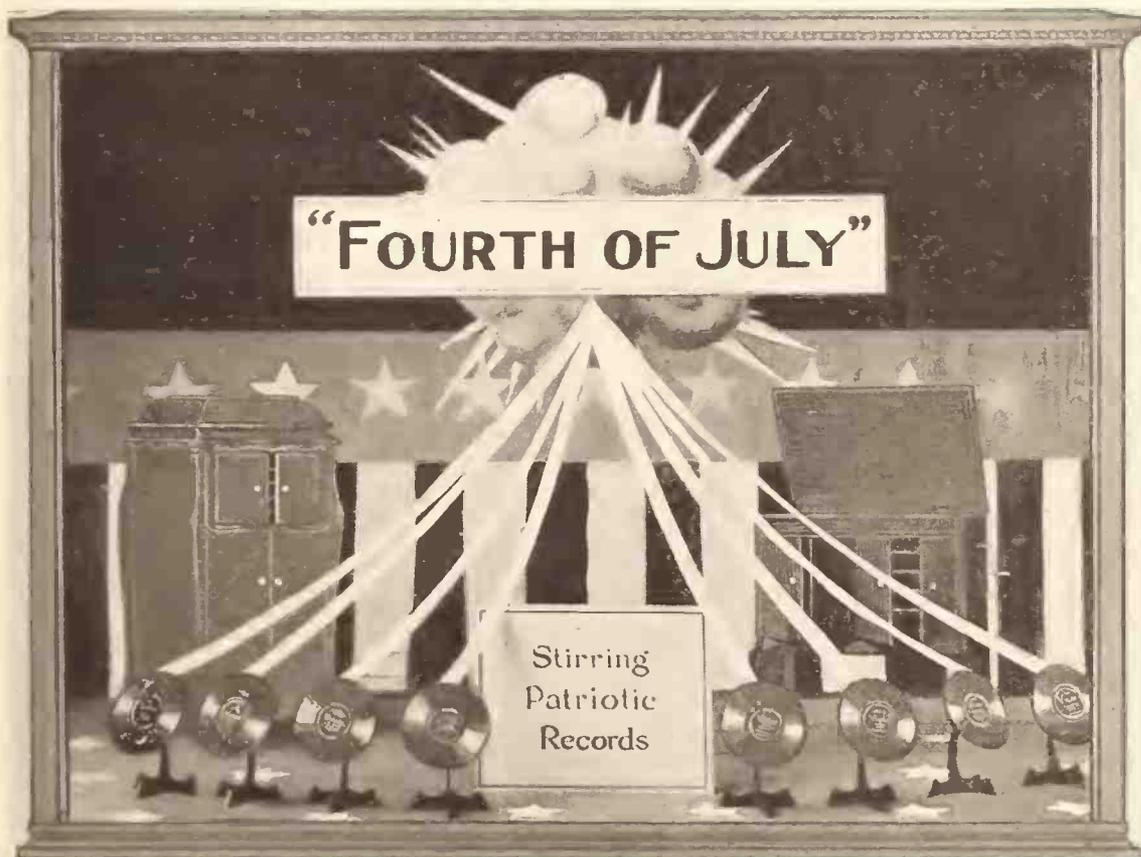
Gennett records received some excellent publicity in Brooklyn, N. Y., when one of the artistic illustrations used by the Starr Piano Co., manufacturer of Gennett records, in its advertising was reproduced in the rotogravure section of the Brooklyn Standard Union, one of the leading local newspapers. The illustration showed a large Gennett record in the background, with three dancing girls to the fore.

INCREASE PAID-UP CAPITAL

The Import Sales & Business Agency, Inc., commission merchant and manufacturers' representative, San Juan, Porto Rico, has increased its paid-up capital stock from \$15,000 to \$30,000. This company carries a line of pianos, players, talking machines and records with a department in charge of Don Guillermo Negron.

OPENS "TALKER" DEPARTMENT

The Sudduth Electric Co., Washington, Ind., which handles the Victor and Edison lines, recently held the formal opening of its store, which has been remodeled, following a fire some time ago. A large section of the store is devoted to the talking machine and record departments.



Fourth of July Window Prepared for Dealers by Victor Talking Machine Co.

year, but experienced window decorators generally have turned their attention to arranging displays that so far as possible hook up with certain definite holiday celebrations or anniversaries and thus have a timely appeal to the public.

A committee representing the Talking Machine Men, Inc., for instance, has been appointed to arrange for the dealers in the metropolitan district special window displays as well as advertising copy to mark various holidays and anniversaries during the year, such as Washington's Birthday, Easter and Mothers' Day, Fourth of July, etc., and this move alone may be accepted as recognition of the importance of timeliness in such publicity.

In the case of the talking machine dealer, particularly, there are many opportunities for getting real business out of public interest in na-

window displays and particularly at Easter and Christmastime, as well as on other occasions during the year, have issued special record lists as well as special publicity matter calculated to help the dealer take advantage of the opportunity before him.

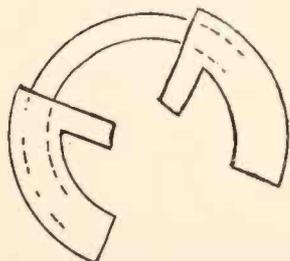
Nor need these special and timely window displays be of elaborate or expensive character, for it is not always the most ornate window that makes the strongest appeal. An instance in point is found in the accompanying reproduction of the design for a Fourth of July window offered by the Victor Talking Machine Co., the total requirements for which are a few cents' worth of crepe paper, eight record stands, a couple of Victrolas from stock and two signs. The window, however, is calculated to attract immediate attention, with the result that the eight records shown in the window should not

Many a Deal has been Swung by a Hinge.

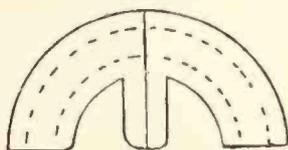
IN-VIZ

Hinges will Swing Your Most Exacting Customers

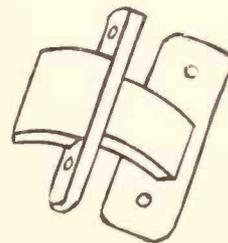
PRESSED



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

6912 Cottage Grove Avenue

Hinge Department

Chicago, Illinois



Elite
\$265

Prepare Now For Your Fall Business

EVERY indication points to an unprecedented fall demand for high quality phonographs, which you must prepare today to supply.

Sonora dealers, anticipating this demand, are placing large orders. They *know* that present day prosperity has resulted in a universal insistence upon high quality merchandise and are taking full advantage of the situation by stocking and selling Sonora, "*the highest class talking machine in the world.*"



Queen Anne
\$275

You, too, are offered the same opportunity to insure your business against the certain demand for high quality, by handling Sonora. If you will get in touch with us *at once*, we can arrange to take good care of your fall requirements.

SONORA PHONOGRAPH CO., Inc.

279 BROADWAY

NEW YORK

Canadian Distributors

SONORA PHONOGRAPH, Ltd.

Toronto

THE INSTRUMENT OF QUALITY
Sonora
CLEAR AS A BELL 

The Highest Class Talking Machine in the World

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.,
17 Hanover Place, Brooklyn, N. Y.

The New England States.

Sonora Phonograph Co. of New England,
221 Columbus Ave., Boston, Mass.

Washington, California, Oregon, Arizona, Western Nevada, Northern Idaho, Hawaiian Islands

The Magnavox Co.,
115 Jessie St., San Francisco, Cal.

Utah, Western Wyoming, Southern Idaho and Eastern Nevada

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.

Southeastern Part of Texas.

Southern Drug Company,
Houston, Texas.

Illinois and Eastern Iowa.

Illinois Phonograph Corp.,
616 S. Michigan Ave., Chicago, Ill.

Greater City Phonograph Co., Inc.,
234 W. 39th St., New York

Window Displays Sell Portable Machines

"Call of the Open Road" Made the Basis of Several Successful Window Displays Which Boosted Portable Sales for Live Dealers

This is the season when many cities are waging a "Call of the Open Road" campaign to induce the purchase of all supplies necessary for Summer outdoor life. Los Angeles, Cal., a pioneer in these campaigns, has this year gotten out a vivid poster showing an orange road and blue sky, against which a big automobile is silhouetted. The card bears the caption: "The Call of the Open Road—Are You Prepared?" This card is displayed by all merchants who have anything to sell that pertains in any way to life in the open—and it never fails to attract wide attention.

Windows That Sell Portable Models

But whether or not there is a co-operative campaign the individual dealer can get up one of his own and thus call special attention to his portable talking machines and a long list of records. And there is no better way to do this than by means of a catchy window display. Realizing that the automobile is the symbol of outdoor life in these speedy days R. L. Berry, Springfield, Ill., showed in his window an auto constructed entirely of talking machine parts. The body was made of the cabinets of two machines of the portable type. A rod and disc formed the steering wheel and four records the wheels of the machine. The floor was covered with green paper, overlaid with white to form a road and Victor dogs were set at intervals. A sign post near the car read: "To R. L. Berry's and Victrola Land. Come in to-day and choose your instrument." A card down front suggested "Portable Victrolas, \$25 to \$150. Step in for a demonstration."

Grinnell Bros., Toledo, O., likewise had a catchy outing window. The floor was covered with sand and in the rear was a canvas on which Pan, playing his pipes, was depicted. There was a large tent, with flag flying from the ridge pole; on the ground a scout hat and fishing pole, while inside the tent were aluminum dishes, fishing supplies and several cameras. In one corner was a packing box, on which was set a portable Victrola. A large card beside the tent observed:

"A Victrola—No other musical instrument gives so much pleasure as a compact portable Victrola for the Summer home or camp. \$25-\$35-\$50—on easy terms."

The machine was kept in operation and, as the door was opened, the strains were wafted out to passers-by and called added attention to the picture.

Appeal to Boy Scouts Through Window

The boy scouts were much interested in a large window recently arranged by the Wiley B. Allen Co., Oakland, Cal., and it suggested

to a number of them the pleasure that would be gained by taking a portable phonograph and good supply of records with them on their camping trips. The picture was captioned "The Spirit of 1923—Tenting on the Old Camp Ground." The background was a canvas drop showing a wooded, hilly country. From a tall flag pole in the rear floated a big flag (this display would be particularly appropriate around Flag Day or Fourth of July), kept in motion by an electric fan concealed among the branches fastened to the wall. The floor was covered with dead leaves and pine needles, and at one end was a tent, with flap thrown back, disclosing a rolled-up army blanket. At the

entrance lay a felt hat and a canteen. At one side was a miniature cannon and beside it a boy of fourteen in boy scout uniform, with bandana knotted about his throat. At the other side was a camp fire—a red electric bulb being concealed among the logs, and over the fire supper was cooking. A big packing box, such as is used for shipping the instruments, was shown and on top of it a portable talking machine, upon which a second khaki-clad youth was placing a record. In front were a number of records—marches, patriotic songs and the latest ballads and comic songs—music that appeals to the average youth and arouses desire which culminates in sales.

FIRST EDISON TONE-TEST IS STAGED IN LIVERPOOL, ENG.

Widespread Interest Aroused Among Music Lovers Over Comparison Recital in Which Edison Was Featured—Event Sponsored by House of Jake Graham, Liverpool Edison Dealer

The first Edison tone-test ever held in Europe was staged recently in St. George's Hall, Liverpool, England, under the auspices of the house of Jake Graham, Edison agent in that city, with headquarters at 74 Renshaw street. Two Edison artists, Miss Helen Davis, mezzo-soprano, and Victor Young, composer-pianist, were featured in comparison tests with their own recordings on the Edison. The recital attracted widespread attention and a capacity audience greeted the artists, who traveled from Paris by airplane for the event. Leading local newspapers devoted considerable space to announcements of the recital and the final success of the test was given liberal space by local critics.

In connection with this event an elaborate program was prepared by Burt Reynolds, manager of the Edison department of Jake Graham. This was a four-page folder, the first page of which was taken up with an announcement of the tone-test; the two inside pages contained the program itself, and the last page was devoted to a description of the various features of the Edison instruments and records, a strong sales talk and announcement of the fact that the company holds daily demonstrations in an especially appointed Edison salon and that home demonstrations can be arranged.

The large number of music lovers present was not confined to persons from Liverpool. Some came from as far away as London, Hull, Leigh, Manchester and other cities. Needless to say the two Edison artists, as well as Manager Reynolds and his associates, were most heartily congratulated, not only on the great artistic success achieved, but on the marvelous perfection in the realm of sound production re-

vealed by the amazing new Edison phonograph.

So great was the success of this that it is expected other Edison representatives in Europe will follow the lead of the establishment of Jake Graham in staging similar recitals.

PLAN TO STOP STORE DOOR PLAYING

New York City Civic Bodies Planning Ordinance to Prohibit Attracting Customers to Music Stores by Playing Loud Music

A movement to procure a city ordinance in New York forbidding the practice of attracting customers to a store through using phonographs, radio horns or megaphone devices, which may be heard upon the street, has been inaugurated by the Forty-second Street Owners and Merchants' Association, and has already received the support of many New York City civic organizations.

Representative Sol Bloom, who was one of the pioneers in the talking machine business, is one of the backers of the movement. At the offices of the Forty-second Street Owners and Merchants' Association, 50 East Forty-second street, its secretary, Edward W. Forrest, said that his organization had initiated the movement and had already secured the support of the Harlem Board of Commerce, the Central Park West Association, the Broadway Association and other civic bodies.

Almon J. Fairbanks, well-known Boston, Mass., music merchant, has opened a branch store in Attleboro. Talking machines and pianos are handled.

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.



New Gennetts Every Week!

In the Blue Label Gennett Records are released the latest popular songs and dance hits and standard numbers. Their timeliness, wide range and quality have given them tremendous popularity.

Gennett Records released under the Green Label represent the highest attainment in the art of sound recording. The best standard numbers come under this label, which assures variety in selection, perfect reproduction and the real musicianship of the artist.

"First and Best on Gennetts" is the slogan today. There is an opportunity for you in selling Gennetts. Get acquainted with them.

GENNETT RECORDS

Manufactured by

THE STARR PIANO COMPANY

Richmond, Indiana

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



From "Barney Google" to "Old King Tut" is considerable of a jump—as time flies. But Billy Jones and Ernest Hare carry you from one right to the other with only a second's pause to change the needle. You scarcely have time to get set for a fresh series of laughs before the spasms seize you.

A double-barreled hit! That's Record A-3876.

COLUMBIA GRAPHOPHONE CO.
New York

MAKING SMALL WINDOWS ATTRACTIVE

Possibility of Arranging Attractive Displays in Small Window Space Emphasized by Music Shop in Memphis in Featuring "Red Moon"

There are some talking machine retailers who still believe that an impressive window display



Music Shop's Effective Window Display is only possible where there is available a large expanse of plate glass front to admit of an elaborate arrangement. There are others, however, who have already learned the possibili-

ties for making effective displays in small windows—displays that appeal because of their originality rather than because of their size.

The accompanying illustration affords an example of what can be accomplished in arranging a display in a window barely seven feet wide. The window is that of The Music Shop in Memphis, Tenn., arranged to feature the Vocalion Red record, "Red Moon," in connection with the appearance of the play of that name at Loew's Palace Theatre, Memphis, during the same week. The jolly face of the moon itself made a most attractive center for the display and the signs were well placed and interesting.

NEW CONCERN IN NASHVILLE, TENN.

NASHVILLE, TENN., June 4.—Messrs. Jacobs and Walker, two well-known local business men, have entered the talking machine business here under the name of the Brownie Sales Co. The concern has secured the exclusive local agency of the Brownie portable instruments, manufactured by the Edgar Sales Co., of Dayton, O. The Brownie Sales Co. has opened headquarters at 154 Eighth avenue, north.

T. Reed List, manager of M. Nathan's Edison and Sonora department, of Johnstown, Pa., attracted hundreds of people to his department during the dedication of Nathan's new building. During the celebration a Sonora phonograph was given away.

SALES JUMP WHEN STRIKES END

Resumption of Street Car Operations and Pottery Industry in East Liverpool, O., Ends Stagnation of Talking Machine Business

EAST LIVERPOOL, O., June 4.—The talking machine and record business in the upper Ohio Valley, seriously handicapped for almost a year, because of the suspension of street car service in this and several nearby towns, is slowly returning to normal. A strike of pottery workers, which has just ended, added to the chaos.

"Much improvement is noticed in the talking machine trade locally," said Miss Werner, head of the talking machine section of the Lewis Bros. Co. "Sales the past month have been 20 per cent better, and record sales are improving every day."

Miss Gladys Larkins, head of the talking machine department of the Davis, Burkham & Tyler Co., reports much better business with the return to work of thousands of striking potters.

Brunswick machines are moving briskly at the store of the Smith-Phillips Co., one of the city's oldest music houses. Although this store only recently added the Brunswick line, Mr. Smith has succeeded in landing his share of the business through the medium of newspaper advertising and direct mail campaigns.

Crooks, Victor dealer, reports business greatly improved.

LOWE'S MUSIC STORE IN NEW HOME

PUNXSUTAWNEY, PA., June 5.—Lowe's Music Store, Victor and Edison dealer, this city, has secured one of the best locations in town for its new store, which opened for business June 1. The former store was destroyed by fire, but practically no merchandise was lost, due to prompt action on the part of friends and customers, who assisted Manager Dickson in removing machines, records and pianos to a vacant store across the street.

TAKES ON TALKING MACHINES

Guild's big furniture store at 330-332 Clematis street west, Palm Beach, Fla., one of the largest retail furniture concerns doing business in that section, has just signed contracts with the Brunswick-Balke-Collender Co. for local representation of Brunswick instruments and records. A. J. Campbell is president of the company.

LOPEZ AT BOARDWALK OPENING

At the recent opening of the new Coney Island boardwalk the thousands of visitors present were entertained by Vincent Lopez and His Hotel Pennsylvania Orchestra. This organization, which records exclusively for Okeh records, was filling an engagement at the New Brighton Theatre the week of the boardwalk opening and its playing during the celebration contributed to the success of the event.

"LAUTER" TALKING MACHINES



Console Model B

American Walnut
Italian Walnut
Brown Mahogany
Antique Mahogany

Dealers Wanted in Every Locality to Know Our Product and Handle Our Line of Upright and Console Talking Machines

Write Today for
Cuts and Prices

Our many years' furniture experience insures you a "LAUTER QUALITY" Cabinet—
Furnished with Standard Equipment

THE H. LAUTER COMPANY

West Washington and Harding Streets
INDIANAPOLIS, INDIANA

METHODS WHICH BUILD BIG BUSINESS IN SMALL TOWNS

The Success of the Dixon Music Shop in Reaching Out After Business in a Town With a Population of 5,000 Proves That Size of the Community Is No Drawback to a Live Merchandiser

The popularity of every retail business with the public depends upon two things—the quality of service extended to customers and various means of bringing the establishment to the attention of the people in the community to which the dealer caters. If the talking machine dealer has become so well known that, as soon as anyone in his section immediately thinks of his store in connection with anything musical, and provided other things are equal, he will have the advantage of competitors. This condition is not peculiar to large cities, but is just as natural in the small town, if not more so.

Some successful methods which have placed a small-town dealer in the front rank of merchants handling talking machines, records and musical instruments are those in use by George A. Bolduc, who recently assumed the management of the Dixon Music Shop, in North Platte, Neb. The concern handles the Edison and Columbia instruments and records, as well as other musical instruments, and caters to the 5,000 people in the town itself as well as the surrounding community. Mr. Bolduc has had wide experience in the music business and the knowledge of what is necessary to put the establishment across with the public gained in many years as a traveler and manager of phonograph and band and orchestra departments of important concerns. This wide experience has brought him a knowledge of the music business and the music-loving public that has been put to good use in broadcasting the name of and the lines handled by the Dixon Music Shop.

First, it must be understood that Mr. Bolduc is a talented musician and this art is the means by which he is popularizing the name of the store.

One of his stunts recently staged as a regular number at the local Keith's Theatre was to put on a comparison recital in which he played the violin in a comparison test with the New Edison phonograph. The Dixon Music Shop instituted a vigorous advertising campaign in connection with this vaudeville feature, which was also prominently announced in the theatre lobby, with the result that several sales and many inquiries resulted. The event was also prominently played up by the local newspaper in its theatrical news section, valuable publicity which featured the name of Mr. Bolduc, the Edison and the store in a manner bound to be seen by many people of the community.

Mr. Bolduc believes in the value of publicity and his plans include getting his name and that of the Dixon Music Shop in the local papers as often as possible through a series of violin solos at the different churches every Sunday. This plan also enables him to make the acquaintance of many of the best and most influential people in the community.

This progressive concern has many other irons in the fire which are sure to result in a stimulated interest in musical instruments. One is the remodeling of the second floor of the store, providing a large recital hall and students' study room, where free recitals will be given whenever the new issues of Edison and Columbia records are released. Women's clubs and musical organizations of various kinds will be given the privilege of holding their meetings in the recital hall, thus building good-will. In addition to all this the company has extended an invitation to the music teachers of the city to make free use of this hall for pupils' concerts.

Other work which is being planned is the organization of orchestras and bands, one orchestra of five pieces to bear the name of the firm. This organization will be used to furnish music at social functions, dances, etc.

This is quite a sizable program for a dealer in a town with a population of 5,000 to undertake and there may be dealers similarly situated who may think that a vast amount of energy is wasted to small purpose. However, the fact remains that this concern is doing an excellent business and most of these ventures are resulting in sales and the consistent building of prestige which is bound to have a cumulative effect. Simply because sales and profits are not immediately discernible is no reason to assume that publicity stunts such as these will not return substantial dividends. Often it is impossible to trace immediate sales to any particular plan for stimulating business tried by a concern, but the widespread influence secured from just such sound business policy as enforced by the Dixon Music Shop is worthy of the money and time expended.

The "what's the use" attitude of so many members of the trade is the direct cause of slow business in their stores. If those worthy dealers who think that nothing is worth while, and who merely sink a little deeper into their well-padded desk chairs, would turn the searchlight of analysis on their problems, and compare their ineffective methods with those of dealers who are reaching out after future business, they will see very easily how the "slow business" condition can be remedied.

E. J. HAYES IN NEW POST

CORAOPOLIS, PA., June 4.—E. J. Hayes, formerly employed by the Palace Furniture Co., of Clarksburg, W. Va., and later by the Marietta Furniture Co., of Marietta, O., recently connected with the Amsler-Hilliard Drug Co., local Edison dealer. In the short time that he has been with them Mr. Hayes has demonstrated his ability as a super-salesman by greatly increasing the amount of their business.

SETTLING COMPLAINTS IMPORTANT

Talking Machine Dealer Who Fails to Settle All Complaints in Mutually Satisfactory Manner Is Sure to Suffer Loss in Business

The handling of complaints in a manner satisfactory to all concerned is one of the most important factors of retail merchandising. Regardless of how excellent the service may be and how much merit the product handled may have, customers with real or imaginary grievances bob up continually. Often the customer does not come to the store to register the complaint, but remains away entirely, the dealer, of course, losing any chance for future sales as a result. Complaints tactfully settled so that the customer feels that he or she has been given a fair deal is worth dollars to the dealer. "Flying off the handle" or assuming an arbitrary attitude when a complaint is made will do no good, but, instead, harm is bound to result.

It is very much worth the talking machine dealer's while to make a periodical check-up of his customers' purchases during, say, a period covering three, four or six months. For example, if the dealer finds that during a period of three months a particular patron made several purchases and then, during the next three months, did not visit the store at all he may be sure that something is radically wrong and he should make it his business to find the reason. Drop the former customer a letter, pointing out the fact that you have noticed he or she has not been to the store for some time, etc. Also let this person know in a tactful manner how much his or her patronage is valued. The letter should be so written that, if the customer has some complaint to make and that this is the reason for discontinuing patronage, the natural thing to do is to register the complaint through the mail or by a personal visit. If this letter does not bring the desired result it would pay to have a salesman visit this patron when he is in that neighborhood or use the telephone to get in touch with the customer. It is as necessary to retain old customers as it is to dig up new ones.

COLUMBIA SALE A SUCCESS

TAMPA, FLA., June 5.—The Gourlie Music Co., of this city, exclusive Columbia dealer, completed recently a very successful machine sale. This is the fourth similar campaign in the last year, resulting in a total sale of 230 Columbias. Not only does the Gourlie Music Co. sell a large volume of machines, but its record business is exceptionally heavy.

BRUNSWICK SHOP INCORPORATES

The Brunswick Shop, Inc., has been granted a charter of incorporation under the laws of the State of Delaware, with a capital of \$75,000. Incorporators are: Wm. W. Bennett, Oliver H. Bennett and Wm. H. White, Washington, D. C.

COMPARTMENT TO HOLD SIX RECORDS

HANDLE PUT ON TO STAY

AMPLIFYING TONE ARM DETACHABLE

STRONGLY CONSTRUCTED CASE

WONDERFUL "ARTOIS" REPRODUCER

STRAPS TO FASTEN TONE ARM WHEN CARRYING

10 OR 12 INCH RECORD TABLE

NEEDLE WELLS

POWERFUL SPRING WINDING ARM DETACHABLE FOR CARRYING

SPEED REGULATOR

STURDY LOCK FASTENERS

CONCEALED AMPLIFYING TONE CHAMBER

The MODEL "E" PORTABLE PHONOGRAPH

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

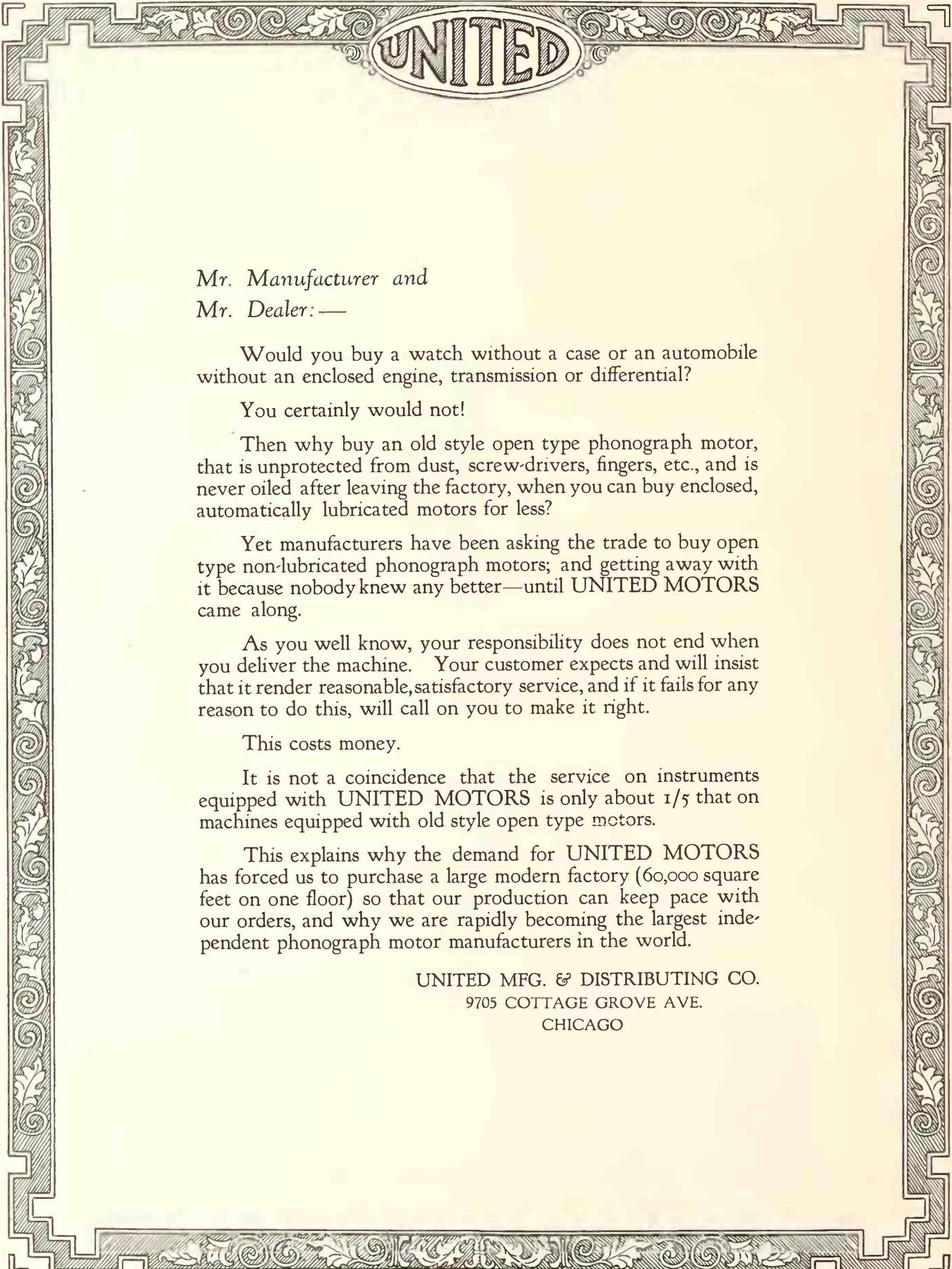
Not a Seasonal Portable.

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.



UNITED

Mr. Manufacturer and
Mr. Dealer:—

Would you buy a watch without a case or an automobile without an enclosed engine, transmission or differential?

You certainly would not!

Then why buy an old style open type phonograph motor, that is unprotected from dust, screw-drivers, fingers, etc., and is never oiled after leaving the factory, when you can buy enclosed, automatically lubricated motors for less?

Yet manufacturers have been asking the trade to buy open type non-lubricated phonograph motors; and getting away with it because nobody knew any better—until UNITED MOTORS came along.

As you well know, your responsibility does not end when you deliver the machine. Your customer expects and will insist that it render reasonable, satisfactory service, and if it fails for any reason to do this, will call on you to make it right.

This costs money.

It is not a coincidence that the service on instruments equipped with UNITED MOTORS is only about $\frac{1}{5}$ that on machines equipped with old style open type motors.

This explains why the demand for UNITED MOTORS has forced us to purchase a large modern factory (60,000 square feet on one floor) so that our production can keep pace with our orders, and why we are rapidly becoming the largest independent phonograph motor manufacturers in the world.

UNITED MFG. & DISTRIBUTING CO.
9705 COTTAGE GROVE AVE.
CHICAGO

COLUMBIA GRAPHOPHONE CO. ANNOUNCES NEW, DISTINCTIVE LINE OF ARTISTIC INSTRUMENTS

Fourteen Models, Including Seven Uprights, Four Consoles, School, Table and Portable Machines, in "New Columbia" List—Tone Arm, Reproducer and Motor Units Are Features

One of the most important announcements made in the talking machine industry this year was the notice sent out to Columbia dealers a fortnight ago to the effect that the "New Columbia" was ready for the market. Columbia dealers were advised a few months ago by the company's wholesale branches in the leading

school model, equipped with wheels for moving from one classroom to another, lists at \$120; the table model lists at \$75 and the portable \$150.

With this complete line of instruments the Columbia dealer will be in a position to cater to the requirements of every class of trade. The uprights, table and school models follow closely a standard cabinet design, which is, undoubtedly, one of the most attractive forms of cabinet construction that have been offered to the talking machine trade in recent years. The consoles are distinctive in design and appearance and each one has the divided top that is so popular at the present time.

From a mechanical standpoint the most important features of the "New Columbia" are the new No. 12 reproducer and the new Columbia motor. In its announcement to the trade the Columbia Co. referred to this reproducer as follows: "This new No. 12 reproducer is designed to give brilliancy and detail over the entire audible range of musical notes. It is beautifully satisfying in its trueness and fidelity to every musical pitch and tone. Freedom from blast has been accomplished by the invention of an absolutely original method of supporting the needle arm. In place of the usual bridge and pivot bearings, with their unequal expansion to heat, which produces vibration and blast, the needle arm is supported on two solid knife edges and held by two ingeniously devised springs of highly tempered tool steel."

Referring to the new Columbia motor the company stated, in part, as follows: "The bed-

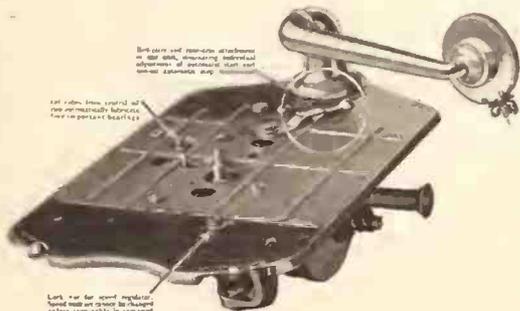
By this design the unfailing certainty of operation of the automatic start and non-set automatic stop mechanism is insured. The auto-



New Columbia Console—\$200 Model

trade centers that plans for producing the "New Columbia" were rapidly getting into shape, and the first announcement of the line has produced enthusiastic comments of praise from the dealers everywhere.

The "New Columbia" was placed before the trade through the medium of a handsome large folder, illustrating all of the types comprising



New Columbia Bed Plate and Tone Arm Unit the line. The illustrations, however, hardly do justice to the artistic cabinet designs that characterize the "New Columbia" product. Within the past few weeks dealers from every section of the country have visited the Columbia offices in order to become acquainted with the new styles and the branches are placing large orders for immediate deliveries.

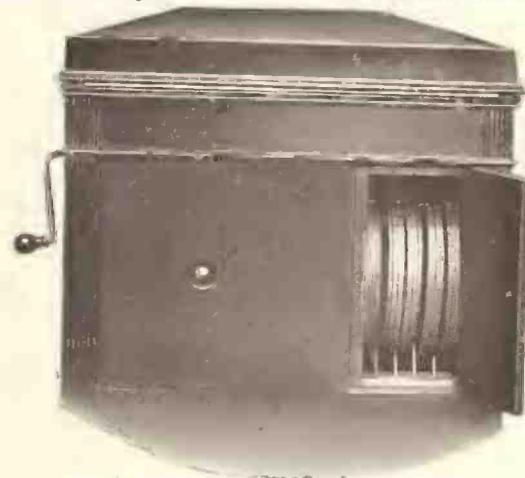
The "New Columbia" comprises a line of fourteen models, including four consoles, seven uprights, a special school model, a table model and a portable. The consoles are listed at \$200, \$175, \$150 and \$100; the uprights are listed at \$225, \$175, \$165, \$150, \$125, \$115 and \$100; the



New Columbia No. 12 Reproducer plate of the new Columbia motor and the tone arm attachments are constructed in one unit.

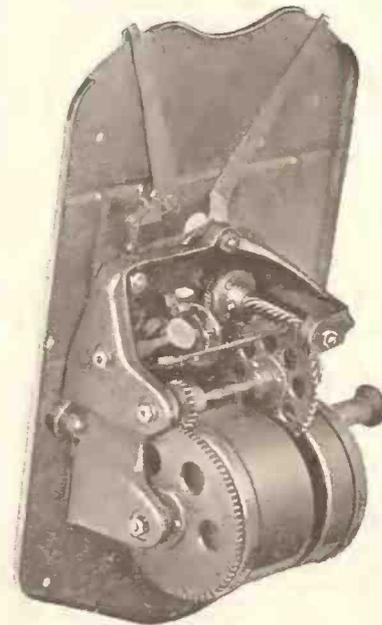


New Columbia Upright—\$225 Model automatic start is a brand new Columbia feature, the motor starting when the tone arm is moved over to place the needle on the record. In four revolutions it gains full speed. It is impossible for it to stop before the needle reaches the end



Auxiliary Record File in \$225 Upright of the record, unless the arm is lifted and either moved to the center or back to the extreme right. It operates without resetting or adjustment for either ten or twelve-inch records. Lubrication, the life of every motor, has received especial care.

The hard-to-oil parts are cleverly provided for by a central oil well, from which the oil is led by tubed wicks to five important bearings. A new, important and unique device is the speed regulator lock. This is a thumb-screw nut located under the turntable, which locks the speed regulator so that it cannot be carelessly altered."



New Columbia Motor Unit An interesting feature of the \$225 upright is a novel filing device with an extra record capacity in the back of the cabinet. This device, which is shown herewith, is attracting considerable interest in the trade.

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 AEOLIAN - VOCALION

Featuring A Classic Italian Design



Italian Console—Style 1634

Height, 35 inches; width, 38 inches; depth, 22 inches. Equipped with albums

This style has the exclusive Vocalion feature—*The Graduola*, which is to the phonograph what the artist's touch is to other instruments.

ITALIAN arts and crafts, preeminent for centuries, are worthily represented in this Aeolian - Vocalion Console Model, Style 1634.

The richness of the shaded walnut cabinet, the true Florentine design and decoration make this the perfect instrument to add beauty as well as music to a room.

Musically, the Aeolian-Vocalion is the utmost in Phonograph Perfection.

The research and experiments of the world's leading experts on reproduced tone have resulted in an instrument so musical that the prejudice sometimes expressed towards ordinary phonographs rapidly disappears before the vibrant, mellow quality of the Aeolian-Vocalion.

This is one of the advantages in featuring a phonograph manufactured by the world's leading manufacturer of musical instruments.

The AEOLIAN COMPANY
AEOLIAN HALL NEW YORK

VOCALION

RED RECORDS



ARMAND TOKATYAN
Tenor, Metropolitan Opera Company

*Another Beautiful Voice
 which is recorded exclusively for*
VOCALION
RED RECORDS

This brilliant Armenian artist won instantaneous acclaim when he recently created the role of Lucio in "Anima Allegra" at the Metropolitan Opera House.

The mellow tenor quality of Tokatyan is magnificently reproduced on his

VOCALION RED RECORDS

His first record, to be released in July, is in duet with ROSA RAISA. It was accompanied by orchestra conducted by Gennaro Papi of the Metropolitan Opera House.

No. 55010—Miserere—from Il Trovatore

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.
- VOCALION RECORD CO. OF MD.,
 305 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.
- 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.,
 115 Jessie St., San Francisco, Cal.



In "Aunt Hagar's Blues," Ted Lewis and His Band deliver themselves of a slow-drag, or half-time fox-trot, that's as unusual as its monniker.

And when the same bunch burst forth into "Wet Yo' Thumb," you can hear the rustle of a new page being turned in the book of danceology. Both these numbers on the one record—A-3879.

COLUMBIA GRAPHOPHONE CO.
New York

BROWN'S MUSIC SHOP OPENS

Musical Program and Distribution of Souvenirs Mark Formal Opening of Fine Hackensack Store—E. G. Brown, Jr., Manager

HACKENSACK, N. J., June 5.—A large crowd attended the formal opening here of Brown's Music Shop at 122 Main street on the evening of May 28. A musical program and distribution of souvenirs marked the opening of the establishment, which is under the management of E. G. Brown, Jr., son of E. G. Brown, well-known talking machine dealer of Bayonne, N. J., and secretary of the Talking Machine Men, Inc. The new store is well stocked with talking machines and records, etc., and its modern equipment makes it one of the most attractive music stores in this city.

THE WAYSIDE SHOP ENTERS FIELD

WASHINGTONVILLE, N. Y., June 4.—The Wayside Shop was recently opened at 29 Old White Plains road here. The concern handles furniture, talking machines, records and pianos. The establishment is equipped with modern fixtures and it is one of the most artistic and complete music stores in this vicinity.

VITALITONE, INC., CHARTERED

NEW HAVEN, CONN., May 2.—Vitalitone, Inc., music dealers of this city, have been granted a charter of incorporation under the laws of Connecticut to deal in musical instruments with a capital of \$100,000, of which \$51,000 has been paid in. Vitalis Himmer, Jolin Duncan and William F. Alcorn are the incorporators.

ITALIAN Popular Music



AND



MONTHLY RELEASES
WRITE FOR CATALOG
Out-of-Town Agents Wanted
Distributed by

ITALIAN BOOK CO.
145 Mulberry St. New York, N. Y.

AN ORCHESTRA OF PROMINENCE

Albert E. Short and His Tivoli Syncopators Feature of One of Chicago's Finest Theatres

When it was announced recently that the Aeolian Co. had closed a contract with Albert E. Short and His Tivoli Syncopators to make Vocalion Red records exclusively it forecasted a tremendous increase in Vocalion Red record sales in the Chicago and Middle West territory because of Mr. Short's association for years



The Tivoli Theatre, Chicago

with the Balaban & Katz theatrical interests in Chicago, and these predictions have already been realized.

These theatres are masterpieces in architectural design and interior workmanship and furnishings. Five theatres are controlled by the Balaban & Katz interests—the Chicago, Riviera, Tivoli, Central Park and Roosevelt. The Chicago Theatre represents an investment of over \$5,000,000 and is a magnificently furnished theatre. The Tivoli is also in the "million-dollar class," this theatre having cost upwards of \$2,500,000. Its spacious lobby, finished in white marble, has standing room for approximately 1,000 people. Its seating capacity is 4,000. The third Balaban & Katz theatre is the Riviera, located at Broadway and Lawrence street, a beautiful theatre seating 2,700. It is called the "drawing room of the theatres." The West Side's leading theatre is the Central Park, the smallest of the group. It is also very handsomely furnished, in keeping with the Balaban & Katz policy.

MANNING CO. ADDS BRUNSWICK LINE

AUGUSTA, ME., June 2.—The W. P. Manning Music Co., 311 Jackson avenue, one of the most popular music dealers in this city, has added the Brunswick line of machines and records, according to an announcement by W. P. Manning, proprietor. A vigorous sales promotion campaign in the interest of the Brunswick has been started by this concern.

CUPID CAPTURES TRADE MEMBERS

Miriam H. Goldsmith, Treasurer of Cabinet & Accessories Co., Wed to Robert A. Goodman, Popular Brooklyn Talking Machine Dealer

At a very attractive and impressive ceremony held at the Trinity Reformed Church, Brooklyn, N. Y., on Monday evening, May 21, Miriam H. Goldsmith was married to Robert A. Goodman. Both the bride and groom are very well known in talking machine circles. The bride is the treasurer of the Cabinet & Accessories Co., Inc., and the groom is a well-known talking machine retailer of Brooklyn.

The bride, attractively gowned in flowered crepe with long train and silk net veil with wreath of orange blossoms, was given away by her father, Otto Goldsmith. Hundreds of friends were present to extend their well wishes to the bride and groom, after which the happy couple and the members of the immediate family repaired to the Pennsylvania Hotel for a wedding supper. The next morning the couple sailed for Bermuda for an extended honeymoon, after which they will take up their residence in Brooklyn.

Mrs. Goodman will continue as treasurer of the Cabinet & Accessories Co., Inc., although she will only be able to make occasional visits to the headquarters of the company.

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

The New Pathé Products

The Pathé Radio Loud Speaker

The radio world acclaim 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

THE NEW



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

T.M.W.



The NEW Columbia—the best phonograph ever built—is ready. It has a *new* reproducer—the most perfect ever devised—which brings out all the music just as it goes into the record.

It has a *new* motor with a *new* automatic start and a *new* non-set automatic stop. The *new* cabinet styles concede superiority to none.

COLUMBIA GRAPHOPHONE CO.
New York

ANNOUNCES NEW EMERSON LINE

Emerson Phonograph Line for 1923-1924 Will Be Ready Shortly—Console Designs of Exceptional Attractiveness—The Music Master Horn a Feature of All New Models

The Emerson Phonograph Co., New York, and the Wasmuth-Goodrich Co., Peru, Ind., manufacturer of Emerson phonographs, have just announced that the new line of 1923-24 Emerson models will be ready for shipment



The New Emerson Alaric Model August 15. This new line will be thoroughly representative of the distinctive cabinet designs and mechanical qualities which have characterized the Emerson product since its introduction to the trade.

It is stated that the Emerson line for 1923-24 will comprise console models exclusively and range in retail price from \$100 to \$225. Each cabinet design will be a faithful reproduction of the furniture period that it represents and unlimited care and attention have been bestowed upon every detail of cabinet manufacture. From an equipment standpoint the most important features of the new Emerson product are the use of an improved tone arm and sound box, together with the Music Master horn, which is

an exclusive Emerson feature. The new tone arm and sound box were tested under the most severe and trying conditions before they were finally adopted as standard equipment for the Emerson line and Emerson jobbers and dealers who have heard them are delighted with the product.

The Music Master horn, which is used exclusively on Emerson phonographs, has been the subject of nation-wide publicity. It has won unlimited approval from music lovers and the Emerson Phonograph Co. has received many letters of congratulations from purchasers of Emerson phonographs who have referred to the Music Master horn in the highest terms of praise. Every model in the new Emerson 1923-24 line will be equipped with this horn and, in all probability, the advertising and sales campaign to be launched in behalf of the new models will feature this horn as a dominant factor in the construction of the Emerson phonograph.

The new Emerson line will be on display very shortly in the offices of the Emerson Phonograph Co., 105 West Twentieth street, New York, and B. Abrams, president of the company, will extend an invitation to the trade to visit the company's warehouses and become acquainted with the new Emerson product.

ANOTHER OKEH BETROTHAL

Another diamond ring is now in evidence in the executive offices of the General Phonograph Corp., manufacturer of Okeh records, and Miss Anna B. Hirsch is receiving the congratulations of her co-workers. Miss Hirsch, who is secretary to Paul L. Baerwald, Eastern sales manager of the company, was betrothed on May 8 to Harry Weinberg and the date for the wedding will be announced very shortly. Incidentally, Miss Hirsch is one of the veterans of the Okeh staff, having joined the company's force shortly after the company moved into its present headquarters at 25 West Forty-fifth street, New York.

NEW BRUNSWICK ACCOUNTS

A new Brunswick account has been opened at Garrison, N. D. This store is under the ownership of F. A. Calkins, who has been doing a retail business in that town for a number of years.

SUMMER DRIVE ON "PAL" PORTABLE

Plaza Music Co. Aiding Dealers in a Most Effective Way to Put Over Sales by Arousing Public Interest Through Advertising

The Plaza Music Co., manufacturer of the "Pal" portable talking machine, is supplying its dealers with advertising material and plans for a complete Summer campaign on portable machines. This includes newspaper mats and copy, display suggestions and signs and consumer folders. All of the material, prepared with great care and at no small expense, is most attractive and should create attention as well as increase sales where used by the retailers.

It is the contention of the advertising department that not only will newspaper publicity and the follow-ups for the campaign produce sales that will justify the expenditure, but the seasonable publicity will be the means of attracting customers to the store for other musical needs. It might here be mentioned that while the advertising material carries illustrations of the "Pal" portable, music propaganda predominates in the copy, such captions as "Music for All Outdoors," "Music Wherever You Want It" and "The Phonograph for Every Occasion," being both general as well as specific publicity. A rotogravure hanger for use in the store is also supplied the trade.

MODERNOLETTE IN SOUTH SEAS

Large Audiences of Loo Choo Group of Islands Charmed by Music of Portable

Although it is comparatively easy to note the growing popularity of the Modernolette portable, manufactured by the Modernola Co., Johnstown, Pa., in this country, its popularity in other countries is also growing, according to a communication from the Rev. Earl R. Bull, a missionary in Kagoshima, Kyushu, Japan. He speaks of the excellent work of the Modernolette as follows:

"The Modernolette labors in the Southern Seas! This fine gift from Franklin street was heard over many islands in the Loo Choo group in January and February, 1923. In every meeting we used it we had about 400 present who appreciated its clear tones. Its music continues to uplift and draws to new and higher levels."

LOANS VICTROLAS TO MOVIE STARS

NEW LONDON, CONN., June 5.—The United Music Co., Victor dealer, of this city, recently gained some excellent free publicity in the local newspapers by loaning two Victrolas and records to Miss Lila Lee and Thomas Meighan, famous moving picture stars, who sojourned here for several days.

The Brooks Music House, Edison dealer, Altoona, Pa., is featuring Edison records by means of extensive newspaper and window display publicity.

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.

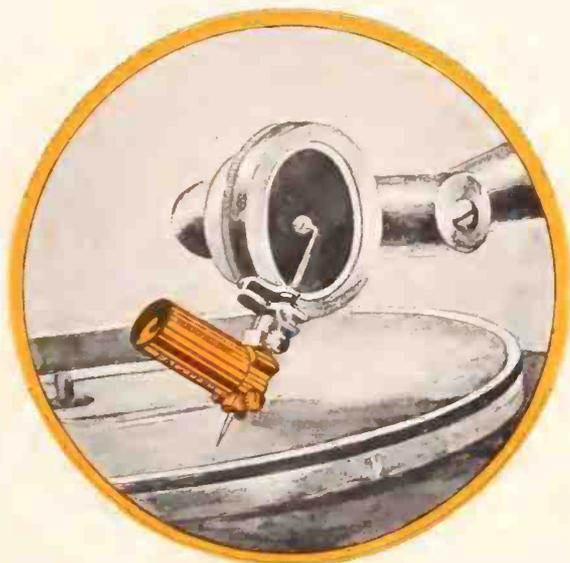


Bakertone

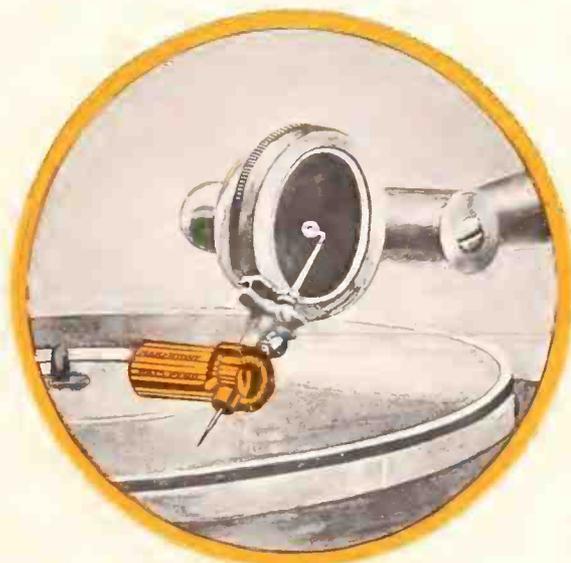
YOUR CUSTOMERS WILL BUY

When they see what it will do!

We don't need to tell you of the sales possibilities for Bakertone. Users of phonographs have been waiting for years for an instrument that would assure them of perfect phonograph reproduction, eliminate that metallic harshness and rasping surface noise, and provide positive means for governing the volume of music. Bakertone does all of these things. You need only demonstrate it to your music-loving customers—they will buy when they see what it will do.



In this position Bakertone produces the maximum volume of music, minus the metallic blare and distracting surface noise.



By a simple turn to this position the volume is reduced to an extreme pianissimo, velvety soft, but every note clear and distinct. The instrument can also be adjusted instantly to any position between loud and soft.

What It Is

Bakertone is an ingenious, little, gold-plated instrument, cylindrical in shape, about an inch long, to be used with any needle-type phonograph. Its stub is inserted in the needleholder, as illustrated above. An ordinary needle is placed in the Bakertone and the record is played in the usual way. There's nothing to get out of order; nothing to change about the phonograph. It's as easy to use and adjust as it is to change needles.

What It Does

Bakertone literally transforms phonograph music. It brings out all the melody—every tone and overtone, clear and distinct, with a purity and volume that satisfy the most exacting critic. It eliminates all the objectionable screeching, metallic sounds, and reduces the noise of the needle to an imperceptible whisper. In addition to this, Bakertone can be adjusted instantly to give just the volume needed for any occasion. In short, Bakertone brings to phonograph music that final touch of perfection your customers have been waiting for.

Double Profits for Dealers

Bakertone is a money-maker from the start. There's not only the liberal profit on Bakertone itself, but users always buy more records, for it makes them want to play their phonograph more! Many dealers are also using Bakertone in their demonstration booths, where they find it increases the sales of high-class records.

National Advertising to Help

Popular national magazines are carrying the story of Bakertone into millions of homes this month. Every line of this advertising was written for the express purpose of sending phonograph users with money in their pockets into your store to buy Bakertone. It will pay you to stock NOW and display and SELL Bakertone.

Dealers Wanted

We want progressive dealers who will work with us to put Bakertone in the hands of the music-loving public. A letter will bring all the facts about Bakertone and how it will increase your sales and profits. Bakertone retails for \$5.00 on a satisfaction-guaranteed-or-money-back basis. Write today for full details.

BAKERTONE CORPORATION

408 PEARL STREET

BUFFALO, N. Y.



Melody that is like a benediction flows from both sides of Record A-3865 when Cyrena Van Gordon sings "The Old Road" and "The Old Refrain."

The Van Gordon voice is a rich, colorful contralto that meets every requirement. Add to the artist's recording of these selections a sympathetic accompaniment, and you have a record that commends itself instantly to lovers of the beautiful in music.

COLUMBIA GRAPHOPHONE CO.
New York

SALT LAKE

Unusual Industrial Activity Expected to Be Reflected in Good Business—Trade Optimism Grows

SALT LAKE CITY, UTAH, June 6.—The industrial situation continues excellent. There is no unemployment and good wages are being paid. In some sections of the State, notably in Provo and Utah counties, the coming of the big steel plant has started a boom. In Salt Lake City building operations are 100 per cent ahead of last year. Ogden, also, is making great strides in this respect.

R. F. Perry, of the phonograph division of the Brunswick-Balke-Collender Co., has just returned from a trip which took him into Idaho and Wyoming. In a statement regarding conditions, Mr. Perry said the first shipment of Royals, the new \$115 Brunswick model, has just been received by the local branch and the demand is already so great that the first shipment was exhausted in a few days. The York and Tudor models are also finding customers. Mr. Perry went to Ogden the early part of the month to meet Margaret Young, famous comedienne and Brunswick artist, who stopped off on her way to San Francisco. Other Brunswick men who were at the depot when Miss Young arrived were Ezra B. Jones, Jones Phonograph Store; Glen Thomas, Browning Bros. Co., and Miss Ruth Nelson and Miss Lillian Peterson, Lyric Music Co.

Margaret M. Streeter, traveling representative for the Victor Co., gave an address before a business men's luncheon club at the Hotel Utah, this city, during the month in which she deplored the lack of a proper musical education in the schools. Miss Streeter declared "the education of the American child without due appreciation for music is an impossibility."

Officials of the John Elliot Clark Co., Victor distributor, say model No. 215, priced at \$150, is proving very popular. Mr. Clark has returned from Butte, Mont., where he has been for the past ten days or two weeks. He says things in that section are highly satisfactory.

J. D. Daynes, manager of the phonograph department of the Daynes-Beebe Music Co., is building a nice home on the Southeast Bench.

C. R. Norberg, popular official of the Daynes-Beebe Music Co., has been elected treasurer of the Salt Lake Advertising Club.

The Valley Music Co., Afton, Wyo., has been opened recently and will handle the Brunswick line of phonographs exclusively. Carl Cook is the proprietor and manager.

AUDAK

CUTS THE COST OF SELLING RECORDS

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

Mrs. A. Fullmer, of the phonograph department, Glen Bros.-Roberts Piano Co., has gone to Los Angeles for a month, where she will stay with her parents.

Brinton's Music Shop, opened recently in Sugar House, Salt Lake City suburb, as an exclusive agency for Columbia products, is doing fine. F. A. Brinton is owner and Keith Roberts, well known in local talking machine circles, is manager.

George Nichols, formerly assistant manager of the Consolidated Music Co.'s phonograph department, is now with the advertising department of the Moline Plough Co., of this city.

The T. C. Martin and the Bruce Music companies, of Pocatello, Brunswick dealers, report a nice business during the month. There seems to be no "let up" so far in that section.

Joe Piz, Brunswick dealer at Kemmerer, Wyo., is leaving for Europe. He expects to be away two or three months and will visit points in France as well as Italy before he returns. He is taking two Brunswicks with him to his native Italy—portable models—where he says he has customers waiting for them.

Mr. and Mrs. Fred Wright, Evanston, Wyo., have just returned home after a very pleasant auto trip through Colorado and Nebraska.

W. C. REINHARDT LEASES BUILDING

MEMPHIS, TENN., June 5.—W. C. Reinhardt, Columbia and Vocalion dealer, of this city, recently concluded negotiations for the lease of the four-story building at 104 South Main street, which will be thoroughly remodeled to house the growing business of Reinhardt's, Inc., Vesey Piano Co. and the Reinhardt Band and Orchestra School faculty. Both Mr. Reinhardt and John B. Vesey are leaders in the music business in this territory.

PLANS UNDER WAY FOR DANCE WEEK

Talking machine dealers throughout the country have an excellent opportunity to tie up their advertising and window displays with Dance Week, which is scheduled to begin on June 17, according to an announcement by Louis H. Chalif, chairman of the American Conclave of Dancing Teachers' Societies.

THE DEAN OF EDISON ENTHUSIASTS

Cedar Rapids, Ia., Man, 105 Years Old, Purchases Third Edison Phonograph

CEDAR RAPIDS, IA., June 5.—The dean of Edison phonograph owners is Jonathan Faulk, aged 105, of this city, who has just purchased his third Edison from the Killian Co. here, according to E. Walton, of the phonograph de-



partment. The illustration shows Mr. Faulk beside his latest acquisition. When the Edison wax cylinder instruments, which played for two minutes, first came out this veteran phonograph enthusiast purchased one, and later he discarded this for the improved Edison, the Amberola, which played four minutes. Mr. Faulk has never lost his liking for the Edison and he states that, if any other great improvements are made, he expects to live long enough to enjoy them.

M. Commons & Sons, of Patton, Pa., have installed an Edison turntable and local advertising is being run featuring demonstrations and comparisons of various machines.

Oké Records

STRAND and OUTING PHONOGRAPHS

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

Complete Stocks and Prompt Service

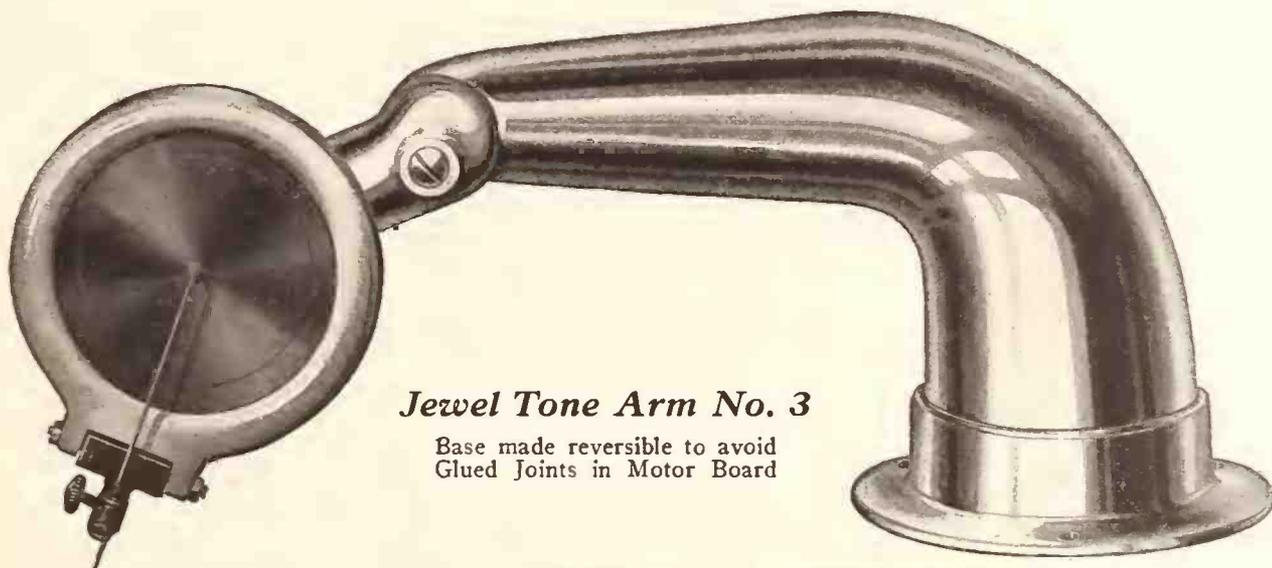
IROQUOIS SALES CORPORATION

Wholesale Distributors

210 Franklin Street

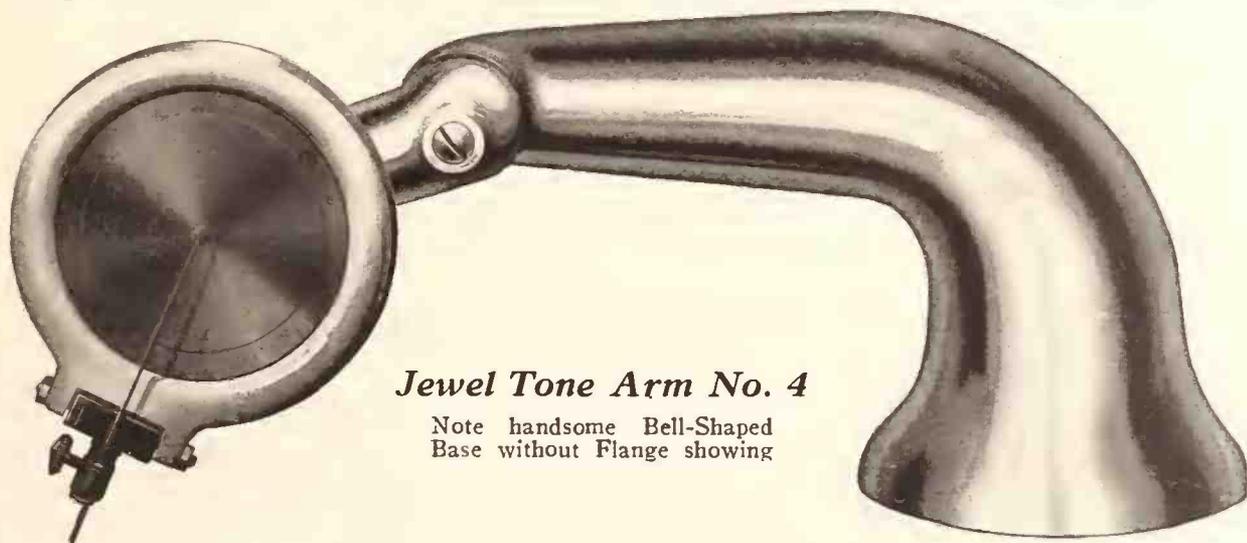
BUFFALO, N. Y.

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

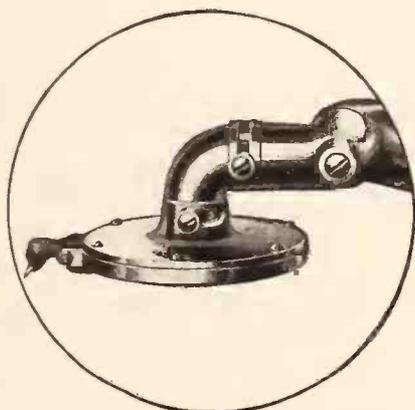
Note handsome Bell-Shaped
Base without Flange showing

Original and Exclusive Features

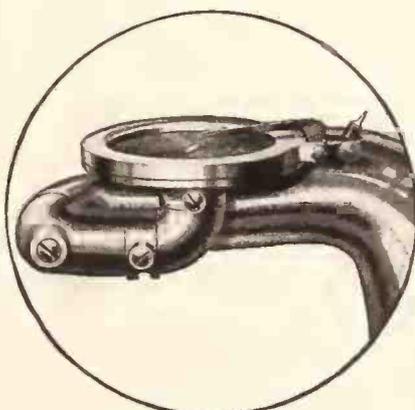
Plays Edison and Pathe Records in actual Edison position and with a fibre needle.

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

Finished in nickel or gold plate.



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.

Prosperity Means Progress of the Trade

A. J. Kendrick, Sales Manager Phonograph Division of Brunswick Co., Points Out Opportunities Confronting Trade at Present Time

Traveling along the path of evolution from the unknown wielder of clubs and stones of the past to the equally unknown wielder of subtle unseen forces of the future, we are caught up and whirled along on the wave of an era wherein music is made to serve the instincts and needs of a climbing civilization and we find ourselves engaged in a business purveying to this particular and ever-increasing want of the higher man.

Music to-day—despite all the cries of the critics to the contrary—is serving a higher purpose, in the light of the vast numbers it reaches, than it has ever done before. Just as there is more real democracy in the world to-day than there was in the days of ancient Greece so there is more music of a higher character known and appreciated by the people of to-day than in the past.

How many of us have paused long enough in our energetic effort to get business to consider the advances in music as we consider the advances in such sciences as geology, aeronautics, etc.? The marvels of present-day musical instruments are just as great as the marvels of other sciences. Can it be imagined that a noble of the seventeenth century would be less astonished over the feats of a phonograph or a reproducing piano than over the performance of a modern aeroplane?

Try to place yourself in the court of Louis XIV and judge whether or not the performance of the later invention would not be commonplace as compared with the performance of the phonograph or the player-piano. Men have had ideas of flying since the days of mythology,

but self-created music was never considered anything else than celestial.

History repeats itself—and history never lies. In the past, when a country has experienced a prosperity distinct as compared with contem-



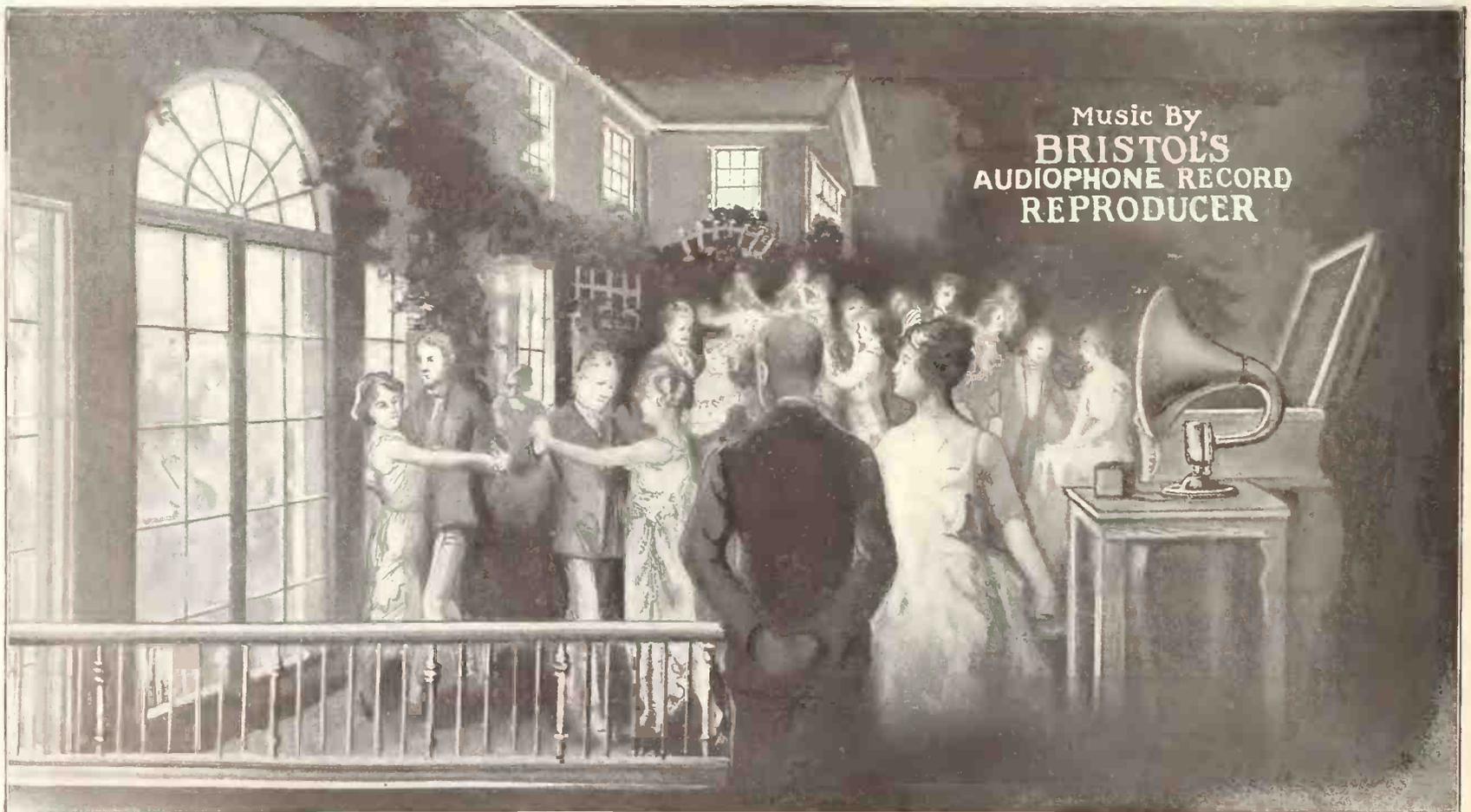
A. J. Kendrick

porary nations, musical development and appreciation has experienced a like impetus. It is because the United States is already well launched upon just such a period of musical development that we of the trade should con-

sider the importance of the opportunities stretched out before us and shape our policies accordingly.

Which has the higher standing in the neighborhood community—the automobile dealer, the doctor, the lawyer, the druggist or the music merchant? Probably they would rank just about in the order given, with the music merchant last of the five; this, in spite of the fact that music caters to a higher need of civilization than any of the rest, and—as has just been shown—boasts more astounding developments than any. The explanation lies in the fact that merchandising of music has not had enough dignity in it. We of the trade have not been sufficiently sold on our own product and are not to this day. The salesman knows less of the beauty and good he is putting into a person's life when he sells a musical instrument than the person who is doing the purchasing. The customer has a vision of the joy of music, a vision powerful enough to make him buy, but the salesman more often than not feels this not at all, although it is to be admitted that he capitalizes on it as a rule.

But capitalizing upon another's joy in our product is a cold way of selling—we should know and feel the importance of our business and what it means to our customers. We are selling the most wonderful commodity in the world and should appreciate the fact. Some of us do, but most of us do not. Business has too often been the sole consideration and we have not stopped to reflect that the surest way to maintain and increase what business we have is by getting down to a good, solid faith in



Music By
BRISTOL'S
AUDIOPHONE RECORD
REPRODUCER

SCENES LIKE THE ABOVE ARE NOT UNUSUAL THIS SUMMER

Because Bristol's AUDIOPHONE Record Reproducer is now used with the phonograph to furnish dance music sufficiently loud for big rooms and for out-of-doors.

This outfit utilizes the same AUDIOPHONE Loud Speaker so successfully used for Radio Receiving. It not only gives a big volume of tone, but a smoother

and better quality—more like the original performance.

Attached instantly to any make of phonograph without mutilating in any way the original instrument. Operated from dry cell batteries.

Summer Homes—Country Clubs—Hotels—Restaurants—Pleasure Boats—Ice Cream Parlors—Dancing Schools—are all live

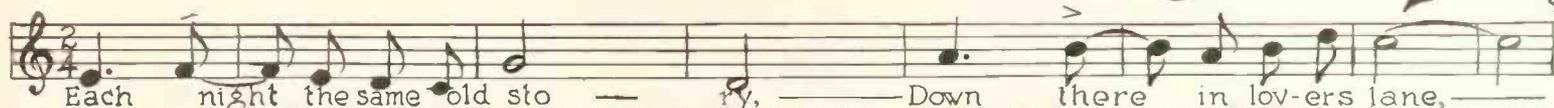
prospects for Bristol's AUDIOPHONE Record Reproducer. Are you prepared to serve them? It not only means a sale of the outfit, but increases the demand for records.

Shall we send you bulletins? May we arrange for a demonstration?

THE BRISTOL COMPANY
WATERBURY, CONN.

Another "McCarthy-Tierney" Masterpiece!—
SAWMILL RIVER ROAD

That Irresistible Fox Trot From *glory*
 "You can't go wrong
 With any 'FEIST' song"



our product. Perhaps economic conditions have been responsible for this. Certainly the last half dozen years have been hectic ones at best and, when we have not been spending all our efforts on production, we have been steadfastly engaged in securing the business that was to be had. Now, however, the music industry stands upon the threshold of a new era of opportunity. There is nothing of a "boom" nature in the present tendency of the public for musical instruments. Financial and economic tides may ebb and flow and we, along with other industries, will be affected thereby, but the signs point surely to a steadily increasing demand for music in every one of its forms. It is the right and opportune time for both the manufacturer and retailer to take an attitude befitting the dignity and prestige of their calling. The music merchant should be a force for good in his community and should so conduct his business and his public activities as to lift our industry higher in the general estimation of those he serves. Civilization is progressing in this country at least and, just as surely as night follows day, the music interests will go forward with it.

What we can do we should do to strengthen our position in the coming revival of things musical. Let us maintain the dignity of our retail establishments and give character to our national advertising of a sort that will inspire higher confidence and trust. Instead of the "tin pan alley" variety of music establishment, where a form of hysteria prevails in buying and selling; instead of the coldly commercial establishment, where one is made to feel that the pocket-book is the only consideration, let us steer a course that gives our communities fine-looking establishments that are really a part of the community life. Let us put ourselves into a fitting mental and physical attitude to harmonize with the grand prospects that are ahead in our chosen field.

The golden opportunity is now. The merchants of the country are the ones who can do the most. Attractive-looking establishments, businesslike methods of handling customers, up-to-date window displays and a general air of progressiveness always result in raising the

standard of any merchant. Let us apply this formula to our business and become larger figures in the community life of every town and city of the United States. No matter how small the retail establishment is it can so conduct its business that it earns the respect of the community in which it is located. Ten-cent stores, novelty-store methods of running music businesses do not pay. The merchant who builds on satisfaction, dignity and earnest effort is much surer of a long-standing, successful business than his less legitimate competitor. With something resembling prosperity again upon us let us take advantage of it to place the retail music stores of the country on a par with the best business and professional establishments.

MARTIN BRANCH IN JONESBORO, ARK.

JONESBORO, ARK., June 5.—A branch retail store of the Martin Bros. Piano Co., of Springfield, Mo., will be opened in this territory shortly. J. S. Conner, representative of the company, made a trip here recently to choose a site for the store. Mr. Conner reports a large volume of business in the Southwest for the Martin Bros. concern.

ESTABLISHES MUSIC DEPARTMENT

FALLON, NEV., June 4.—A music department will be included as part of Wayne Young's new enterprise, when he opens his jewelry store in his changed location. He contemplates putting in stock of sheet music, phonographs, stringed instruments and pianos.

HULLINGER OPENS NEW STORE

BRADENTOWN, FLA., June 5.—A music store carrying a complete line of pianos, players and phonographs will be installed by A. B. Hullinger in the new Ewing Building, on Manatee avenue, as soon as it is completed. Mr. Hullinger will maintain his present repair shop and wareroom at his home, 101 Pearl street, and will conduct a piano rental business. The new store is his first venture in a downtown display and salesroom, but his twenty years' experience in the piano business are qualification enough for its success.

ROBBINS ENTERS FIELD IN TRENTON

TRENTON, N. J., June 6.—An attractive musical instrument store has been opened at 699 South Broad street. S. V. Robbins & Sons are the owners of the business and the name of the concern will be the Robbins Music Shop. The quarters are being enlarged.

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

JOINS DUNLAP VICTOR CO. STAFF

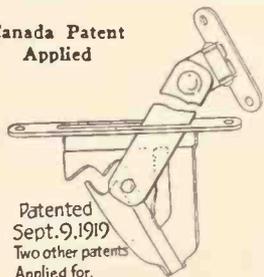
ROCKAWAY, N. Y., June 6.—The Dunlap Sporting Goods Co., which operates a large Victor department and is well known on Long Island, recently secured the services of Miss Minto Warne, of Toronto, Canada, for its Victor department. Miss Warne was formerly connected with the Gerhard Heintzman Co., where she gained her experience with the Victor line.

GRINNELL BRANCH TO MOVE

BAY CITY, MICH., June 4.—The branch store of Grinnell Bros. in this city has moved to new warerooms in the Boutell Building on June 1. The change gives the firm approximately four times its present floor space, all three floors of the building being utilized. The first floor is being devoted to talking machines, records, sheet music and musical merchandise, the second floor to pianos and player-pianos and the third is used for storage purposes.

SECOND YEAR SUCCESSFUL LEADER

Canada Patent Applied



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.

PERMO SAPPHIRE NEEDLE
 THE TONGUE OF THE TALKING MACHINE
PLAYS 5000 RECORDS
 LATERAL CUT

Permo Sapphire Needle is designed to play all lateral-cut records on the following machines:

- | | |
|----------|------------|
| VICTOR | BRUNSWICK |
| COLUMBIA | GRANBY |
| CHENEY | SONORA |
| VOCALION | SILVERTONE |
| EMERSON | PATHE |

In ordering name the machine you sell.

Retail 50c.

Permo Sapphire Needle develops 50% more tone quality than any other needle. It burnishes the groove and preserves the record.

Jobbers, write for particulars.

LEO HEILBRUN CO.
 Sole Distributor
 45 Lispenard St., New York

"If it's a Real Hit
it's on the Emerson"



Harry Stoddard

The Famous Harry Stoddard Orchestra

Now recording for Emerson exclusively

The New *Emerson Records*

20% More Profit per Record

You make 20% extra profit because each Emerson Record is priced to you to give you that extra 20%.

More Sales, Greater Total Profits

You make more sales of Emerson Records, and therefore make greater total profit, because —

- Emerson is the first out with Real Hits
- Emerson Service sees that your orders are filled at once
- you always have what your customers ask for, so you don't miss a sale

And back of all this 20% extra profit and 100%

sales is Emerson Quality! Emerson orchestration and recording are different—distinctive—creating that *higher entertainment value* which makes Emerson Records supreme in the popular field.

The famous Music Master Horn belongs exclusively to the Emerson Phonograph line. The greatest single improvement, now the strongest selling feature in the trade.

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 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

Al Jolson's fame is founded on his ability to deliver the unusual. But even those who know the comedian best will be surprised and delighted to discover totally unsuspected ability when he sings "Morning Will Come."

"When Will the Sun Shine for Me?", an exceptional Hart-Shaw duet, is the worthy companion of Jolson's ballad on Record A-3880.

COLUMBIA GRAPHOPHONE CO.
New York



WASHINGTON

Music Big Feature of Shrine Convention—Talking Machine Merchants Expect to Cash in—Cohen & Hughes Sales Meet—The News

WASHINGTON, D. C., June 9.—The feature of the month in Washington was the Shrine Convention. With more than 350,000 persons in the city for the big celebration everything was subordinated to the entertaining of the visitors, and the talking machine business, in common with all the other trades, naturally slowed down to some extent. Music, however, played a very important part in the events of the Convention; more than one hundred bands, from every section of the country, gave a great number of concerts.

Most of the talking machine stores had machines playing in the open doorways, and while the new records of "Nobles of the Mystic Shrine," and "Saracen March," written for the occasion, were the tunes of the time, the playing of these was alternated with popular selections, and when, as frequently happened, several stores were going full blast on the same block, it cannot be said that Washington suffered for a lack of music in the downtown business section.

Two very unusual features attracted much attention during the week. One was the arrangement of amplifiers along Pennsylvania avenue which, extending from the White House to the Capitol, made it possible to hear musical selections for over a mile. For a week prior to Shrine Week Pennsylvania avenue was turned into a promenade every night, being closed to all automobiles for its entire length. All the lights, comprising a veritable canopy over the avenue, were turned on, and phonograph music was broadcast by the local telephone company through the amplifiers from dusk until midnight.

Another interesting musical feature was the installation by a local theatre of an immense amplifier on top of one of the big buildings in the downtown section, from which talking machine and radio music was broadcast at intervals throughout the day.

"Of course during Shrine Week people were too busy spending money to give any attention to machines and records," said Leslie Lore, manager of Cohen & Hughes, Victor distributor for Washington, "but the net result of the Convention will be beneficial to the dealers. A great many people in the city made money on the Convention, and as soon as the excitement dies out they will begin to spend that money. I think the talking machine dealers will be among the first to realize on the millions of dollars that were brought into the city during the Shrine celebration."

A joint sales conference of the Baltimore and Washington offices was held during the month at Cohen & Hughes' Washington establishment for the purpose of discussing the business con-

ditions in general, outlining the policy to be followed for the rest of the year, and talking over plans for an intensive campaign among the dealers, with service as well as sales being considered.

Leslie Lore, sales manager, reports the demand for Victor console models still very strong in Washington, comprising about 66 per cent of the total sales. Upright models, while in the minority, are selling quite well, however. There is a brisk trade in portable models now, it was explained, the warm weather and the opening of the canoe season stimulating sales of these instruments.

Louis & Co., who operate a store at Seventh and G streets, have had such an increase in business that they have now taken over the entire building on that corner, comprising three floors, about 20 feet by 70 feet. The interior

is being remodeled and an elevator installed. A complete line of talking machines and small musical instruments will be carried.

Harry C. Grove, Inc., 1210 G street, Northwest, Columbia agency, had a very successful sale of trade-ins during the month. Mrs. MacDowell, manager of the establishment, was in New York early in the month.

The first of a series of Summer outings for the employes of the store will soon be held by Ansell, Bishop & Turner, talking machine dealers at 1221 F street, Northwest. The first trip, to be held some time during June, will probably be to Rock Point, a famous fishing resort on the lower Potomac River, but the other trips have not yet been planned. Plans are also under consideration for the purchasing of a site for a cottage on the upper Potomac, where a large Summer colony assembles each year.

SOLOPHONE MFG. CO. CHARTERED

The Standard Solophone Mfg. Co., of New York City, has been chartered in this State to manufacture musical instruments, with a capital of \$10,000. Incorporators are R. Sugarman, G. Mull and L. I. Marcus.

ZIMMERMAN · BITTER
CONSTRUCTION · COMPANY

Presents a New Installation



Sterling Piano Corporation.

This illustration shows one of the many floors that have been equipped by us for the Sterling Piano Co., 61 Court St., Brooklyn, N. Y., designed to give the atmosphere of a fine residence.

quality  *design*

Record Racks Display Cases
Hearing Rooms Musical Instrument
Service Counters Cases, Etc.

Prices on request

ZIMMERMAN-BITTER
CONSTRUCTION COMPANY
325-27 East 94th Street, New York
Phone Lenox 29 60



It's a "HUMDINGER"

A lot of Victor dealers, wise ones, did a corkin' business during the summer months of last year on just one Victor item alone—an item which we have nicknamed "humdinger" because of its popularity, salability and sterling merit. Those dealers had an "ear to the ground" and took the sound advice of the Victor wholesalers who know the why and wherefore of merchandising.

Just a year ago, the Bruno organization started a window display campaign on the "humdinger" for the benefit of aggressive Victor dealers, and those who did share in the campaign will tell you that it took the dullness and lag out of the summer months—turning them into a nifty, snappy, profitable period.

As one dealer put it, "The window display installed by you has worked wonders in my business, proving a real tonic to myself and all the employees. Thanks to you!" Another dealer said, "Your display created great activity in our store during the summer months and brought in a gratifying volume of new business." And these are but two of many similar expressions.

The "humdinger" is nothing other than the nationally known, nationally advertised, nationally esteemed Portable Victrola No. 50. Now's the time, Mr. Victor Dealer, to give special attention to the "Portable No. 50." Feature it in your show window. Concentrate your efforts on its sale during the next several months. Show it in a camp scene, while boating, in the mountains, at the seashore, on the porch, the lawn, with the "kiddies," anywhere and everywhere, but show it. It will pay you to do so and pay you handsomely.

C. BRUNO & SON, Inc.

351-353 Fourth Avenue

New York

Victor Wholesalers to the Dealer Only

CLEVER DIRECT-BY-MAIL CAMPAIGN

Wm. H. Nolan, New Proprietor of Carroll's Music Shop, Gains New Prospects and Promotes Good-will With Patrons of Former Owners Through Letter and Return Postal

An unusually clever direct-by-mail campaign was inaugurated by Wm. H. Nolan, who recently purchased Carroll's Music Shop, Victor dealer, 615-17 Oneida street, Appleton, Wis. By means of the mailing of one letter and a return postal card Mr. Nolan notified former patrons of the store that the concern had changed hands, made an attempt to retain their patronage and good-will, discovered which of the former patrons were likely to continue purchases of records and secured the names of new prospects.

The letter sent out to former patrons is reproduced herewith and needs no further explanation:

"YOU WILL RECEIVE FREE EACH MONTH
 "A Book about MUSIC—SINGERS—NEW RECORDS.
 "These booklets are valuable—so will be mailed each month ONLY TO YOU WHO RETURN THIS CARD. You will find the card already stamped for your convenience—just drop it in the box today.
 "You may be interested to know the 'Carrolls' whose business I just purchased, tell me that it was through the friendship and patronage of such people as you that this delightful store was made possible.
 "You will still find the same sincere efforts to continue the excellent Victrola Service—and my interest in your Victrola will be just as though I sold it to you personally. So feel free to call upon me for any help I can give in aiding you to get the greatest amount of happiness from the musical instrument you possess.
 "YOUR PROMPT RETURN OF THIS CARD IS IMPORTANT
 "And if you will suggest the name or names of some people who do not possess a Victrola—I will indeed appreciate your courtesy. Thanks!
 "Cordially yours"

Accompanying this letter was a special postal card, one side of which contained the name of the concern and on the other was the following:

"I will be pleased to receive free each month a book about music, singers, new records." This was followed by the name and address of the customer and below this was space for the entry of names and addresses of friends of the customer who did not own a machine and might be interested, with a heading as follows: "Also, I am glad to give you the following names of people who do not have a Victrola. I prefer you do not use my name."

With the exception of the space devoted to new names the card was filled in at the store and the customer to whom it was sent signified his or her desire to receive the record supplements and other literature merely by dropping the card into the mail box. The results were excellent, both from the standpoint of

cards returned and new names secured. In instances where the cards were not returned the way was open for an investigation to discover, if possible, whether the customer had moved or was lost to the store for various other reasons. To make a long story short, the campaign placed the store in a position where it had first-hand knowledge of inestimable value in future mailing operations and sales promotion work.

PRIZE-WINNING WINDOW OF CONTEST

Display of M. Rappaport's Music Shop Judged Best in New York's Music Week Window Contest, Sponsored by Knickerbocker Co.

The window shown herewith won the first prize in the recent Music Week Window Contest conducted by the Knickerbocker Talking Machine Co., Victor distributor. The window



The Prize-winning Rappaport Window is that of M. Rappaport's Music Shop, at 880 Westchester avenue, Bronx, New York City. Although there were a large number of particularly fine windows displayed throughout the week, that of Rappaport's Shop, in the estimation of the judges, seemed to stand out as the best of those entered in the contest.

As may be seen, the center display card suggested the theme "Build Your Record Library From the Victor Catalog." This theme was well carried out through the introduction of the velvet-carpeted stairs, with records and catalogs alternating in the ascent. The balance of the window was tastefully and excellently arranged with Victor merchandise. In addition to the windows flags and bunting on the outside of the warerooms proclaimed to the neighborhood in general that a Music Week celebration was being held.

A sport requiring supreme skill is business.

KEEPING DEALERS' TRADE AT HOME

How to Overcome Competition of Mail-order Houses—Need of Selling the Neighbors by Various Sales Plans and Advertising

Increased sales by mail-order houses in certain localities throughout the country have caused a certain amount of alarm among dealers, particularly those who are prone to "lay down," rather than fight in the face of competition. A traveling man who is certainly not in favor of mail-order practices remarked cynically the other day that a great many dealers are stimulating business with the mail-order houses because of their lack of initiative as displayed in their poorly arranged and unattractive stores and windows. Stores of this kind repel, rather than invite, the trade of local people.

Now, this is a serious accusation and it is hard to believe that there are talking machine dealers who would be desirous of pleading guilty to any such charge. If any there be it is time to wake up and realize that the arrangement of the store and the clean window with its artistic display, as well as the more general use of advertising in the local papers, are factors that contribute materially to the success of the dealer and enable him to compete successfully with the mail-order house by making his neighbors realize that they can buy as cheaply at home as from the mail-order house.

ADD-A-TONE JOBBERS APPOINTED

The Unique Reproduction Corp., New York, manufacturer of the Add-A-Tone reproducer, states that its sales have increased steadily the past few months and that a noteworthy feature of its business has been the appointment of quite a number of jobbers in the leading trade centers. These jobbers have placed good-sized orders for immediate delivery and representative dealers in the leading cities are now featuring the Add-A-Tone to advantage. The company's factory is working to capacity to take care of the requirements of its trade and, apparently, the coming Summer season will prove no drawback to its sales.

MELODY SHOPPE ADDS SONORA

PUNXSUTAWNEY, PA., June 6.—The Melody Shoppe, one of the leading local music stores, recently secured the Sonora agency and a complete line of these instruments is now on display here. The Melody Shoppe is planning a vigorous sales promotion campaign in the interest of the new line.



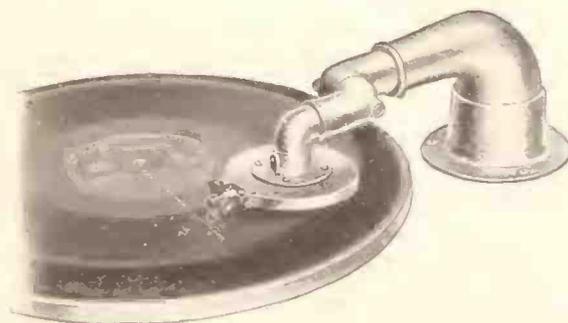
ORO-TONE Porto-Type Leads in its Field

So great has been the response to our introduction of this remarkable Porto-Type that we have had to double our daily output. The steadily increasing sale of ORO-TONE Porto-Types is a tribute to the excellent quality of the materials and the high standard of workmanship we maintain. The tone quality compares well with that of large-size machines, with the many exclusive features not found on other machines. This Porto-Type is meeting a truly remarkable demand wherever displayed.

Remarkable Specifications of this Porto-Type

CASE is strong, neat and very compact. MOTOR is mounted in a rigid cast iron frame and plays two records with one winding. TONE ARM and REPRODUCER is the standard Oro-Tone Equipment. RECORD FILING COMPARTMENT holds one dozen 10-inch records. CONVENIENCE—All records and parts are contained within the Porto-Type. DIMENSIONS: Length, 16 1/2 inches; Width, 11 1/2 inches; Height, 7 inches; Weight, 20 pounds.

LIST PRICES
 With Standard Tone Arm Shown on Machine\$35.00
 With Automatic Equipment.....\$37.50
 Usual Discount to Responsible Dealers



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.

The Oro-Tone Co.
 QUALITY FIRST
 1000 George St., Chicago, Ill.



THE ORSENIKO PERIOD PHONOGRAPH



CLOSED VIEW

The cabinet is made of walnut, the carvings are by hand, and the decorations painted by artists who not only can interpret Dante, but can skillfully blend his works with commercial art.

Your display will be materially enhanced by the addition of this substantially constructed cabinet.

LORETTO

Another type of the Italian Renaissance.



OPEN VIEW

THE ORSENIKO COMPANY, Inc.

Showrooms: 383 Madison Avenue
at 46th Street
New York City, N. Y.

Factory: Skillman Ave. and Rawson St.
Long Island City, N. Y.

INTRODUCES NEW LINE OF HORNS

Miller Rubber Co. Places Line of Talking Machine and Radio Horns on Market—Have Various Technical Features

AKRON, O., June 5.—The Miller Rubber Co., of this city, one of the country's foremost manufacturers of automobile tires and rubber products, has just placed on the market a line of talking machine and radio horns, which is meeting with considerable favor. In describing these horns, one of the Miller Rubber Co.'s technical staff stated as follows: "As is generally known, wood and other materials vibrate at a certain velocity of the sound waves, which is likely to be discordant with the original. The Miller horn was evolved to overcome that situation, and the walls of the horn are made of a minute cellular structure. The size of the cells and the hardness of the material itself can be varied to meet the characteristics of different loud-speaking devices or diaphragms.

"The reason for vibration of wood and metal is found in the fact that when the vibration strikes wood or metal it cannot be absorbed by either of these materials and in order for either of them to throw it off it is necessary for them also to vibrate whereby they throw off the vibration into the air. This secondary vibration, of course, is of less frequency than the original, with the result that a discordant note is produced.

"When the sound vibration strikes the Miller horn the tendency is to bring the horn into vibration, as is the case in the wood and metal horns. However, these thousands of small cells in the Miller horn gradually dissipate the vibration so that the vibration of the horn itself is reduced to practically nothing. Consequently, the tone that is thrown out from the Miller horn is identical with that which is produced on the diaphragm."

Read your trade paper. You will find something in it that may mean dollars to you.

EDISON RECOVERED FROM ILLNESS

Electrical Wizard Back at Work as Hard as Ever on New Experiments

That Thomas A. Edison is in good health and working as hard as ever again was the statement of William H. Meadowcroft, his secretary for many years, in answer to reports that the venerable inventor was far below par. To reassure anxious friends and associates of the wizard, Mr. Meadowcroft said:

"Mr. Edison appears to have recovered from his recent illness. In February he had a slight attack of crisympelas and on March 1 he went to Florida for a Spring vacation. He contracted a cold in Florida and was ill for a considerable period until early in May, when he returned home.

"He is much improved now, however, and despite his seventy-six years is working as hard as ever. Mr. Edison has something very important in experimental work on hand in the electro-chemical field, the nature of which I am not at liberty to divulge."

DAN F. EGAN IN NEW POST

TRENTON, N. J., June 5.—Daniel F. Egan, for more than fifteen years associated with E. S. Applegate & Co., Victor talking machine and sporting goods merchants of this city, has been made general manager of that concern and in his new position he will supervise sporting goods and other departments and will have charge of the talking machine department.

FRIEDA HEMPEL SCORES IN LONDON

Frieda Hempel, famous Edison artist, scored one of the greatest triumphs of her career in London, England, recently, when she appeared in her first Jenny Lind concert in that city. Over seven thousand people crowded into Albert Hall, where the concert was staged, and all of the royal boxes were filled.

JOIN SALES STAFF OF BRUNSWICK

H. L. Obert Will Cover Long Island Territory, and N. R. Mann Becomes Sales Representative for Connecticut

Harry A. Beach, Eastern sales manager of the phonograph division of the Brunswick-Balke-Collender Co., has announced two additions to the Eastern sales staff connected with the New York Office.

H. L. Obert, who has had extensive experience in phonograph selling and sales promotion, is covering the Long Island territory. Mr. Obert was at one time service manager for the Columbia Branch in Omaha, Neb., was later connected with the Des Moines house of Mickel Bros. Co., Victor distributor, as sales representative, from where he went to the Burgess-Nash Co., of Omaha, as manager of its music department. Just previous to his connection with the Brunswick Co. Mr. Obert was in charge of dealer development work for the chain stores of the Cable Piano Co. in Chicago.

Ned. R. Mann, who was at one time in the retail music business in the Southwest, and was more recently sales representative of the Oklahoma Talking Machine Co., Victor distributor in Omaha, has been appointed Connecticut representative. He will be connected with the New York offices of the company and will make his headquarters in New Haven.

MOTION PICTURE STAR A COMPOSER

Constance Talmadge, one of the foremost motion picture stars, recently decided to embark in the music composing field and in company with Edward Laska, author and composer, produced a new song, entitled "If Anyone Can Steal You, Then You're Not the One for Me." This number was recently recorded by Markel's Orchestra, exclusive Okeh artists, and when Miss Talmadge heard the record she was delighted with the result of her initial effort as a composer.

A Combination That Can't Be Beat!

The New GRANBY
Queen Anne Console Model No. 215
List Price \$100



Granby Uprights, \$100, up
Granby Consoles, \$100, up

The strong appeal of Granby Phonographs to the buying public is to be found in:

- 1.—Their superb elegance and careful workmanship and construction.
- 2.—Their wonderful tone and performance.
- 3.—Their reasonably low price.

These are the three most important considerations by which the public judges a phonograph and they are met in a greater degree in

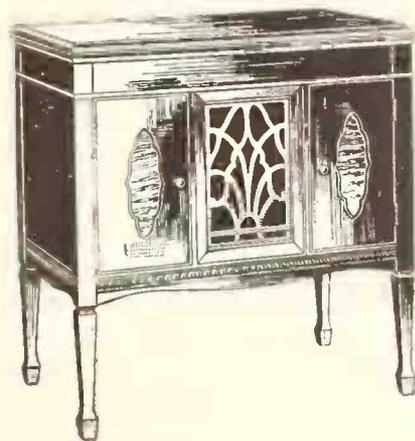
Granby
PHONOGRAPHS

than in any other machine.

In addition to the ease with which the Granby line sells, there is another advantage that makes a Granby franchise worth while, and that is the unusually liberal discounts we allow the dealer.

If you would like to have full particulars of our proposition to dealers, phone or write.

The GRANBY "Baby Grand"
Short Adam Console Model No. 225
List Price \$135



Granby Manufacturing Corporation

Offices and Factory: Newport News, Va.

New York Branch: 37 West 20th St., New York Telephone Watkins 4508



"As Mellow as Southern Moonlight"

Why the New EDISON provides more music



THE New Edison Record provides 150 lines of music to the inch instead of 90 lines as are provided on the average record.

This difference of nearly twice as much music on the same size disc is made possible by the distinctive principle of reproduction used in

The **NEW**
P H O N O

Record to the inch



the manufacture of Edison Records. It not only provides more music to the inch, but produces a record that brings to you the living artist in all but physical presence through the remarkable Re-Creating qualities of the New Edison.

THOMAS A. EDISON, Inc.
ORANGE, NEW JERSEY

In every way the superiority of the **New EDISON** is demonstrated daily

THE New Edison is a distinctive phonograph designed to fulfill a long felt want for an artistic Re-Creating instrument that will *actually* reproduce unmarred the full beauty of the world's best music.

It is daily proving its superiority by contrast with phonographs of other makes, and by publicly daring the test of direct comparison with the living artists.



EDISON

G R A P H

SAN FRANCISCO

Business in Healthy State—Victor Co. Buys Oakland Site—Big Stock Issue of Sherman, Clay—Berkeley Music House Is Formed

SAN FRANCISCO, CAL., June 4.—The latter part of May has shown a creditable improvement in business and, though conditions have been rather spotty recently, the general average of sales points to a healthy development of talking machine interest. Portable models show special strength on the eve of the vacation season, and dance records are moving fast.

Victor Co. Buys Oakland Site

Announcement has been made that the Victor Co. has purchased a ten-acre site in the old Durant aviation field on Seventy-seventh avenue, Oakland, Cal., on which to build the pressing plant promised for the Coast, and referred to exclusively in *The World* some months ago. The first unit to be constructed will cost about \$250,000, and eventually \$750,000 will be expended on the plant. Several hundred employes will be required to operate the first unit. This will be the ninth on the list of Victor manufacturing plants distributed around the country. Work on the factory will be commenced immediately. E. E. Shumaker, general purchasing agent of the Victor Co., and J. C. Weeks, general production manager, are still in California on business in connection with the new factory.

Kohler & Chase Feature Brunswick

Kohler & Chase started their big formal opening on Brunswick phonographs on Monday, May 28. The show windows are elaborately decorated, the idea being a Hall of Fame in which are featured the artists of the Brunswick records. George Q. Chase and Leon Lang, of Kohler & Chase, have left for Chicago to attend the Annual Piano Merchants' Convention.

Big Sherman, Clay Stock Issue

Sherman, Clay & Co., of this city, have disposed of an issue of \$3,000,000 prior preferred stock, making a total capitalization of \$6,739,000. The total assets of the company amount to \$7,629,000. The new stock has been issued to provide operating capital for the rapidly increasing business of the company. Last year, it is stated, its gross sales were two and one-half times greater than those of 1915. Among the important musical merchandise handled by the firm are: Steinway & Sons pianos; Aeolian

Pianolas and Duo-Art pianos; Victor talking machines and records; small instruments, etc.

A. C. Ireton in New Home

A. C. Ireton, general manager for Edison Phonographs, Ltd., Coast distributor, has just moved into his elegant new home in Westwood Park, the exclusive residence district of this city. The new home is on a commanding site on Miramar avenue. Its architectural features are unique, comprising a combination of Moorish and Spanish motifs. Mr. Ireton is especially proud of the suppressed den. Its walls are grotesque in design, being of pulled plaster and polychromed, an effect entirely new in home building. This den lends itself to idle comfort, but what steps are taken to entertain those who enter this sanctum has thus far been kept entirely confidential.

It is reported that The Edison Shop, on Geary street, is setting a record for Edison sales appreciably above the corresponding months of last year.

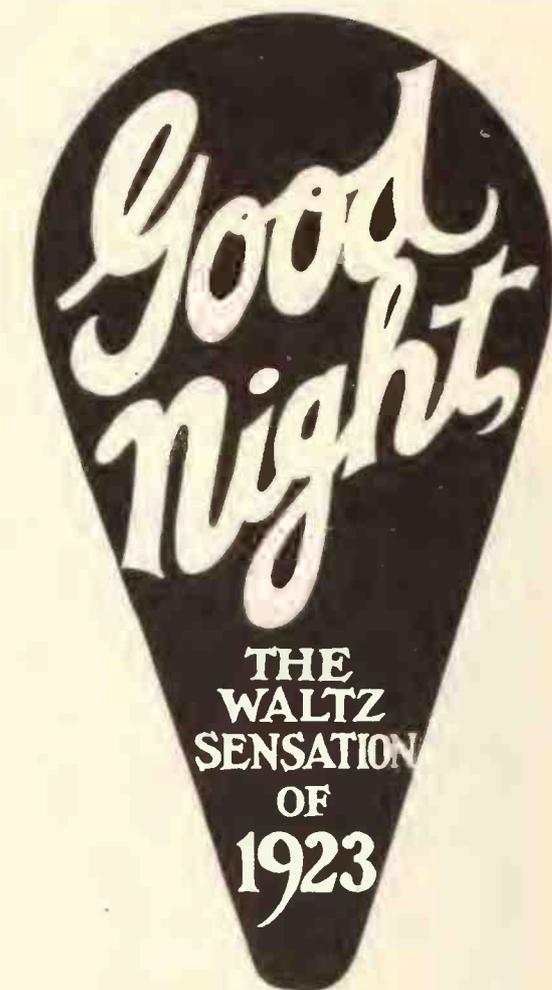
Form Berkeley Music House

The Berkeley Music House is the name of a new firm that has entered the field across the Bay. The proprietors are O. M. Smith, who recently resigned as manager of the talking machine department of the Hansen Music House in San Francisco, and Art Brown, also of the Hansen store. The two young men bought out C. G. Barrington, who conducted a music store at 2306 Telegraph avenue, Berkeley, changed the name of the establishment, made numerous improvements and launched out for themselves. The Victor line is carried in addition to other musical merchandise.

Trade Members Change Positions

C. T. Compton, who has been with the Phonograph Shop, this city, for several years, part of the time as manager, has accepted the position of manager of the phonograph department of the Hansen Music House, 137 Powell street. The company specializes on Sonora phonographs and Vocalion and Gennett records.

O. N. Rothlin, formerly with Sherman, Clay & Co., who, in recent years, has been in busi-



ness for himself and also associated with Don Preston, of Bakersfield, is the new manager of the Phonograph Shop on Stockton street.

Attend Conventions

P. F. Corcoran, Pacific Coast sales manager for Brunswick phonographs, has gone to Chicago to attend the annual convention of the Brunswick-Balke-Collender Co. sales managers. He will be away about two weeks.

J. J. Black, of the Wiley B. Allen Co., accompanied Frank Anrys, general manager of the company, to the National Piano Merchants' Convention this year.

Planning Big Tie-up With Artist

Orville Harrold, one of the most popular singers of the Metropolitan Opera Co., of New York, will fill a two weeks' engagement at Loew's Warfield Theatre this month, and Sherman, Clay & Co. have made arrangements to supply window trims and advertising pamphlets to forty-five dealers who will make a feature of Harrold's Victor records. Mr. Harrold will sing to about 100,000 people in this city alone. Over 70,000 pamphlets will be mailed by the dealers in the show window tie-up.

Walter S. Gray Moves

Walter S. Gray, the "Needle King," has moved from his Market street location to new and more commodious quarters at 1084 Mission street. Mr. Gray carries several lines of musical merchandise, including the Strand phonograph, needles and general supplies. Mr. Gray is now on a trip to Eastern points.

The new manager of the Oakland talking machine department of the Wiley B. Allen Co. is Miss H. Coddington, who has had much experience in her line in the East.



PACIFIC COAST BOOMING

High Record Marks Made
in Every Line of Business

Building Permits gain 170 per cent.

Greater Crops than ever now assured

A few Edison openings in the heart of this growing district are still obtainable

Write any of our three offices for particulars

We Serve the Entire Pacific Coast

EDISON PHONOGRAPHS, Ltd.

Portland

San Francisco

Los Angeles

A U D A K

CUTS THE COST OF SELLING RECORDS

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



The
**FLETCHER UNIVERSAL
 TONE ARM and REPRODUCER**

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

FLETCHER-WICKES CO., 116-122 West Illinois Street, Chicago, Illinois

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

FLETCHER REPRODUCER

Scientifically

Constructed



Gives Perfect
 Reproduction
 of Voice
 or Instrument

Volume and
 Perfect Detail

Dealers, Send for
 Prices and Terms



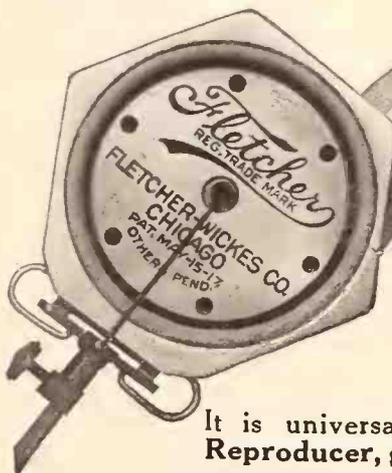
Reproducer
 and Connection
 for
NEW EDISON
 Plays all Records

ACTUAL SIZE

Carried in Stock for Victor and Columbia

THE FLETCHER "STRAIGHT"

Design Patented November 29th, 1921



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

It is universal and equipped with the Regular Fletcher
 Reproducer, giving the same natural tone quality as heretofore
 Made in two lengths, 8½" and 9½" SEND FOR PRICES AND TERMS



FLETCHER-WICKES COMPANY
 116-122 WEST ILLINOIS STREET CHICAGO

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



On April 15th BANNER released a vocal duet of "BARNEY GOOGLE," coupled with "I LOVE ME"—a distinct scoop.

Two weeks later came the rib tickling comedy songs—"YES! WE HAVE NO BANANAS" and "OLD KING TUT." ---another BANNER beat!

These are but two recent instances which prove that the BANNER organization is uniquely equipped to discover "hit" numbers.

Result? A reputation that brings the record buyer to the BANNER dealer looking for the new records which he knows the BANNER dealer has. An excellent way to keep summer sales up to normal.

PLAZA MUSIC CO.
18 WEST 20TH STREET NEW YORK

OFFICERS OF TALKING MACHINE MEN

Executives for Ensuing Year Elected at May Meeting—New Program Includes Talks on Trade Problems by Members—Entertainment Committee for Annual Outing Appointed

Election of officers was the principal business before the members of the Talking Machine Men, Inc., at the May luncheon meeting, held in the Café Boulevard, New York City. Irwin Kurtz was re-elected president and E. G. Brown was again selected as secretary. Other officers chosen were: Joseph H. Mayers, vice-president; Albert Galuchie, treasurer, and the vice-presidents of the various divisions, namely, Nathan Goldfinger, Aeolian; Sol Lazarus, Brunswick; Joseph Tylkoff, Columbia; W. Weidman Evans, Edison; Albert Bersin, Sonora, and L. J. Rooney, Victor.

Due to the fact that plans must be made for the annual outing President Kurtz immediately appointed the following committee to make plans for the entertainment for that event: Sol Lazarus, chairman; Max Berlow, James J. Davin, Albert Galuchie, C. B. Riddle, Otto Goldsmith, Nathan Goldfinger and C. Abelowitz.

Announcement was also made by President Kurtz that, during the next year, at every other meeting five members of the organization will be called upon to give brief talks on some phase of the problems affecting the talking machine business and open forums will be held for discussion of ways and means of eliminating these problems.

The Talking Machine Men's Ball this year was the most successful ever held, according to the report of Secretary Brown, who announced that this event brought the organization a surplus of \$1,025.

Abram Davega, chairman of the Music Week Committee, and the other members who were active in making this week a success were accorded a vote of thanks. Mr. Davega announced that the publicity material especially prepared for New York's Music Week has been turned over to the Trade Service Bureau of the Music Industries Chamber of Commerce for use in campaigns in other cities.

The meeting drew to a close with entertainment provided by the Bee Tee Publishing Co., of New York. Charles Tobias and Louis Breau, heads of this concern; Charles Hart, Columbia record artist, and Sammy Mann sang some of the latest song hits published by the Bee Tee Co., including "A Voice With a Smile," "Tommy Lad," "And That's Better," "Keep It Under Your Hat" and "Grand Daddy." The Stewart Sisters, popular vaudeville artists, also sang several numbers.

VICTOR ARTISTS SCORE IN OHIO

YOUNGSTOWN, O., June 1.—Success crowned the efforts of the Eight Famous Victor Artists recently when they appeared at the Park Theatre under the auspices of the Yahrting-Rayner Music Co. The concert promoted by this enterprising music firm attracted an audience of more than 1,000 persons. The program given by the artists was, as usual, entertaining and well received.

The Lewis Bros. Co., at East Liverpool, offered the artists in a concert at the Ceramic Theatre there Monday night, May 14. A sell-out was the order in the pottery city.

G. A. McLELLAN PROMOTED

BUTTE, MONT., June 4.—G. A. McLellan, connected with the local headquarters of the John Elliot Clark Co., Montana Victor distributor, since the opening of that concern here a year ago, was recently made manager of the local establishment, succeeding Bessie Jackson, who has resigned.

Thought before action insures against mistakes. More than one concern has failed because of lack of foresight.

LOUISVILLE MUSIC CO. ORGANIZED

LOUISVILLE, KY., June 5.—The new store of the Louisville Music Co., 570 South Fourth avenue, this city, was formally opened recently with a well attended musical program. Large advertisements in the local newspapers heralded the event. The lines handled include Vocalion and Brunswick instruments and records, radio, etc.

AD ON TRUCK ATTRACTS ATTENTION

EAST PALESTINE, O., June 5.—A new truck was recently purchased by the Perkins Music Co., of this city. The back of this truck, which is used for delivery purposes, has been built to represent an Edison Chippendale model. It is large enough to accommodate the laboratory size instruments. A large outdoor Edison electric sign placed on the front of its store greatly adds to its appearance and, undoubtedly, attracts much attention.

The "Go-getter" goes out and gets.

Mr. Edison Man:—

Don't Say

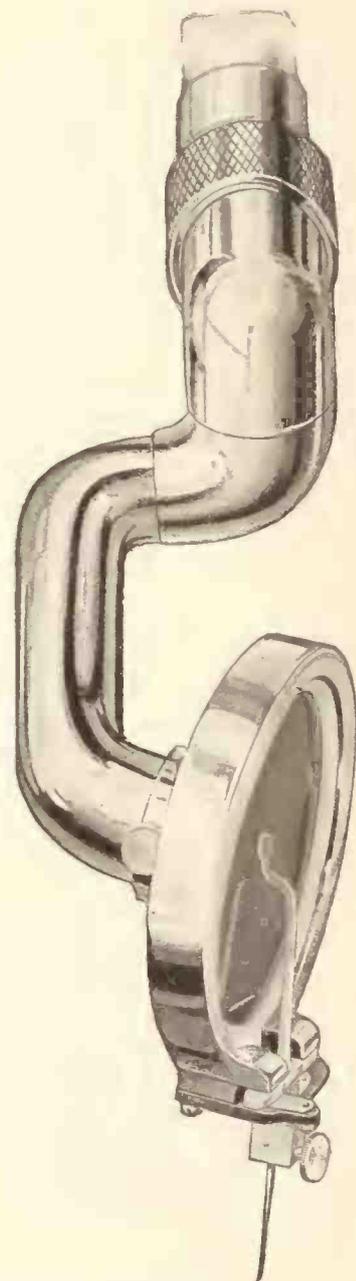
"KAN'T," say "KENT"

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.

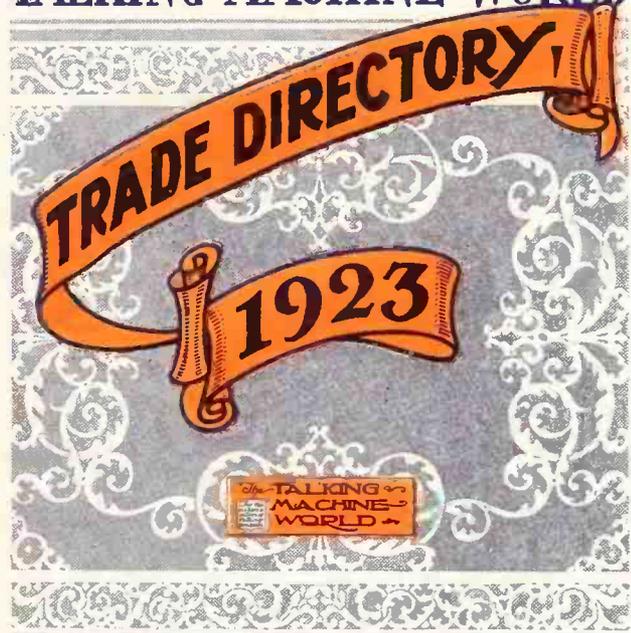
F. C. KENT CO.

Irvington, N. J.

F I R S T

Only
50
Cents

TALKING MACHINE WORLD



Only
50
Cents

EDWARD LYMAN BILL, Inc. Publishers
373 FOURTH AVENUE NEW YORK

THE TALKING MACHINE WORLD TRADE DIRECTORY, published for the first time in *May, 1922*, was the first publication in the talking machine industry that furnished the trade with accurate, up-to-date lists of manufacturers and jobbers of all talking machine products.

The 1923 edition of the TALKING MACHINE WORLD TRADE DIRECTORY is now ready for the trade, and this book is the only complete DIRECTORY of manufacturers and jobbers of talking machine products that is now available for the use of the trade.

This convenient reference book and buying guide should be in the hands of every progressive and successful talking machine dealer, for it gives accurate, concrete information as to the products and personnel of the talking machine industry. It is primarily a book of fact that can be depended upon for reliability and accuracy.

The TALKING MACHINE WORLD TRADE DIRECTORY represents several years of careful, detailed compilation of trade facts and figures. The information in this book was not prepared haphazardly or hurriedly, but is complete, accurate and up-to-date.

Send 50c and a copy of this valuable DIRECTORY will be forwarded immediately

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.....

PROSPERITY CONVENTION OF THE ALLIED MUSIC TRADES IN CHICAGO

Practical Merchandising Problems Receive Much Attention at the Various Convention Sessions—Many Matters of Interest to Talking Machine Trade

CHICAGO, ILL., June 7.—The Drake Hotel, Chicago, this week was the scene of the Prosperity Convention of the Allied Music Trades, with the largest gathering of manufacturers and music merchants in the history of the industry and with a program calculated to prove of inestimable value to every retailer of musical instruments in the country during the months to come. It was a convention designed to take up and discuss the problems of all branches of the industry, and that goal was achieved to the satisfaction of the majority, who included representatives from every division of the trade, including a large number of talking machine manufacturers and dealers.

Reviewing the Chamber's Progress

The convention opened with the annual meeting of the Music Industries Chamber of Commerce, with which a number of talking machine manufacturers and dealers are directly or indirectly affiliated. In his opening address President Richard W. Lawrence, of the Chamber, reviewed what had been accomplished by that organization during the year through the medium of its various bureaus. He told of the great growth of the advancement of music work which has extended throughout the country and has been responsible for a great increase in the number of music week celebrations, music memory contests and other events of similar interest and importance, all calculated to develop a more general public appreciation of music and its value.

He called attention to the tie-up effected with the better homes movement, whereby musical instruments, including high-grade talking machines, have been included in the better homes demonstration exhibits held in something like 1,000 cities and towns throughout the country during the current week. This connection was brought about through the efforts of the Chamber, which noted the absence of musical instruments in home equipment during last year's demonstration week and immediately took steps to have the oversight corrected. Emphasis was also laid upon the excellent work of the Trade Service Bureau of the Chamber, which is designed to handle the merchandising problems of the trade for the benefit of the retailer by gathering statistics and expert information on selling and advertising products, etc.

The work of this Bureau during the year has included a compilation of a treatise on accounting for retail music dealers written by Prof. Peisch, of Dartmouth College—a treatise that might well be adapted to the use of the talking machine dealer.

Awards in Advertising Contest

It also included a retail advertising contest in which prizes were awarded for the best daily newspaper advertising run by a retail music house during the past year, the chief prize in Class A being won by the Cable Piano Co. of Chicago, which, in addition to pianos, handles Victor and Brunswick talking machines and records. Heading the list accorded honorable mention in this division, which took in the cities of over 20,000 population, was Sherman, Clay & Co., San Francisco, the well-known Victor wholesaler for the Pacific Coast section. The first prize in Class B for cities under 20,000 population was won by the Tusting Piano Co., of Asbury Park, N. J., which concern also handles and advertises talking machines in a big way.

Protest on Increased Freight Rates

In the course of his address Mr. Lawrence

called attention to the work of the Chamber in presenting a strong protest on behalf of the talking machine trade against the proposed raise in freight rates on talking machines and records through a contemplated change in classification. In this work the Chamber co-operated energetically with talking machine manufacturers and wholesalers.

G. E. Roberts Reviews Business

One of the principal addresses at the opening session of the Chamber was that of George E. Roberts, vice-president of the National City Bank of New York. In the course of his talk, which was most interesting, Mr. Roberts said, in part:

"The great problem of modern business is to keep the industrial organization in a balance. We have developed a very highly organized, highly specialized system, in which everybody does some one thing and depends upon supplying his own wants by exchanging products and services with others. And it is a wonderfully effective system when it is all in order and in balance and running smoothly, but it is much like a great machine in which every part is dependent upon every other part.

"Moreover, it is a great voluntary system. It is a go-as-you-please system. Everybody is expected to find his own place in it. There is no overhead authority to tell anyone where he shall go, or what he shall do, or what he shall get for what he does. All that is for mutual agreement, and people have more or less trouble in arranging matters to their mutual satisfaction. It isn't any wonder, when you come to think about it, that there should be some confusion, some jostling and friction, some lost motion and working at cross purposes. We had several big strikes last year, and that was not very good for business, but all that is incidental to personal liberty. We live under a regime of liberty, and that is the reason why everything doesn't run like clockwork.

"A state of prosperity is a state of balanced industry, and we don't have it completely for very much of the time. We are usually either rising to it or falling away from it. We know that in order to get the best results from an individual industry all its departments must be in right relations to each other, and it is just the same with the industrial organization as a whole.

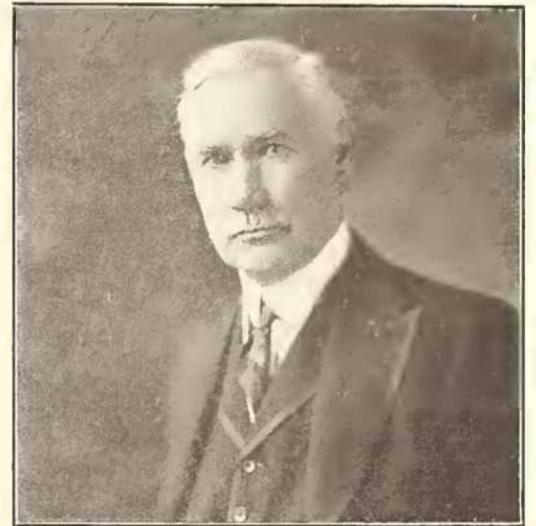
"There is normal equilibrium which must be maintained throughout industry in order to have prosperity. All business in the last analysis consists of an exchange of goods and services, and you cannot have a free and full circulation of goods, or full activity in the industries or full employment of the people, unless the various branches of industry are in such relations to each other that the products of each industry will be taken and consumed by the people in the other industries.

Upward Price Trend

"We are all familiar with the fact that once prices are started upward many influences develop tending to carry them higher. Both consumers and merchants buy more heavily on an advancing market; there is a tendency to carry larger stocks, and if there is any difficulty about getting orders filled they are made larger in the expectation that they will be cut down, or duplicate orders are given in different places. That tends to exaggerate the apparent scarcity;

it is misleading to producers and prompts them to take steps to enlarge capacity, by ordering more equipment and perhaps enlarging their works, all of which increases the general state of pressure. The whole situation is artificially stimulated; the amount of business in sight is above normal—that is to say, it is above the average volume that can be sustained. If buying for a time is above the average required to supply the actual consumption of the community it is perfectly certain that later on it will fall below the average. And if prices, under that stimulated buying, for a time are above the average level, it is certain that when buying falls off prices will fall below the average.

"No doubt it would be a fine thing to stabilize business, but everyone must help do it, for it is what the great body of the people do in the



George E. Roberts

management of their own affairs that makes the general state of business what it is.

"There has been a recovery of business all along the line. When prices began to fall in 1920 buyers held off as they always do to see how low they would go. Consumers have economized and dealers have worked off their stocks until the public needs to buy and dealers need to stock up. That is the situation which has brought about this revival of business.

"As usual, with confidence restored and prices moving upward, buying came back with a rush, until in recent months we have been face to face with the danger that the movement might swing too far. We want to get out of this habit of swinging from one extreme to another. We want stability rather than alternate booms and depressions. We want steady employment for everybody at good wages, rather than snowball advances followed by unemployment.

"We have had in the last month a decided check upon buying, and in some lines a marked recession of prices. In my opinion this has been an altogether wholesome and fortunate circumstance. I believe the effect will be to prolong the period of prosperity. The congestion of buying and the rapid rise of prices in the early Spring was too fast a movement to be lasting, and the farther it went the greater the reaction was certain to be. The setback places us upon firmer ground.

"Prosperity is just getting under way. It should have a long run. As I have said, prosperity is simply a matter of maintaining the balance in industry. We might have it indefinitely if we could preserve the balance, so that purchasing power throughout all the groups was equal to production in all the groups.

(Continued on page 68)

PROSPERITY CONVENTION OF THE ALLIED MUSIC TRADES IN CHICAGO—(Continued from page 67)

"There is no danger of general over-production. That never can be so long as the population has wants unsatisfied. It would be well if everybody could understand that. The people of the United States live upon a level of comfort far above that of any other country in the world, and yet far below that of their aspirations. There isn't a family in this city of Chicago in a four-room flat that wouldn't like to have six rooms, or one with six that wouldn't like to have eight. There isn't a single family that wouldn't like to have an automobile and a piano, and it would be fine if everyone could.

"There is, I repeat, no such thing as general over-production; but there is unbalanced production. We have seen it and we should try to guard against it. Every class and every interest will be served by avoiding it. In every rapid rise of prices there is a tendency for the price structure to get out of balance. All prices do not go up together; all wages do not keep the same pace, and the higher and faster the movement the more certain is it that the equilibrium will be disturbed and that a collapse will come, to be followed by a trying period of depression. Everybody is interested in holding our prosperity steady. Don't rock the boat."

Department Heads Report

Various executives and heads of the Chamber presented reports of the activities of their departments, the first to report being Albert L. Smith, secretary and general manager, who announced that it had been the busiest year in the Chamber's history, with a great increase in the major activities of that organization, as it assumed the work of caring for new trade projects such as the Credit Service Bureau, Trade Service Bureau, the Export Bureau, etc. He stated that, as soon as practical, consideration would be given to the development of facilities for better publicity, membership and field work, as the association idea must be repeatedly sold and resold in order that the members may be educated to the point of availing themselves of its benefits to the fullest degree.

C. L. Dennis, director of the Trade Service Bureau of the Chamber, next spoke of the accomplishments of that Bureau during the year, which included the tying up of the music industry with National Thrift Week, National Music Week, the Better Homes movement, etc. In this connection the Bureau has taken an active part in the campaign to select used records and music rolls and dispose of them through charitable distribution in order to make room for new records and rolls and encourage their purchase. The Bureau has also, during the year, prepared and established a depreciation schedule for used pianos, the basis of which might well be adopted by the talking machine trade, for a similar schedule applying to the talking machine trade-in problem of this industry is becoming increasingly important and complicated.

Accounting for Retail Music Stores

There has also been prepared for publication "Accounting for Retail Music Stores," which has been based upon actual study of merchandising of musical instruments and includes the handling of talking machine accounts. Likewise, the Bureau has issued a pamphlet on "Federal Income Tax Returns on Instalment Sales" which has been in wide demand and has proved a very practical solution of the tax problem in relation to instalment accounts. In connection with its various activities the Bureau has conducted an elaborate information service for the use of retailers in musical instruments and has sent out a great number of bulletins covering the various phases of the industry's activities.

The Advancement of Music Work

The work of the Bureau for the Advancement of Music during the year summed up by C. M. Tremaine, its director, has been distinctly impressive, it being reported that during the past twelve months the number of cities holding music weeks has increased from 88 to 141. Christmas caroling has been adopted in 1,142 cities. Four hundred and ninety-six clubs affiliated

with the National Federation of Music Clubs have co-operated with the Bureau in carrying out musical activities during the year; 1,510



Richard W. Lawrence, President newspapers have published items on musical matters supplied by the Bureau and that organization has also co-operated with the Commu-



P. L. Deutsch, Elected Director nity Service, the National Child Welfare Association and numerous other activities. The entire report is contained in an imposing volume of something like twenty-four pages, which

should prove distinctly interesting to the talking machine dealer who realizes that music advancement means more sales.

Development of Credit Service

A phase of the Chamber's activities that should prove of interest to the talking machine industry is the work being done in the development of the credit service for the use of manufacturers of musical instruments. Although this service at the present time is confined to piano manufacturers, over 7,500 inquiries having been received by the Bureau during the past year, it can be extended to cover the talking machine industry if the opportunity presents itself.

The Budget for the New Year

In presenting its budget for the new year the Finance Committee of the Chamber has asked for total subscriptions amounting to \$117,400 from the various divisional and individual members of the organization. Of this total amount the talking machine industry, including manufacturers and jobbers, are asked to contribute



Ralph L. Freeman, First Vice-president \$18,000 as against \$20,000 for the past year. It is assumed that the industry will meet this decreased assessment, inasmuch as every other branch of the industry has voted to meet the increased assessments as provided for in the budget.

All Officers Re-elected

At the final meeting of the Chamber of Commerce on Thursday all the officers of the Chamber were re-elected, they being Richard W. Lawrence, New York, president; Ralph L. Freeman, director of distribution of the Victor Talking Machine Co., first vice-president; H. C. Dickinson, Chicago, second vice-president; Alfred L. Smith, New York, secretary and general manager, and F. B. T. Hollenberg, Little Rock, treasurer. Among the directors named for the new year were included Percy L. Deutsch, of the Brunswick-Balke-Collender Co., Chicago.

Convention of Piano Manufacturers

The National Piano Manufacturers' Association held its convention on Tuesday, June 5, in the course of which the various officers and committee members offered reports that reflected the great prosperity of that branch of the industry and indicated that satisfactory business bade fair to continue. The piano manufacturers have been particularly active in the handling of the traffic situation in an effort to secure lower and more favorable rail rates from Eastern points to the Pacific Coast and accomplished considerable in this direction.

There was also much interest shown in the development of the Credit Bureau, which has proved very effective in keeping the trade finances sound, and it was suggested that, in addition to the credit work, a collection and adjustment bureau be organized during the coming year under the auspices of the Chamber of Commerce to further assist the manufacturers in handling their accounts.

The plan presented at the last convention for a co-operative national advertising campaign on the part of piano manufacturers went by the board during the year, although it was reported that the propaganda had had the effect of increasing the amount of national advertising run by individual manufacturers and has apparently improved the caliber of such national advertising which appeared in the daily newspapers and national magazines.

The Question of Vocational Training

Considerable attention was given to the question of vocational training in piano factories, with a view to increasing the number of available workers and making possible the building up of a permanent organization. The labor question in the piano factory has become increasingly involved and the point has been reached where a sufficient number of workers cannot be secured in the general field. A number of manufacturers have already adopted the

PROSPERITY CONVENTION OF THE ALLIED MUSIC TRADES IN CHICAGO—(Continued from page 68)

credit system, with a view to developing a sufficient number of workers.

Better Selling Plans Necessary

Among the speakers before the manufacturers' convention was Carl C. Conway, of the Hallet & Davis Piano Co., who, in addition to making pianos, also manufacture a large number of phonographs. Mr. Conway emphasized the importance of the work of the Trade Service Bureau and called attention to the need of better selling plans in the music industry, with a view to developing a more general national demand for its products. In this connection he said:

Extend Trade, Says Conway

"Concentration of our trading frontiers," said Mr. Conway, "through means of inter-communications and transportation has been going on with startling rapidity. Briggs' cartoons are enjoyed as fully in Los Angeles as in New York; Andy Gump furnishes as many laughs in Butte, Mont., as in New Orleans.

"The phonograph record has made Caruso and Jeritza known from the deserts of Arizona to the drawing rooms of our most beautiful homes. Now the radio makes it possible to enjoy a musical program in my library at Scarborough-on-the-Hudson, which is broadcasted from Los Angeles.

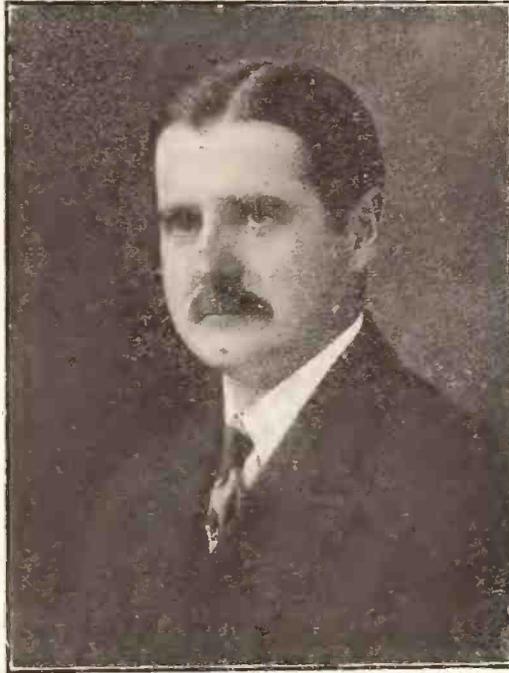
"So with automobiles, safety razors, moving pictures, magazines, the United States to-day is one market, one trading area. The plans, therefore, of the manufacturer must cover his market. Some manufacturers reason that the locality principle should rule. To confine your efforts to your freight advantage area seems to me to be as fallacious reasoning as it would be should Marshall Field & Co. say, 'While we advertise in Chicago papers, we will not deliver in all our circulation area because it costs more to deliver a carpet sweeper in Oak Park or Evanston than on the Lake Shore Drive.' Whether we like it or not, with our most effective means of presentation nation-wide, we must gear our sales plans likewise if we desire to keep our place in the procession.

"These developments are all a form of syndicalism, which is simply obtaining the best brains, the best plans to merchandise an article of merit on a plan which can be duplicated everywhere; a standard plan developed after closer study as to the rights of all parties concerned, the customer, the merchant, the manufacturer. It must be simple, uniform and stand the test of the buyers. It must give satisfaction everywhere.

"With the price fixed fairly and nationally by the manufacturer on his own products—and who else has a right to do so?—with the merchant's margin of profit fairly protected (and many a national plan has failed because

the merchant's profit was not gauged), with the manufacturer assured of the balance for his costs, profits and upbuilding appropriation, you have the basic principles upon which true co-operation between manufacturer and merchant can be built on a firm foundation of mutual interest.

"The syndicating of one message, national



Mark P. Campbell, President

and local, has a cumulative value which is now sweeping and will continue to sweep our industry on to a higher plane of ethics than ever before.

"The manufacturer can afford, in such a plan, to place his product before the nation with a concrete standard of value established. He can afford the best talent money can buy in formulating plans for local presentation and sales helps, because the load of initial expense is spread over all his business. Above all, such a plan, when all interests are protected, gives a relationship in all business contacts possible in no other way. Whether you call it the square deal or, in the language of our Sunday school days, the golden rule policy, it matters not. Statistics prove it is the house of service which grows and grows and grows. Such should be the spirit of the manufacturer to his merchant in all relationships."

Mark P. Campbell Heads Manufacturers

The new officers of the National Piano Manufacturers' Association for the coming year are Mark P. Campbell, New York, president; E. R. Jacobson, Chicago, first vice-president; Max J. de Rochemont, second vice-president; A. G. Gulbransen, Chicago, secretary, and Charles Jacob, New York, treasurer. Columbus Healy, of Lyon & Healy, Chicago, was named a member of the new nominating committee.

The Meetings of the Music Merchants

From the standpoint of the talking machine dealer the most interesting convention was that of the National Association of Music Merchants, which was held on Tuesday and Wednesday, June 5 and 6. After the introductory address by President J. Edwin Butler, of Marion, Ind., the secretary reported that there were at the present time on the rolls of the Association 1,322 members, the greatest number in the history of that body, and including a substantial proportion who handled talking machines of various makes, either exclusively or in connection with stocks of pianos and other musical instruments.

Financing the Retail Business

One of the most interesting papers read at the meeting was that of F. B. T. Hollenberg, well-known music merchant of Little Rock, Ark., who talked on financing methods in the trade and emphasized the fact that retailers

should make a strong effort to close sales for cash and that, wherever instalment business was done, sufficient interest should be charged on deferred payments to cover the dealer's investment. He declared, for instance, that the sale of a \$400 piano on instalments cost the dealer actually \$75 when overhead, interest on investment, etc., were considered and that ways must be found through the charging of interest to overcome this loss. He advocated the cutting out of free service to the purchaser, arguing that that service had increased in cost to the point where, unless it was checked, it would prove a genuine menace to the business. There were several points he made in connection with instalment selling, and particularly with the charging of interest, that might well be applied to the talking machine business.

Depreciation Schedule on Used Instruments
C. Alfred Wagner, general manager of the

American Piano Co. and, incidentally, an important factor in the Musical Instrument Sales Co., Victor wholesaler, had an important place on the program of both Merchants and Manufacturers' Associations, in view of his presentation of a plan for the development of a depreciation schedule on used pianos for the guidance of dealers in making allowances on instruments taken in trade.

Mr. Wagner is chairman of the committee representing the Music Industries Chamber of Commerce in the handling of this question, which has long been a vital one in the piano trade, and the idea as advanced by the committee has been to prepare a schedule giving the approximate depreciation of pianos of various retail sales values over various periods of years from one to thirty. In the preparation of the schedule an attempt has been made to secure the serial numbers of pianos each year from the manufacturers, so that the age of the instrument might be quickly determined. With the age known it becomes a more or less simple matter to gauge the depreciation by inspecting the actual condition of the instrument. The use of the schedule is not arbitrary, but it will be offered to the dealer as a guide in the making of a valuation. It might be well for various associations of talking machine dealers to give consideration to a similar form of schedule, in view of the increasing number of exchanges in the trade, due largely to the replacement of upright models for horizontal or console types.

Music in Better Homes

Another interesting address was that of Robert W. Lyon, secretary and manager of the American Homes Bureau, Chicago, who told of the important place occupied by the musical instrument in the American home to-day. In the course of his address Mr. Lyon said:

"To an outsider, who is not particularly musical and who has no especial interest in the music industry as such, it would seem as if in the last twenty years more progress has been made in the introduction of music into the home, as a part of the home life of every family, than in the previous two thousand years. Certainly, the old-fashioned puritanical idea that music was a sinful waste of time has vanished completely. Gone, too, is the day when the piano in the home was there merely as an advertisement of the family's prosperity, or else was an instrument of torture inflicted upon innocent and unoffending children whose musical ability was conspicuous by its absence, but whose doting parents insisted upon them learning at least how to hammer out the 'Blue Danube' waltzes and Schubert's 'Serenade' without striking more than a dozen false notes per minute.

"The girl of to-day entertaining her friends in her home no longer finds it necessary to perform a rendition of the 'Battle of Prague' that would make its composer turn over in his grave. Instead, she invites her guests to make their own selection from the cabinet of music rolls, through the magical medium of which the very fingers of the great virtuosi are brought to the keyboard of the instrument, or she chooses from her collection of records those which, by an even more magical process, give forth the very voices of the world's greatest singers—even Caruso himself.

What the Player and Phonograph Have Done

"I believe that these two marvelous inventions, the player-piano and the phonograph, have done more in the past quarter century to create a desire for good music and cultivate the taste for really good music in the home than all the work of all the orchestras, operas, concert singers and teachers of music that went before them.

"The player-piano not only has done this, but it also helps to gratify the innate desire of almost every human being to produce music, in some fashion, by his own efforts. I don't suppose there is a human being, man or woman,

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who has not at some time or other in his or her life tried to sing or play some instrument.

"With all the facilities that twentieth century science and ingenuity have placed at the disposal of everybody there is no longer any excuse for any home not having music, and good music. And this fact is recognized and the movement for music in the home is being encouraged by the American Homes Bureau and all of the leaders of thought and agencies for education with which it is co-operating.

Musical Instruments in Model Homes

"Now, an essential part of the program for National Better Homes Week, in which 10,000 women's organizations are participating this week in a thousand communities and hundreds of newspapers are issuing special educational better homes editions through our co-operation, is music in the home.

"Hundreds of demonstration homes are being thrown open to the public this week in order to teach everybody how to have better homes. One of the primary rules laid down by the National Advisory Council for the equipment of these demonstration homes is that there must be a musical instrument in the home. An essential part of the public demonstration is the giving of some kind of a musical program in each of these demonstration homes at least once a day. Through the schools, civic and women's organizations, and the newspapers in many communities, the committees in charge of these Better Homes Week demonstrations are conducting music library contests and music memory contests. In the pages of the newspapers co-operating in Better Homes Week will be found many articles emphasizing the importance of music in the home."

Manufacturer's View of Radio

A paper of national interest was that of N. A. Fegen, sales manager of the Zenith Radio Corp., who opened his address on radio from the manufacturers' viewpoint by asking why a music merchant should be interested. He proceeded to answer this question by quoting the comment of a number of prominent music houses, including the Platt Music Co., of Los Angeles, in which it was stated that radio's principal appeal lies in its musical side and, although electrical, this does not deprive it of such classification any more than does the electric motor take the electric player or electric talking machine out of the category of musical instruments.

The big question, according to Mr. Fegen, is whether the music man or the electrical dealer will enjoy the radio profits. The latter is making a strong bid for the business, but the former is the logical one to market it, for, according to Mr. Fegen, radio should be sold as a musical instrument. The speaker admitted there were difficulties confronting those music dealers who enter the field, but these are growing fewer as the business develops greater momentum. Postponing action, he said, until the industry has reached a satisfactory momentum is running too great risk in two important respects—a desirable agency may not be available and it will be ever so much harder to launch the business then than now.

Mr. Fegen summarized briefly some of the experiences which music men have met with in entering the radio field without the proper preparation, telling of those who overstocked on radio parts, those who ordered one or more complete radio sets sent on trial and discontinued the department because results did not approach those of the player-piano or talking machine for ease and simplicity of operation, as well as several others.

Going from the negative side of the problem to the affirmative, Mr. Fegen stated that the first step for the music dealer to take in entering radio is to have the manufacturer send him a man to show both the installation and operation of the radio set.

Mr. Fegen stated that to him the one necessary element in a properly conducted radio business is radio demonstration in the home, which is more important than advertising and, in fact, is simply indispensable. He said that, from his experience, it was unnecessary and undesirable to demonstrate radio in a dealer's store. This is due, in many cases, to the interference generated by the steel structures in which such warerooms are housed and, secondly, to the fact that the best of broadcasting is available after business hours. It is in the home that the dealer can demonstrate to the very best of advantage, he declared, and it is there that the dealer really makes the sale.

Radio From Dealer's Viewpoint

The question of radio from the retail music dealer's standpoint was handled by J. W. Boothe, of Los Angeles, who said:

We must confess that our experience when the radio "craze" was at its height was not very favorable. This was the period when over-



J. W. Boothe

night were born thousands of slumbering Edisons, Teslas, etc. Every father had a boy who was simply a wonder and who could, with an empty condensed milk can and a few office clips, and the wire off an old broom, rig up a set that would bring in anything they so willed. This made a scramble for small parts, and we could quickly see that if the large number of radio sets were to be assembled by the youth of the country Woolworth would soon have a monopoly on the business and that the big public would soon pass it by as a fad.

Just at this time also broadcasting conditions were very unfavorable and this also helped to bring on a big slump. After broadcasting was greatly improved, better programs and, to a great extent, the elimination of playing records were decided upon. Then the actual sale of big sets started with us and we found our business slowly but surely mounting in volume.

Experienced Employees Engaged

At this point we made up our mind that we were going to give this branch of our business some serious thought and build up an organization for it that would give service to our customers. We accordingly engaged an experienced radio engineer to take charge of the department, and we were careful to see that he surrounded himself with practical salesmen who had none of the element of "ham" about them, and who would not drag their customers into the intricacies of the technical end of the radio business, yet men who understood every point of the commercial end of it.

I mentioned the word service previously. This is just what has built up our business to its present proportions. For example, let us take a customer through our radio department and let us see what happens. After selecting a set, say, that cost from \$200 to \$500, the customer many times will say, "All right, send it out and my boy will put it up; he is a 'viz' on radio."

Just at this point salesmanship comes to the front, and we inform the customer that we will do all the work connected with setting it up, and insist upon an appointment with the family so that the salesman can spend the evening with them and show them every detail of the working of that particular set. If we cannot give this service to the sale of every set we would rather not make the sale, because experience has taught us that the lack of this service is responsible for most all of the trouble in making the sale stick, and a successful sale means that you must start the family off right the first night they have it in the house. If the public require service on a phonograph, just think what service means to them on radio, which, from the start, is a deep mystery to them.

Service With Every Sale

I have mentioned above that our salesmen never attempt to encourage the customer in a discussion on the technical end of radio. To do this is to get them in a maze of misunderstanding. The farther you go the less they know. What is more necessary is that through instruction you teach them just how to manipulate the set so as to get the best results. Millions of people use the telephone every day, but they know nothing about the cause that makes the voice audible. What is more, they do not care, so long as they get service. The radio is just another big thing in the home, and the more simple you can make its application the better.

I will not touch upon the combined radio and phonograph, although, as I see it, nothing can stop it. It may not be developed as fast as some of us expect, but it is coming, and we are already training our phonograph men in this field. The fact that we have already sold a great many phonographs and radios combined has convinced us that this is going to be a big part of the business in the very near future. We are going to be ready for it with a good organization when it does come.

I might say a word as to turnover, which is just as important as making sales. We have made it a rule never to have our inventory exceed more than the amount of three months' business at cost. The rapid changes which are still taking place in the radio world make this absolutely necessary if you want to show up in the profit column at the end of the year. The whole music business, as well as radio, needs a greater education on turnover, and this education can only come through the close study of intensive merchandising, something many of us overlook as being unimportant. In fact, I have talked with many men in this industry who had little idea of what a vital thing turnover was to their business.

The one thought that I want to convey in this article is the word service. This, together with a cohesive and workable organization, is what has brought to us our radio business, which is growing very rapidly.

The Necessity of Accurate Accounting

Prof. Archie M. Peisch, Professor of Accounting at the Amos Tuck School of Dartmouth College, in the course of the convention read a very practical paper on "Accounting for the Retail Music Stores" in connection with the presentation of a volume on the same subject prepared by the Trade Service Bureau of the Chamber of Commerce and which will be sold to music merchants at a very nominal rate. The system was evolved by Prof. Peisch after a personal study of conditions in over one hundred music stores and is, therefore, designed to meet actual conditions.

It was emphasized that one of the fundamen-

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tals of good business is accurate accounting. In this connection Prof. Peisch said:

"Music merchandising is like any other endeavor in the world, from sawing wood on up to directing the affairs of a gigantic corporation. It is not how busy but how efficient we are that counts. And to be efficient requires a great deal of thought and study as to what has been done in the past and what can be done in the future.

"I have also heard merchants who are operating relatively small enterprises argue that, although painstaking study of the accounts of a business may be profitable in the case of a large enterprise, this is not necessarily true in the case of a small enterprise. Without any desire whatsoever to put a crimp in Republican ambitions for 1924, I would like to call your attention to an article by Henry Ford in the June number of *System*, entitled "If My Business Were Small." In this article Mr. Ford demonstrated very effectively, I believe, that the principles of scientific management are identical for both large and small enterprises; that, whether you spend a million or a hundred dollars, the rules are the same.

"The small merchant is, I think, inclined to hold that, since he is physically able to keep in close touch with all the detailed work of his store, his accounting records need not be as complete as should be the case with the large store. In regard to this I would like to point out, first of all, that, although a great deal more personal attention to matters of operating detail from the management is possible in a small store than is possible in a large store, it is not any more necessary, nor any more profitable. The great advantage of scientific accounting methods lies in the fact that they can be carried out successfully by subordinates whose time is worth less to the business than the time of the proprietor. Therefore, by instituting scientific accounting methods to keep himself informed in regard to the operations of his store, the proprietor saves time which can be devoted to the more productive work of sales and management. In the second place, I would like to note, and this with all due respect to the merchants with whom I have worked, that in ten years of accounting experience I have never met a single merchant who could get as accurate and reliable information in regard to the operations of his business through personal observation as he could through scientific accounting methods."

Advertising and Selling

From the sales angle a practical address was made by Charles E. Byrne, secretary of Steger & Sons Piano Mfg. Co., Chicago, who, in addition to pianos, also make a large line of phonographs. In the course of his address he said:

"To protect our best interests we must study to improve trade conditions and practices—and that applies to the manufacturers as well as the dealers. We are interdependent. If we permit foolish advertising methods to develop and overwhelm our industry—and thereby prevent merchants from obtaining fair prices and fair profits—we are going to kill off the dealers, and when those distributive outlets are closed the manufacturers will suffer and the trade will dry up. It is strange some manufacturers and dealers do not realize that misleading advertising, which destroys the confidence of the public, is liable to kill 'the goose that lays the golden egg.'

"Such conditions should be rooted out of the music trade. It may interest you to know that the Chicago Association of Commerce, through its Better Business Bureau, cleaned up the fake publicity in the investment field and jewelry trade by requesting the newspapers to refuse to publish advertising that was unfair to the public. That Bureau at the present time is seriously considering the necessity of fumigating some piano publicity.

"The wise merchant studies advertising con-

stantly. He considers his local newspaper a powerful ally and makes it a member of his sales force.

"How many persons pass your store daily? An advertisement in a newspaper is like a store window and, if it is attractive and interesting, it may persuade thousands of readers to buy from you. It is a salesman creating confidence on



Charles E. Byrne

the part of the public in the reliability of your store and the instruments you sell.

"It would pay any merchant to run a small announcement in his newspaper every day—just to keep his name before the public.

"Search constantly for new ideas to obtain publicity for your store. Visit the manufacturers and gain the benefit of their suggestions concerning publicity and sales promotion—and apply them in your business. Subscribe to a Chicago, Los Angeles, New Orleans or New York newspaper in order to get the latest advertising stunts.

Watching the Turnover

"Consult with your banker frequently—get his advice concerning your plans. Let him analyze the financing propositions that are placed before you by manufacturers and finance companies in order to find out which is really the best, the most secure and profitable for you. Watch your collections and remember the importance of turnover. The fruit peddler, who buys his oranges in the morning and sells them before night, turns over his capital in one day. Many dealers do not understand the meaning of turnover—and because of that fact make dismal failures.

Canvass the Sales Possibilities

"Canvass the sales possibilities of your territory thoroughly, make boosters of your customers, merit their confidence by giving good value, service and courteous treatment. See that your sales force is well trained in selling; instruct them to know every important detail concerning the products you sell and encour-

The Success of the Great Band Concert

The Band Instrument Manufacturers' Association had an interesting convention, at which the outstanding feature was the enthusiasm over the success of the band tournament held at Grant Park, Chicago, during the week, with over thirty bands from high and grade schools taking part. It was unanimously decided that the band concert would be made an annual feature, the manufacturers to subscribe a sufficient sum to make possible worth-while prizes. Tournament prizes this year aggregated \$6,000.

Simultaneous with the convention itself was the progress of the band tournament. It was an impressive sight and one that Chicagoans who were privileged to see it will not soon forget—the spectacle of the bands lined up in Grant Park awaiting their turn to go up into

age them to study the advertising prepared by the manufacturers for your benefit, so that they will understand how to apply it to the advantage of your store.

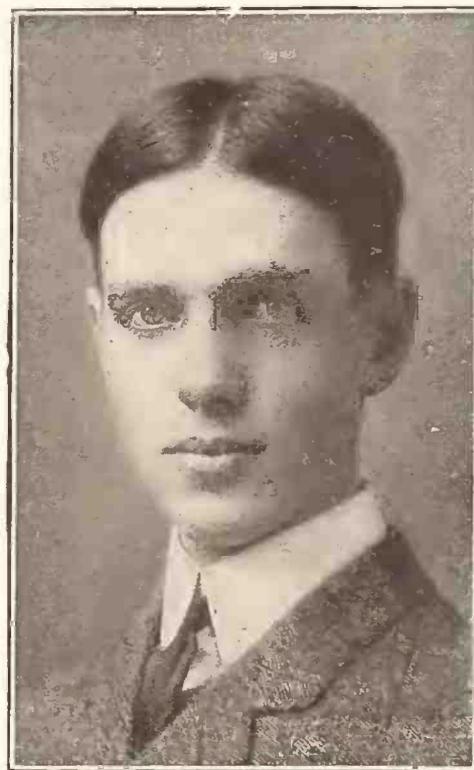
"By all means remember that you need the co-operation of the manufacturer and that he needs your co-operation. It is a fifty-fifty proposition. Become better acquainted with him. The most profitable trip you can make is to visit his office and factory—place before him your problems, your plans and ideas. Suggest to him how he can improve his service."

Robt. N. Watkin Heads Merchants' Ass'n

Robert N. Watkin, of the Will A. Watkin Co., Dallas, Tex., was elected president of the National Association of Music Merchants, with William C. Hamilton, Pittsburgh, first vice-president; George R. Hughes, San Francisco, second vice-president; Matt J. Kennedy, Chicago, secretary, and Carl A. Droop, Washington, D. C., treasurer.

The Annual Merchants' Banquet

At the conclusion of the Merchants' Association Convention there was held an elaborate



Robert N. Watkin

banquet at the Drake Hotel, at which the principal speaker was former United States Senator James Hamilton Lewis, who, in the course of his address, made sharp attack on the taxation policy of the Government and declared that the bulk of the taxes represented simple extortion on the part of the Government and was calculated to strangle business. He also condemned the Governmental policy of spying on and interfering with the business of the country. He declared that the time had come for the ending of Government intrusion in private affairs. After the banquet there was dancing to the music of Frank Westphal's Rainbo Orchestra, which records for the Columbia Co.

the band stand and display their musical skill. Chairs were placed in Grant Park before the stand and these were filled by the general public from morning until night. Some of the bands were large and some were small, some had drum majors and some had not, some were girls and some were boys, and they came from all parts of the country. Needless to say, the boys were given a royal reception by the music men, who, almost to a man, expressed their approval of the band contest idea. Certainly the band instrument manufacturers succeeded in starting an idea that should grow to greater and greater proportions as the years go by.

The newspapers gave the contests considerable publicity, but it is doubtful whether the

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Some of the Convention Delegates Grouped on the Lawn Before the Drake Hotel

public in general realized what an interesting and important affair was occurring upon the lake front. Very few more persons could have been accommodated in listening to the contest and the only criticism is that those who occupied the seats occupied them all day long, the contest was so interesting.

Here's a list of the bands that were judged by Captain Santleman, the famous bandmaster of the Marine Band of Washington; Austin High; Harvey, Ind.; Evansville, Ind.; Emerson School of Gary; Froedel School of Gary; Abrade School of Gary; Bowen of Chicago; Calumet, Chicago; Hyde Park; Tilden Tech.; Lane Tech; Lindblom; Paw Paw, Mich.; Newcastle, Penn.; Alleghany, Pa.; Fostoria, O.; Louisville, Ky.; Cedar Rapids, Ia.; Hannibal, Mo.; Joliet, Ill.; Oklahoma City, Okla.; Lake Geneva, Wis.; Centerville, Ia.; Richland Center, Wis.; New Trier, Ill.; Rockford, Ill.; Elkhorn, Wis.; Council Bluffs, Ia.; Willamette, Ill.; Glenwood, Ill.

Winners in Band Contest

The band contest in Grant Park closed with C. M. Tremaine, of the National Bureau for the Advancement of Music, being introduced by Captain Santleman, official judge of the contest. Mr. Tremaine said that of all the developments in music advancement this great band contest was the most spectacular and meant much to the music industry and to the advancement of music in America.

Mr. Tremaine introduced H. Wainwright, leader of the Fostoria, O., band, as winner in the high school class of the \$1,000 prize, who conducted a massed concert, playing the "National Emblem" march. Following this, six-year-old little Sousa led the massed concert in several numbers. Other winners in the high

school class were: the Harrison Technical High, Chicago, second, \$500; Council Bluffs, Ia., third, \$300; Hyde Park, Chicago, fourth, \$200. In grammar school class, Joliet, Ill., first, \$1,000; Harvey, Ill., second, \$500; Gary, Ind., third, \$300, and Glenwood, Ill., fourth, \$200.

To Stop Subsidies

The band instrument manufacturers agreed to discontinue the practice of subsidizing band leaders and musicians generally to use certain makes of instruments through presenting the instruments free or by making money payments. This resolution is in line with that adopted by the popular music publishers some years ago, whereby the practice of paying professional singers to "plug" songs was eliminated.

All Officers Re-elected

All the officers of the Association were re-elected, they being C. D. Greenleaf, Elkhart, Ind., president; James Duffy, Grand Rapids, Mich., vice-president; Frank Holton, Elkhorn, Wis., secretary and treasurer.

Musical Merchandise Men Meet

The annual convention of the National Musical Merchandise Association was held on June 6, when a number of matters of general importance to this division of the trade were discussed, including the establishment of a credit service for checking of the return evil, whereby dealers take advantage of the manufacturers by returning goods on the slightest pretext, and the participation of the Association in various activities of the Chamber, including musical advancement work. In the course of the meeting it was voted to increase the dues of the

Association members to \$100 a year. William J. Haussler, of M. Hohner, and also an active factor in C. Bruno & Son, Victor wholesalers, was re-elected president of the Association, with F. C. Howard, of Kansas City, vice-president, and Fred Gretsck, of Brooklyn, treasurer.

ENTERTAINERS AT MIDNIGHT FROLIC

Talking Machine Record Artists Provide Bulk of Entertainment at the Outstanding Social Event of the Convention Week in Chicago

The big general entertainment event of the week was the Midnight Frolic of the Chicago Piano Club, held at the Drake on Thursday evening. It is significant that, although the convention program was devoted largely to the interests of the piano and allied divisions of the industry, the entertainment at the Frolic was provided, practically 100 per cent, by the talking machine interests. There was Benson's Orchestra (Victor), Albert E. Short's Tivoli Orchestra (Vocalion), Guyon's Paradise Orchestra (Okeh), Irving and Jack Kaufmann (Vocalion) and several artists, including Yerkes' Flotilla Orchestra. In fact, from an entertainment standpoint, it was talking machine night and the talking machine men and their friends, including the executives of some of the larger companies, made up a very good proportion of the thousand or more guests at the Frolic.

It might be said, incidentally, that the artists whose services were secured by the talking machine companies also played prominent parts in furnishing the entertainment for the noonday luncheons held from Monday to Thursday inclusive.

Picked Up Around the Drake Lobby

One significant feature of the convention was the turnout of talking machine men. Heretofore convention exhibits were practically 100 per cent pianos. This time, however, the mezzanine floor of the Drake was practically a "Peacock Alley" for the talking machine men. They sure did make a splendid showing by practically dominating the mezzanine spaces. We may be mistaken, but we are of the opinion that never before in history was there ever such a turnout of celebrated orchestras as played at the Frolics on Thursday night. To those who did not attend, "read 'em 'n' weep"—Benson, Isham Jones, Albert E. Short's Tivoli, Guyon's Paradise, Brunswick's Oriole, Yerkes' Flotilla, King Oliver's Creole Band and others.

The Brunswick party at the Edgewater Beach Hotel on Monday night was one of the "high spots" of the convention and was marked by a spirit of good fellowship and jollity. As usual, P. L. Deutsch, general manager of the Brunswick organization, was a host par excellence, being ably assisted by A. J. Kendrick, sales manager of the phonograph division. "P. L." and "A. J.," as they were called by thousands of convention visitors during the week, did everything in their power to make the Brunswick dealers and their friends feel at home, and they succeeded beyond all expectations. The Brunswick booth was filled to capacity day and night, and the officials of the company were congratulated upon the courtesy and consideration they extended all callers at the booth and the Brunswick executive offices on Wabash avenue.

The Okeh convention started moving with a bang as soon as the visitors from the East stepped off the Limited. For hard work and



(1) Otto Heineman; (2) W. C. Fuhri; (3) R. S. Peer; (4) A. H. Thalmeyer

practical value this convention was a winner, and a full measure of thanks was given by the jobbers to the Okeh executive staff who were present. Among these Okeh boosters were: Otto Heineman, president of the General Phonograph Corp.; W. C. Fuhri, general sales manager; R. S. Peer, of the Okeh executive staff, and A. H. Thalmeyer, manager of the foreign record division.

Rodolph Valentino was eclipsed by Joe Dunas at the Frolics. All the ladies had him spotted. But aside from good looks Joe stands "ace high" with the male gentry when it comes to selling goods. "Conheim, of Cole & Dunas, at your service," and he meant it.

If there was anyone at the exhibit who left without a sample or knowledge of Hall fibre needles it wasn't the fault of H. J. Fiddelke, of the Hall Mfg. Co. He worked like a Trojan and put fibre needles over big

H. L. Mills and A. J. Dreier, of United Mfg. & Distributing Co., had a splendid exhibit of United motors at the Drake. Many manufacturers of talking machines who called were also taken on an inspection tour of the big new United plant in this city.

When the accompanying photograph was taken all of the members of the Consolidated Talking Machine Co.'s sales force were in mighty good humor. It will be noted particularly that E. A. Fearn, president of the company, who is seated in the center of the first row, is smiling very happily, and quite likely he was planning to open another branch when the camera snapped. Sales Manager Schoenwald, seated at Mr. Fearn's left, is listening very intently to Otto Heineman, who is telling the Consolidated staff about a new Okeh record guaranteed to produce 1,000 laughs a second, or something like that.



The Consolidated T. M. Co.'s Sales Force in Session

Dan Creed, G. P. Ellis and Bill Griffiths entertained at No. 14 North Michigan avenue; L. C. Wiswell and Walter Roach, of Lyon & Healy, Inc., "boosted" at the Drake, and Lester C. Noble, of Wurlitzer, "kept shop" on "Piano Row." All for Victor. Truly 100 per cent Victor jobber co-operation.

The Krasco assembled unit won the admiration of the crowds visiting the mezzanine. All that C. C. Brooks, "Ash" and "Woz" had to do was to spell each other off in taking orders.

John McKenna and Ray Riley, of Columbia's Chicago office, were out to boost Columbia. They did most successfully.

One of the most prominent spots of interest at the Drake during convention week was Station WDAP, the Drake's broadcasting room. To make matters more interesting Leon Golder, of the Sonora Phonograph Corp. of Illinois, saw to it that a big line of beautiful Sonora instruments was on display in this room.

The "dark horse" orchestra of the whole bunch was sure dark. Especially the little frog-mouthed boy who played the cornet. These babies worked hard and collected a mob of admirers around them even at 3 a. m.

Here's a go! One prominent talking machine man (name deleted by censor) wore out his collar throwing his head back!

Nearly every manufacturer, jobber and retailer having to do with talking machines wore an "ain't-this-just-like-Heaven" look on his face the night of the Frolic.

F. W. Clement, manager of the Chicago office of Vocalion, was constantly surrounded by visiting dealers. There's one man who appreciates the value of dealer "Service."

Steger & Sons Piano Mfg. Co. showed some beautiful models of Steger talking machines. Charles E. Byrne, secretary of Steger, and Roy Hinman, sales manager of the talking machine department, were on hand all the time.

Souvenirs aplenty were dished out at the exhibit. One presentation that went like "hot

cakes" was Brilliantone steel needles put up in containers that were in turn convenient record cleaners.

Miss E. E. Powell, of Tonofone, returned from a business trip too late to rent a booth at the exhibit. Nevertheless she managed to get a Tonofone display into nearly every booth on the mezzanine floor of the Drake.

Watch the Kimball family grow during the next few months. We saw the latest Kimball models at the exhibit which showed every evidence of becoming popular.

Regardless of all the noise at the convention Audak did its bit. Noise was "meat" for Maxamillion Weil; the more there was the better he liked it. This enabled him to demonstrate Audak to better advantage.

As James F. Bowers, of Lyon & Healy, Inc., calls them, the "minions of the press" were, as usual, the only ones to suffer. They had to sit up and pound typewriters long after the others had hit the hay.

But our friend Murray Cole, of the Illinois Musical Supply Co., stayed awake as long as any of us.

S. A. Ribolla, assisted by Al Foute, represented the General Phonograph Corp. of Illinois to the queen's taste. They kept a constant stream of visitors headed for the combined General Phonograph Corp.-Consolidated Talking Machine Co. exhibit in 629. Here's where M. O. Giles, R. S. Peer and Harry Schoenwald got in some fine work.

Walter Lane and Sales Manager Clevey, of Bush & Lane Piano Co., received a whole flock of congratulations on their talking machine exhibit at the Drake.

It goes without argument that the Western boys hogged the exhibit. The Easterners appreciate that if they had also taken space the talking machine trade would have put the rest of the music industry in the shade. The Easterners let it be known that next year's convention in New York will be a "humdinger" in so far as they are concerned. They're out to beat the West when it comes to exhibiting. "All the luck in the world," say the Western fellows, "but at the same time don't forget a big bunch of railroads run to New York." And, as a matter of fact, many of those in the West have already made inquiry as to the "when" and "where" of the next convention. Why, O, why! don't some one see to it that all manufacturers of talking machines, records, motors, tone arms, parts and accessories are organized and made members of the Music Industries Chamber of Commerce?

TALKING MACHINE EXHIBITS AT HOTEL DRAKE DURING CONVENTION

One of the most elaborate exhibits at the Drake Hotel during the convention week was that of the Brunswick-Balke-Collender Co., which exhibited its entire line of Brunswick talking machines, as well as Brunswick records. This exhibit took place on the mezzanine floor, which was handsomely fitted up for the occasion. Among the "home-harmonizing" Brunswick instruments which were on display were the Beaux Arts, the Oxford, the Georgian, the Gotham, the Chippendale, the Cambridge, the Stratford, the Tudor, the York and the Raleigh console models, as well as a beautiful display of Brunswick uprights and portables which attracted attention. All of these models were shown in their various finishes.

In the Brunswick record exhibit an interesting educational display was shown which illustrated the processes of recording and manufacturing records. Master waxes, mother shells, recording needles, etc., were to be seen, as well as jars containing the various ingredients going into the manufacture of the finished record.

The Illinois Musical Supply Co., in conjunction with the Novak Drum Co., held forth at Room M-3. The Illinois exhibit was in charge of Murray Cole, president, and consisted of a full line of talking machine accessories and musical instruments.

An interesting exhibit was shown in M-4 by the Oro-Tone Co., with Leigh Hunt in charge. This exhibit consisted of a showing of the company's entire line of tone arms, reproducers and Edison attachments, as well as a complete line showing the various finishes of the Oro-Tone portable. There was also shown in this room an interesting display of Hall fibre needles by the Hall Mfg. Co., with H. J. Fiddelke in charge.

The United Mfg. & Distributing Co. had an interesting exhibit also in M-4 under the supervision of A. E. Dreier, sales manager. The United passed out beautifully printed sixteen-page folders exploiting the United motor and

bearing the title "The Heart of the Talking Machine."

In M-5 the Blood Tone Arm Co.'s exhibit, directed by B. B. Blood and Oscar Kloer, attracted many visitors by reason of the new composition "Kompo-Fram" diaphragm. This concern also exhibited a full line of its well-known Blood Mono-turn tone arms.

Cole & Dunas held its exhibit in M-6 and showed a complete line of musical instruments, talking machine parts and accessories, as well as a full line of upright and console talking machines. This exhibit was supervised by Jos. Dunas, head of the company, and S. Cohen, traveling representative.

Westphono, Inc., held an interesting portable exhibit in conjunction with Cole & Dunas and this part of the exhibit was under the personal supervision of Benj. Wood, sales manager of Westphono, Inc. A large number of visiting dealers were attracted by the many attractive designs of Spencerian portables.

M-7 was the headquarters of the Krasco Mfg. Co., manufacturer of the well-known Krasco motor and Krasco assembled units. Several of these Krasco assembled units were installed in Linerphone cabinets, where they attracted considerable attention.

The W. W. Kimball Co. showed a full line of Kimball upright and console talking machines in M-9, as well as a comprehensive library of Okeh and Odeon records. Besides the talking machine exhibit this company showed a line of pianos, uprights, grands and players.

The Lyon & Healy exhibit was shown in M-8, with "Everything Known in Music" and radio as well. A representative line of Victrola consoles and uprights in the latest designs and finishes was on hand, as well as a library of Red Seal records.

M-12 was the Baldwin Piano Co.'s exhibit, which showed the latest models of Brunswick,

Columbia and Sonora instruments, as well as the Baldwin Co.'s entire line of pianos, uprights, grands and players.

In M-14 the Oh Pep Phonoparts Co. exhibited in conjunction with the Wolf Mfg. Industries. The Oh Pep exhibit consisted of a full line of its newly introduced brass tone arms, "In-viz" hinges and very artistically designed Gothic console talking machines, which were designed for the convention by J. N. Peppin for the sole purpose of demonstrating Oh Pep tone arms and "In-viz" hinges. Carl Knittel, sales manager of the Wolf Mfg. Industries, showed his entire line of upright and console machines, as well as several models of the Outing portable, with which company he is also associated. In this room was also shown the Cesco record-repeating device, manufactured by the Rapid Repeater Co., of Long Island City, N. Y.

M-15 was the headquarters of the Magnola Talking Machine Co., wherein were displayed Magnola talking machines, in conjunction with a comprehensive line of Schulz pianos, manufactured by the M. Schulz Co., the parent concern of the Magnola Co.

In Room 542 the H. G. Saal Co. exhibited its full line of talking machine motors, in conjunction with the Perkins Phonograph Co., which showed a line of console and upright talking machines, as well as the new Perkins portable.

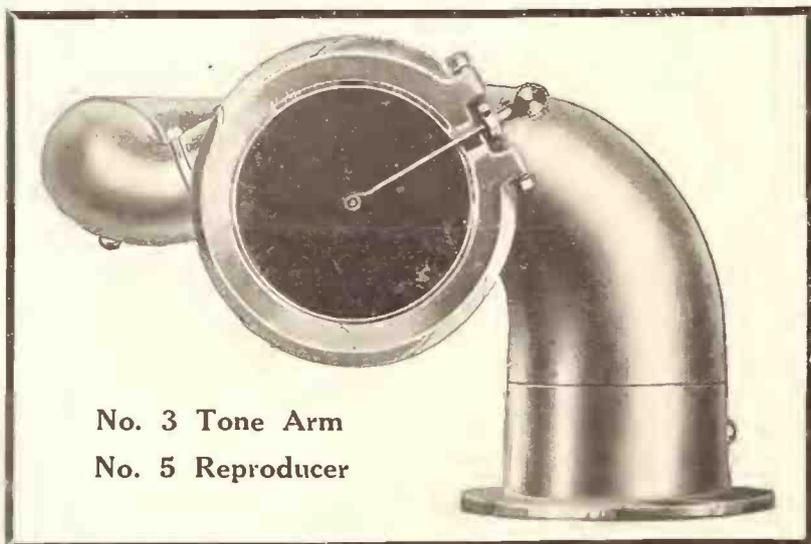
The Steger & Sons Piano Mfg. Co. exhibited in Rooms 608 and 610 a full line of attractive upright and console Steger talking machines, as well as its latest models of upright, grand and player-pianos. This exhibit was in charge of G. Duffy, who was, in turn, assisted by C. L. Bradford and J. A. Bryan.

In Room 620 was the combined exhibit of the General Phonograph Corp. and the Consolidated Talking Machine Co. The General Phonograph Corp.'s exhibit was under the supervision of Otto Heineman, assisted by W. C. Fulri, R. S. Peer and M. O. Giles, and the exhibit consisted of a large library of Okeh and Odeon records, Heineman and Meisselbach motors, as well as tone arms, reproducers and Dean talking machine needles.

The Consolidated Talking Machine Co.'s part of this exhibit consisted of a full line of Garford portable talking machines, Strand talking machines, Console talking machines and a full line of musical instruments. This exhibit was under the supervision of E. A. Fearn, head of the Consolidated Co., assisted by Sales Manager Harry Schoenwald and A. J. Bell.

The Starr Piano Co. exhibited in Room 640, with a full line of Starr talking machines of both the upright and console types and a large catalog of Gennett records. In conjunction with a line of talking machines and records this company also exhibited its various models of Starr pianos. The talking machine exhibit was in charge of H. Martin, assisted by George Bradford, William Dunning, Ray Strahn and C. Sweatlan.

Bush & Lane showed for the first time their new line of Duo Vox talking machines in five console models, which comprise several exclusive features. This line is equipped with two separate reproducers on one tone arm. There is an automatic cut-out between the two reproducers and the tone arm automatically feeds towards the center. The exhibit was under the direction of C. L. Beach and W. Lane.



No. 3 Tone Arm
No. 5 Reproducer

"OLD RELIABLE"

For several years this throw-back, ball-bearing Tone Arm has been the biggest seller in our catalogue. WHY?

MUTUAL PHONO PARTS MFG. CORP.

149-151 Lafayette Street

New York City

The Russell Gear & Machine Co., Ltd., 1209 King St., West, TORONTO, CANADA
Exclusive Distributors for Canada and All Other British Possessions
INDUSTRIALS UNIDAS, S. A., Balderas 110, MEXICO CITY, Exclusive Distributor for Mexico

OKeh NEEDLES

“A Famous Name for a Perfect Needle”



Now Packed in ENVELOPES
and BOXES

Extra Loud— Loud
Medium — Soft
Half-Tone

OKeh Needles are known 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

H. LAUTER CO. TO MAKE MACHINES

Prominent Cabinet Concern Will Make Line of Consoles—Distinctive Cabinet Designs

INDIANAPOLIS, IND., June 5.—The H. Lauter Co., manufacturer of phonograph cabinets and also well known in the furniture field, announced recently that it is planning to place on the market very shortly a line of console talking machines. The company expects to have six models in the line, finished in brown mahogany and American walnut. Particular attention is being paid to the cabinet designs, and the selection of the equipment is receiving exceptional care and consideration.

The H. Lauter Co. has been identified with the talking machine industry for a number of years, having manufactured cabinets for some of the leading manufacturers in the field. The company maintains a very large plant in this city, and, in addition to manufacturing cabinets, has for many years been one of the leading furniture manufacturers in this State.

HACKETT SCORES IN EUROPE

Charles Hackett, famous tenor and Columbia artist, has scored a great artistic success in London, where he has recently made several appearances in opera. His concert itinerary includes appearances in Barcelona, Monte Carlo and in Paris at L'Opera and Opera Comique. He will return to this country in September, when he will start on a transcontinental concert tour.

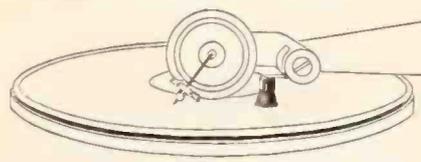
B. W. JENNINGS A BENEDICT

B. W. Jennings, who was recently appointed branch service manager of the Columbia Graphophone Co., was married a few weeks ago to Miss Aida Cora Teller, of New York. Mr. and Mrs. Jennings spent their honeymoon at Atlantic City, and upon his return Mr. Jennings made plans for an extended Western trip, which will include a week's stay in the Chicago territory.

REHMER MUSIC CO. OPENS

MISSOULA, MONT., May 29.—A new music house called the Schaefer-Rehmer Music Co. has been opened here at 130 Higgins avenue, in the building formerly occupied by the Rowland Co.

*Ask to See
The*
**TEGO
BRUSH**
**CLEANS RECORDS
WHILE PLAYING**
*INCREASES THE TONE
PRESERVES THE RECORD*



"Needs No Attention"

Its merit is universally attracting attention. Made in different styles to fit the various makes.

List Price 25 cents

To Dealers:

\$1.80 per dozen or \$18.00 per gross

**STURGIS NOVELTY WORKS
MEDINA, N. Y.**

ORMES BOOKLET WELL RECEIVED

New Sales Booklet of Standard Victor Records Now in Hands of Trade—First Run Called for 150,000—Comprehensive Record List

As announced in a recent issue of The World, Ormes, Inc., Victor wholesaler in New York, had prepared for distribution among Victor dealers a valuable sales booklet, entitled "If You Bought Only One Victor Record a Week." The first announcement regarding this booklet received an enthusiastic response from the Victor retailers, and when the first edition went to press ten days ago, the order called for a run of 150,000. It is probable that when this first edition is off the press and the dealers realize the tremendous importance of this booklet as a stimulant to record sales, a second edition necessarily will be printed, carrying with it a run equal to or greater than the first edition.

The index on the inside front cover of this attractive booklet gives a fair idea of the comprehensiveness of the records that are listed in the subsequent pages. Among the classifications in this index are the following: Bands, children's records, dance records, descriptive instrumentals, gems from the light operas, hymns, Lauder records, marches, old favorite standard songs, quartets, sacred selections, songs of the past, etc., etc. On the last page of the booklet there is featured a list of ten records which it is suggested should be in every music lover's record collection.

CLEVER BANNER RECORD PUBLICITY

Illustrated Post Cards, Window Posters and Other Literature as Dealer Helps in Increasing Record Sales of Popular Numbers

The Banner record division of the Plaza Music Co. is supplying the trade with a series of postcards printed on two sides and attractively illustrated, which feature special numbers and are furnished to the retailer with his imprint. In some instances the post card is found to be a better aid to business, particularly in the Summer season, than the letter, circular or folder, although the use of the card should not eliminate other mail material.

Illustrated post cards carrying the story of the novelty record are particularly good advertising. Take the two latest popular novelty numbers, "Yes! We Have No Bananas" and "Barney Google," for example. These titles, together with illustrations in a humorous vein, are accepted by the recipients as quite novel. Therefore, such advertising is particularly impressive; it has the advantage of the insidious appeal, creating the desire for the record without slapping the prospective purchaser in the eye with a glaring announcement.

On the two numbers mentioned above the Plaza Co. has also furnished its trade with special window posters. Retailers are also being induced to make special window displays of these two songs. In order to get the most out of the campaign the Banner records of "Barney Google" and "Yes! We Have No Bananas" are issued both vocally and instrumentally. It is the Plaza suggestion that in making displays of the number the dealer attractively arrange the talking machine record, player roll and sheet music of the songs, thus getting the most out of the possible sales.

INCREASE IN NEEDLE PRICES

The Wall-Kane Needle Mfg. Co., Brooklyn, N. Y., has announced an increase in prices to the jobbers effective June 15 and covering the extra loud jazz one-time needle as well as the entire line of concert steel one-time needles. The concert line includes all grades of tone.

F. Kaminshine has returned from a two months' trip throughout the talking machine trade in the interest of Wall-Kane needles and found business exceptionally good. A large number of dealers are making energetic plans for the Fall season.

ORO-TONE No. 4

For Playing All Records on the Edison

The Oro-Tone No. 4 Edison Concert Automatic Equipment Has Many New Features Never Before Attained in the History of Phonograph Equipment.



Patent Applied for

Illustration shows position for playing Victor and all other lateral cut records. Note the dotted line which shows the exact centering of the needle on the record.

Unequaled in Convenience and in Performance

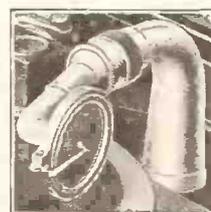
The Oro-Tone No. 4 Edison Concert Automatic Equipment is highly praised everywhere it is shown because its automatic operation is perfect. A simple turn of the hand and the Oro-Tone No. 4 equipment AUTOMATICALLY adjusts itself to play either lateral or vertical cut records at the will of the operator. With this remarkable equipment it is easy to get the true tone quality of all makes of records.

Five Exclusive Features That Help You to Sell

(1) It AUTOMATICALLY adjusts itself to the correct weight for playing all lateral and vertical cut records; (2) it AUTOMATICALLY adjusts itself to the correct needle center and correct angle of reproducer on the record; (3) it AUTOMATICALLY adjusts itself to the proper height to swing clear of the record when playing vertical cut records; (4) the reproducer will not coast when record is played through; (5) plays Edison records with a regular fibre needle, producing splendid volume and eliminating surface noises.

LIST PRICE

No. 4 Edison Equipment	
NICKEL FINISH	\$7.00
GOLD FINISH	9.00
GOLD OXIDIZE	9.00



Showing the ease with which needles may be removed by simply turning up the reproducer.



Patent Applied for

Illustration shows position for playing Edison and other vertical cut records. Note the dotted line which shows the exact centering of the needle when turned to play vertical cut records. The pressure or weight on the record is the same as that of the regular Edison reproducer.

The Oro-Tone Co.
QUALITY FIRST

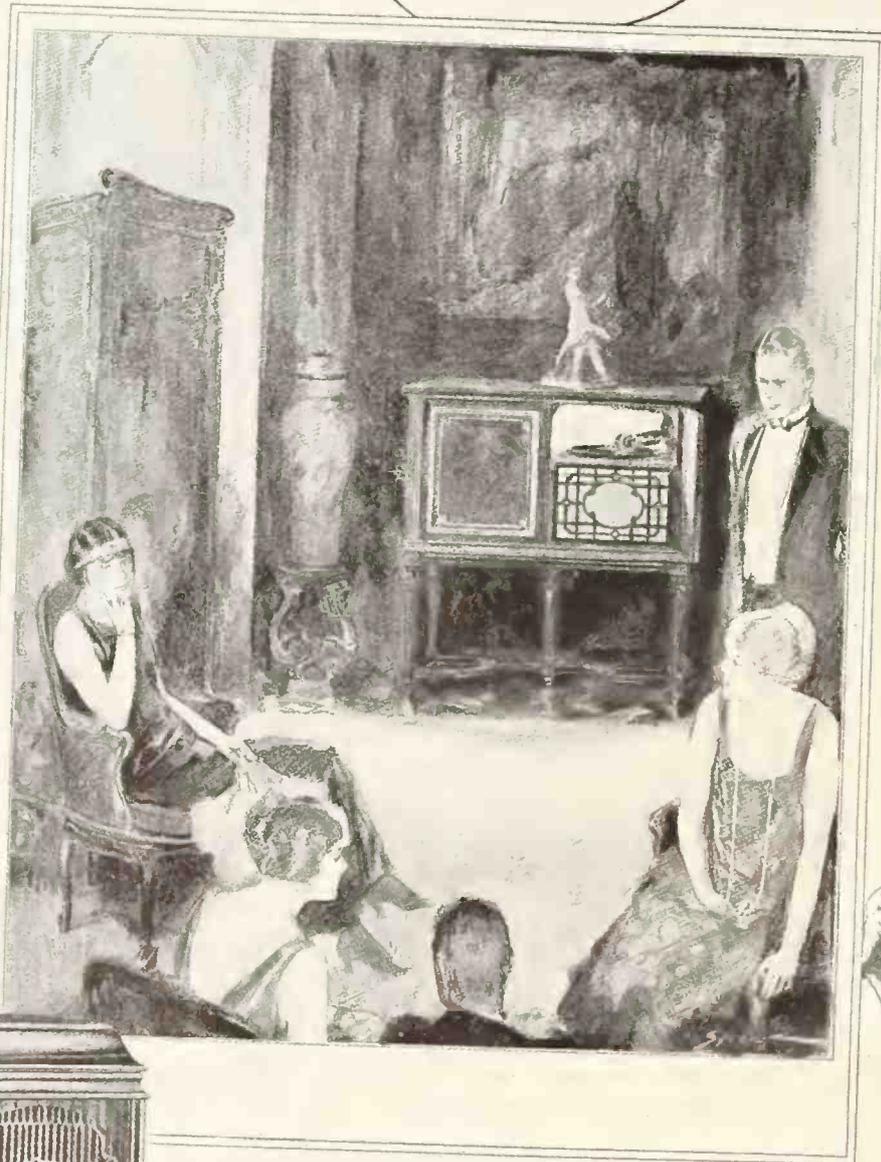
1000-1010 George St. CHICAGO

150

THE SATURDAY EVENING POST

May 12, 1923

Are you



*Brunswick Records
play on any phonograph*



The Biggest Prestige-Building Phonograph Line is Brunswick

Brunswick has created for itself, in an unusually short time, a worthy position of prestige and standing in the musical world.

The Brunswick line of phonographs and records is supported by a big campaign of demand-creating advertising. The double page from The Saturday Evening Post, shown above, is typical of Brunswick publicity.

New England Distributors:
Kraft, Bates & Spencer, Inc.
80 Kingston Street, Boston, Mass.

THE BRUNSWICK-BALKE-
CHICAGO NEW YORK

THE SATURDAY EVENING POST

151

keeping up with the times—musically?

THE NEW HALL OF FAME of Concert and Operatic Stars

Wherever cultivated people gather, current music is a topic of general conversation.

Especially is this true of the present. For the pages of musical history are rapidly turning and the great names of yesterday's concert and operatic stages are rapidly being supplanted by new. World's critics have acclaimed a New Hall of Fame.

Do you know them? Know Chamlee, Easton, Danise—great stars of the Metropolitan Opera of today?

Are you conversant with the current triumphs of Onegin, Huberman, Ney, Willeke, Dux, Karle—Strauss?

To bespeak the common knowledge of music which the social world expects of a cultured person you must be

On Double-Faced Records

Now Brunswick offers the most distinguished recordings of these great artists of today, on double-faced records—the world's truest phonographic reproductions

Every shade and subtlety, every note and intonation is brought out crystal clear on these amazing records. For it was because of superlative new quality

in reproduction—a record years ahead of its time—that Brunswick was chosen as the most fitting means to perpetuate the musical achievements of this day to coming generations.

Play On Any Phonograph

Brunswick Records play on any phonograph. Thus, regardless of which make of instrument you have, you can bring the entire New Hall of Fame into your home.

Note, too, that all Brunswick Records are double-faced. Two selections on each record—a radical departure from the old single-faced celebrity record.

Hear—Compare

If your ear is accustomed only to ordinary phonograph records, you are urged to hear a Brunswick Record. It will prove a revelation.

"Mechanical" suggestion is refreshingly absent. Tones are sweeter, fuller and more beautiful. Even the upper register of the female voice is achieved without slightest tremor. All the world is turning to the Brunswick Record. And to the Brunswick Phonograph.

Your nearest Brunswick dealer will gladly give you a demonstration.

World-Great Artists on Double-Faced Records

Of supreme importance to every family with a phonograph, is the recent decision of Brunswick to offer Famous Artists' renditions on double-faced records.

It marks the first step of Brunswick's nation-wide movement to place greatest artists and greatest music within the reach of every American home.

Brunswick Gold Label Records

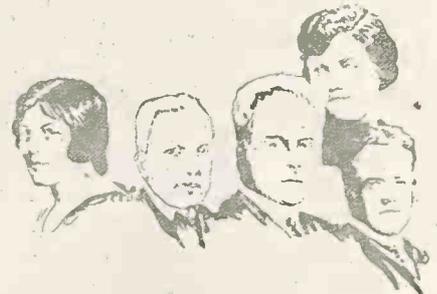
Just twice the music as before! Two selections in place of one! An inexpensive way to quickly acquire a distinguished musical library. Start by obtaining three or four of these records from the new release each month.

Leopold Godowsky, Richard Strauss, Elly Ney, Giuseppe Danise, Mario Chamlee, Max Rosen, Bronislaw Huberman, Florence Easton, Tino Pattiera, Claire Dux and other internationally acclaimed artists of the New Hall of Fame will contribute continuously and exclusively for the new Brunswick Gold Label Records—the world's truest reproductions.

Play On Any Phonograph



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



© B. B. C. Co. 1923

BRUNSWICK AND RECORDS PHONOGRAPHS

The Greatest Profit-Making Phonograph Line is Brunswick

Brunswick is today the greatest profit-making standard line in the music trade. A standard, nationally advertised line, plus a larger discount, plus a moderate-sized and well-balanced catalog of records, in constant demand, making for a quick turn-over on a low inventory.

Learn about the new Brunswick DAILY RECORD RELEASE plan—the biggest new idea in record merchandising.

COLLENDER CO. Manufacturers—Established 1845
CINCINNATI TORONTO

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

For Beauty, For Tone, For Price

Announcing the New

STRAND
Reg. U. S. Pat. Off.

1924 Console Models

YOUR commitments for next Fall must by all means wait for your inspection of the beautiful new Strand line of Consoles.

Samples of all these new models were shown at the convention in Chicago, and may also be seen at any of the addresses tabulated below.

At first glance you will receive a quick impression of beauty and originality, and your close examination



Strand Model 260—List Price, \$150

will fully justify that impression.

The beautiful designs are beautifully executed; and you will find yourself taking stock of many such details as certain striking gold-outlined ebonized margins and panels of "tuna" mahogany and walnut.

Quality --- Low List --- Long Discount --- Protection

This is the policy that has built the notable STRAND success from the very first

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 W. Washington Street, Chicago, Ill.

OTIS C. DORIAN, 321 King Street, E. Toronto, Ont.

A. C. ERISMAN, 174 Tremont Street, Boston, Mass.

W. L. ECKHARDT (General Radio Corp.), Tenth and Cherry Streets, Philadelphia, Pa.

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 Sweetland Bldg., Cleveland, Ohio.

M. E. LYLE, 65½ Walton Street, Atlanta, Ga.

RICKEN, SEEGER & WIRTS, Globe Bldg., Detroit, Mich.

STERLING ROLL & RECORD CO., 137 West Fourth Street, Cincinnati, Ohio.

GENERAL RADIO CORP., 1005 Liberty Avenue, Pittsburgh, Pa.

L. C. LE VOIE, 412 Andrus Bldg., Minneapolis, Minn.

SHARP MUSIC COMPANY, 823 Fifteenth 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.

H. J. IVEY, Box 235, Dallas, Texas.

MANUFACTURERS PHONOGRAPH COMPANY, INC.
95 Madison Ave., New York GEO. W. LYLE, President

Nothing can talk of mother and life's fondest memories like a sympathetic violin in the hands of a master. And when Sascha Jacobsen plays "Songs My Mother Taught Me" (Dvorak) the heart of every listener is turned into a whispering gallery of childhood fancies.

The Garden Scene from *Faust* (Gounod) is another sales-compelling number by the same artist on the one record, A-3868.

COLUMBIA GRAPHOPHONE CO.
New York



IN DES MOINES

Consolidation Aftermath—Harger & Blish Plan Summer Edison Sales Contest—Mickel Activities—Business Spotty—The News

DES MOINES, IA., June 9.—The talking machine business has been somewhat uneven during the past month—a condition not unusual during the Summer months.

Following the consolidation of Mickel Bros. Co., of Omaha and Des Moines, and the Ross E. Curtice Co., Victor distributors, the local stock, according to H. B. Sixsmith, sales manager, is being moved to Omaha, and all shipments to dealers in this territory will be made from that place. Three travelers will cover Iowa and adjoining sections of other States from Des Moines, under the jurisdiction of H. B. Sixsmith, who is one of the vice-presidents of the new company, while a like number will work out from Omaha. The firm will do business under the firm name of Mickel Bros. Co.

Ross P. Curtice, who held the jobbing business acquired by the Mickel interests in Omaha, will devote his entire time in the future to his retail store in Lincoln, Neb. Mr. Curtice is father of Norman Curtice, of the Mickel organization.

Harger & Blish, jobbers for Edison, are arranging a sales contest for the Summer among their dealers. Five prizes are being offered to the dealers, the prizes being in the nature of an extended trip, with Harger & Blish footing the bills. The trips offered as prizes will cover about two weeks' time. Winning dealers meet in Chicago, go to Rochester, N. Y., by rail, and from there to Montreal and Quebec by boat. An ocean trip from Quebec to New York by way of Halifax is the next step of the trip. While in New York the prize-winners will make many side trips. A visit will be made to Orange where the dealers will meet Mr.

Edison personally. The Edison recording laboratories will make a souvenir record of the prize winners' voices when they visit there. Much interest has already centered on the contest by which Harger & Blish hope to hold up the sales during the Summer months. Four contests previous to the one this year have been very successful. The contest opened May 1 and will close August 18. As the dealers are divided into classes, according to the population of the town in which they do business, all will have an equal chance for the prizes.

During Music Week, held in Des Moines during the first part of May, the William and Mary console models were displayed by many Edison dealers in the city. Models were furnished by Harger & Blish.

The Shriners' Special, which left Des Moines June 1 for the Washington meeting, carried a William and Mary console and an assortment of Edison records furnished by Harger & Blish. About 300 local Shriners made the trip to Washington. The "Iowa Corn Song" and the "Okajobi Waltz," both Iowa numbers recorded by Edison, were featured by the Iowa Shriners in Washington.

Belle Hendrix Smith, of the publicity department of Mickel Bros. Co., gave the illustrated opera "Lucia" at Madrid and Osceola during the past month. The opera is illustrated by lantern slides prepared by Mickel Bros. and the opera is given by Victrola records.

The Renier Music House, of Dubuque, Iowa, which is one of the largest music stores in northeastern Iowa, has been established as a Victor dealer.

A general meeting of the Mickel Bros. Co.'s

officers and road men was held in Omaha, May 26. A luncheon at the Athletic Club was included in the day's program.

The Morris-Sanford Co., of Cedar Rapids, Iowa, has just completed the organization of a very successful Victrola club.

A large number of Iowa dealers attended the convention of the Allied Music Trades held in Chicago during the first part of June. Among the local jobbers, H. B. Sixsmith and Geo. F. Mickel, of Mickel Bros. Co., and Mr. Duning, of the Duning Co., made the trip. Headquarters for the Iowa dealers was at the Sherman House.

Employees of the Victrola department of the Davidson Co. at Des Moines gathered at a chicken dinner and dance held at the Wayside Inn during the latter part of May.

Victor records for June were featured at a radio concert broadcasted by Station WGF at Des Moines, the latter part of May.

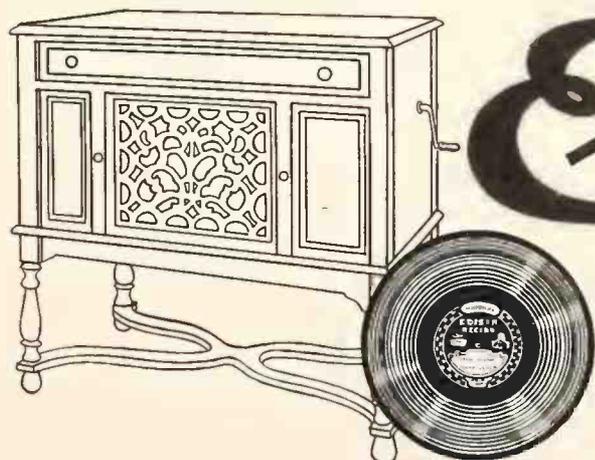
The Bankers' Special, which recently made its annual run covering group meetings of Iowa bankers, was equipped with a William and Mary model Edison and an assortment of Edison records. Every bankers' special in the last ten years has been similarly equipped by Harger & Blish.

Frank Van Bogart is the new manager of the talking machine department of Davidson's at Waterloo, Iowa.

The C. E. Schlegel Drug Stores, of Davenport, have completed the installation of sound-proof booths in their store at Third and Brady streets. Edison phonographs and records are handled in this store and in the main store of the company at 220 West Second street.

DONENS MUSIC CO. CHARTERED

PORTCHESTER, N. Y., June 8.—Corporation papers for the Donens Music Shop have been filed here by J. M. and H. Rosen and I. Donen. The company will be capitalized at \$24,000. Attorneys are Peck & Schmidt, of Portchester.



THE NEW
Edison

PHONOGRAPHS
AND
EDISON RECORDS

HARGER & BLISH DES MOINES

IN PITTSBURGH

*Hold Victor Sales Meeting—Edison Artist Records on Stage—
Business Good—Trade Members on Extension Tour—Other News*

PITTSBURGH, PA., June 8.—One of the pleasing events in talking machine circles in this city was the Victor sales meeting held on the Hotel Chatham roof garden, Tuesday, May 29, under the auspices of the Standard Talking Machine Co. More than 130 Victor dealers from all sections of the territory covered by the Standard Co. attended the meeting. J. C. Roush, president of the Standard Co. presided and welcomed the guests.

The speakers and their subjects, which were keenly enjoyed, were as follows: Martin L. Pierce, of the Hoover Suction Sweeper Co., "Outside Selling Ideas"; F. A. Delano, of the Victor Talking Machine Co., "Keeping Up the Record Volume," and W. Lee White, treasurer of the Bankers Commercial Security Co., of New York, "Finance Problems of Music Merchants."

In the evening the entire party were guests of the Standard Co. at a dinner at "The Venice." A theatre party followed at the Davis Theatre, where a Keith vaudeville show was in progress. The affair was one of the most delightful and charming held by the Standard Co., and was up to the usual standard of excellence upon which the Standard Co. prides itself. Wallace Russell and E. J. McCormick, of the Standard organization, assisted Mr. Roush in making the Victor dealers feel at home. They were also ably assisted by Robt. Coleman, C. E. Willis, H. A. Davis, A. E. Ferguson, and Miss Minnie L. Watson.

Edison Artist Makes Record

Byron G. Harlan, famous Edison artist, appeared with his company for one whole week during May at the Cameraphone Theatre, this

city. Part of Mr. Harlan's act was the making of an Edison record. Two Edison phonographs for this purpose were supplied by Schroeder's, local Edison dealer. Local talent was also given an opportunity at each evening performance to make a record and to have same reproduced. This stunt has been going over very big, not only in Pittsburgh proper, but in the many towns in this territory in which Mr. Harlan and his company have appeared.

Urges Early Ordering

Thomas T. Evans, manager of the wholesale Victor department of the C. C. Mellor Co., states that business is excellent at the present time. Mr. Evans is of the opinion that Victor dealers who delay placing orders will be short of certain lines of Victrolas this Fall.

Victor Demand Continues Good

"Our business is good and it's gratifying to state that, as I view it, the Victor line is more in demand than ever," said George H. Rewbridge, manager of the wholesale Victor department of the W. F. Frederick Piano Co.

Mr. Rewbridge will soon welcome home from school his son, Allan, who is a student at the Harvard Medical School.

W. F. Frederick, head of the W. F. Frederick Piano Co., who spent some time at Mt. Clemens, Mich., for his health, is much improved and is now at his Uniontown, Pa., office.

New Edison Dealers

A. A. Buehn, treasurer of the Buehn Phonograph Co., Edison distributor, who has been ill for some time, is again at his desk. Mr. Buehn stated that business in the Edison line was moving along at a satisfactory rate. He stated that the new models of the Edison line were

popular sellers. Among the new Edison dealers who will be served by the Buehn Co. are: Thompson Drug Co., Point Pleasant, West Va.; J. V. Fisher, Saxton, Pa.; S. H. Koontz, Bedford, Pa., and J. F. McCaw, New Brighton, Pa.

Jewel-Tone Reproducer Popular

The Jewel-tone reproducer and tone arm for playing Edison records on all makes of machines, made by the Jewel Phonoparts Co., is meeting with the approval of dealers and public in this territory. The new reproducer has sufficient weight and a point shaped to fit the Edison sound groove and not only offers the Edison dealer an opportunity to increase his record business, but also appeals to many machine owners who desire to play Edison records. Window displays and attractive literature are being used by Edison dealers to place this product before the public.

Louis Luxenberg, Edison dealer, of Barnesboro, Pa., is planning to attend the next meeting of the Edison Dealers' Association, which will take place in Pittsburgh in the near future. Paul Brooks, Edison dealer, of Altoona, is also making plans to be present.

W. C. Hamilton Convalescent

Wm. C. Hamilton, president of the S. Hamilton Co., Victor dealer, is convalescing from an operation. The complaint was a recurrence of an attack that necessitated an operation more than a year ago. Should his condition allow, Mr. Hamilton plans to take an ocean voyage to France in July.

Brunswick Business Growing

George J. Meyer, Jr., manager of the Brunswick-Balke-Collender Co. here, is optimistic over business, stating that the demand for Brunswick machines and records is steadily growing.

Playertone in New Home

The Playertone Talking Machine Co., whose offices are now located on Grant street, near Seventh avenue, reports a brisk demand for the console line of the Playertone. I. Goldsmith, president and general manager of the company,



W. F. FREDERICK PIANO CO.
635-637 SMITHFIELD STREET
PITTSBURGH, PA.
Victor Wholesale Distributors

"IN LOVE"

In order to do your work with 100% satisfaction, you have to be in love with your work. That's why we have the reputation for giving Record Service that is unsurpassed.

Our service is a personal proposition with each employee in our Wholesale Department. Compliments galore come our way from dealers who buy from more than one Distributor. If you are not among the host of our satisfied Record Buyers, join the throng and let us prove our claim.

stated that all indications point to a very satisfactory season for his line.

Talking Machine Men With Extension Tour

The talking machine trade was represented on the twenty-second trade extension tour of the Chamber of Commerce of Pittsburgh by two Victor men, Joseph C. Roush, president of the Standard Talking Machine Co., Victor wholesaler, and C. R. Parsons, Victrola department, the Rosenbaum Co. This trade tour is an annual affair and covers a different section of the tri-State territory each year. No business is solicited nor orders taken by any of the members on the trip. In other words, its object is to establish good-will among the customers of the Pittsburgh wholesale houses.

The personnel of the party included about one hundred and fifty of the business men of Pittsburgh, principally wholesalers. A special train of fourteen cars was used to convey the party to the different towns on the trip, which included the following: Jamestown, N. Y.; Salamanca, N. Y.; Olean, N. Y.; Wellsville, N. Y.; Hornell, N. Y.; Corning, N. Y.; Elmira, N. Y.; Williamsport, Pa.; Lock Haven, Pa.; Bellefonte, Pa.; Huntingdon, Pa.; Bedford, Pa.; Cumberland, Md.; Meyersdale, Pa.; Somerset, Pa.; Connellsville, Pa.; Scottdale, Pa.

Victor dealers at all the points covered were among the receiving committees and, in some instances, were in charge of the arrangements for the entertainment of the Pittsburgh visitors.

Geo. C. Hamburger, manager of the wholesale Victor department of the Elmira Arms Co., was in charge of arrangements in Elmira, N. Y. H. Housel, Victor dealer, was on the arrangements committee at Williamsport. Mr. Cohen, of Cohen & Co., Victor dealers, Bellefonte, Pa., was one of a party of forty, each with an automobile, who met the trade tour at Lock Haven and drove them to Bellefonte, where they were entertained before proceeding on the trip. W. W. Staylor, Victor dealer at Huntingdon, Pa., was on the program to address the members of the trade tour.



As the stamp "sterling" is to silver, so is the name of EDISON to the Phonograph—a mark of highest quality.

New models attractively priced, make the Edison franchise more desirable than ever.

BUEHN PHONOGRAPH CO.
EDISON DISTRIBUTORS
 421 SEVENTH AVE.
PITTSBURGH

New Edison Records Every Week

Among the many other Victor dealers who were identified with the entertainment of the Pittsburghers were Charles E. Brownell, of Wm. S. Andrus & Co., Williamsport, Pa.; Messrs. Hilton and Heffner, of Hilton & Heffner, Lock Haven, Pa.; Messrs. Wilson, Shaffer and Kreamer, of Shaffer & Kreamer, Lock Haven, Pa.; Mr. Koontz, of the Koontz Music House, Bedford, Pa.; I. T. Holland, of the Holland Co., Cumberland, Md.; L. R. Collins, of Collins' Drug Store, Meyersdale, Pa.; M. Aaron

and H. Hyatt, of Aaron's, Victor dealer, Connellsville, Pa.; H. Barkell, of Barkell's, Victor dealer at Scottdale, Pa.

A Style 111 Victrola and an extra loud electric amplifier were furnished for the observation car by Mr. Roush.

H. R. McHenry in New Post

H. R. McHenry, who has managed the East Liberty branch of the S. Hamilton Co. since it was established in 1921, has resigned from that

(Continued on page 82)

C. C. MELLOR CO.
 PITTSBURGH, PA.

¶ The desire to serve the Victor retailers in our territory to maximum advantage is re-enforced by a knowledge of conditions that makes this service worth while.

¶ This year promises to be the greatest VICTOR year in history. and VICTOR retailers who thoroughly appreciate and understand the unlimited opportunities will insure their profits by putting their stock in condition this summer, when merchandise can be had, rather than to wait until the fall months. A shortage is absolutely certain, due to the new models.

We are splendidly equipped to co-operate with VICTOR retailers in making 1923 their banner year

Victor Wholesalers *In Pittsburgh Since 1831*





Columbia New Process Records are rolling up impressive sales scores. First announced last October, these better records today are first in popularity wherever demonstrated.

The laminated construction is responsible. It takes that annoying scratch and scrape out of record playing, and enables Columbia New Process Records to prove our statement that they offer the utmost in phonographic enjoyment.

COLUMBIA GRAPHOPHONE CO.
New York

TRADE HAPPENINGS IN PITTSBURGH (Continued from page 81)

position to accept a very flattering offer to join the new staff of the B. W. Lemmon Co., distributor of the Cole and Rickenbacker automobiles. Mr. McHenry is a hustler and will make a success in his new line of endeavor, in which he will have the good wishes of his former associates in the talking machine industry.

Joins Yahrling-Rayner Music Co. Forces
H. F. Andre, who has been with the W. F. Frederick Piano Co., in this city, for a number of years as manager and later as traveling representative in the wholesale department, has resigned to accept a position with the Yahrling-Rayner Music Co., Youngstown, O. Mr. Andre's new position will be that of assistant to Mr. Yahrling, with duties pertaining largely to the purchasing of merchandise, such as records, sheet music, player rolls, etc.

E. J. Totten Visiting the Trade

E. J. Totten, now sales manager of Cohen & Hughes, of Baltimore, Victor wholesalers, was in the tri-State territory the latter part of May, calling on the Victor trade in Pittsburgh, Wheeling, Johnstown, Altoona and intermediate points. Mr. Totten has advised the trade that his salesmen will call on dealers in this territory hereafter.

T. E. Shortell in New Line of Work

T. E. Shortell, for several years manager of the Victrola department at the main store of the S. Hamilton Co., at 815 Liberty avenue, resigned from this position last week to accept a position with the Hall Printing Co., of Pittsburgh. Mr. Shortell has been an active member of the talking machine fraternity of Pittsburgh for a good many years and has made a host of friends in the trade during that period. He will go into the new line of work with the best wishes of all his friends.

Edison Artists End Keith Tour

The Mason-Dixon Orchestra, Edison artists, formerly known as the Mason-Dixon Seven, recently concluded an engagement on the Keith circuit for this season in this city. This orchestra was organized in Clarksburg, W. Va., and has, in the past few years, toured in fourteen States. It has met with unusual success. Last year it played during the Summer season on the million-dollar pier at Atlantic City and this year an engagement has been made with the Shelbourne Hotel at the same place. Next Fall the orchestra will again go on the Keith circuit for a lengthy engagement.

Brisk Demand Enjoyed by General Radio

Frank Dorian, of the local office of the General Radio Corp., reports a brisk demand for the radio line, especially the Geraco phonograph attachment. The distribution of the Okeh

records, Strand phonographs, and the two portable phonographs, the Modernolette and Pal, Mr. Dorian stated, was moving along at a very satisfactory rate.

Joseph Horne Co. Adds Sonora

The Joseph Horne Co. has added the Sonora line to its talking machine department, which is under the direction of A. R. Meyer. The Victrola, Pooley and Cheney phonographs are also handled here.

Necessity for Early Ordering Emphasized

M. H. Miller, manager of the distributing offices of the Sonora in Pittsburgh, stated that trade conditions were bright and that he was most optimistic concerning the future of the Sonora and Vocalion records in his territory. He stated that there would undoubtedly be a number of Sonora dealers who would find themselves short of Sonora models this Fall and Winter, unless they placed their requisitions early.

Interesting News Brieflets

The Lechner & Schoenberger Co. had a series of demonstrations recently of the "Golden Canary" Gennett record, which attracted considerable attention.

Theodore Hoffmann, treasurer of the J. M. Hoffmann Co., Brunswick and Starr Phonograph dealer, recently spent several days near Driftwood, Pa., on the Susquehanna on a fishing expedition.

J. E. Mirvis, formerly with the talking machine department of the Kaufmann & Baer Co., is now with the General Radio Corp., represent-

ing the concern among the Okeh record dealers.

S. H. Nichols, manager of the local offices of the Columbia Co., who recently spent several days in Charleston, West Va., on business, stated that business is excellent and that the new models of the Columbia will undoubtedly prove very popular.

John Henk, of the Columbia Music Co., Edison and Columbia dealer, declares that business for May showed a big increase over the same month of last year.

New Vocalion Dealers

Among the new dealers who will handle Vocalion records are: Morgantown Music Co., Morgantown, West Va.; A. H. Miller, Sharpsville, Pa.; and J. H. Duomont, Burgettstown, Pa. Other agencies will soon be opened.

BEARDSWORTH-BOND CHARTERED

LYNCHBURG, VA., May 31.—A charter for the Beardsworth-Bond Music Co., Inc., has been filed recently in the clerk's office here. This house will sell musical instruments and also household and office furniture. The officers of the corporation are John Beardsworth, president and treasurer; Thomas D. Bond, secretary, and Joseph L. Bailey, vice-president. The company has a maximum capital of \$25,000; minimum, \$15,000.

Harold J. Drescher has been appointed receiver for the Pitkin Music Store, 1603 Pitkin avenue, Brooklyn, N. Y., by Judge Garvin.

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.

AUDAK

CUTS THE COST OF SELLING RECORDS

*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

WATCH THE
NEW—PRINTED—
(Not Molded—Not Pressed)
S T R O N G
RECORD

*IT WILL REVOLUTIONIZE
YOUR BUSINESS
AND INCREASE YOUR
PROFITS*

**DISTRIBUTING TERRITORY
NOW BEING ARRANGED.
DEALERS NOW BEING
APPOINTED.**

STRONG RECORD CO., Inc.

206 Fifth Avenue

NEW YORK CITY

COLUMBUS

Dealers Active in Plans for Increasing Business—Changes in the Trade—News of the Month

COLUMBUS, O., June 7.—The C. C. Baker Co., Victor dealer, South High street, is practically settled in its new location. The demonstrating booths, of which there are more than a dozen, are continually filled with prospective customers of machines and records, an indication of business prosperity here. In order to accommodate their patrons this company has installed the Sol Rex counters.

Definite results have come from the broadcasting of operas on Victor records provided by the C. C. Baker Co. over Station WPAL of the Superior Radio & Telephone Equipment Co. Brief biographic sketches of the artists, read from the Victor catalog, preceded playing of records. Aside from the fact that this means of announcing the better things in music has proved a good stimulant for selling records, it has also been the means of informing the public of the availability of great works in the form of records. The C. C. Baker Co. plans to discontinue this broadcasting of records during July and August, but expects to resume in the Fall.

Co-operates in Concerts

As has been its practice for a number of years past, the Otto B. Heaton Co., 168 North High street, is again co-operating in the promotion of the series of concerts to be given next season by the Columbus Women's Music Club. On Sunday, May 27, the Otto B. Heaton Co. ran a special advertisement in the Columbus newspapers advertising the artists, including Feodor Chaliapin, Victor artist; Rosa Ponselle, Columbia artist, and Harold Bauer, famous pianist.

Stage "Music Shower Week"

"Music Shower Week," a new stunt devised for the purpose of securing sheet music, talking machines, records, musical instruments or musical literature for use in the schools and various city and county institutions, was observed the first week in May in Delaware, O. The General Federation of Women's Clubs is backing this movement.

Drive on Sonora Portables

A special window display, showing a typical camping scene, has been arranged by the Val Loewer Furniture Co., Sonora dealer, for the purpose of showing the added pleasures a portable Sonora can afford in camps, at picnics and

outings. Miss Belle Mathews, formerly in the phonograph department of the Morehouse-Martens Co., is now in charge of the Sonora department at the Val Loewer Co. The Sonora portable is very much in demand at this time.

Victor Artists Visit Cincinnati Store

During the Cincinnati May Festival a number of Victor artists who took part in it took advantage of their stay and visited several of the Cincinnati Victor stores. Merle Alcock, popular Victor artist, accompanied by Mrs. Esther Reynolds Beaver, educational director of the Perry B. Whitsit Co., wholesale Victor distributor of this city, called at the Baldwin Piano Co., the H. S. Poguc Co. and the Chubb-Steinberg Co. Other Victor artists who were guests in Cincinnati on the occasion of the May Festival were Lambert Murphy and Clarence Whitehill.

W. B. Fulgum, Victor dealer, Richmond, Ind., reports a good business in machines; particularly are the new console models going well.

Contest Winner Gets Records

Owing to the fact that the student who won the first prize in the Montgomery County Music Memory Contest already owned a Victrola, first prize offered by the Elder-Johnston Co., Dayton, the management of this firm presented the prize-winner with \$100 worth of Victor Red Seal records.

Adds to Personnel

The Z. L. White Co., 106 North High street, has enlarged the organization of its Victor department by the addition of E. E. Branan, Miss Mildred Christman and Mrs. Jean Rodgers. The former is manager of the Victor department and Miss Christman, with the assistance of Mrs. Rodgers, of the record department.

Features Exercise Records

Among the talking machine exhibits which attracted attention at the Better Homes Exposition held in Mansfield was one by Charles M. Zitzer, Victor dealer of that city, which featured physical culture records. Two athletes demonstrated the value of the records to the music of the Victrola.

News Brieflets

The House of Soward, Dayton Victor dealer, has inaugurated a complete repair service under the management of Artie C. Dunham, who has been with the company for a number of years.

Mrs. Edna Rogers, of the record department of the C. C. Baker Co., is the first one of this firm's sales force to go on vacation.

The Elite Music Store, Victor dealer here, recently sold a Victrola and a supply of records to H. Y. Levin, who has shipped the instrument to Vitzjo, Sweden, to a friend, who pre-

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

ferred an instrument made in this country. Marion Cheney, son of Forest Cheney, inventor of the Cheney phonograph, recently joined the forces of the Robert L. Seeds Co., local Cheney dealer.

IDEAS ARE THE LIFE OF BUSINESS

Many Sources of Inspiration Exist Which the Dealer Can Turn to Profit

No man in a business handling a special line, such as talking machines and records, can hope to carry on entirely by himself. Those dealers who pay no attention to the ideas that are obtainable from every source are in a rut and should get out just as quickly as they can. One eminently successful dealer has instructed his salesmen, and he follows the practice himself, of being keenly observant of the idea possibilities gleaned from customers and prospects. The salesmen who work on the outside have an excellent opportunity in their daily contacts with many persons to get ideas which may be incorporated in the store policy to the advantage of all concerned. New and fresh ideas are the life of any business enterprise. Stagnation means the ultimate death of a business.

ENTERS "TALKER" REPAIR BUSINESS

NEWARK, N. J., June 5.—C. E. Griffin, formerly connected with the L. Bamberg & Co. music department, is now engaged in the talking machine and piano repair business at 194 Warren street, this city. J. C. Hurley, formerly with the Columbia Co., has been placed in charge of the talking machine repair department of the business.

NELSON DEVER INCREASES CAPITAL

STUBENVILLE, O., June 2.—The Nelson Dever Music Co. has increased its capital from \$55,000 to \$100,000, according to court papers filed.



SUMMER SALES

The summer season, with its call of the out-door, offers unlimited opportunities for the sale of records, portable Victrolas and table models. Our sales staff has made a careful study of sales problems that the Victor dealer meets during the summer months. The results of this study are at your disposal. They may prove both interesting and profitable.

PERRY B. WHITSIT CO., COLUMBUS, OHIO
Victor Wholesalers

AGGRESSIVE POLICIES HELP BROOKLYN TRADE

Publicity and Sales Promotion Plans Overcome Obstacles—A. Lesser Buys Branch—Owens & Beers Open Rebuilt Store—Mable Arend New Manager at Loeser's—New Agencies—Local Jobbers at Sonora Conclave—The News

Consistent advertising programs and aggressive sales policies of the talking machine fraternity of Brooklyn and Long Island are keeping machine and record sales up to the mark, despite the fact that several unfavorable conditions exist at the present time which are detrimental to business development, at least in so far as the talking machine business is concerned.

One of the principal unfavorable factors which has made itself felt for some time are the high rentals demanded for apartments. The principal sufferers from this form of gouging are the so-called middle class—the white collar workers—whose salaries have not increased in proportion to the rise in prices of necessities. The skilled workers in the mechanical and building fields are now the one best bet for the talking machine trade, due to steady increase in the incomes of this class and regular employment brought about by intensive building operations throughout the district.

Publicity and Canvassing Resultful

The trade generally recognizes these conditions and in most instances sales promotion campaigns are planned accordingly. A number of dealers are using more newspaper space than in some time to bring their messages before the public. Direct-by-mail is also proving a power for good business. Wherever canvassers and outside salesmen are operating results have made the venture very much worth while. Long Island is a famous Summer resort and the trade is taking advantage of this fact to make sales to owners of the thousands of Summer cottages scattered along the Long Island shores. In the drives on the vacationists the portable styles of instruments are featured.

A. Lesser Purchases Branch

A. Lesser, well-known Victor dealer, with a store at 631 Sutter avenue, Brooklyn, N. Y., recently purchased the establishment operated by J. A. Abrahams, at Rockaway Park, L. I. During the last few weeks he has been busy moving the stock of this store to a location immediately adjoining. The new quarters are considerably larger and with entire new equip-

NOW IS THE TIME

TO GO AFTER THE SUMMER BUSINESS

MAKE YOUR PLANS NOW TO BRING THIS IN.

AGGRESSIVE CANVASSING AT THIS TIME WILL PUT MONEY IN THE CASH DRAWER.

AMERICAN TALKING MACHINE CO. BROOKLYN, N.Y. VICTOR WHOLESALE



ment of the most modern type this is now one of the most up-to-date talking machine stores in this section of the island.

Live Publicity Methods

Farr's Music Store, Richmond Hill, L. I., is a name that comes to the attention of all living in that vicinity these days. The programs of all the local dances and of other activities occurring thereabouts carry the advertisements of this dealer and Roger Farr, proprietor, finds that he gets much business from this publicity. In addition he has placed Columbia car cards in four buses running in the Richmond Hill section, and is now planning to place them in three or four more.

Owens & Beers in Rebuilt Quarters

Owens & Beers, Inc., Victor dealer, whose establishment at 1074 Flatbush avenue, Brooklyn, N. Y., was considerably damaged by fire, is again doing business at the old stand, accord-

ing to Henry A. Heinemann, assistant manager of the American Talking Machine Co., Victor jobber. The Owens & Beers store was burned out about a month ago and since that time all speed has been made by this active Victor merchandiser to put the quarters in shape for an intensive Summer sales campaign.

New Manager at Loeser's

Mable Arend, who recently came East from the Middle West, has been placed in charge of the large talking machine department of Frederick Loeser & Co.'s department store in Brooklyn. Miss Arend, who is already presiding over the destinies of this department, succeeds Joseph Flanagan, who resigned last month to assume the management of the Abraham & Straus talking machine and musical merchandise departments. Miss Arend has had considerable experience, having been engaged in the talking machine business in various capacities for the past eight years. She was formerly connected with the Victor department of the Lion Store, one of the most progressive music concerns in Toledo, O., and was also associated with the talking machine branch of the Cable Piano Co. and the Brunswick Co. in that city. The Victor and Sonora lines are featured at the Loeser store.

Novel Demonstration of Special Record

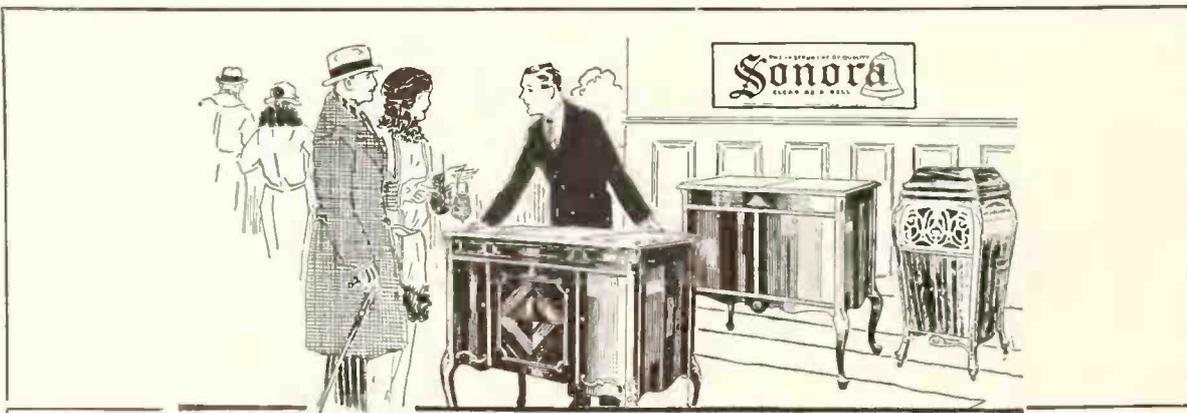
Of exceptional interest to New York branch Columbia dealers is Record A-3772, "Cohen Phones the Gas Company," for the reason that it has afforded them an opportunity to try out a novel idea which has resulted in sales. The plan consists of visiting the local gas plant during lunch hour and staging a demonstration of this record and other numbers.

New Sonora Agency

The Paterson Piano Co., 1202 Flatbush avenue, one of the most popular music concerns in this section, has made his first venture into the phonograph business by taking on the Sonora line, which will be featured exclusively. G. P. Paterson, proprietor, is planning an extensive drive on the new acquisition.

Columbia Dealer Makes Clever Signs

On the door of I. A. Pogolowitz' store in Long Island City is a "Columbia New Process Records" sign which is attracting much attention. From one of the large hangers provided by the Columbia Co. Mr. Pogolowitz cut the letters and attached them to the glass, covering them with shellac to protect against peeling off during window cleaning. He thus made per-



THE INSTRUMENT OF QUALITY
Sonora
CLEAR AS A BELL

The Highest Class Talking Machine in the World

Each Sonora is built to please,
Makes dealers friends and sells with ease.

Long Island Phonograph Co., Inc.

Sonora Distributors for Brooklyn and Long Island

17 Hanover Place, Brooklyn, N. Y.

Telephone Main 1217-18

manent a very inexpensive and attractive sign for his store. Mr. Pogolowitz's inventive mind also conceived the idea of making a wooden box frame to fit a window strip. On the top front of the box is painted "Latest Hit," the name of the record showing on the strip in the box below. He has placed this in his window and two electric-light bulbs under the top show it up quite conspicuously at night.

Brooklyn Jobbers at Sonora Conclave

The four-day conference of executives of the Sonora Phonograph Co. with wholesalers held in Saginaw, Mich., during the latter part of April, account of which appears on another page of this issue of The World, was the best ever, both from the standpoint of interesting and instructive information contained in the various addresses and the royal entertainment and sports which marked the event, according to W. Keith and R. H. Keith, heads of the Long Island Phonograph Co.; J. J. Schratweiser and Lee Coupe, sales representatives of that concern, who represented Brooklyn at the conclave.

The Brooklyn delegation took an active part in the meeting and entertainment. R. H. Keith was one of the principal speakers for the jobbers. "Bob" Keith also gave an excellent account of himself in the golf tournament, teaming with C. V. Vastine for the jobbers. As a result of their good showing on the links C. W. Keith was awarded a wrist watch, R. H. Keith a cocktail shaker, and J. J. Schratweiser, military brushes. Lee Coupe was the outstanding figure in the shot put, winning that event easily.

G. T. Williams Co. Doing Well

The G. T. Williams Co., Inc., Victor wholesaler, 272 Flatbush avenue extension, covering Brooklyn, Long Island and parts of New England, is doing a satisfactory business, according to G. T. Williams, head of the concern. The latter is a firm believer in jobber co-operation and, consequently, this well-known house has been aiding its dealers in every possible manner to stimulate business.

In a statement to a representative of The World Mr. Williams pointed out that sales of dance records and jazz music of all kinds are far in excess of the demand for the better type of music. He declared that this condition will exist until the value of the campaigns of education, including those being conducted in the schools through music memory contests, music weeks, etc., is realized. He also placed the responsibility for this preponderance of demand for jazz on the fact that office workers of all kinds, bookkeepers, clerks, etc., who, in a fair proportion of cases, favor music of the better



**More than 20,000 Now in Use
EDISON DISC RECORDS**

should NOT be played by untried reproducers and haphazard attachments.

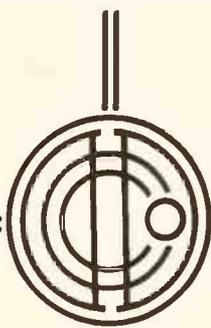
The "VICSONIA"

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.

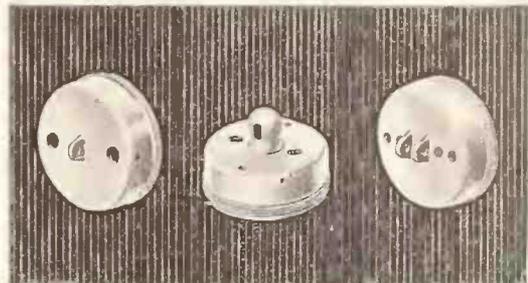
Sample Vicsonia, in silver set with sapphire point, sent on receipt of \$4.50.

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



DOEHLER

The World's Largest Producer of
DIE-CASTINGS



Doehler Die-Cast Aluminum Radio Receiver Cups

Merely to make and sell die-castings is not the whole object of the Doehler business.

To render a service that shall be genuinely helpful to a customer in making a better product at less cost—this also is an object of the Doehler business. Because—

The Doehler Company measures its own success as much by the profit its customers make by using Doehler Die-Castings, as by its own profits in the manufacture and sale of die-castings.

DOEHLER DIE-CASTING CO.
BROOKLYN, N.Y.
TOLEDO, OHIO.

type and formerly were able to satisfy their musical desires, are not now able to do so to such a large extent because of the fact that their salaries have not kept pace with price advances. The big buyers now are the skilled artisans, such as carpenters, mechanics of all kinds, bricklayers, etc., and the musical tastes of this class of people runs more to the lighter types of music.

Increased Commissions Aid Record Sales

An increase in the salesman's commission on twelve-inch records has been found instrumental in boosting sales of these higher-priced recordings, according to C. G. Davis, manager of the Brooklyn branch of the Aeolian Co. For some time Mr. Davis had noticed that sales of the twelve-inch records were far below what he considered they should be and he finally hit upon the plan of stimulating the interest of the record sales force in these recordings by making special inducements in the way of larger commissions. The plan was successful from the start and the sales of these records have increased approximately twenty-five per cent.

Consistent Advertising Wins

Every branch of the business of the Brooklyn Aeolian Co. is enjoying an excellent trade and despite the fact that the so-called dull Summer season will soon be here a gain rather than a decrease in demand has been noted. C. G. Davis, manager, is a firm believer in the potency of advertising and every day the Vocalion instruments are featured in advertisements in the local newspapers. The cumulative effect of this publicity brings business with this concern up to a high average even during the hottest months.

Canvassing Boosts Columbia Sales

Peter Balnis, Columbia dealer of Southampton, L. I., has been obtaining considerable business from house-to-house solicitations. A great assistance to Mr. Balnis is his ability to speak four languages. Mr. Balnis says of this canvassing work: "It really isn't so hard when you once get started, and I personally find it

a great stimulus in obtaining vision and general alertness. I never close a sale without first endeavoring to get 'leads' from my customers of new prospects, and, if possible, letters of introduction to some of their friends who might be interested. This personal, friendly fashion of soliciting is much more productive of sales than is the average house-to-house canvassing."

NEW MUSIC STORE CHARTERED

The Noisy Bee Music Stores Corp., of New York and Brooklyn, was recently incorporated for \$5,000. Members of the company are G. Levinson, J. Brecher, W. F. A. Connolly. C. E. Smith, 527 Fifth avenue, is the attorney.



**WHOLESALE
EXCLUSIVELY**

**SERVICE
of Unusual Scope
to Victor Retailers**

G. T. WILLIAMS CO., Inc.
272 Flatbush Ave. Ext. BROOKLYN
NEW YORK

IN BUFFALO TRADE

Optimism Reigns Supreme as Sales Boom—Dealers Hot on Trail of Business—Many Changes in Trade—Other Activities of Month

BUFFALO, N. Y., June 9.—Talking machine dealers of this district are of the opinion that the "peak" of the recent upgrade in business has been reached. Many dealers who have been in business here for many years state that the first three months of 1923 were the greatest in the history of their stores. They were greater than the big boom of 1920. The beginning of May showed a slowing-up in business. Although this decline from previous months appeared in almost all music stores of the city, they are running way ahead of last year. The general opinion is that the entire year will be good from a business standpoint.

F. D. Clare, manager of the Iroquois Sales Corp., distributor in this district for Okeli records and Strand talking machines, reports business as running 60 per cent ahead of last year.

E. R. Burley, West Ferry street dealer, states that business thus far this year has been better than any corresponding period in the history of the store. Mr. Burley is featuring Victor model 210 in a direct mail advertising campaign for June, and expects it will bring in good returns.

George Goold, of Goold Bros., Inc., dealers in the Sonora, Victor and Edison, said their books showed a balance at the end of the first five months of the year equal to that of the first ten months of last year.

Louis Kurtzman, president of the Kurtzman Electric Phonograph Co., reports an excellent condition of business.

Among Buffalo representatives at the convention in Chicago were: Frank Walpole and William Reilly, of the Hoffman Piano Co.; F. D.

Clare, of Iroquois Sales Corp.; Ben Neal, of Neal, Clark & Neal; George H. Verbeck, of Verbeck Musical Sales Corp.; T. Amesbury Goold, of Goold Bros., Inc., and C. J. Hackenheimer, of the C. Kurtzman Co.

Bertrand C. Burlingame has been made assistant manager of the E. W. Edwards Store, which has a large Brunswick department.

Niebel Bros., music and furniture dealers in Dunkirk, entertained their employes and families at a dinner and entertainment recently.

J. N. Barrett, dealer in the Sonora and Edison instruments and Okeh records, has moved from 1490 Filmore avenue to 135 East Ferry street.

Max Morgott, who has been made manager of the Brunswick department of the E. W. Edwards & Son store, plans to make this department one of the features of the store. He has put two new men in the field.

A parade of automobiles bearing streamers and banners greeted Vincent Lopez and His Orchestra, Okeh artists, upon their arrival in Buffalo for the opening of the new Hotel Statler, and the beginning of their vaudeville tour. After a short trip around the city, the parade ended at City Hall, where the orchestra was officially welcomed to Buffalo by Mayor Frank X. Schwab. The reception committee was formed by the General Phonograph Corp. of New York City, manufacturer of Okeh records, and the local distributing office, the Iroquois Sales Corp.

The orchestra also appeared in the music store of John G. Schuler, Inc., on Main street, where crowds of admirers thronged the interior and exterior of the store. They played the hits as recorded for Okeh records. Mr. Schuler

featured a special stock of 1,000 Lopez records which sold rapidly.

F. D. Clare, manager of the Iroquois Sales Corp., states that since the appearance of Vincent Lopez and His Orchestra here there has been a big demand all over the city for their records.

Curtis N. Andrews, well-known Victor jobber, with headquarters in this city, was one of 2,000 leading citizens of Buffalo who were present at the formal opening of the new Hotel Statler here recently.

One of the features of the new radio broadcasting station, WGR, of the Federal Telephone & Telegraph Co. is to be the broadcasting of new records as they are released. Arrangements have been made with distributors of Victor, Okeh, Vocalion, Brunswick and Columbia records by the management of the broadcasting station to broadcast the records as soon as they are released. The station is equipped with Victrola, Brunswick and Kurtzman phonographs.

This station is equal in power to that of any in the country. It has a sending radius of 3,000 miles.

S. J. White and E. H. Koch have joined the sales force of Goold Bros., Inc.

The Hunt Furniture Co., of Salamanca, N. Y., which has a large music department, is building a new store on River street. Work on the building is well under way, and it is expected to be ready for occupancy by early Fall.

The Isham Jones Dance Orchestra, Brunswick artists, will be at Olcott Beach Hotel on June 27. They have been engaged to play for the benefit dance of the Lockport Hospital Guild.

The Buffalo Talking Machine Co., Victor distributor, has released models 215 and 220, with divided flat-top, which are being received with approval by dealers.

Albert A. Daniels, for the past twenty years with Denton, Cottier & Daniels, exclusive Buffalo representatives for the Aeolian, died recently at his home in West avenue. He was a brother to



There Is a Difference

Knowing how bears no relation to guessing how, and the Victor retailer who *knows* how to develop his business during the summer months will build a foundation for a banner 'Fall and holiday trade.

This organization has spent many years learning how, and we can offer Victor retailers a service based on *knowing* how—not guessing how—and there is a difference.

CURTIS N. ANDREWS

Victor Wholesaler
BUFFALO, NEW YORK

W. H. Daniels, who is proprietor of the store. The Rudolph Wurlitzer Co. has purchased the business of the Winegar Piano Corp., on Broadway, Buffalo. The latter corporation has opened a new store at 1787 Genesee street, where it carries a line of Victrolas and records, etc. F. H. Culp, manager of the J. N. Adam Music Store, is at present confined to his home by illness.

The Iroquois Sales Corp. has released its new Strand machine, model 260 console, which is meeting with great favor among dealers.

The Buffalo Talking Machine Co., Victor jobber, with headquarters at 778 Washington street, has enjoyed a substantial gain in business for the first quarter of this year, as compared with the same period last year, and a program of business promotion is planned by Olin L. Neal, president, which is designed to make this a banner business year.

Mr. Neal and C. N. Andrews, another prominent local Victor jobber, have been serving on the Joint Charities Committee, which is accumulating a fund for the relief of the needy.

PERMO NEEDLE MAKING PROGRESS

Additional Factory Facilities Provided for Making Needle—Prompt Shipments Now Being Made by the Leo Heilbrun Co.

The Leo Heilbrun Co., New York, manufacturer of the "Permo" permanent sapphire needle, has been meeting with considerable success in the introduction of this product to the trade. For several months the company was handicapped through a lack of proper manufacturing facilities, but arrangements were recently completed whereby additional factory space was provided for the production of the needle and immediate shipments are now being made to the trade.

The "Permo" needle, which the company guarantees to play 5,000 records without wear, is designed to fit all the leading types of talking machines and a different needle is provided for every type of machine. This careful attention to manufacturing detail enables the concern to give the music lover a needle that has many distinctive features.

THE WAYSIDE SHOP ENTERS FIELD

WASHINGTONVILLE, N. Y., June 4.—The Wayside Shop was recently opened at 29 Old White Plains road here. The concern handles furniture, talking machines, records and pianos. The establishment is equipped with modern fixtures and presents an attractive appearance.

CANTON, O.

Brisk Sales of Portables Overcomes Lethargy in Other Lines—Dealers Fight "Gyps"—The News

CANTON, O., June 7.—Business in this territory is spotty. In some instances dealers say that portable models are making up for the lost volume in regular machine sales. There is every indication that the coming three months will see some lively competition among dealers for this class of business. The reason for the big demand for portables in this territory is the near location of many lakes, which are crowded with campers and cottagers. The trade here is fighting competition of "gyp" dealers, who open temporary stores, sell inferior stock and get out of town.

Record sales dominated in May, according to Manager Pyle, of the Victrola department of the William R. Zollinger Co. department store here. This store is engaged in a strong drive to move machines. A half carload of the machines were sold.

P. Q. Shrake, manager of the music department of the Klein-Heffelman-Zollars Co., reports business as fair. Record demand is better, he said, since moving the department to the rear mezzanine floor. The new department for Victrolas and records now is convenient and accessible from all parts of the main floor of the big store.

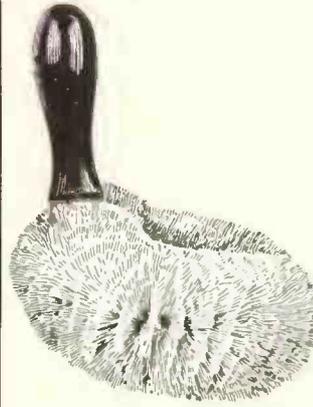
Low priced instruments lead in demand, according to George C. Wille. The console type Victors are still moving well, while there is a demand for some uprights, especially those which retail at approximately \$100.

Satisfactory volume of business is reported by Manager Rutledge, of the Rhines Edison Shop. "We can not complain of last month's business," said Manager Rutledge. "The newest Edison console model, priced at \$135, is meeting with excellent response. Upright machines are moving better than in previous months. Records have been better the past two weeks." The Massillon store of the Rhines Co. also experienced a big month.

A fairly good month for the Sonora machine is reported by the Van Fossen-Smiley Music Co., South Market street. This store has done an excellent volume of business on the new model Sonora.

Widening of Cleveland avenue North will prove a boon to music stores on this street. The work was commenced recently and will be

Are You Ready For Bigger Record Sales?



Investigate our plan. We offer the dealer a sure-fire method of bringing customers into the store without additional expense.

The WONDER Record Brush

Scientifically made of first-quality French bristles; your name on handle

Retails at 35c. Liberal Trade Discounts

H. WONDERLICH
2814 North 4th Street Philadelphia, Pa.

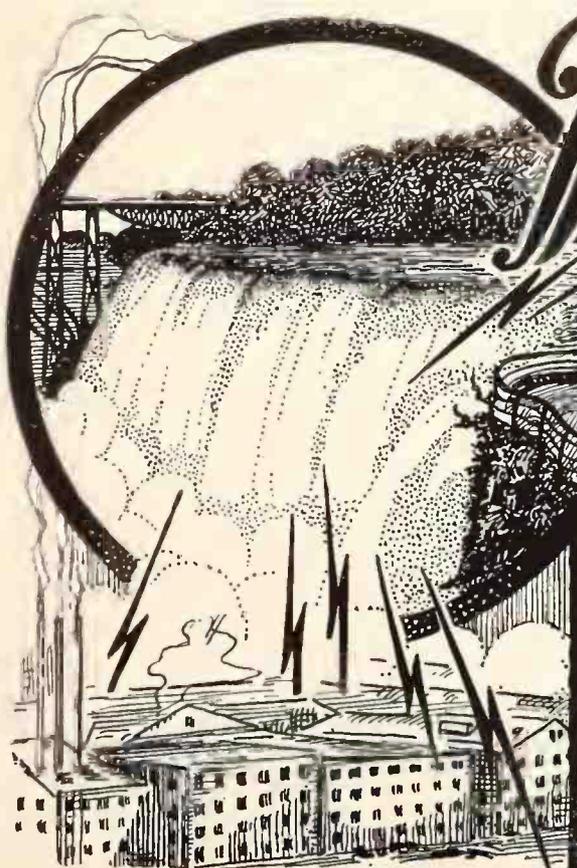
completed by the middle of the Summer. The George C. Wille Co. and Rhines Edison Shop are both located on this avenue, one of the principal business streets.

Announcement is made that Carl K. Ferrel, manager of the Hoover-Rowlands Co., at Mt. Vernon, O., will become manager of the company's Zanesville, O., store, which has a large talking machine department.

Foreign record sales are holding their own, according to Samuel Mirkin, of the Canton Music Co. He said Brunswick and Columbia machines are moving well.

The D. W. Lerch Co. has enjoyed a big demand for Brunswick machines, especially the new console models. Portable machines are moving well, and there is every indication that the Summer season will be one of the best in recent years.

Al Waltamath, sales manager of the Alford & Fryar Piano Co., states that Starr machines are moving fairly well, with consoles most in demand.



Buffalo means power

As Buffalo is the power distribution center of this great territory

So is the

BUFFALO TALKING MACHINE COMPANY

776-778 WASHINGTON STREET

Buffalo, New York

the power distribution center of Victor machines and records. The Buffalo Talking Machine Co. service forms a truly appreciated work. It furnishes a power of incentive to the Victor dealer that helps materially. Why not let us help you?

Just write or wire

SONORA DISTRIBUTORS AND EXECUTIVES GATHER IN SAGINAW, MICH., FOR ANNUAL CONVENTION

Jobbers From All Parts of the Country Visit the Imposing Sonora Plant for Most Constructive Conclave Ever Held—Make Plans for Year—Interesting Addresses—Sports Not Forgotten

The annual convention of the Sonora Distributors' Association was held the week of May 14 at Saginaw, Mich., the home of the immense Sonora factories, and Sonora jobbers from one end of the country to the other attended. The gathering was the most successful that these enterprising wholesalers have ever held, and it was not only attended by the executives of the various distributing firms, but there were present members of the jobbers' sales staffs, who were given an opportunity to understand and appreciate the magnitude of Sonora manufacturing facilities and the policies that form the foundation of this business.

Besides the jobbers and their staffs there were also present at this convention twenty-five members of the executive and factory forces, who made invaluable contributions to the business sessions on the program. Sonora executives consider it a privilege to have an opportunity of conferring with their distributors whenever possible, and this year's meeting was noteworthy for the practical value of each day's sessions.

On May 15 the jobbers made a tour of the Sonora factories at Saginaw and every department of this vast plant received its share of attention from the visiting wholesalers. This is recognized as one of the best equipped and most up-to-date plants in the Middle West and the visiting jobbers took every opportunity to become acquainted with the factory executives. They were thoroughly imbued with the spirit of co-operation and good will, which is one of the important factors contributing to the success of the Sonora factories.

May 16 and 17 were devoted to business sessions, and on the evening of the 17th the annual banquet was held at the Hotel Bancroft. The conventionites spent their time between the business sessions at the hotel, the factories and the Saginaw Club. On the 18th the annual golf tournament of the Association was held at the Saginaw Country Club, and most of the jobbers left for their homes on the 19th.

Avalanche of Orders Placed

Probably the outstanding feature of the 1923 convention of Sonora jobbers was the response

study of conditions and prospects in his territory, together with the requirements of his dealers, and was desirous of his entire quota and more if possible. The general quota was based on deliveries during the first quarter of the year, which were double those of last year, and factory production during the remainder of the year was planned on the same ratio.

Every indication points to a big year for the company and its jobbers, and it will be advis-



Attendants at the Great Gathering of Sonora Distributors in Saginaw

able for Sonora dealers to place their orders for Fall and the holiday season as early as possible. There will be a tremendous publicity campaign this Fall on Sonora products, which will undoubtedly act as an invaluable aid in making 1923 a banner year for dealers.

Geo. E. Brightson, president of the Sonora Phonograph Co., welcomed the jobbers in behalf of the company, and several Sonora executives then favored the jobbers with interesting and practical addresses of more than usual import. S. O. Martin, vice-president and general manager of the Sonora Phonograph Co., who has been a vital factor in the rapid strides

pany. Mr. Martin's address, in part, follows: S. O. Martin Tells of Fundamental Policies

"Certain tendencies in the phonograph business seem evident. There seems to be a distinct tendency for the phonograph to have a higher unit of sale. Higher priced period models seem to be steadily increasing in demand. The phonograph is also becoming more staple, that is, it is entering more into the daily life of the people.

"These tendencies forecast both advantages and disadvantages—advantages in that as a commodity becomes more staple the business dealing with it becomes more regular and sound; disadvantages in that such a business becomes more competitive with reduced margins manifest in reduced prices and discounts.

"We construe our functions and responsibilities as a manufacturer of a quality specialty with high unit of sale with national distribution to be as follows:

"1. To manufacture a meritorious product developed with the art and, if possible, in advance of the general progress of the industry (in this last we think that we have been peculiarly successful). To inspect this product carefully and thoroughly and to guarantee service on it under ordinary usage for one year after it leaves the factory. Our inspection has stiffened and is stiffening to-day. It takes time to educate every workman in a large plant (and there must be education as well as inspection) to the idea of quality, but this educational work is going on. We believe and we are told our product is better than it has ever been.

"2. To manufacture as economically as is compatible with quality and sell at a price compatible with a reasonable profit, and not fluctuating rapidly with cost of labor and material. Our prices which have been and in all probability will be firm for the year 1923 have not risen nearly so much as wages, material and the general level of commodity prices since 1922. Our average net receipt per instrument sold is scarcely 7 per cent higher than in 1922, whereas wages have risen 10 to 15 per cent, material 5 to 20 per cent and the general level of commodity prices 15 to 20 per cent, yet we are making some profit on every model largely because of increased economy in production.

"3. To forecast deliveries as accurately as possible and as far ahead as possible. On this I am frank to admit that we have not done so well as we hope, still, those of you who have had manufacturing experience know that doubling production in a few months is not child's play, especially under present labor conditions. Nevertheless, we are striving to improve the accuracy of our schedule of deliveries and think that we are improving.

"4. To help our distributors sell our product by branding it, by advertising it nationally, by co-operating with the sales organizations of our distributors with special, high-powered sales representatives and by co-operation with the dealers of our distributors with service, not



Some Snap-shots at Sonora Convention

1, Wm. J. Keyes and F. J. Coupe; 2, C. W. Keith and R. H. Keith; 3, S. O. Martin; 4, J. J. Schratweiser; 5, Jos. Wolff; 6, C. T. Malcomb and A. A. Trotter; 7, Maurice Landay

accorded Frank J. Coupe, vice-president and sales manager of the company, when he asked the jobbers for some idea of their requirements for the remainder of the year. His question was answered with an avalanche of orders. It was evident that each distributor had made a

made by the company the past few years, received a tremendous ovation from the jobbers and their sales forces. Mr. Martin responded with a noteworthy address on various phases of manufacturing and distribution and a concise outline of the ideals and policies of the com-

only on the instrument, but on the advertising and selling directly and through our house organ, 'The Sonora Bell.' We are being told unsolicitedly by some important retailers that the 'Bell' is one of the snappiest house organs received by them."

Joseph Wolff Talks on Company's Progress

Joseph Wolff, vice-president and manager of production, gave a splendid talk on the quality of the Sonora product as a unit, and also on the progress made by the company in the development of its product since it entered the phonograph field. He also dwelt on the progress the company had made in the development of its phonograph, and pointed out particularly the improved motors, from a constructional standpoint especially, the improved tone arm and sound box, improved tone, and finally the new cabinet designs, which carried out the very latest ideas in furniture styles.

Mr. Wolff placed emphasis on the fact that the progressive policy of the Sonora would be continued, stating as follows: "While Sonora to-day enjoys a leading position in the phonograph industry, that position could not be maintained by standing still, as to stand still means but one thing, retrogression, and the high standard of the Sonora product, from the standpoint of the three essentials of a phonograph—tone, mechanical construction and design and quality of cabinetry—will be consistently improved upon, so that the distributors and dealers may look to the future with every confidence."

F. J. Coupe Discusses Sonora Demand

Frank J. Coupe, who is one of the most popular sales executives in the talking machine industry, gave one of his usual interesting addresses, extracts from which are as follows:

"I cannot urge upon you too strongly the necessity of impressing upon the minds of your dealers that they should place their orders with you as early as possible and for as many Sonoras as they can get so there will not be a repetition of the catastrophe that befell many Sonora dealers last year when they could not get merchandise to supply the demand that had

been created by the Sonora Co. You may recall that some dealers, having made themselves known as Sonora representatives to the people of their districts, were so embarrassed at not having merchandise that they wired both the jobbers and the New York office to discontinue newspaper advertising as it was simply making matters more complicated for them and hard to explain.

"The placing of your orders to-day is one step, delivering to your dealers another, the desire for Sonora by the public another which will be created by the Sonora Co. the coming season and the selling of them to the ultimate consumers by the dealer the final step. This final and most important step cannot be taken to the satisfaction of all concerned, which includes the manufacturer, the distributor and the dealer, unless the dealer realizes that there is going to be a big demand for Sonoras this Fall and has a sufficient stock. Many dealers are already becoming anxious regarding the situation this Fall and are making arrangements with their distributors which will assure deliveries satisfactory to them.

"Others do not seem to realize just how big a demand there is going to be for Sonoras and will be greatly disappointed, and I am sorry to say some of these are dealers who have sold Sonoras in great numbers in the past and are in a position to do so again. Sonora demand is being made doubly secure by the fact that the public is fast turning from price phonographs to quality instruments, and never before has a phonograph established itself in the public mind as the de luxe phonograph of the world."

Keyes Speaks on Selling and Financing

W. J. Keyes, treasurer of the Sonora Phonograph Co., discussed briefly the distributor's functions, and under this heading stated, in part:

"The distributor's functions primarily are two, both of which are closely interrelated. The first is selling and the second financing. A distributor cannot take care of his finances unless he builds up his sales to a large enough volume to make a profit, otherwise, of course,

his original capital will soon be exhausted, and because of his failure to develop sales, he is not able to take care of his finances. A jobber is given an exclusive territory in order that he may develop it intensively through salesmen and service without any competition in the same merchandise. To be sure this same development of territory could be done through our own organization, but only if separately owned distributing companies were set up and operated upon exactly the same methods as now used by our distributors. This has been done as you know in three cases, but will be avoided as a policy, our function being to manufacture with our capital employed in production and not in distribution."

Lincoln Tells of Advertising Policies

L. C. Lincoln, Sonora advertising manager and one of the most capable advertising executives in the talking machine field, talked to the jobbers in their own language regarding advertising plans for the coming year, stating in part:

"Sonora's advertising policies to-day are the outgrowth of the results of our advertising in the past combined with the experience of other large advertisers and the existing conditions of the present. Aside from catalogs, dealers' service material, trade paper advertising and cooperative allowances which might be called the overhead of the advertising appropriation because they represent an unchanged or fixed part, there has been quite a change in policy regarding large magazines, outdoor signs and newspapers.

"Sonora copy is invariably written around the basic facts of Sonora's superiority as a line and a dozen good ads would impart the entire story. The Sonora advertising appropriation does not include any money at all for anything but real advertising and when you get right down to brass tacks the money that buys actual space in publications is the money that is left after the advertising department has used all its experience and judgment in buying catalogs, display material, etc., saving every dollar possible

(Continued on page 90)



MILLER TALKING MACHINE and RADIO HORNS

Miller amplifying horns are made from a rubber composition, moulded with mathematical precision to fit the requirements of compactness and artistic design.

Owing to their cellular construction, Miller horns have remarkable tone reproducing qualities. Cells may be made larger or smaller, harder or softer to give tone qualities desired in adapting horn to the diaphragm.

Miller horns eliminate vibrating noises found in metal horns. Adaptability unlimited. Equal to the best of wood and far cheaper than wood.

For further information and prices, write

THE MILLER RUBBER COMPANY OF N. Y.

AKRON, OHIO, U. S. A.

The Waltz Sensation of 1923
Good Night Nearly as good as
"Three O'Clock in the Morning"
 "You can't growl - With any FEIST son."

SONORA CONVENTION IN SAGINAW
 (Continued from page 89)

in the production of the advertising, and looking out for the interests of the dealers, the jobbers and the Sonora Co. In other words, it is to the advertising appropriation what net profit is to the volume of sales."

Officers Elected for 1923

The officers of the Sonora Distributors' Association were elected at the convention; the officers for the coming year being as follows: President, C. W. Keith, Long Island Phonograph Co., Long Island City, N. Y.; vice-president, S. D. Andrews, Doerr-Andrews-Doerr, Minneapolis, Minn.; secretary and treasurer, E. S. White, Sonora Co. of Philadelphia, re-elected.

Among those who attended the convention were the following: S. D. Andrews and J. E. Date, Doerr - Andrews - Doerr, Minneapolis, Minn.; C. T. Malcomb and A. H. Trotter, Gibson-Snow Co., Syracuse, N. Y.; Maurice Landay, Greater City Phonograph Co., New York, N. Y.; E. L. Mayer and O. C. Maurer, Kiefer-Stewart Co., Indianapolis, Ind.; C. W. Keith, R. H. Keith, J. J. Schratweiser and Lee Coupe, Long Island Phonograph Co., Long Island City, N. Y.; F. M. Steers, F. B. Travers and W. Davis, Magnavox Co., San Francisco, Cal.; H. W. Bird, Moore-Bird Co., Denver, Col.; C. V. Vastine and J. E. Maunder, C. D. Smith Drug Co., St. Joseph, Mo.; E. C. Walker, Strevell-Paterson Hardware Co., Salt Lake City, Utah; Fred E. Yahr, Earl Yahr, G. E. Campbell, W.

E. Pugh and G. J. Daley, Yahr & Lange Drug Co., Milwaukee, Wis.; A. C. Valeur, L. J. Evans and H. Braid, Sonora Phonograph, Ltd., Toronto, Can.; A. R. Rodway, Leon Golder, J. F. Corcoran, Illinois Phonograph Co., Chicago, Ill.; J. H. Burke and T. E. Burke, Sonora Co. of New England, Boston, Mass.; H. E. Young and D. F. Allen, Sonora Sales Co. of N. J., Newark, N. J.; J. T. Pringle, J. L. DuBreuil and E. C. Kimbel, Sonora Phonograph-Ohio Co., Cleveland, O., and E. S. White, Sonora Co. of Philadelphia, Philadelphia, Pa.

The members of the Sonora Phonograph Co.'s executive offices in New York who attended the convention were as follows: G. E. Brighton, S. O. Martin, F. J. Coupe, J. Wolff, W. J. Keyes, C. S. Redfield, L. C. Lincoln, F. V. Goodman, E. D. Coots, H. J. O'Connor, Fred Eichorn, Arthur C. Sherwood, John Paul, R. H. Meade, J. E. Hornburger, Fred Roediger, Lester Watson and J. M. Ervin. The members of the Sonora Phonograph Co.'s factory executive staff in Saginaw who attended the convention were as follows: John Herzog, J. L. Jackson, T. F. Gaensbauer, L. Bieringer, F. M. Kiley, J. F. Kessel and G. J. Corrigan.

Bokaz and Brikbatz

The golf tournament was a gigantic success, especially so far as prize winners were concerned. It is understood that no official scores were kept, and in order not to test the veracity of the participants it was decided to let the golfers draw numbers for the various prizes. This safe and sound policy was applauded by

everyone, and as a result the following prizes were taken home by the jobbers: C. W. Keith, wrist watch; R. H. Keith, cocktail shaker; J. J. Schratweiser, military brushes; F. B. Travers, golf bag; J. H. Bird, Eversharp pencil; Leon Golder, cigarette case; C. V. Vastine, cigarette case; Maurice Landay, pocket flask; A. R. Rodway, golf balls; Herbert Young, tobacco pipe; G. J. Daley, drinking cup; E. S. White, mid-iron; J. F. Corcoran, mashie, and Frank M. Steers, match case.

The boys have not fully recovered yet from the strenuous Friday morning athletic events. While no records were smashed, nevertheless, several windows in the nearby clubhouse were reported broken after the shot-put event. Leon Golder carried off a first and two seconds in the athletic games; Lee Coupe captured the shot-put event; Tom Burke won the 100-yard dash, and Joseph Burke captured the golf putting contest. G. Daley was the champion in the potato race; Fred Eichorn won the fat man's race; Joseph Burke and Chas. Matthews coordinated nicely in winning the three-legged race.

Frank J. Coupe and Warren Keyes played splendid golf in a match contest with Bob Keith and C. V. Vastine, the jobbers' champions. The Sonora executives captured the match at the 18th hole, but to even up matters, C. W. Rodway and Maurice Landay were returned the winners in a contest between Don Coots and Ralph Mead, of the Sonora staff; the winners coming through with two up.



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

NOT
 Just Another Equipment
BUT

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

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

WRITE YOUR EDISON JOBBER. 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

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.

Needle CENTERS on all records.

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

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

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

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

JEWEL PHONOPARTS COMPANY

160 W. Whiting St., Chicago

The Trade in **BOSTON** *and* **NEW ENGLAND**
 JOHN H. WILSON, Manager
 324 WASHINGTON ST., BOSTON, MASS.

**GOOD BUSINESS FIRST FIVE MONTHS OF YEAR
 AUGURS WELL FOR ANNUAL VOLUME OF SALES**

Trade Interested in Isham Jones Concerts—Hallet & Davis Staff Quits Old Quarters—Local Visitors—New Home of Kraft, Bates & Spencer Completed—Other Important Activities

BOSTON, MASS., June 4.—There is a happy unanimity among the trade regarding the May business which in almost all cases has been good—beyond expectation in some cases. Of course, there are dealers—there always have been and always will be—whom the jobbers have a "hard time" with; that is, they have constantly to be hammering into them a spirit of optimism; they are the sort who think that business is going to the bow-wows every time there is a slump in sales. With this good showing for May, which in some cases was two and a half times that of the same month last year, the business for the full five months has been put considerably ahead and augurs well for a splendid half-year showing. Whatever the early months of the last half of the year may show, there are the last three months to be reckoned with, which are bound to be large; so may it not be a reasonable assertion to say that 1923 promises to be an excellent twelve-month period. And it won't be so very long before the jobbers will begin to issue the same old warning to dealers to stock up early, a warning that several habitually disregard to their own disadvantage.

Isham Jones' Orchestra in New England

Isham Jones' Orchestra, which plays for the Brunswick, is to be heard in Boston and New England from July 2 to 14, and the local headquarters of the Brunswick, that is, Kraft, Bates

& Spencer, are busily at work mapping out the tour, which will include, besides Boston, Providence, R. I.; Springfield, Lowell, Marlboro, Salem and Fall River, Mass.; Lewiston, Me., and Willimantic, Conn. Here in Boston the orchestra will be heard at Lowe's Ballroom in the Back Bay.

Hallet & Davis in New Quarters

The Hallet & Davis Co.'s executive staff has said good-bye to the old premises at 146 Boylston street, and part are now located at the factory in Neponset, and part at 661 Boylston street, which is out near Copley Square and near the Public Library. At this latter address are principally the executive offices, with John L. Cotter, R. O. Ainslie, Arthur Forbes, of the advertising staff, and Leslie G. Jones, who is immediately in charge of the talking machine department, all pleasantly located in well-appointed offices on the second and third floors. Leslie G. Jones, who is looking closely after the New England territory in the interests of the talking machine end, says that business is moving along very well. Messrs. Cotter and Ainslie, together with Earl E. Conway and others of the Hallet & Davis house, at this writing are in Chicago attending the big convention of the music industry.

F. E. Mann's Car Stolen Twice

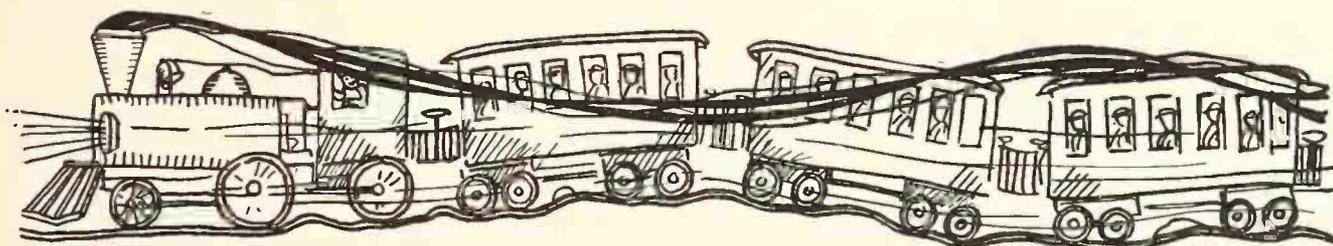
Not a few owners of automobiles can tell interesting stories these days of the theft of cars,

but there aren't many who are the victim of a theft twice in a single week; but that is exactly what befell Manager Fred E. Mann, of the Columbia Co., a while ago. He had driven from his home in Newton to attend a motion picture house in Allston, accompanied by his wife and several friends. At the conclusion of the show he went outside to get his car, but found it missing. He reported the theft to the police and a few hours later the machine was found in Brookline entirely stripped of everything. Recovering his car he got it refurnished and two nights later drove to town to attend the Pop Concerts in Symphony Hall. When he went to get his car it again was missing and was subsequently found in Hemenway street, less than a half-mile away from the hall, and, of course, everything about the car was missing. Mr. Mann says it will be highly embarrassing if, for a third time, he is the victim of a similar mishap.

Best Columbia Record Month

Manager Mann reports that May business in records was the best month since December, 1919, which was the banner month for the company. The new process records have played a big part in speeding up the sales of the symphony and operatic lines, and from now on it is expected that there will be a steady improvement in this type of business. In his New England department Mr. Mann says there is scarcely an instrument to be had as all the old stock has been disposed of and the new product is not yet quite ready for delivery. Mr. Mann says that F. C. Walker, assistant to the director of the recording studios, came over

(Continued on page 92)



Back From the Convention

Victor Dealers who attended the Convention of the Music Trades in Chicago came away better prepared for a bigger and better year. New thoughts, new ideas and new plans were discussed.

Victor dealers can depend on our whole-hearted co-operation in the carrying out of these plans. We understand your problems. Our policies are progressive, we are strictly wholesale and our service is prompt.

Let Us Help You



The Eastern Talking Machine Co.

85 Essex Street

Boston, Mass.



THE TRADE IN BOSTON AND NEW ENGLAND—(Continued from page 91)

to Boston to attend the initial performance of "The Rise of Rosie O'Reilly" at the Tremont Theatre with a view to getting some of the best numbers recorded, these to be released about August 15.

Eastern Representatives Visit Victor Co.

Manager Herbert Shoemaker, of the Eastern Talking Machine Co., was over at the Victor factory toward the latter part of May, and took with him E. P. Johnston, and the latter made a careful study of every phase of the business, returning to Boston with a new and valuable fund of information which should serve him well in handling the business in his territory. It is Manager Shoemaker's plan to take one of his staff over to the factory each month so that every member in time may be familiar with all the details of this great business, all this with the end in view of increasing the efficiency of the staff.

E. P. Johnston Has Narrow Escape

Speaking of Mr. Johnston, his friends are congratulating him on his narrow escape from death a short time ago. He was running his Dodge car in the northwestern part of Massachusetts, and while traveling around Hairpin curve near Turners Falls he tried so hard to avoid colliding with another car that his car literally became hung up on a post, with himself in a most hazardous position. Had the car tilted the least bit in one direction it would have taken a plunge that would have meant death to Johnston. Finally he was extricated from his dangerous position.

Edison Activities in New England

The Pardee Ellenberger Co. is finding its Edison business very good in the New England territory, and Frederick Silliman makes a most encouraging report of the May sales. The campaign for business instituted by Mr. Silliman about a year ago is bearing fine fruit and the three members of the traveling staff, F. S. Boyd, F. G. Cook and G. R. Coner, have been able to develop some hustling salesmen among those whom they have associated with them in the campaign. This house-to-house canvass has been the means of putting Edison instruments into homes that might never have thought of them had not the proposition been intelligently presented to them.

Big Gains in Victor Demand

"Business for May has been rather peculiar," reports Kenneth R. Reed, wholesale manager of the M. Steinert & Sons Victor department. "The retail business has been rather quiet, as I have observed it, but the instrument business has been much better than the record business. One large department store told me a few days

KRAFT-BATES AND SPENCER INC.
NEW ENGLAND DISTRIBUTORS

Brunswick
PHONOGRAPHS AND RECORDS

SOMETHING NEW ON BRUNSWICK EVERY DAY
No more monthly releases

New records to offer customers daily.
Always a brand-new one for the clerks to talk about.
New system of releasing records supplants the old once-a-month release date.
"If it's out on a phonograph record, Brunswick has it" is public reaction to new system. Big increase in record sales the immediate result.
They get what they want TODAY on Brunswick. No waiting.
We would be glad to give you detailed information on this popular change in record merchandising and its effect on record sales.
Brunswick Records can be played on any phonograph.

KRAFT, BATES & SPENCER, Inc.
80 KINGSTON STREET, BOSTON, MASS.
New England Distributors

Steel Needles Motulus Record Brushes Khaki Covers



ago that it had been doing the largest business ever done, but there are other places that tell a somewhat different story. On the whole, however, it is my impression that the retail establishments are ahead of 1922, this fact being the result of my knowledge of the experience of sixteen stores, fourteen of which were ahead up to May 15. The wholesale business is very gratifying, and for our company it was two and a half times ahead of May of last year. Of course, the new Victor models, in a measure, account for this increase."

Well Established in New Quarters

Kraft, Bates & Spencer are now well established in their new location downtown. The interior decorations are all completed and the office, storerooms and other departments are pleasantly and conveniently located. Harry Spencer, head of the establishment, has gone out to the Chicago Convention and with him is Edward Strauss, of the New York Brunswick

offices. Mr. Spencer went over to New York, where he was joined by Mr. Strauss, the two going West together. En route to Chicago they visited Dubuque, Ia., where one of the several Brunswick factories is located. Following the Chicago convention Mr. Spencer will return to New York for a conference of the Brunswick's Eastern representatives that is to be held in that great city.

Victor to Record Songs of Local Play

Manager Reed returned a few days ago from the Victor factory, after having prevailed upon the officials to make recordings of several of the best numbers of George Cohan's "The Rise of Rosie O'Reilly." This musical comedy opened at the Tremont Theatre on Monday, May 21, and that night Mr. Reed was in the audience, having gone purposely to make a report on the value of the music. Having come to the conclusion that there were several numbers that easily could stand reproducing, he



**Ditson
Victor
Service**

Victor Service That Serves Without Being Spectacular

The chief factor of Ditson Victor Service is reliability—the fact that it operates steadily and efficiently, but quietly. From our two distributing centers in Boston and New York we serve Victor dealers in the most thickly populated and busiest section of the country. In short, we fill the gap where good service is needed most.

OLIVER DITSON CO.
BOSTON

CHARLES H. DITSON & CO.
NEW YORK

hied himself immediately to Camden and reported accordingly. Arrangements were made, and in a reasonably short time the best numbers of this musical comedy will be placed on the market by the Victor Co. It has been George Cohan's custom to produce some new musical piece at the Tremont Theatre for several seasons past, starting them in the early Summer, and letting them stay well into the season; and every one of these has won signal success everywhere it has been played and sung.

M. Funkhouser to Move Here

Marshall Funkhouser, chief accountant of the Boston branch of the Columbia Co., who assumed his new duties a few months ago, is planning to move his family here from Baltimore sometime this month. A new addition to his family has been the reason for the delay in transporting his household.

New Columbia Dealers Local Visitors

Joseph Feinblum and Benjamin Peiser, proprietors of the Feinblum Grafonola Shop, Hartford, Conn., were in town a short time ago visiting Manager Mann at the Columbia wholesale quarters. Both gentlemen told Mr. Mann that they had just completed the erection of their new building at 89 Windsor street, which is splendidly equipped with Col-Van record racks, hearing rooms, etc. They plan to have a formal opening the middle of June, to which Manager Mann probably will go.

Steinert Employee Weds

Miss Marguerite McDade, of Dorchester, who is in charge of the M. Steinert & Sons office at the Boylston street store, became the wife of Harold F. Langley, of New York, June 6, at St. Hugh's Roman Catholic Church in Dorchester. Miss McDade has been an employe of the store for six or seven years.

Platt Spencer "On the Job"

Apropos of the Boston Brunswick headquarters it is in order to tell the trade that Platt

*A competent
corps of
STEINERT
experts will
solve your
dealer problems*



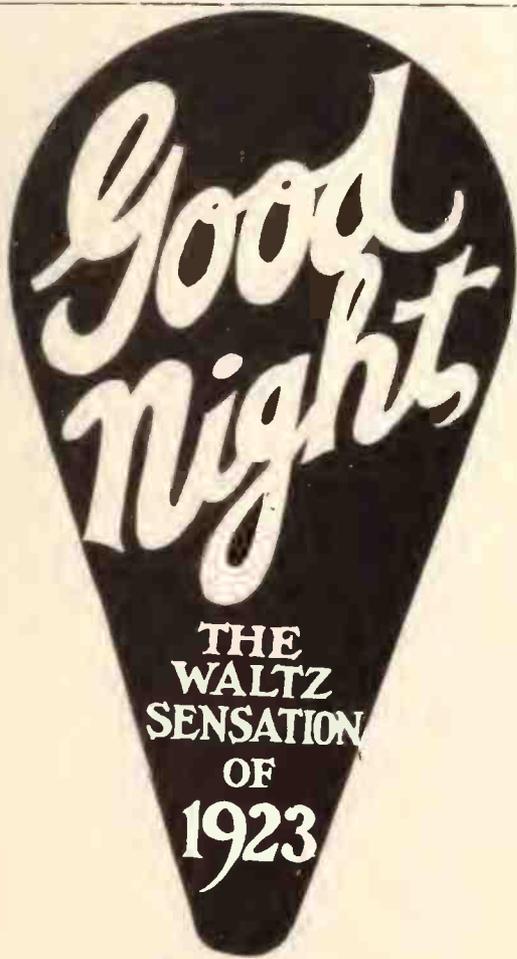
**Precepts for the Wise Victor
Retailer in Preparation
for a Banner Year**

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 DeForest Radio
Dealers Still Exists*

M. STEINERT & SONS
Victor Wholesalers
35-37 Arch Street Boston, Mass.

ANYWHERE IN NEW ENGLAND



Spencer, a brother of Harry Spencer, is with Kraft, Bates & Spencer and bids fair to make a success among the trade. He is a hustler and has an engaging personality, which should make for him many friends. His territory is the State of Maine, northern New Hampshire and a part of Vermont. In a few days he is starting off on a three weeks' trip which will first take in Maine.

Miss Elizabeth Julian Promoted

Miss Elizabeth Julian has been appointed manager of the Columbia department of the Providence, R. I., store of Summerfield's. She succeeds Miss Martha Seavey, who was lately married. Miss Julian has been with the Outlet Co. in Providence, and is well acquainted with the talking machine business.

Williams Music Store Opens

A new Victor shop has been opened in Cambridge, its location being at 750 Massachusetts avenue. It is called the Williams Music Store,

and is conducted by Barnet Williams, who also controls the Chelsea Music Store in Chelsea. Mr. Williams' son, a Technology graduate, is to be the manager of the new establishment.

New Accounts Opened

Some new accounts lately opened by the Brunswick are Miskell's, at Falmouth, Mass.; Brucker's Brunswick Shop, at Westerley, R. I.; H. H. Barber Co., at Milford, N. H., where the talking machine department is in charge of Bernard C. Taylor. The Brunswick also will be carried in the new store of the Atherton Furniture Co., in Portland, Me., where an entire window is to be devoted to a display of Brunswick instruments.

New Okeh Accounts

Manager N. B. Smith, of the New England department of the General Phonograph Corp., has just concluded a business trip to Springfield, Mass., Hartford and Waterbury, Conn.,

(Continued on page 94)

Love of Good Music Is Not Limited to Any Class, Creed or Race

The NEW EDISON

Through its marvelous REALISM, bringing to actual LIFE the subtle personalities of the artist, perfect technique, the individual tone of voice and instrument, this

phonograph, The NEW EDISON, fully meets every desire of all exacting MUSIC LOVERS. It will bring increased patronage to every Edison Dealer's store.

FULL CABINET MODELS IN CONSOLE AND UPRIGHT DESIGNS, \$100 UP

Certain
Localities
Offer Dealer-
ship Opportuni-
ties. Write us.

THE PARDEE-ELLENBERGER CO., Inc.

Edison Jobbers for New England

26 Oliver Street

Boston, Massachusetts

Edison
is
FIRST
with
HITS

THE TRADE IN BOSTON AND NEW ENGLAND—(Continued from page 93)

in the interests of the Okeh line. P. J. Donovan, who was in Maine looking over the field, spent most of his time in the vicinity of Portland. Manager Smith has just signed up the Henderson stores to carry the Okeh line, and two other places that are now carrying these records are H. J. Poturnichi, of New Haven, who has a large Polish business; and Mr. Buonnaccorsi in Providence, both of which are proving to be splendid accounts. Still another store to carry Okeh goods is the Queensbury Music Store, 54 Queensbury street, Back Bay section of Boston.

The Call of the Country

One of the first of the Eastern Co. staff to get away on his vacation and forget Victor business for a time is G. B. Waldron, the city salesman, who has gone to his farm at Franklin, N. H. Manager Herbert Shoemaker does not plan to go away until early in August, when he and Mrs. Shoemaker will be guests at the Wilson cottages at Jackson, N. H.

Will Soon Make Shipments

The Trinity talking machine, on which work toward its perfection has been under way for some time, is now ready to make good shipments, as lately a large supply of machines has been turned out.

Local Sonora Men Home From Saginaw

Joe Burke, manager of Sonora Phonograph Co. of New England, and his brother, Tom Burke, came back from the Saginaw, Mich.,

convention quite keyed up for the future of the Sonora business, both in this territory and elsewhere. Joe was feeling pretty nifty because he took the first prize in the golf tournament, and Tom has been throwing out his chest because he won the first prize in the 100 yard dash, but he says the prize was worth hurrying after. He got it all right, but he hasn't got it now, and there's a reason. Joe was away on a trip for a few days the end of May, going to New Haven, Hartford and Bridgeport, Conn., and Tom, who says he is finding things better than he had hoped for in his territory, is planning a trip to western Massachusetts and Vermont, which he will take with his other brother, Raymond L. Burke, who is also with the firm.

New Quarters for Gillis, Inc.

Walter J. Gillis, Inc., a Victor dealer who has been located on the second floor of 395 Boylston street for several years, has made a change in his location and is now at 429 Boylston street, formerly occupied by the Puritan Phonograph Co., which is close to the former address. Mr. Gillis is widely known in the trade, and when he is finally located he plans to branch out on a much larger scale.

Congratulations!

A happy bridegroom in the talking machine business is Edgar H. Stone, who is in charge of the talking machine department of the Iver Johnson Co. at 166 Washington street. His

bride, whom he married to-day, was Miss Anna Campbell, who has been associated with the same department as her fiancé. The ceremony was performed at St. Benedict's Church in Somerville. The best man at the wedding was Clarence Hawkins, of Revere, who is an employe of the Iver Johnson Co., and the maid of honor Miss Grace Campbell, a sister of the bride. After a trip to Norfolk, Baltimore, Washington and Atlantic City Mr. Stone and his bride will take up their residence in West Roxbury. Mr. Stone has been with the company fourteen years, and his wife four years.

New Strand Models Admired

Arthur C. Erisman, who handles the Strand for New England, has just received several new models which are beautiful specimens of the cabinet maker's art. These are being shown in beautiful woods, and the dealers who have seen them are placing good-sized orders. Mr. Erisman, who also handles the Vocalion for this same territory, states that, while May was not so productive as other months, June had started off well and the very first day registered some very large sales, the single day being quite the biggest in Vocalion records since Mr. Erisman had taken hold of the line.

NEW HOME FOR THE ELLAS MARX CO.

SACRAMENTO, CAL., June 8.—The business district of Sacramento is fast trekking out both J and K streets, easterly. The Ellas Marx Music Co. has vacated its former housing and has effected an extended lease in the Native Sons' Hall building, at Eleventh and J streets. The new store is very commodious and no expense has been spared to render it efficient so far as interior appointments are concerned.

Ellas Marx, president of this concern, frankly states that not only have all his old patrons followed him to his new home, but much new business is being done through the drawing power of his expansive window displays.

During opening week a model of the first practical phonograph, the personal property of Mr. Edison, was on exhibition here, loaned as a special favor to Mr. Marx. It attracted huge attention. It is of the cylinder, tin foil type, operated by hand.

IDEAL CABINET CO. CHARTERED

The Ideal Cabinet Co., of St. Louis, has been granted a charter of incorporation to manufacture and sell talking machines, etc., with a capital of \$12,500. Morris and Joseph Lasky and Lewis Nachman are the incorporators.

COTTON FLOCKS

.. FOR ..

Record Manufacturing

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

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



ADVERTISING THAT IS INEFFECTIVE

The Merchant Who Curtails Advertising Because It Does Not Pull Makes a Mistake—Improved Publicity Is Answer to Problem

There can be little doubt that advertising is one of the strongest mediums through which business can be obtained and, with the universal knowledge that this is so, it seems very strange indeed that so little serious thought is given to this important branch of the business. The main problem with which the talking machine dealer is concerned is to get his merchandise before the public in the strongest and most favorable light possible and if his advertising fails to accomplish this purpose to some extent he is wasting money and there are two courses left open to him. Either he can cut out his advertising entirely or he can improve it to such an extent that it will bring about the desired results. Obviously the former method would be in the nature of courting degeneration of his business and, therefore, the latter is really the only successful way out. There are too many dealers who are curtailing their advertising because it does not seem to be effective. There seems to be a lack of perception which is resulting in loss of business to these dealers and the sooner they determine not to cut out or curtail their publicity, but to bring it up to a standard where it will bring the vital message, which every dealer has to convey to the public so much sooner will there be results.

There are many text-books concerned with the fundamental principles of advertising and the talking machine dealer who prepares his own newspaper publicity can do no better than to pay a visit to the public library in his city or to purchase one of these books and glean therefrom some knowledge of this important subject which he can put to profitable use.

G. W. Wathen, of Pittsburgh, Pa., recently took over the East Liberty Brunswick Shop, of Pittsburgh.



NEW HAVEN - - - - - CONN.

NOW THE HOCKETT-COWAN MUSIC CO.

FRESNO, CAL., June 4.—Hockett, Bristol & Cowan, the largest music dealers in the San Joaquin Valley, at Merced and K streets, have very recently undergone modifications of importance in the music field of California. This house is one of the largest merchants of New Edison phonographs and Chickering and other high-grade pianos west of Chicago. This firm is now reorganized and incorporated under the name

of Hockett-Cowan Music Co., and occupies the same quarters as the old firm. Joe Bristol resigned at the inception of the new firm on account of ill health. He has been a hard worker and the members of the new firm express considerable regret over his indisposition. J. E. Robbins, manager of the Visalia branch, and C. E. Wagner, salesman, have assumed membership in the new organization. O. S. Hockett and wife and J. E. Robbins and wife, of the Hockett-Cowan Music Co., left on Decoration Day for an extended trip East. They will attend the allied music trades convention to be held in Chicago and will also visit relatives in various places.

ANNOUNCE NEW PORTABLE

Fulton Talking Machine Co. Starts National Distribution of New Product

The Fulton Talking Machine Co., 253 Third avenue, New York City, manufacturer of talking machines bearing the above name, announces a new popular priced portable style. This machine carries some new exclusive ideas as regards equipment. The tone arm remains connected whether the machine is opened or closed. Opening the lid, the tone arm sets automatically in place in a position ready to play a record. Closing, the lid works the tone arm automatically into the cabinet. The machine is manufactured either in mahogany or leatheroid finish.

The Fulton Co. introduced this new machine in the metropolitan district with success and contemplates making deliveries throughout the country at once, the increased production justifying exploitation of the product over a larger territory.

REASONS FOR INCREASE OF SALES

OAKLAND, CAL., June 7.—Harry N. Chesebrough and Olin S. Grove, who merchandise the New Edison in Oakland on a large scale, look forward to increasing sales as new families are moving into the big "trans-Bay town" by the hundreds each week. Mr. Grove has increased his selling force to better accommodate his growing clientele.

Charles Durso, retailer, of Somerville, N. J., has taken on the complete Brunswick line for his town and contiguous territory.

Edison Dealers:—

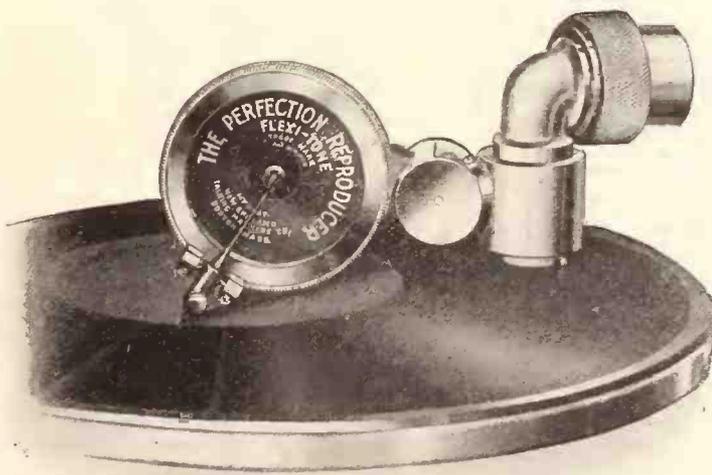
Here is a way to make extra profits. Investigate the "Perfection" and see for yourself its big possibilities.

A new gold finish by the Chesley process is now being put on all Perfection attachments. It's a good, heavy, durable gold finish—a "five-ply" finish. You can recommend and sell Perfection attachments, with a guarantee of 100% service.

Every Edison owner is a prospect.

It makes possible the playing of all makes of lateral cut records on Edison machines.

Construction and finish—the best.



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.**

THE TWIN CITIES

Business Improving—Travelers Report Activity—Extensive Tie-up With Artists—Sells Many Machines to Schools—Other News

MINNEAPOLIS and ST. PAUL, MINN., June 8.—Minnesota business is picking up, and while not as satisfactory as that of eastern Wisconsin, upper Michigan and Iowa in the opinion of Twin City jobbers, whose territories embrace all these sections and give them opportunities for comparison, the outlook is bright.

Edison Travelers Report Activity

Reports from travelers to the Laurence H. Lucker Co., Edison jobber, show increased activity in northern Wisconsin and southern Minnesota. According to J. Unger, of the Lucker Co., wholesale business has been good.

Urges Dealers to Keep Overhead Down

Edward C. Hoch, Cheney jobber, says: "The salvation for the business man is to make the overhead as low as possible. My advice to the trade is keep expenses reduced." Mr. Hoch states that there is a demand for consoles around \$150. The demand for the new Cheney consoles at \$165 promises to be exceptional, he says. Portables are also selling briskly. The Hoch office carries three makes of portable machines, the Pal, the Swanson and the Trumpetone. Business is fine in the Audiophone, for which the Hoch Co. acts as Northwest jobber. At this writing Mr. Hoch is in Chicago on a visit to the Cheney offices and to attend the conventions. Other Cheney dealers at the convention are: William Hardt, of Winona, and August Weyand.

Good Victor Business

"Business is good," says George A. Mairs, head of the Victrola department of W. J. Dyer & Bro., Victor jobbers. "Sales are much better than last year," he stated. The Dyer Co. is conducting a special campaign on portable instruments which is proving a success.

Active Columbia Demand

The Columbia business is improving in northern Michigan, where the iron range and copper range are resuming activity, and in the Montana oil section, according to W. L. Sprague, Northwest jobber. Business in Iowa is best, he says, but quiet in Minnesota, with the exception of the towns on the iron range. The Columbia console, selling at \$175, is getting most favorable comment. The portable business is

good, according to Mr. Sprague, his company being unable to get enough to supply the demand. Mr. Sprague left this week for Chicago and other points on a business trip.

Travel in Interest of Music Memory Contests

Radford Sabra, Fred Strum and C. H. Jensen left Friday to "cover" Wisconsin, Minnesota, upper Michigan and parts of North and South Dakota, following a two-day meeting in the Beckwith offices when conditions were discussed and plans laid. They will emphasize the value of music-memory contests.

Mr. Bennett, of the Beckwith Co., predicts that the new model 215 will be the best seller among Victors and one of the biggest stimulants to the trade. The reorders are coming in very substantially, he says. Mr. Bennett expects to tour the State in June and July.

Tie-up With Victor Artists

Victor jobbers and dealers made the appearance of the Benson Orchestra, Victor artists, at the Orpheum theatre in Minneapolis and St. Paul memorable occasions, when from reserved boxes the men and women who daily demonstrate or handle the orchestra's records enjoyed the performance of its members. Huge Victor dogs and Victor pennants decked the stage, with a smaller dog guarding the piano over which presided the much-applauded leader, Don Bestor. Forty St. Paul members of Victor wholesale and retail houses witnessed the orchestra's appearance Friday night, May 25, and sixty Minneapolis Victor merchants and their sales clerks Friday evening of the previous week. In Minneapolis, the orchestra was presented with a bouquet from "Charlie Bennett and his gang." The idea of a Victor night originated with Murray Kirschbaum, manager of the Victor department of L. S. Donaldson Co., who arranged the event, obtaining lower boxes and decorating them with pennants and the famous trade-mark. Gene Green, another Victor artist, playing at the theater, was included in the welcome.

Through the efforts of Charles K. Bennett, of the George C. Beckwith Co., Minneapolis dealers tied up in the form of a page ad with the appearance of the orchestra and through

this publicity crowds were attracted to the theatre, and local dealers reported a large demand for the orchestra's records. Mr. Bestor played in comparison with his records in his visits to the Howard-Farwell, Cable and Golden Rule stores in St. Paul, attracting considerable notice from the department store crowds in the latter place. He described the attention and care practiced by the Victor recording laboratory in selecting musical numbers after they are recorded, told of the expense involved, and paid high tribute to Ed King and Harry Sooley, "the men behind the horn" at the factory. Mr. Bestor and Mr. Bennett also visited Minneapolis Victor retailers.

E. F. O'Neill at Convention

Eugene F. O'Neill, of the Brunswick-Balke-Collender Co., is in Chicago. During his stay he is attending the music trade convention.

Canvassing Brings Business

The Bemidji Music Co., of Bemidji, Minn., has been doing much canvassing this Spring and reports a lot of "determined to buy" prospects which it expects to close in the early Fall. Mr. Ebert, the proprietor, claims that 90 per cent of his business at this time of the year is the result of canvassing.

Music Contest Moves Records

The Polzin Furniture Store, of Rapid City, S. D., has closed its second music memory contest in the local schools. The classes, conducted in the store three days a week, when Victor records were played and explained, were attended by an average of twenty pupils, while on some days there were thirty-five pupils, in many cases accompanied by parents. Mr. O'Grady, manager of the Victor department, who is largely responsible for the success of the contest, states that records which had rested on the shelves for a long time were moved and that sales were three times greater than during last year's contest.

Pathé Trade Improving

H. S. Sharer, phonograph department manager of G. Sommers & Co., Pathé jobbers, says that business is a bit better, but will take a little time to recover from the untimely cold snap two months ago, which resulted in a depression in business in all lines.

Sells Machines to Many Schools

Fred Arneith, of Arneith Bros., Negaunee, Mich., has sold Victor phonographs to twenty-nine out of the thirty-two schools in the city, as well as placing them in every hotel, confectionery and pool hall.

News Brieflets

Poppies and records of war marches and war songs made a striking window at the Vandenberg Music Co., Green Bay, Wis., in connection with the recent American Legion poppy week.

"Loose Feet," song hit, gave Mr. Pierce, of McLogan-Pierce Music Co., the inspiration for a novel window at his Iron Mountain, Mich., store.

L. H. Stoker has been made exclusive Edison dealer in Owen, Wis.

The Minnesota Phonograph Co. has already made sales as the result of a recent exhibit at the Minneapolis Food Show. Sixty thousand people passed this Edison booth.

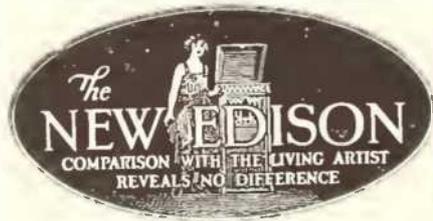
A. S. Rulland, of Black River Falls, Wis., Edison dealer, passed away a fortnight ago.

George E. Paulson, Edison dealer, is erecting a new building in Hawkins, Minn., following the complete loss of his building by fire.

Visitors to the headquarters of Laurence H. Lucker, Edison jobber, recently included: D. W. Kloempken, Stewart; H. Peterson, Mora; H. G. Lenzen, Norwood; John Quast, Jr., Buffalo; George Scherfenberg, St. Cloud; C. O. Diessner, Waconia, and J. E. Stiles, of Wells.

LONDON HEARS EDISON ARTIST

LONDON, ENG., June 2.—During the present Spring season, Alice Verlet, Edison artist, appeared in a series of International Celebrity Subscription Concerts at Royal Albert Hall in London. She was received very enthusiastically on each occasion by large audiences.



**An
Edison
Dealership
Is Valuable**

Because

It's the only phonograph that can sustain the test of comparison with the living artist.

Quick turnover—Steady profits.

New console and upright models at new low prices. 16 models for every taste and purse.

The only permanent point instrument in the phonograph field.

First to adopt instantaneous release of new Hits. No waiting for monthly release dates.

Edison Builds PRESTIGE—Make your store the musical center of the community.

Write for special new liberal dealership proposition

LAURENCE H. LUCKER

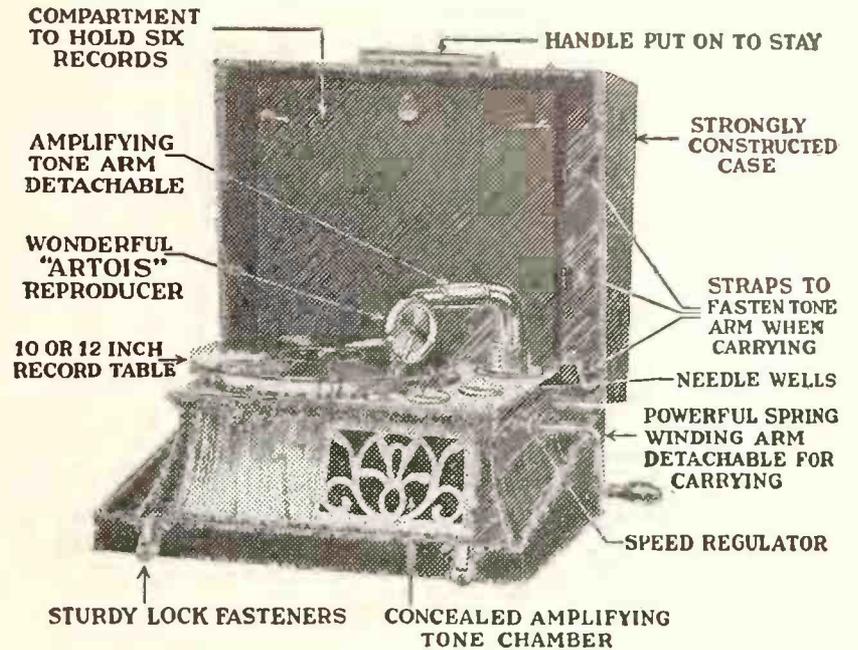
Northwest Edison Distributor

Established 1902

17 South 6th Street

Minneapolis, Minnesota

Retails at
\$25⁰⁰



The PORTABLE that PRODUCES PROFITS

for
PICNICS

for
BEACH PARTIES

for
SUMMER CAMPS

for
HOMES

for
CANOE or MOTOR BOAT

Twenty-five dollars list for the Model "E" portable—a machine which combines perfect tone quality and durability with light weight and compactness! Such a value will gain new customers for you and stimulate your old ones to make additional purchases.

Then, too, here is an instrument which, while especially popular for outdoor use during the summer months, is yet an all-year phonograph. It is an active seller the year 'round. By removing the four screws which hold the body in the case, it becomes an artistic table model. Its attractive design and mahogany finish are worthy of its excellent reproduction qualities.

Compare the Model "E" with other reliable portables, and see if you can equal this instrument without going above the \$35 class. Our low price is the direct result of a successful selling plan which has brought in quantity orders for this model. This selling plan is supplied free to Model "E" dealers in order to enable them to reach every portable prospect.

These prospects are almost limitless and you can turn them into actual customers for the Model "E". Do your neighbors go on picnics?—go bathing?—have summer cottages?—dance at home?—use canoes or motor boats?—live in small apartments?—have campfire parties? If so, you can sell them "the portable that produces profits."

Use the coupon below to order a sample Model "E". Prompt action will enable you to meet profitably the great summer demand for a really satisfactory portable. 1923 is already established as the greatest portable year.

CONSOLIDATED TALKING MACHINE CO.

227 West Washington Street

CHICAGO

Branches: 2957 Gratiot Ave., Detroit, and 1121 Nicollet Ave., Minneapolis

SPECIFICATIONS of The PROFIT-PRODUCER

- Size over all: 15"x13"x8 1/4".
- Weight complete: 19 lbs.
- Record Table: For 10" or 12" record.
- Record capacity: 12.
- Motor: Worm Gear Governor type (same as used in the most expensive machines). All gears in dust-proof case.
- Finish: Mahogany finished body; heavily nickel-plated tone arm and regulator.
- Plays all disc records—OkeH, Edison, Gennett, Columbia, Victor, Vocalion, etc.

Pin This Order Coupon to Your Letterhead, Sign, and Mail for Sample Profit Producer

Consolidated Talking Machine Company,
227 West Washington St., Chicago, Ill.

We are interested in a portable that will mean greater profits to us throughout the year. Therefore, please send us..... Model "E" at \$25 less dealers' regular discount.

Signed.....

Firm Name.....

Address.....

City and State.....

CLEVELAND

Jobbers Inaugurate Dealer Co-operative Campaigns—Artists at Store Opening—R. C. Hyre Addresses Merchants—Month's News

CLEVELAND, O., June 8.—Examples of that co-operation on the part of jobbers with dealers, whereby the latter may expand their businesses profitably, are to be had in this district at this time. Practically every wholesale factor has devised plans and methods in the last few weeks, which, although quite new, are sufficiently advanced to show what can be accomplished by these methods.

Edison Sales Contest

One of the outstanding features developed is that of the Phonograph Co., Edison distributor, in a sales contest in which more than 200 Edison dealers in the Cleveland zone are taking part. This event, briefly, comprises three groups of dealers, and their sales people as well, each group comprising towns where the population is approximately the same in number. Prizes of equal value for winners in each group have been provided. Principles of salesmanship have been supplied. Points, graded according to the most desirable machine business, are provided. The reduction of the trade-in sale is urged, and to this end a deduction of five points, instead of credits, is provided. The contest will last to September 1, and many new dealers, who have been added since the contest started, are coming in, according to E. S. Hershberger, secretary, who has fathered the project from the beginning. Already the underlying effect is being felt in stimulated business in the opinion of Mr. Hershberger.

Victor Jobber Aids Dealers

In line with the idea of making for permanent, steady business for the dealer, the Eclipse Musical Co., Victor wholesaler, comes to the front with an ideal principle. This plan has been evolved by Edward B. Lyons, general manager. It comprises primarily a folder, in which some fifty records have been listed. These are standard songs, standard instrumental pieces, sacred songs and operas. The idea back of this listing is that, while dealers may be able to do much temporary good business with the popular and dance records, the permanence of their business depends upon perpetuating the talking machine in the home of the consumer as a real musical instrument. This depends largely upon the records purchased. The records most likely to meet this requirement have been compiled by Mr. Lyons. The folder is being distributed to dealers in quantity lots at a nominal cost, and already those who have taken it and distributed it among the members are assured of bigger and better business in that direction, they report to the Eclipse.

Brunswick Artists at Store Opening

Success of the Oriole Orchestra, which was here for several months, in boosting business

for Brunswick dealers, through the activities of the Brunswick district offices, of which Leslie I. King is manager, has inspired that organization to repeat the campaign with another orchestra to be brought to Cleveland at an early date. During its stay here the Oriole, or members of its staff, appeared more than thirty times in connection with dealer openings and special events, every one of which helped to bring the consumer of recorded music and the people who have made it closer together. One of the conspicuous achievements with the Orioles was that in connection with the opening of the R. L. White Music Co.'s Brunswick department, in The Arcade. In this unique structure, an indoor amphitheatre, where stores line the walls four stories high, 5,000 people gathered to hear the orchestra play during the opening. This is believed to be the largest gathering that has ever attended a similar event in Ohio, if not the country.

Publicity for Dealers

Several features are being made a permanent service for dealers by the Cleveland Talking Machine Co., Victor jobber, under the direction of Howard J. Shartle, general manager. One of these is the post-card system. Cards for dealers to send to their clients are printed monthly and more than 100,000 of these are being sent out. These cards are illustrated and carry verses or light phrases, all pertaining to certain records or the talking machine and its music. In the opinion of Mr. Shartle there is possibility for developing the circulation of this one feature to a quarter of a million.

Another feature at the Cleveland Co. is the establishment of a small, but efficient and permanent printing plant. Here all printed matter that dealers may require is turned out for them. Recently a special border was made and the monthly supplement was set within it, and this was made and printed at the Cleveland and turned out in large quantities and distributed with profit to the dealers.

Decorated Brunswicks Popular

Brunswick interests here are developing with rapid strides the re-enamelled machines for use in dealers' hearing rooms. Scores of these machines already have been taken, according to Leslie I. King, district manager. The instruments used are those of moderate price. In the company's warerooms here a special department has been created, where these machines are refinished, in white, cream, or other color to harmonize with the rooms in which they will be placed.

Speaks on Legal Phase of Trade

At the last meeting of the Music Merchants' Association of Northern Ohio Rexford C. Hyre,

AUDAK
CUTS THE COST OF SELLING RECORDS
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

secretary of the Association, was the principal speaker. Mr. Hyre reviewed every possible pitfall that is laid for music merchants by designing people who are quick to take advantage of the law and the courts. In addition, he answered many personal questions, and sought to solve pertinent problems of the members who were present. This idea is one of several the Association has in mind for getting the individual members more and better business through Association work. The Association is growing steadily, one of the newer members to join being the Cleveland Talking Machine Co.

Artist's Appearance Boosts Record Sales

Dealers who might doubt that there is real record business to be had during the hot weather may well heed the results obtained by sellers of Okeh records of colored music. Through the co-operation of the General Phonograph Corp., the Records Sales Co., distributor, brought Miss Sara Martin, exponent of colored airs, to Cleveland. She appeared at the Globe Theatre, singing to capacity audiences. Dealers were swamped with the demand for her records and all similar records.

Sonora Executives Home From Conference

Enthusiasm is being instilled into Sonora dealers following the return of J. T. Pringle and J. L. Du Breuil, of the Sonora Phonograph Ohio Co., from the recent Sonora convention at Saginaw, Mich. Information obtained at the convention tends to show that Sonora is oversold and that machines will be short with the coming of Fall.

New Sonora Accounts

M. R. Richards, Georgetown, O., who has been Sonora representative there, has joined the Stephenson Piano Co., Hamilton, Sonora dealer. The Chillicothe Piano Co. has been added as another Sonora dealer in central Ohio. The local Sonora offices are planning for an extensive exhibit in connection with the Music Merchants' Association of Ohio convention, which will hold forth at Hotel Gibson, Cincinnati, in September.

Plan Drive on New Columbia Models

New console models of the Columbia, with the many new and exclusive Columbia features, have arrived at the Columbia branch here, and plans for their distribution are being made now by S. S. Larmon, branch manager, following the keen reception they had at an informal showing to dealers.

Miss Davis, of the educational department of the Columbia Co., has been in Cleveland to aid dealers in developing their business along educational lines.

Frank Cerne, well-known Cleveland dealer,
(Continued on page 100)

New Style Cabinets
New Range of Prices
New Smooth Surface
Records
New Records Every
Week



CINCINNATI, OHIO
314 West Fourth Street

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.

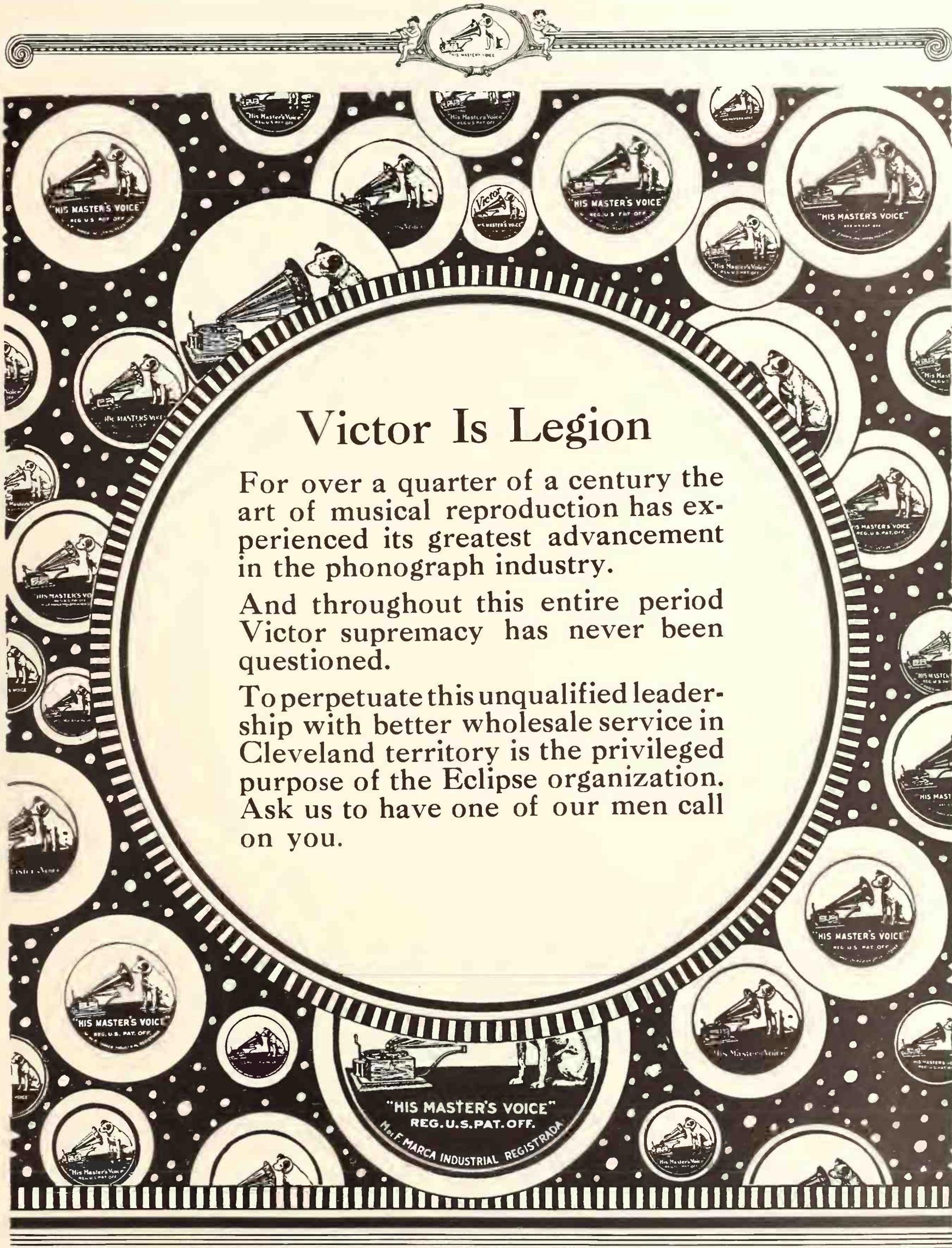
THE PHONOGRAPH COMPANY

Exclusive Edison Distributors



London
Upright
\$100.00

CLEVELAND, OHIO
1240 Huron Road



Victor Is Legion

For over a quarter of a century the art of musical reproduction has experienced its greatest advancement in the phonograph industry.

And throughout this entire period Victor supremacy has never been questioned.

To perpetuate this unqualified leadership with better wholesale service in Cleveland territory is the privileged purpose of the Eclipse organization. Ask us to have one of our men call on you.



THE ECLIPSE
VICTOR WHOLESALERS



MUSICAL ©
CLEVELAND OHIO

Ev - 'ry - bod - y hand in hand, Swing-in' down the lane,

SWINGIN' DOWN the LANE

An Old Fashioned Song With a Fox Trot Swing

"You can't go wrong
With any FEIST song"
©Leo Feist Inc. N.Y.C.

Words by GUS KAHN

Music by ISHAM JONES

TRADE HAPPENINGS IN CLEVELAND

(Continued from page 98)

is planning to open another Columbia establishment some time this month, this time at St. Clair and East Seventy-ninth streets.

George Krauslick in New Post

George Krauslick, formerly service manager of the Columbia branch here, has resigned that post to become promotion manager of the R. L. White Music Co., which recently opened a Columbia establishment in The Arcade. R. J. McCullough, long associated with Columbia interests, and more recently record sales manager at the local branch, has been named by Manager S. S. Larmon as service director.

C. E. Kramer Promoted

C. E. Kramer, formerly territorial representative of Columbia Co., has been appointed district manager for southern Ohio and Kentucky by the Sonora Phonograph Ohio Co. He will succeed E. C. Kimbel in that territory. A tour of the district this month is planned by J. L. Du Breuil, sales manager, with Mr. Kramer.

New Columbia Record Plan Popular

New arrangement for record distribution in the Cleveland territory is proving beneficial alike to Columbia dealers and distributor. The territory formerly served by the Buffalo and Detroit branches has been combined with the Cleveland district. Current records and those for the two previous months will be handled

by the Buffalo and Detroit offices, and all other records will be shipped out of Cleveland. A 48-hour service has been created.

Don B. Lightner Succeeds Father

Lightner's, of Painesville, Victor dealer, will be managed henceforth by Don B. Lightner,

son of the founder of the business. The elder Lightner goes to California, where he plans to make his permanent residence. The younger Mr. Lightner has been associated with the Eclipse Musical Co. as field representative for several years.

DEALERS THROUGHOUT COUNTRY IMPROVING FACILITIES

Great Demand for Modern Equipment From All Sections Is an Indication of Growing Prosperity and Confidence, According to Rayburn C. Smith, Head of Unit Construction Co.

Rayburn Clark Smith, president of the Unit Construction Co., when recently interviewed at Unico headquarters in Philadelphia, pointed out that the talking machine industry throughout the country is now enjoying a liberal participation in the general business improvement. This fact, he stated, is clearly indicated by the character, volume and source of orders and contracts placed with the company during the past sixty days. Orders for Unico equipment during that period had been received from fifty-eight cities and twenty-two States, many of these orders being for urgent delivery to meet the requirements of rapidly increasing retail demand.

A partial list of the establishments which have placed equipment orders with the Unit Co. during the past two months include the following: Humes Music Co., Columbus, Ga.; Wm. Lambrecht & Sons, Chicago, Ill.; C. C. Dickson, Ashtabula, O.; M. Steinert & Sons, Boston,

Mass.; Baker Music Co., Schenectady, N. Y.; French Nestor Co., Jacksonville, Fla.; Yahrling-Rayner Piano Co., Youngstown, O.; Grand Pharmacy, Du Quoin, Ill.; Thomas Music Co., Scranton, Pa.; Hentrich Music House, Ottawa, Ill.; Portsmouth Co., Arrow, Ky.; Adams & Allcorn, Waco, Tex.; Mt. Pleasant Music Shop, Washington, D. C.; H. B. Herr, Lancaster, Pa.; Brunswick-Balke-Collender Co., San Francisco, Cal.; Forbes-Meagher Co., Madison, Wis.; Perry B. Whitsit Co., Columbus, O.; F. G. Howard Co., Columbus, O.; Todd Jewelry & Music Co., St. Louis, Mo.; J. Marshall & Co., Ltd., Bradford, Eng.; Euclid Music Co., Cleveland, O.; C. C. Criswell, Redondo, Cal.; Barnhouse Piano Co., Oskaloosa, Ia.; J. A. Batholomew, Ashtabula, O.; Wm. P. McArdle Co., Erie, Pa.; Paragon Jewelry & Music Co., Cleveland, O.; Kohler & Chase, San Francisco, Cal.; Ludwig & Co., Springfield, Mass.; Hanson Melody Shoppe, Butler, Pa.; J. Norwood & Son, Preston, Eng.; E. E. Smith, Clearfield, Pa.; Rothschild & Co., Chicago, Ill.; Geo. J. Birkel Co., Los Angeles, Cal.; Lefavours Music House, Salem, Mass.; M. H. Housel Co., Williamsport, Pa.; Morgan Music Co., Murphysboro, Ill.; Phillips & Crewe Co., Atlanta, Ga.; W. P. Mussey, Elyria, O.; Chas. Schultz, Chicago, Ill.; J. W. Jenkins Sons' Music Co., Oklahoma City, Okla.; John C. Wetjen, Richmond Hill, N. Y.; Hurley-Tobin Co., Trenton, N. J.; Zegar Music House, Chicago, Ill.; J. W. Jenkins Sons' Music Co., Kansas City, Mo.; O. J. De Moll Co., Washington, D. C.; Keith, Prowse & Co., Ltd., London, Eng.; Brunswick-Balke-Collender Co., Philadelphia, Pa.; the Cable Co., Elgin, Ill.; Brunswick-Balke-Collender Co., Cincinnati, O.; Ludwig Baumann Co., Newark, N. J.; the Aaron Co., Uniontown, Pa.; Heaton Music Store, Columbus, O.; Sharp & Howse, Nashville, Tenn.; Fairall Music Store, Newark, O.; Kraft, Bates & Spencer, Boston, Mass.; J. F. Salmancia, Glendale, Cal.; Cheney Sales Corp., Philadelphia, Pa.; Talking Machine Co., Birmingham, Ala.; the Bailey Co., Cleveland, O.; W. F. Blount, Fayetteville, N. C.; Meyer Music Store, Kalamazoo, Mich.; the Melody Shoppe, Punxsutawney, Pa.; Maddick Drug Store, Gooding, Ia.; John Thomas & Son, Johnstown, Pa.; Harry Fritz, Wallingford, Conn.; Stolls Stationery Co., Trenton, N. J.; Geo. F. Folz, Brooklyn, N. Y.; Fulkerson Music House, Carbondale, Pa.; H. G. Connar, Warren, Pa.; Brunswick Co., Los Angeles, Cal.; M. Rath, Philadelphia, Pa.



THE PHONOGRAPH CORPORATION OF MANHATTAN
METROPOLITAN DISTRIBUTORS
ORANGE, N. J.

TOLEDO

*Substantial Increase in Sales
Noted—Changes in the Trade—
Salesmen's Contest—The News*

TOLEDO, O., June 7.—Talking machine and record merchants are experiencing a substantial increase in sales over the corresponding period a year ago, although the demand is at times spotted. Industrially the city was never busier—the cry is for men. Building activities are at their height. Bank clearings are growing steadily. Optimism of the trade is based on these sure signs of prosperity.

Fine Outlook for Victor

At the Toledo Talking Machine Co. the outlook for a large Summer sales volume was never better. The advent of the new split-top Victrolas has made this practically certain. Not alone are dealers in this market desirous of obtaining as many of these instruments as possible without delay, but merchants from surrounding markets are likewise placing orders here. Records from the July supplement have been ordered in large quantities, according to Chas. H. Womeldorff. A shortage of certain models exists.

Changes in Lion Store Staff

At the Lion Store Music Rooms several changes have taken place in the personnel of the department. Miss Mabel Arend, in charge of the record division for the past five years, has joined the force of Frederick Loeser & Co., Brooklyn, N. Y., as manager of the talking machine department; Miss Lovina Terry, who was assistant, has been promoted to the post of record manager. Miss Catherine Delo, of the department, is to become a June bride, and in her honor an electrical shower was given at the home of A. J. Pete.

Portables were featured in window and store displays in conjunction with Mother's Day and Memorial Day records in this store. Victor, Brunswick and Modernolette portables are featured. These are recommended as ideal gifts for the June bride. That young lady is receiving unusual attention from the department in direct mail and newspaper appeals. Brunswicks, Cheneys and Victrolas are featured in the May sales and in special settings arranged in the department.

Inaugurate Salesmen's Contest

At the J. W. Green Co. a contest among the salesmen in the talking machine department, based upon the amount of down payment received upon an instrument, is exciting much interest among the sales force. Credit points begin with ten points for a 10 per cent first payment and range up to 100 points for all cash. The contest also provides for machines sold on 30, 60 or 90-day terms, with points in proportion to the shortness of credit arrangement. Victrolas, Cheneys and Brunswicks, also portables, are included in the drive.

News Gleanings of Interest

A. A. Fischer, formerly associated with Grinnell Bros., is now a member of the talking machine sales force here.

Through persistent efforts of the outside men sales are maintaining a healthy increase in spite of the torn-up condition of the store, due to remodeling. E. A. Kopf states.

President W. W. Smith suffered the loss of his father-in-law, Birchard Havens, Fremont, O., recently.

The Cable Company is enlarging its record section. Due to the many new releases and the Summer colony patronage, which this house enjoys, it is necessary to make more room for Columbia and Victor records, A. F. Maag reports.

The Goosman Piano Co. is co-operating with the National Aeolian week movement by making a special drive on Aeolian talking machines,

according to C. E. Colber, sales manager. This concern also handles Columbia and Vocalion records.

A. E. Rae, Adams street Columbia and Vocalion dealer, has added the Wolverine portable.

Frank H. Frazelle is featuring the Marquette and Pembroke Sonora console types in a Spring promotion drive as well as Vocalion records.

The Colonial Music Co., Mrs. J. Abele, proprietor, which has conducted the talking machine section in the Tiedtke Bros. Co. department store, has changed the title of the business to the Toledo Music Co.

Edison Uprights Head Demand

The Hayes Music Co., exclusive Edison dealer, states that console and upright machines are running neck and neck. The upright is selling well because every home has room for it, while many homes do not have sufficient space to house a console. This firm has secured a large following mainly through direct mail soliciting.

Doubling Sales Record of Last Year

The La Salle & Koch Co. Music Shop, under the direction of Forrest O. Edwards, reports a sales volume more than double that of a year ago. Portable sales are contributing generously to the increase. Cheney, Brunswick and Victrolas are given special settings in positions close to the express elevators.

Miss Mabel Christman, formerly with this shop, is now associated with the Z. L. White Co., Columbus, O.

Doing Big Business

The Whitney-Blaine-Wildermuth Co. is enjoying a sales total which at this time has reached a mark in excess of the total for the year 1921. Mr. and Mrs. Henry Wildermuth were registered at the Drake during the Chicago conventions.

Geo. E. Kennison, formerly connected with the Hoskett Music Co., Bellefontaine, O., has joined the force of this house. P. E. Gross, of this concern, suffered the loss of his mother the past week.



Our Record Stock Is Not 100% Complete

BUT it is complete enough to enable us to supply VICTOR dealers with records which they have experienced difficulty in obtaining from their other sources of supply.

A trial order will convince you that Toledo Service can be depended upon at all times

Toledo Talking Machine Co. Victor Wholesalers Toledo, Ohio

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.

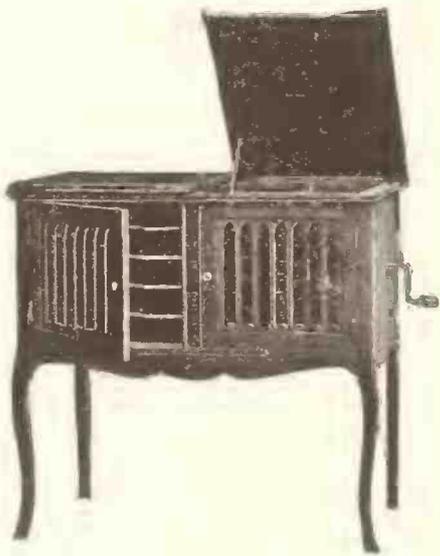
Deliveries can be made at once.

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



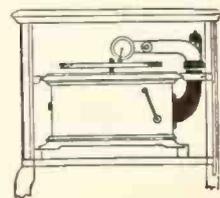
Style 650
Price \$33.00



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 Aeriola, Sr., and Baldwin loud speaker.



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

The Trade in PHILADELPHIA and LOCALITY

HEAVY ORDERING OF MACHINES POINTS TO SUMMER AND EARLY FALL SALES PROMOTION DRIVES

Victor Dealers' Association Stages Annual Picnic—General Radio Corp. in New Building—Plans Columbia Drive—Brisk Sales in All Lines—New Stores Opened—Lines Added—Other News

PHILADELPHIA, PA., June 8.—While some of the talking machine dealers and distributors have not been pleased with the reports of a great sale of talking machines and the probabilities of a further price slashing war here, the majority of the members of the trade assert that they are enthusiastic over present prospects for the Summer and Fall months.

At the same time quite a few of the dealers and distributors report marked increases in their business not only during May, as compared with the same month last year, but also the first five months of this year as compared with the same period in 1922.

Victor Dealers' Annual Picnic

Practically all of the Victor dealers here attended the annual stag picnic, held by the Philadelphia Victor Dealers' Association June 5 at the Old Mohican Club House, at Morrison-on-the-Delaware. Details of this event appear on another page of this issue. Robert S. McCarthy, manager of Gimbel's talking machine department, was chairman of the committee in charge of the affair, which worked hard to make the event a success.

The members of the committee in charge of the picnic, in which sports were a feature, in addition to Robert McCarthy, were: Richard Ertelt, Will S. Gibson, H. Kandel, James McMahon, Albert R. Rihl, J. R. Wilson, this city;

Charles G. Martin, Darby, and Ernest J. Youngjohns, of Norristown, Pa.

General Radio in New Home

The local headquarters of the General Radio Corp., Sonora and Okeh record distributor, are now established in a new building at the southwest corner of Tenth and Cherry streets, and this entire building will be devoted to this concern, of which Harry Eckhardt is president. The first floor will be devoted to exhibition and sales purposes, while the executive offices and clerical forces will occupy the second floor. The third floor will be used as a stockroom and the fourth floor will be one of the most complete factories devoted to radio in this part of the country. Mr. Eckhardt at the present time is attending the music trades convention in Chicago, and a number of the other large concerns of this city also will be represented at this gathering.

New Columbia Manager Plans Drive

H. E. Gardiner, new manager of the Columbia branch here, is most enthusiastic over the prospects for business in this vicinity. Mr. Gardiner is not a stranger to Philadelphia, having located here more than four years ago as assistant branch manager, leaving here to go to New Haven, Conn., then to Detroit. He is planning to expand the Columbia foreign record department, which is under the direc-

tion of Alexander Bard, who speaks eight languages fluently. Mr. Gardiner plans to do everything possible to improve the Columbia service and predicts big future business.

Increase in Victor Sales

"Our sales during the month of May show a marked increase over those of last year," says T. W. Barnhill, head of the Penn Phonograph Co. "Our Victor record business also is holding up splendidly, and we are receiving a great many orders from our dealers who wish to accumulate a stock during the Summer in preparation for the Fall rush.

Brunswick Activities

Neil Connaghan, Brunswick dealer of Mt. Carmel, was the guest of Mr. Jester recently at a thrilling baseball game between the Athletics and the Yankees.

The Temple of Music at Allentown reports great activity, according to Mr. Jester, and a series of concerts is being planned by Allentown talent to stimulate Brunswick sales. Mr. Jester has just launched an extensive advertising campaign in the Jewish newspapers, which will continue until late in the Fall.

Broadcast Brunswick Records

Miss Edna Mentzer, head of the talking machine department of Watt & Shands, Lancaster, arranged for the broadcasting of a number of the latest Brunswick records through Radio Station WGAL, in Lancaster, during Music Week.

Victor Dealers Stocking Up

Harry W. Weymann, head of H. A. Weymann & Son, Victor distributors, reports that

(Continued on page 104)

H. A. WEYMANN & SON, INC.

1108 Chestnut Street

Philadelphia, Pa.

VICTOR WHOLESALERS



AT YOUR SERVICE



SERVICE to the Victor retailer that not only tends to increase present sales but builds solidly for the future.

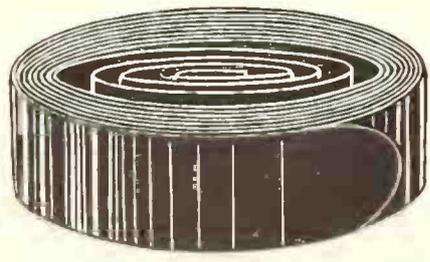
The Talking Machine Co.
Victor Wholesalers

1025 Arch Street Philadelphia, Pa.

"LET PHIL FILL 'EM"



Main-Springs



For any Phonograph Motor

11 P.S.— $\frac{3}{4}$ "x.022x10' for Columbia, Heineman, Pathé, Markenl	.30
31 P.S.— $\frac{3}{4}$ "x.023x10' for Alura Koch, etc.	.30
26 O.E.— $\frac{3}{4}$ "x.023x10' for Meisselbach No. 9, No. 10, Blich, Premier	.30
32 L.E.— $\frac{3}{4}$ "x.023x10' for Swiss, etc.	.30
33 P.S.—1"x.019x15' for Aeolian Vocalion, etc.	.40
12 P.S.—1"x.025x11' for Columbia motor No. 1, No. 10, etc.	.30
14 O.E.—1"x.025x 9' for Meisselbach No. 12, Thomas	.30
13 P.S.—1"x.028x10' for Columbia Units E, C, A, C, A, G.	.33
16 P.S.—1"x.025x12' for Heineman, Pathé, Vitrola	.33
20 P.S.—1"x.020x10' for Victor, etc.	.33
18 O.E.—1"x.025x12' for Saal, Krasco, Silvertone	.45
15 O.E.—1"x.025x16' for Meisselbach, Saal, Sonora	.50
21 C.C.—1"x.020x15' for Victor, etc.	.45
19 P.S.—1"x.025x16' for Cheney, Vitrola, Aeolian	.60
34 H.E.—1"x.020x15' for Victrola, etc.	.45
42 P.S.—1"x.032x25' for Stephenson, etc.	1.15
17 P.S.—1 3/16"x.026x10' for Heineman, Pathé, Rex	.60
37 C.C.—1 3/4"x.022x 9' for Victrola, etc.	.40
35 H.E.—1 3/4"x.022x 9' for Victrola, etc.	.40
23 C.C.—1 3/4"x.022x12' for Victrola, etc.	.50
22 P.S.—1 3/4"x.022x17' for Victor, etc.	.60
39 C.C.—1 3/4"x.022x17' for Victrola, etc.	.60
40 H.E.—1 3/4"x.022x17' for Victrola, etc.	.60
41 P.S.—1 5/16"x.031x12' for Edison Home	.70
24 P.S.—2"x.025x14' for New Edison, Meisselbach No. 18	1.25
25 P.S.—1 1/2"x.028x25' for New Edison	1.25

END CODE P.S.—Pear Shape Ends.
L.E.—Loop End.
O.E.—Oval End.
H.E.—Hook Ends.
C.C.—Crimp Center.

Guarantee Needles

Extra Loud, Loud or Medium..35c per thousand
Each package sold with a money-back guarantee.

GUARANTEE TALKING MACHINE SUPPLY CO.

MOTORS, TONE ARMS, SOUND BOXES
CABINETS, ACCESSORIES

—Any Part for Any Phonograph—

109 North Tenth Street
Repairing for the Trade
PHILADELPHIA, PA.

THE TRADE IN PHILADELPHIA AND LOCALITY—(Continued from page 103)

business has been very fair and that many advance orders from Victor dealers are being received. "In many cases," he says, "we have been shipping out Victor machines just as soon as they are received. With our improved facilities we are now able to carry a much larger and more complete stock, and we have received considerable praise for our speed in dispatching all orders."

H. Power Weymann is giving considerable attention to the factory output of the Weymann Keystone State string instruments, while H. W. Weymann is devoting most of his time to the Victor wholesale department. A. C. Weymann is in Chicago at the convention.

Planning Edison Requirements for Fall
"Our business has now reached the stage where we are beginning to worry about our Fall requirements," reports A. W. Rhinow, of the Girard Phonograph Co., Edison distributor in this territory. "Because of this, we are asking our dealers to share with us in creating a satisfactory stock to act as a cushion supply during the early Fall months."

"For one thing, the sale of Edison phonographs has increased consistently so far this year. This is due to the greater activity which has manifested itself on the part of dealers throughout the territory and to the work of the large number of new dealers whom we have succeeded in adding during the first five months of this year."

"Railroad officials are predicting another car shortage, and even go so far as to say in some instances that conditions will be worse, and transportation more difficult this year, than ever before in history. With this in mind, we have already completed preliminary arrangements whereby all of our phonographs will be shipped to us by truck, and it is not unlikely that we shall have a repetition of the unique caravans which caused so much comment throughout the trade during the latter part of last year. We have no hesitancy in saying at this date that we are assured of the biggest business this year that the Edison dealers and distributors in this territory have ever experienced."

Opens New Store

J. R. Wilson Co. recently opened its new store at 6009 Lansdowne avenue, and the many visitors and patrons were delighted with the attractive and up-to-date facilities of the store. The other Wilson stores are located at 929 North Broad street and 1215 North Fifty-second street.

General Manager DeLong a Visitor
John DeLong, general manager of The Bright Stores, Inc., Edison dealers in Nesquehoning, Pa., spent several days recently as a guest of the Girard Phonograph Co., Edison distributor, for the purpose of gaining a thorough knowledge of the Edison business, which his company acquired about two months ago, and in going over plans of co-operation with the dis-

tributor for creating a goodly volume of sales during the Summer and Fall months.

Owing to the very satisfactory Edison business which The Bright Stores, Inc., have enjoyed during the short period in which they have had the line at the Nesquehoning store, it is understood that they are planning seriously to place the Edison line in several of their other stores throughout the coal-mining regions.

Columbia Dealers Tie Up With Artist

Paul Specht, Columbia artist, recently appeared in Wilmington at a dance in the DuPont Hotel with "The Georgians." This artist was very favorably received and the dance was very well attended. The Columbia dealers co-operated by dressing their windows with Paul Specht posters and window displays. This artist also appeared in a number of Pennsylvania cities where similar tie-ups were effected.

The following dealers visited the Columbia branch during the past week: Mr. Isaacs, of the Scranton Talking Machine Co., 215 Lackawanna avenue, Scranton, Pa.; Mr. Zercker, of the Regal Co., 36 West Market street, York, Pa.; H. C. Jarvis, 135 High street, Millville, N. J.; Louis Dries, 308 Mill street, Bristol, Pa.; Mr. Robbins, 701 South Broad street, Trenton, N. J.; Earl McCoy, Norristown, Pa.; N. L. Kaplan, 317 High street, Burlington, N. J.; Mr. and Mrs. Calver Anderson, 307 Delaware avenue, Wilmington, Del.

No Dull Months With Ludwig Piano Co.

Just to prove that business may be created by intelligent publicity even during the supposedly dull Summer months, Charles O. Luedeke, manager of the Edison department of the Ludwig Piano Co. in this city, announces plans have been completed and contracts drawn for one of the most intensive newspaper advertising campaigns that Philadelphia has known during the Summer months.

Having scored a decided hit thus far by being able to announce to the trade that their business during the first five months of this year has already exceeded that for the whole year of 1922, Mr. Luedeke has expressed the intention of continuing this ratio during the Summer.

The newspaper advertising campaign, which will consist for the most part in a series of

Colin B. Kennedy Radio Equipment

Jobbers of only Nationally Advertised Radio and Musical Merchandise
UNITED MUSIC STORES
619 Cherry St. Philadelphia, Pa.



\$135
LIST
PRICE

ONLY \$135
Yet it's a NEW EDISON !

GIRARD PHONOGRAPH CO.

A FEW
DEALERSHIPS OPEN
WRITE US

Edison Distributors Exclusively
1819-1859 NORTH 10th STREET
PHILADELPHIA, PA.

PLAYS ALL RECORDS

THE TRADE IN PHILADELPHIA AND LOCALITY—(Continued from page 104)

advertisements to appear daily in the Philadelphia newspapers, will endeavor to point out to the public such salient features as the new white-labeled Edison re-creations, the daily release of new hits and the fact that the Edison phonograph may now be had for as low as \$100.

Penn Phono. Co. Co-operating With Dealers

In order to give their Victor dealers every opportunity to use the new post-card announcements for notifying patrons of the advance release of Victor records, T. W. Barnhill, of the Penn Phonograph Co., has arranged to have a large quantity of these post-cards printed and will sell them to their dealers at cost. As soon as the releases are announced they will be printed, together with the dealer's name and address, thus relieving the dealer of all detail work except stamping and addressing the cards.

Mr. Barnhill, in accordance with his usual progressive policy, has just sent a letter to

all the Penn dealers, in which suggestions are made as to how the dealers may advertise the "Yes! We Have No Bananas!" record to the best advantage.

Takes on the Brunswick Line

The Starr B. Moss Music Co., at 3639 Germantown avenue, this city, has taken on a complete line of Brunswick instruments and records for local representation.

Charlie Kerr's Orchestra Scores

Police protection was required to keep the crowds in order at the rather unusual recital given by Charlie Kerr's Orchestra on the afternoon of May 19, in the store of H. Royer Smith, Edison dealer in this city. Charlie Kerr's Orchestra is without question the most popular dance organization in Philadelphia right now. While it has held a rather unique place in catering to Philadelphia's smart set at the exclusive Cafe L'Aiglon during the past two years, it fell

to the numerous concerts broadcasted on the radio regularly each week to win for the orchestra the widespread popularity which it now enjoys.

As was expected, the recital attracted one of the biggest crowds of its kind ever witnessed in the history of the music trades in the Quaker City. The orchestra played for two hours to an audience, one-third of which was standing inside of the store while the remaining two-thirds contented themselves with watching the motions of the orchestra from the street through the large plate glass windows.

Ever since the Edison Laboratories announced two months ago that Charlie Kerr's Orchestra was to play exclusively for the Edison phonograph, Edison dealers in and around Philadelphia have made the most of the opportunity. The Girard Phonograph Co., Edison

(Continued on page 106)

The Penn Victor Dog
has been guarding the
Victor Dealers' interests for
over Three Years.

More than One Million
Penn Victor Dogs have been sold in
all parts of the World.

A wonderful souvenir for the new ac-
count being established or the open-
ing of a remodeled department.

A great help in building
up a mailing list.



**PENN PHONOGRAPH
COMPANY**

913 Arch Street
Philadelphia, Pa.

Victor Wholesale Only

Established 1898

THE TRADE IN PHILADELPHIA AND LOCALITY—(Continued from page 105)

distributor, through whom most of the extensive publicity material has originated, estimates that aside from the newspaper advertising and other general publicity fully fifty thousand homes in its territory have received some form of literature through the mails concerning the recordings of this orchestra.

Making Contact With Dealers

Louis Buehn and F. B. Reineck recently returned from an extensive tour through the State as far as Allentown to get in closer touch with their Victor dealers. They report that conditions seemed very good, and that the new Victor flat-top models are making a big hit in this territory. They state that most of the dealers are expecting a big rush in the Fall, and, therefore, are altering and renovating their stores now to prepare for the busy season.

New Price List on Honest Quaker Springs

Everybody's Talking Machine Co., of this city, has just issued a new price list in colors of its Honest Quaker main springs. An idea of

the scope of the Honest Quaker main spring line may be found in the fact that forty-six different sizes are listed in the new folder. Business is reported exceptionally good at Everybody's headquarters and new dealers continue to take on this well-known line of repair parts.

Among recent visitors to Everybody's headquarters were S. Kaminshine, of the Wall-Kane Needle Mfg. Co.; Adolph Heineman, of the General Phonograph Corp.; Mr. Neff, of the Windsor Poling Co., of Ashland, O., and Messrs. Brockman and Ray, of the James K. Polk Co.

Co-Partners in Guarantee T. M. Supply Co.

Last month, in announcing the progress and development of the Guarantee Talking Machine Supply Co. and its acquisition of a new building to be devoted entirely to its business, Jacob H. Keen was mentioned as proprietor of the organization. Although Mr. Keen was for many years sole proprietor, and is largely responsible for the past success of this organization, it is

TALKING MACHINE CO. SELLS STORES

Philadelphia Victor Jobber Sells Retail Branches to F. A. North Co. and Lewis Wolf, Progressive Local Dealers

PHILADELPHIA, PA., June 6.—The important announcement has been made by the Talking Machine Co., of this city, Victor wholesaler, that it has sold the main retail store of the company, located for many years at 1225 Chestnut street, in the heart of the retail shopping center. This business was purchased by the F. A. North Co., whose headquarters are on the very next block, 1306 Chestnut street, and the entire first floor of this building will be devoted exclusively to Victor products. The F. A. North Co. has not only purchased the entire merchandise stock of the store at 1225 Chestnut street, but will take over the entire sales organization as well. The warerooms have been extensively remodeled and redecored, providing an excellent setting and facilities for the presentation of the Victor line. The new department was opened on June 1.

Another retail store conducted by the Talking Machine Co., on Broad and Columbia avenue, was recently sold to Lewis Wolf, who, although only in the Victor retail business for several months, added this store to his other location at 5029 Baltimore avenue. The disposition of these two retail stores has allowed Harry A. Ellis, general manager of the Talking Machine Co., to devote his full time to the wholesale end of the business. Mr. Ellis already has in mind many progressive plans for the increase of business during the Fall season.

announced that William H. Posner has now secured one-half interest in the business and property. Mr. Posner is an executive of no small ability and the broadening out of this firm into a co-partnership is indicative of the substantial business growth expected for the future.

Goodenough Takes Over Lipkin Stock

The Goodenough Piano Co., of Bethlehem, Pa., recently took over the entire contract and stock of Brunswick instruments which was handled by the Lipkin Furniture Co., of that city.

Retail Brunswick representation has been established in Rutherford, N. J., at the headquarters of the Hallett & Pierson Music Co., 25 Park avenue.

Distributes Victor Sales Helps

The Louis Buehn Co., Victor distributor, has issued particularly attractive new bulletins on special Victor releases for the use of Victor retailers. This new sales help for the retailer has been much appreciated, as is evidenced by the many expressions received by the company.

Concentrating on Victor Business

Through a rearrangement of executive duties H. W. Weymann, general manager of H. A. Weymann & Son, Inc., is giving practically his exclusive attention to the further development of the wholesale Victor department of the company, which, since the recent extension and improving of facilities in order to take care of greatly increased business, has claimed most of his time.

Some News Gleanings

The Regal Stores, of Harrisburg, Brunswick dealer, had an attractive Memorial Day window display that aroused much favorable comment.

Walter Linton, president of the Victor Dealers' Association, has returned to his duties, following a prolonged illness.

The efficient methods of Mr. Forbes, new manager of Wanamaker's phonograph department, have been praised by many dealers. Mr. Forbes predicts that the business of his department during the rest of this year will exceed all previous records.

George Whitney, manager of Heppes, reports that Victor sales have been very satisfactory.

Lawrence Anderson, of George L. Anderson & Son, Avondale, Pa., has gone to the Pacific Coast on a business trip.



14-inch Home Model, \$30

21-inch Concert Model, \$35

Complete, ready to attach in place of headphones.

In your home you hear the same sweet tones of the same violin played on the stage or in the broadcasting room at the same instant.

**Music
Master**
RADIO AMPLIFIER

The Instrument of Radio Realism

The horn of MUSIC MASTER is *wood*, for the same reason a violin is wood. MUSIC MASTER gives more than a reproduction; more than a recreation; it IS the artist himself, in the pure, mellow-sweet tones of ACTUALITY!

MUSIC MASTER is a quick seller. It talks for itself and no true radio-fan can resist its beautiful, appealing voice. Always chosen in comparisons.

Make MUSIC MASTER a money-maker for you. We will send you one for demonstration purposes with full privilege of return. Write to-day for full description, selling points and trade prices.



GERACO PHONOGRAPH ATTACHMENT

Converts Victrola or Columbia into an efficient loud-speaker. Complete, \$10.

GENERAL RADIO CORPORATION

Makers and Distributors of High-Grade Radio Apparatus

WALTER L. ECKHARDT, President

S.W. cor. 10th and Cherry Sts., PHILADELPHIA; 1005 Liberty Ave., PITTSBURGH

"GERACO" on radio apparatus means it is thoroughly tested and guaranteed. Get details on full line. Sold through jobbers and dealers everywhere.

DISTRIBUTORS for OKEH Records, STRAND Phonographs and GOLD SEAL Record Repeaters.

DEPENDABILITY

It is a fine thing when you feel assured that your Jobber can be depended upon to give you Victor Merchandise just when you need it.

We count it a privilege that so many Victor Dealers in our territory place their dependence on us.

Our aim is to merit this confidence by making good and we invite such as have not done so to get in touch with and tie up to

THE LOUIS BUEHN COMPANY

of Philadelphia

Victor Wholesalers



“ HIS MASTER'S VOICE ”

REG. U.S. PAT. OFF.

RICHMOND

Tells Dealers How Big Sales Are Made—Many Add New Lines—Charles Edison a Visitor—News

RICHMOND, VA., June 9.—The C. B. Haynes Co., Edison distributor of this city, is circularizing dealers in its territory, telling how its retail store sold eleven new Edisons at one crack, spot cash, and suggesting that they might put over the same proposition without any difficulty. The circular explains that thirty merchants of Richmond recently decided to put on a charity contest providing for the award of twelve prizes to that number of charitable institutions of the city. It was agreed that the first prize should be a radio set costing \$500, and that the other eleven should be Edison phonographs, with five records each, valued at from \$150 to \$325. Page advertisements were carried in the local papers with the names of the thirty merchants, explaining that for each purchase made from them tickets would be given at the rate of one vote for each penny spent. The institution getting the largest number of votes will receive the first prize, and the others will receive phonographs valued in proportion to the number of votes credited to each of them. The contest started May 20 and will continue until July 20.

Capitalizing the Idea

In its circular, the Haynes Co. makes the following suggestion to dealers as to how they might capitalize the same idea:

"Simply select a number of charitable institutions, and if necessary include churches, schools and any other deserving public institution. Figure up the cost of the instruments, and add to that amount the cost of fifteen or twenty advertisements which should be run featuring the project. Then get a certain number of other business men to come in on the proposition and divide the total cost into equal parts, each merchant paying his share.

"The idea will appeal to local merchants and to the buying public who will do most of their shopping with the particular merchants donating to such a worthy cause and mentioned in each advertisement. Yourself or any other local business man could do the promoting. Perhaps a newspaper man would be the logical promoter. In this event, each merchant could be taxed a little more to pay for the promoter's

service. It is a capital idea full of effective advertising and a sure nice profit."

Corley Tells of Demand for Victor

The Corley Co., Victor distributor, with headquarters here, reports a ready demand for new flat-top models with divided lids, those selling at \$150 being the most popular. The bigger and higher priced models are not so much in demand. The Corley Co. finds that business is much better now than it was during the same period last year. There is a shortage on some models, and it is expected this situation will continue throughout the year. A big part of the business is coming from the country districts where farmers are apparently very well off. Conditions are said to be especially improved in North Carolina, money being easier in that State than it has been for several years.

New Victor Agency

According to reports from Corley dealers the majority of the business results from the personal efforts of salesmen. More and more the salesmen are going after business, especially in the rural sections, where machines are left for trial before the deal is closed. The Corley Co. recently appointed a new dealer in Danville, Va., the firm being the Frix Piano Co.

Dealers Add Edison Line

The C. B. Haynes Co., Richmond distributor for the Edison, announces the appointment of a new dealer at Lagrange, N. C., namely, Z. B. Creech. It also announces the addition of Frank W. Danner to its traveling salesmen's staff. Mr. Danner has had considerable business experience in Richmond. He expects to make his first trip out on the road some time this month.

Frank J. Jordan, Edison dealer in Charleston, S. C., passed through Richmond the other day on his way to New York on a business trip.

Charles E. Edison, son of Thomas A. Edison, stopped over in Richmond while en route home from Florida recently with Mrs. Edison. He spent part of his time while in the city conferring with officials of the Haynes Co. as to business conditions.

A Successful Dealer Concert

A very successful concert, in which the New Edison phonograph was featured, was held in the college auditorium, Lynchburg, Va., by Opleman's Specialty Store, of that city. A large audience was secured through carefully prepared invitations sent to a selected list of music lovers. Widespread interest in the Edison, resulting from the concert, was immediately manifested by the securing of a number of live

"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

prospects and much free newspaper publicity. The program was arranged with great care, violin, vocal and piano numbers predominating.

A recent visitor to the C. B. Haynes Co., Inc., Edison distributor for this territory, was Mrs. Lorena B. Humphrey, manager of the Edison department of W. R. Harrell & Co., Burgaw, N. C., who came to the Richmond headquarters to make a study of the retail sales methods of the C. B. Haynes Co. While here Mrs. Humphrey placed a substantial order for Edison instruments. An extensive direct-by-mail drive in the interest of the Edison recently inaugurated by this live retailer has been instrumental in stimulating business.

Pathé Business Growing

The Richmond Phonograph Co., Pathé distributor for the South, reports business picking up throughout practically its entire territory. It is anticipating a big sale of the new Pathé model, priced at \$200, which is soon to be placed on the market. This is designed for use particularly in public places.

HEAVY DEMAND FOR REGAL RECORDS

Novelty Records Bring People Into Store and Open Way to Sale of Other Merchandise

H. G. Neu, sales manager of the Regal Record Co., Inc., 18 West Twentieth street, New York City, states that Regal dealers report an unusually heavy demand for novelty records in both vocal and instrumental form. The trade is quite pleased with the demand for such merchandise, inasmuch as it indicates a desire to make prompt purchases. Mr. Neu states that invariably the retailer looks upon novelty records as sales creators. They bring the prospects into the store frequently and thus the dealer is aided in bringing other merchandise before them. While it is true that standard records have a steady sale, the individual purchases of such merchandise are often postponed. The inducement or lure to make purchases of standard records is not conducive to the "right now" idea.

HAPPENED IN GOOD OLD EDINBURGH

Harry Macrac, gramophone dealer and World subscriber, of Edinburgh, Scotland, has been good enough to send us the following little story of a current happening in his establishment which we gladly pass along:

"It so happens that I have an English assistant in one of my depots who experiences some little difficulty in following the conversation of many of the country people, who are prone to speak in rather broad Scotch. A few days ago such a country couple were asking for the various records, which she was only able to place after consulting with other assistants more familiar with the Scotch brogue. The two customers were studying lists when, in what is a very usual manner in Scotland, one of the customers, instead of asking for a record, merely stated the title, which happened to be 'Wert Thou in the Cauld Blast.' The assistant, thinking this was perhaps the usual manner in Scotland of inquiring if you had been caught in the rain, immediately replied in the affirmative, adding 'Wasn't it bitter!'"

THE C. B. HAYNES, CO. INC.

Wholesale Distributors

EDISON



QUALITY

in

SIXTEEN BEAUTIFUL DESIGNS

at

NEW PRICES, NOW WITHIN REACH OF EVERY HOME, OFFER EDISON DEALERS UNLIMITED SALES POSSIBILITIES

Write for Dealer Proposition

RICHMOND, VIRGINIA

EDISON SERVICE

THAT SATISFIES



Unico Installation Number 3091

The MOUNT PLEASANT MUSIC SHOP, Inc.

Washington, D. C.

QUALITY AND QUANTITY

Quality and Quantity—a winning combination
if procured at a cost which is reasonable.

UNICO leads in the number (quantity) of Musical Establishments Equipped.

UNICO leads in the character (quality) of Musical Merchandising Equipment and—

UNICO EQUIPMENT IS MODERATE IN COST

Industry's Wheels are humming—*Producing Purchasing Power!*

Are you preparing to take advantage of the increasing retail demand?

Unico Equipment Pays for Itself
From Increased Sales and Profits.

There's a Unico Service Branch within easy access.
Consult our nearest Branch and secure Expert Advice.

Unico Service is at your service.
Improve your Sales Facilities *Now*.

UNIT CONSTRUCTION COMPANY

RAYBURN CLARK SMITH, *President*



NEW YORK, N. Y.
299 Madison Ave.

58th Street and Grays Avenue, Philadelphia, Pa.

CHICAGO, ILL.
30 N. Michigan Blvd.

DALLAS TEX.
209 Dallas Bank Bldg.
SAN FRANCISCO, CAL.
275 Post St.

NEW ORLEANS, LA.
506 Marine Bank Bldg.

SALT LAKE CITY, UTAH
150 Main St.
DENVER, COLO.
1642 Arapahoe St.



ATLANTA, GA.
25 Moore Bldg.

H. A. MOORE & CO., LTD. (Sales Agents)
Premier House, London (W.C.I.), England

NEW ORLEANS

Trade Optimistic as Business Flourishes—Columbia Branch Discontinues Business—E. L. Staples With Grunewald—The News

NEW ORLEANS, LA., June 8.—The talking machine trade is flourishing in both this city and the territory over which it reigns as a distribution center. Dealers and jobbers are looking to the immediate future, which, from a business standpoint, is brighter than ever.

Local Columbia Branch Closes

Consolidation of the wholesale distributing branches of the Columbia Graphophone Co., in line with the policy of the company to reduce transportation, distribution and similar problems, has caused the closing of the branch of the company here. R. R. Sparrow, for the past year manager of the local agency, has been transferred to Kansas City, Mo., retaining his managerial rank. The territory, embracing a number of Southern States, has been reassigned. A portion was allotted to Dallas, another to Kansas City and a third to Atlanta. The last-named city practically takes over the New Orleans division, principal distribution being made from that point. However, a sub-station as a sort of concentration point for goods destined for New Orleans and some adjacent sections will be maintained here.

Mr. Sparrow departed for his new post, with his family, May 29. His friends congratulated him on what is generally accepted as a promotion for him, and conveyed to him their wishes for his continued success in the music game.

Edison Used to Speed Typists

A unique method was employed here recently as a trade stimulator for Edison machines. The machine, a Sheraton model, was used by Professor J. T. Hayden, instructor in typewriting at the local boys' high school, who conceived the idea of having his pupils acquire speed on the typewriter to the tune of popular music played by a phonograph. He took his idea to J. L. Billet, manager of the retail department of the Diamond Disc Shop, exclusive Edison dealer and jobber. The test proved successful and now phonographs have been put to similar use in the girls' high schools. Manager Billet reports that the popular priced models of up-rights and consoles are big sellers.

New Edison Agencies

The house is experiencing some difficulty in getting stock from the factory as the demand for all classes is very urgent. A trade stimulating plan of delivering machines on trial, which has already been mentioned in these columns, is producing flattering results. In the jobbing department Manager Twigg is keeping hot on the trail of business. Several plans, tested out, have proved their worth. Business consummated during the first five months of 1923 has substantially increased, compared to that of the corresponding period of the previous year. Out-

side of New Orleans the following list of new dealers and their locations shows the growing interest in the handling of the Edison product: Tom Wood, Woodville, Miss.; J. A. Abrams, Biloxi, Miss., and Gulfport, Miss.; Dunn Pharmacy, Belzoni, Miss.; Imperial Jewelry Co., Morgan City, La.; Wallace Drug Co., Charleston, Miss.; Eugene Rogers, Sabine, La.; M. C. Temple, Homer, La.; G. Ardoin & Co., Ville Platte, La., and Weil Bros., Litcher, La.

Ernest L. Staples in New Post

Ernest L. Staples, formerly assistant manager of the talking machine department of Philip Werlein, Ltd., has joined the force of



Ernest L. Staples

the L. Grunewald Co. as manager of the talking machine department and the player roll department. He succeeds Ralph Young, who, by the way, succeeds Mr. Staples as manager of the Werlein department. Mr. Staples is well known in local music circles. Since assuming his new connection, he reports the addition by the firm of the Brunswick line of machines and records. The securing of this line is expected to prove well timed. A growing demand is already being experienced. The Victrola portable handled here is especially popular.

New Gennett Record Agencies

Gennett records, distributed by Albert T. Thompson, factor for the Starr Piano Co., of Richmond, Ind., are now being pushed into the country sections adjacent to New Orleans. Mr. Thompson reports the appointment of the following dealers: Baton Rouge Music Co. and

AUDAK
CUTS THE COST OF SELLING RECORDS
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

the J. M. Causey Co., of Baton Rouge, La.; F. J. Dietlein, Opelousas, La.; Abrams Music Stores, Biloxi and Gulfport, Miss., and Barnett & Wilder, Gulfport.

Planning for Next "Music Memory Contest"

Plans for a greater "Music Memory Contest" in the city and State schools are being laid for next year. John A. Hofheintz, wholesale manager for Philip Werlein, Ltd., is actively engaged in the matter to assure such an event during the next year. The seventh annual event of that nature closed here recently. Miss Mary M. Conway, local supervisor of music in the public school system, is co-operating in the movement. At a recent demonstration and school exhibit, children drilled and exercised to the tune of a Victrola, which was loaned through the courtesy of the Werlein house. The try-out was a huge success. Paul S. Felder, secretary of the company, recently returned from a personal trip to Houston. En route home he stopped off at Beaumont, Port Arthur, Orange and Lake Charles to get a personal insight into conditions and to renew acquaintances. Mr. Hofheintz was out of the city for about a fortnight on one of his frequent trips through the territory. He went to Mobile, Jackson, Vicksburg, Monroe, Shreveport and Alexandria.

Visited Convention in Chicago

O. H. Heyer and Geo. Stocker, of the Junius Hart Piano Co., Ltd., of this city, Okeh jobber, visited Chicago the week of June 4 and attended the annual convention of Okeh jobbers in that city. They thoroughly enjoyed their trip and were more than pleased with the practical value of the convention proceedings, and especially with the optimistic comments of the Okeh jobbers. The Junius Hart piano house is establishing many new Okeh dealers in this territory and the records by exclusive Okeh negro artists are meeting with a ready sale.

Brunswick Portables Demand Growing

Brunswick portable machines are greatly in demand at the present time, according to Harry S. Loeb, president of the Harry S. Loeb Piano Co., dealer in that product.

Former Trade Member a Visitor

A. W. Clapperton, formerly connected with the wholesale department of Philip Werlein, Ltd., now with the Keystone Steel & Wire Co., of Peoria, Ill., was on a business trip to this city recently, and called on many of his old friends and associates among the music men.

Frank Allen, who recently resigned his position with the L. Grunewald Co., has joined the forces of the Brunswick sub-station here.

Manager Crigler, of the talking machine department of the Dugan Piano Co., is enjoying an excellent demand for the Victor line.

	<h1>Okeh Records</h1>	
<p>The constantly increasing demand for Okeh Records proves their wonderful sales possibilities.</p> <p>To the dealer who handles a record with so rapid a turnover as Okeh, accurate fulfillment and prompt delivery of all orders are of vital importance. We are able to give this kind of service to Okeh dealers in New Orleans and the surrounding territory at all times because we always have on hand a complete stock of every record listed in the Okeh catalogue.</p> <p>We are desirous of hearing from progressive dealers who would be interested in the attractive, business-building proposition that we have to offer.</p> <p><i>Write us for full particulars</i></p>		
	<h2>JUNIUS HART PIANO HOUSE, Ltd.</h2> <p>703 Canal Street</p>	
<p>New Orleans, La.</p>		

"Yes! We Have No Bananas." Sounds foolish, doesn't it? But you'd be surprised how this cuckoo classic is knockin' 'em off their seats. And the higher the brow, the harder the fall.

"Don't We Carry On!", an equally nutty song by the same Furman and Nash, is going to help make lots of sales, too. Both on Record A-3873.

COLUMBIA GRAPHOPHONE CO.
New York



LOS ANGELES

Widespread Interest in Music Memory Contest Finals—Local Men at Convention — Satisfactory Business Continues — Month's News

LOS ANGELES, CAL., June 4.—The final test for the Music Memory Contest for the public schools of Los Angeles took place last week. The examination was held on two separate days, the first being for the fifth and sixth grades, and the second for the seventh and eighth grades. More than a thousand children participated in the contest. There were thirty selections in all and many papers contained thirty correct answers. These children have been taught to know—and, of course, they have learned to love good music.

Delegates Leave for Convention

A good many of those who were attending the National Convention in Chicago left before the last day of May, on which date the main contingent left. Howard L. Brown, branch manager of the phonograph division of the Brunswick Co., started on May 26 in time to attend the general sales managers' meeting. He was accompanied by Ray Daynes, of the Daynes Music Co., who has two Brunswick shops, one in South Pasadena and the other on Stevenson avenue, this city.

Miss Chambers Honored

Although Miss Ruth Chambers has spent most of her time in the piano and player-piano departments of several Los Angeles music stores, she is well known in talking machine circles. Miss Chambers has a beautiful voice and is also a splendid pianist. Recently she attracted the attention of Mary Pickford, who engaged her to play in a special quartet which always accompanies the famous screen artist in the studios or out on location. Many screen artists use a talking machine to supply music when at work.

Victor Pressing Plant on Coast

It is reported that the Victor Talking Machine Co. has definitely selected a site at Melrose, near Oakland, for its Pacific Coast recording and pressing plant. R. P. Hamilton, Western representative of the Victor Co., left here for the North last week in order that he may meet Mr. Schumacker and Mr. Wicks, who have been visiting the Coast.

Okeh Records Make Progress

W. E. Henry, Pacific Coast manager for Okeh records, reports that a number of new accounts have been opened and that these records are meeting with a good reception from the public. He recently engaged the services of J. Carter, who has been engaged in the phonograph business for many years.

Drive on Swanson Portable

The Munson, Rayner Corp., local distributor of the Swanson portable phonograph, has started an intensive sales campaign in the northern part of the State through its San Francisco office. "The Swanson portable has be-

come one of the most popular portables on the Pacific Coast," declared E. R. Darvill, sales manager for Munson, Rayner Corp., "and we intend to see that it retains the high position that it now enjoys."

The Apollo Music Shop, 5524 Hollywood boulevard, reports the sale of Swanson portables

to several of the movie colony, among them being Gladys Walton. Barker Bros. have recently added this line.

The Walter S. Gray Co., Strand distributor, has purchased a new Chevrolet sedan for the use of its local manager, J. J. Grimsey. The ancient Studebaker, which Joe had been using, so got on the nerves of Walter S. that an agreement was reached to lay it on the shelf if the sales of the branch were doubled. The figures were reached and the new car is the result.

Margaret Young, exclusive Brunswick artist, was given a reception by the Southern California Music Co., at which she sang a number of her selections with her Brunswick records.

THE SWANSON PORTABLE

Complete, Compact and Durable—A Proven Success

ORDER NOW!

—and increase your summer profits

Swanson Portables are everywhere. Look on the map below for name of nearest Jobber and write to-day



To the Trade:

Due to your splendid co-operation and the hearty response of your customers, we have been forced to move our factory to larger quarters in Chicago, where we are increasing production to take care of the ever-growing demand for Swanson Portable Phonographs.

Swanson Jobbers are prepared to supply your extra requirements for the summer season and are at your service.

Our Dealers' Service Department has prepared an attractive window display card, which is yours for the asking.

We take this opportunity to thank you and hope to merit your continued support.

Yours very truly,

SWANSON PORTABLE PHONOGRAPH DISTRIBUTOR

738 South Los Angeles Street,
Los Angeles, Calif.



The CHENEY

THE MASTER INSTRUMENT

The most perfect music-reproducing instrument



The SALISBURY

*A Lovely Adaptation from the
Work of Sheraton and Shearer*

Top measures 21 $\frac{3}{8}$ by 38 $\frac{7}{8}$ inches. The instrument stands 33 $\frac{3}{4}$ inches high. Heavily gold plated exposed metal parts. Two reproducers for playing all records.

Retails for \$200—East of the Rockies

Another Beautiful New Cheney Console Model

Unusual in treatment—remarkably rich in its effect—made in both mahogany and walnut

The country-wide reputation which The Cheney has earned for designs of elegant simplicity is enhanced in the addition of The Salisbury to the line.

The two-tone effects which have proved so popular are perpetuated in this model, yet with a richness of handling which befits the most carefully furnished home.

Cabinet against cabinet, phonograph against phonograph, value against value, The Cheney is more than a match for

any other phonograph. Consider these five great selling 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.

THE CHENEY TALKING MACHINE COMPANY . CHICAGO

CHENEY PHONOGRAPH SALES CO.
1965 E. 66th St., Cleveland, O.
806 Pennsylvania Ave., Pittsburgh
Ohio, W. Va., Western Pa.

DISTRIBUTORS

CHENEY SALES CORPORATION
1107 Broadway, New York City
Greater New York, Western Conn.,
New Jersey

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

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

CHENEY SALES COMPANY
Brandeis Bldg., Omaha
Iowa, Nebr., Colo., Wyo.

EDW. G. HOCH & CO.
27-29 Fourth St., N., Minneapolis
Minn., N. D., S. D., Northern Wis., Mont.

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

ROYLAT DISTRIBUTING CO.
Provo, Utah
Utah, Southern Idaho

CHENEY PHONOGRAPH CO.
212 Selling Bldg., Portland
Washington and Oregon

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

MUNSON-RAYNER CORP., 550 Howard Street, San Francisco, Cal.

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

DALLAS

Easier Money and Better Crop Prospects Indicated in General Activity in the Music Business

DALLAS, TEX., June 6.—Business throughout the Southwest in the talking machine trade is good, better in fact than it has been at this season in some time, according to dealers and distributors in Dallas. Good crop prospects, a good cotton crop marketed last Fall, good wheat crop now being harvested and good prices for live stock are reflected in satisfactory sales of all merchandise, including talking machines and musical instruments.

Lester Burchfield, manager of the wholesale Victor department of Sanger Bros., reports thriving business, especially in the rural districts, and predicts the heaviest Summer trade in his department in the last twelve years, due to excellent prospects of rural dwellers.

"The rural districts are the heaviest buyers of Victrolas, and the easier money conditions, the good crop outlook and good prices for the products of the farm have given the farmers and stock raisers confidence so that they are not backward in making purchases," declared Mr. Burchfield. "Wool is now selling in Texas at nearly double the price received last year. This is being reflected in heavy sales of talking machines in southwest Texas, where wool is grown chiefly."

The Texas-Oklahoma Phonograph Co., wholesale distributor of Edison phonographs and records, with headquarters in this city, has recently fitted out its new quarters at 2025 Jackson street, the move following a fire in the old quarters, 908 Commerce street, some time ago.

O. G. Feltner, manager of the Dallas store, is optimistic as to the future, and reports better business now in Edison machines and records than in several years. "Edisons are going good in Texas and Oklahoma," Mr. Feltner said. "Retailers throughout our district are placing heavy orders, and we expect a most satisfactory Summer trade."

S. E. Rhodes, manager of the talking machine department of the D. L. Whittle Music Co., 1213 Elm street, reports satisfactory sales.

Bush & Gerts, 1311-13 Elm street, one of the largest music stores in Texas, has one of the most successful talking machine departments in Dallas, in charge of R. F. Coppedge. Reviewing business conditions and outlining methods by which his company has made an enviable record, Mr. Coppedge said:

"The phonograph business for the last two months has doubled any preceding business in the history of the Bush & Gerts Piano Co. We attribute a large portion of this success to the large sales force, consisting of four record sales-ladies, eight outside men, two repair men and a delivery department, and a complete line of phonographs. The manager of the department acts as inside salesman.

"A feature of this department is the Bungalow House. This house is mounted on a two-ton truck, with a carrying capacity of two phonographs, one piano, and is equipped with compartments for carrying records and rolls. It has a seating capacity of eight. We usually have four men out with the Bungalow. This attraction has proved an excellent method of advertising.

"We consider the largest part of our business due to the amount of pep instilled into our department. We have had several 7 o'clock 'Pep-Up' breakfasts. After one of these we always have a good day. We never have idle days, we are always on the alert for Hot Prospects. We have been very successful in closing up our customers on first visits. However, in cases where we cannot, we always follow the prospect up closely.

"We are looking forward to the greatest business that we have ever had. We know that

conditions point to a successful Fall business."

The Leyhe Piano Co., 907 Elm street, is pushing a sale of talking machines, including Columbia, Sonora, Kimball and Telo-Tone. The company is putting out many machines, according to Mr. Leyhe.

The Brunswick Phonograph Shop, 1311 Elm street, is also making a drive for business.

MANY STORES INSTALL EQUIPMENT

Van Veen & Co. Point to Many Recent Installations as Indication of Prosperity

If the spending of money for equipment is an indication of activity in the talking machine field, of which there is little doubt, the coming Fall and Winter seasons will be exceptional ones in every respect, according to Leon Tobias, secretary of Van Veen & Co. In substantiation of his report on the general activity, Mr. Tobias mentioned a number of the important installations recently completed by this company. Among them are the following: Three stores of the Griffith Piano Co., the last one being in New Brunswick, N. J.; Albert Leon, Perth Amboy, N. J.; Harry Levin, Long Branch, N. J.; Charles H. Godfrey, Atlantic City, N. J.; Starke Piano Co., New York City; Philip Pravada, Brooklyn, N. Y.; S. Baumann, New York City; Main and Market Music Shop, Paterson, N. J.; Samuel J. Gross Grafonola Shop, of Scranton, Pa.; Schaeffer Music Shop, Batavia, N. Y.; Kennedy's Grafonola Shop, Worcester, Mass.; Curtis Art Co., Waterbury, Conn.; Joseph Feinblum Columbia Shop, Hartford, Conn.; Marshall Music Store, Bayonne, N. J.; Yonkers Talking Machine Co., at 451 Broadway, and 201 Ashburton avenue, Yonkers, N. Y.; Broadway Music Shop, 17 Main street, and the Hudson Music Shop, at 42 Warburton avenue, also in Yonkers.

Mr. Tobias recently left on a trip through northern Pennsylvania territory, and is entirely optimistic over the outlook for the future.

CECIL ARDEN SCORES IN CONCERTS

Cecil Arden, mezzo-soprano of the Metropolitan Opera Co. and an Edison artist, has been received most enthusiastically on her recent concert appearances, which included singing before the Daughters of the American Revolution in Washington, the American Penwomen, at their annual luncheon in that city, a dinner given by Fred Huber, of Baltimore, for the mayor of Baltimore, and at Westminster College.

SUMNER WILLIAMS IN NEW POST

Made Purchasing Agent of Thomas A. Edison, Inc.—Succeeds William Dykeman

ORANGE, N. J., June 7.—Sumner Williams has recently been appointed to the important post of purchasing agent of Thos. A. Edison, Inc., succeeding William Dykeman, who has recently purchased an interest in the Jamestown Marble Co., at Falconer, N. Y.

Mr. Williams has been a member of the Edison organization for about 10 years. He started



Sumner Williams at His Desk

in the motion picture division and later became assistant to Charles Edison, chairman of the Board. Mr. Williams assumed his new duties on June 1, and on that date was the guest of honor at a delightful luncheon at the Mushroom Farm at Orange, which was attended practically by all of the important Edison executives.

BRILLIANTONE MEN AT CONVENTION

Byron R. Forster, president, and Harry Acton, secretary, of the Brilliantone Steel Needle Co., New York, attended the "Prosperity" Convention of the music industries in Chicago, during the first week in June, after which they visited important trade centres in the Middle West and Canada. Brilliantone business is reported brisk. The new record cleaner container continues in active demand and the outlook for the future is bright.

OPPORTUNITY

Knocking at 92 Doors

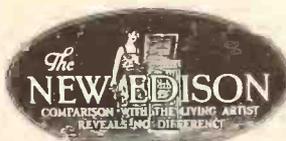
Edison retail representation is wanted in 92 towns, cities and villages where freight rates are less than from the next nearest Edison Jobbing Point.

If interested in an Edison Dealership write us.

If not interested investigate and soon you'll not only be interested—you'll be eager!

If the Edison Dealer in your town is not a live one write us and you may be able to secure the dealership. Only active, reliable merchants are wanted to represent the Edison Line.

If it is lack of capital that bothers you see Page 166 of the Talking Machine World for May.



Texas Oklahoma Phonograph Co.

2025 Jackson Street

Dallas, Texas

"TIE UP WITH A WINNER!"

The NEW EDISON Phonograph

Is Acknowledged "THE DADDY OF THEM ALL"

THE LIVE DEALER

Can take advantage of this public confidence by tying up with an agency for the New Edison Phonograph.

"YOUR MIND IS AT REST WHEN YOU SELL THE BEST"



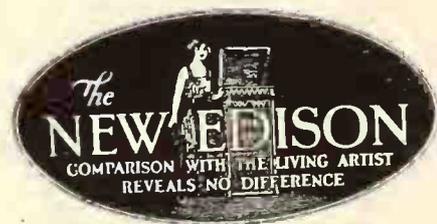
1114
Olive
Street

Write for the LIBERAL Edison Agency Proposition for Your Town

Southwestern

EDISON DISTRIBUTOR

St. Louis, Mo.



SAINT LOUIS

Portables and Expensive Models Lead the Field—Peeler-Todd
Open Fine Store—Mrs. L. R. Tippin Quits Business—The News

St. Louis, Mo., June 7.—Business moved right merrily in May, with portables and high-grade machines contending for favor. Early in the month the high grades easily had the best of it. But toward the end of the month, with the arrival of delayed Spring weather, the portables came strong, with indications that they would hold strong during June. It is a matter of comment that uprights continue to show strength, as compared to consoles, to a greater extent than for several months. The signs are, also, that they will have increasing favor the coming Fall. It has been noticed that in the advance orders for Fall delivery, which are coming in much earlier than usual, uprights have a very good representation. The sale of records during the greater part of May was helped by cool and rainy weather, which tended to keep people indoors. Toward the end of the month there was a falling off reported in some quarters. June sales were largely of the sort that are best suited to the season.

Good Sales Promotion Work

An attractive folder is being sent out by the

St. Louis Victor dealers containing the names of the Summer operas being given at the Municipal Theatre in St. Louis. It has the records from each opera listed, the artist, and the price of the record and the price of the entire set from each opera.

Peeler-Todd Stage Opening

A highly successful opening of a Victrola store was that of Peeler-Todd, a new neighborhood shop of St. Louis. W. A. Todd, owner of the Todd Jewelry Co., of Easton avenue, which has a splendid Victrola department, is a partner in this new store with Mr. Peeler, who, for many years, was a successful druggist in St. Louis. The Peeler-Todd shop sent out 10,000 circulars advertising their opening, as well as several thousand formal invitations. The result was a crowded house. Penn Victor Dogs were given as souvenirs to the older people and Victor Puzzles to the children.

Mrs. L. R. Tippin Retires From Business

Mrs. L. R. Tippin, who has been assistant to Manager Hosier, of the Scruggs, Vandervoort & Barney talking machine department, resigned

recently to accompany her husband to Detroit, where he took a position with the J. L. Hudson Co., Mrs. Tippin retiring from business life. Her successor as Mr. Hosier's assistant is Miss Rena B. Wilson, who was associated with him for five years at the Jenkins store in Kansas City, before he came to St. Louis, and who has been in his department here since November.

Edison Sales Maintain Pace

May kept an even pace with the previous month at the store of the Silverstone Music Co., Edison distributor. The \$175 console was the big seller of the month, with higher priced machines crowding it for favor. L. M. Schlude was the high man for the month on machine sales. The demand for Edison records continues to grow with the popular hits leading.

O. A. Reynolds, traveling representative of the Silverstone Music Co., returned from a trip through southern Illinois, and after remaining in town a few days started on a trip through northwestern Missouri.

William Miller, for several years with the Silverstone Music Co., resigned, effective June 1, to become an automobile salesman.

Griffith P. Ellis a Visitor

Griffith P. Ellis, of the Chicago Talking Machine Co., after spending three months in San Antonio, Tex., for the benefit of his health, stopped here for a little visit with W. P. Geissler, manager of the Famous & Barr talking machine department, while en route to his home in Chicago.

News Brieflets

Leon C. Samuels, field representative of the Wasmuth-Goodrich Co., Peru, Ind., manufacturer of the Emerson, with headquarters in Chicago, spent a few days in St. Louis recently.

Manager F. S. Horning, of the Stix, Baer & Fuller talking machine department, says the Brunswick York model has been going strong the past month, and he also reports a big sale in portables and records.

Lloyd Egner, of the Victor Co., was here recently, returning East from a Western trip.

R. W. Jackson, branch manager of the Brunswick Co. here, and J. H. Bennett, district manager, were in Chicago the latter part of May making arrangements for the Brunswick exhibit at the convention.

A. C. Hoffer and T. Maune, of the Baldwin Piano Co. talking machine department, were at the Chicago convention. A. De Merville, of the De Merville Music Co., also was present.

"Barney Google" came to town the latter part of May, and everybody knew that he was here, with Spark Plug in tow. The hospitality for the latter included hay, excelsior and sawdust, placed within easy reach in the show windows. The sale was fast and furious and some of the stores were out of these records before the end of the week.

Another arrival of late May, of a different class, was the new 220 model Victrola, to sell at \$200. Victor dealers expressed the conviction

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.

Same-Day Service

We have built an enviable reputation for unvarying promptness and efficiency and being ready to co-operate with our dealers in every way.

Same-Day Service

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 and who will appreciate the value of Same Day Service.

THE Artophone CORPORATION

1103 Olive Street

St. Louis, Mo.

New Kansas City Branch Office

Kansas City Life Bldg.

Kansas City, Mo

Okeh Records

The Records
of
Quality



that it was just right in size, appearance and price to catch on big.

Manager T. W. Hindley, of the Aeolian Co.'s Vocalion department, put on a campaign recently in which Emerson consoles were featured. He reports that Victors and Vocalions are also going well.

The talking machine department of the Shapleigh Hardware Co., under the management of A. E. Hoeger, is featuring the Harmograph talking machines and records, practically a newcomer in this field. The Brilliantone and gilt-edge needles and a full line of accessories are carried in Mr. Hoeger's department. Mr. Hoeger is planning a trip through the South.

Re-enters the Trade

Mrs. Clementine Englemann, who, prior to her marriage a year ago, was well known in talking machine circles in St. Louis as Miss Kimm, is again with the talking machine department of the Kieselhorst Piano Co.

The Conroy Piano Co. has discontinued its East St. Louis store, where the Columbia line was handled.

Victor Educator Here

Miss Marie Finney, of the educational department of the Victor Co., has been spending a few days in and near St. Louis. Miss Finney did some educational work in the Alton, Ill., schools, where her appearance had been arranged by the Victor dealer, J. A. Kieselhorst. Tuesday was spent in Belleville, Ill., schools. Miss Finney is on her way to the Missouri Teachers' Colleges in Kirksville and Maryville.

E. C. Rauth Honored on Good-Will Tour

E. C. Rauth, of the Koerber-Brenner Co., accompanied the Good-Will Tour arranged by the Chamber of Commerce into towns in Illinois and Indiana. A. E. Schanuel, of the Goeder & Schanuel Advertising Co., accompanied him. At Herrin, Ill., home of one of the Cline-Vick stores, a special window display greeted Mr. Rauth. This was the work of Miss Fleata Trout, manager of the Victrola department. Record stands and streamers announced, "St. Louis to the Front." At Harrisburg, Ill., a special newspaper advertisement was used by L. L. Parker to emphasize the occasion. It read "Welcome to Harrisburg—All Members of the St. Louis 'Good-Will' Tour, and especially E. C. Rauth, vice-president and sales manager, and Arthur Schanuel, special advertising representative of the Koerber-Brenner Co., distributor of Victor products.—Greetings from Lloyd L. Parker, The Music Man."

Planning Long Vacation

Miss Margaret Hibbeler, of the Victrola department of Hellrung & Grimm House Furnishing Co., and Miss Marie Auberman, of the same department of Scruggs-Vandervoort-Barney Dry Goods Co., will leave early in June for a three months' absence in Colorado.

Brunswick "Barney Google" Send-off

Through the untiring efforts of R. F. Novy and E. F. Stevenson, of St. Louis, city representatives of the Brunswick-Balke-Collender Co., the release of the famous "Barney Google" on Brunswick records was made quite an event, in that life-size colored cut-out replicas of these two world-famous characters were made up by these two enterprising young men for dealers.

A large Barney Google was constructed for the Kieselhorst Piano Co. to be placed in front of its establishment, and Barney's posture was that of leaving the Kieselhorst establishment with an air of extreme satisfaction.

Equally attractive windows were prepared by the Baldwin Piano Co., Kirkland Piano Co. and the Lehman Piano Co.

The Meyer Piano Co. also had an attractive window display on this record. This window attracted so many that traffic was blocked.

Miss L. Pickle, in charge of the record department of the T. D. Music Box, will enjoy a sojourn of two months in Europe sailing on the Belgenland from New York June 13.

Gene Rodemich's Brunswick orchestra appeared on the stage of the New Grand Central Theatre week of June 6, featuring Brunswick records and Larry Conley, trombone player.

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

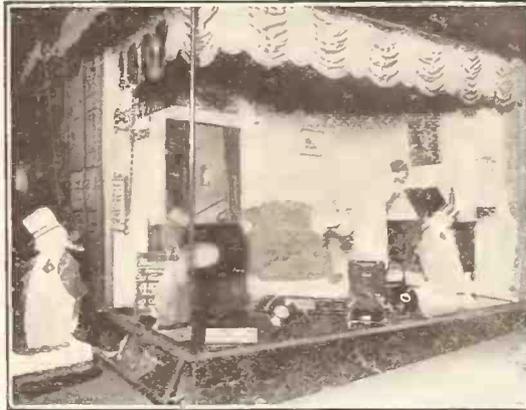
THE VAL'S ACCESSORY HOUSE

1000-1002 Pine Street

St. Louis, Mo.

W. F. Nipper, formerly traveling representative for the Brunswick-Balke-Collender Co. in southern Tennessee, is now general manager of the Hollenberg Music Co., of Little Rock.

The Brunswick Co. has just opened another branch in New Orleans, La., for the further-



Kieselhorst's "Barney Google" Window

ance of 100 per cent service to its dealers in that vicinity. This branch is a part of the St. Louis branch and is under the jurisdiction of R. W. Jackson, branch manager of St. Louis.

The first Victor and the last, with 30 years between, is an exhibit which has been attracting attention to the Famous & Barr Co.

Koerber-Brenner Dealers Meet

The "Summer slump," which was analyzed and visualized in the Koerber-Brenner advance list of July, was further analyzed and in a measure pulverized at the monthly meeting of the Koerber-Brenner Victor dealers at the Century Boat Club here on the evening of May 31. The advance list presented a picture which it called "The Valley Ahead." It showed an automobile on the edge of June, which was about to slip into the deep valley of June, July and August, representative of the way business dips

for most merchants. This was the explanation:

"To strike an average we took ten different dealers, five in St. Louis and five in other towns, and as widely varying in size and conditions as we could find. Then we dug into our books for the dope on what we shipped to them each month last year.

"After a lot of careful figuring we found that, if we took 100 per cent to represent an average month's business for the ten dealers, the business actually done during the various months of the year ran above or below 100 per cent as shown on the picture. For instance, January was 140, or 40 per cent above the average, while July was 60, or 40 per cent below.

"Right now you're right on the edge of the valley—just where the automobile is on the picture—the beginning of the steep descent. It may be easy and pleasant to go coasting along down hill, with the motor idling or shut off. But it's lots pleasanter to bowl along on the level, even if you do have to step on the gas.

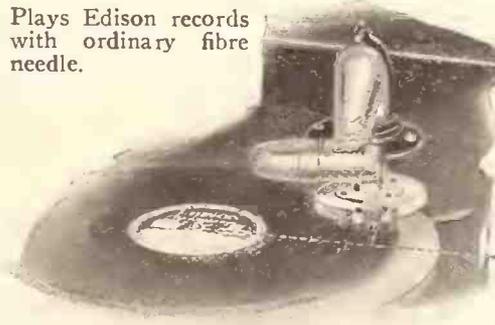
"It isn't to 'rub it in' that we dig up figures and draw pictures. The road leads down through the valley (at least it did last year); there isn't any other road. The only way to keep sales from taking a downward course is to bridge the valley."

So when the forty-five or fifty dealers got together at the club, after eating to brace their spirits, they talked "Summer slump." Val Reis, Frank Horning, William Bauer and T. W. Hindley were the principal speakers. They all agreed that the thing to do with the Summer slump was to fight it.

With Mr. Hindley as song leader and Mrs. Hindley at the piano they sang some of the old songs. What with the talking and singing there was no time left for demonstration of July records, but they had Victrola with their meal and Victrola for the dancing which followed.

ORO-TONE No. 5 PLAYS ALL RECORDS ON THE VICTOR

Plays Edison records with ordinary fibre needle.



Showing Position for Playing Edison or Other Vertical Cut Records

LIST PRICE

No. 5 Victor Automatic
 NICKEL FINISH -----\$6.00
 GOLD FINISH -----\$8.00

Usual discount to Dealers. Please furnish references if you are not rated.

The Oro-Tone Co.
 QUALITY FIRST

1000 George Street

Chicago, Ill.

ON THE VICTOR

Hear the wonderful volume and quality of tone produced with the ordinary fibre needle on the Edison record. The special exclusive features—AUTOMATIC weight adjustment—AUTOMATIC needle center and the AUTOMATIC correct position of the reproducer on the record for either vertical or lateral cut records—are heartily commended. The change from playing vertical to lateral cut records and vice-versa is accomplished with a simple turn of the hand.



Showing Position for Playing Victor or Other Lateral-cut Records

KANSAS CITY

Schmelzer Co. Victor Business Taken Over by J. W. Jenkins Sons Co.—New Lines Added—Completing Blackman Store—The News

KANSAS CITY, Mo., June 7.—The most notable event which has taken place in talking machine circles here during the month is the retirement of the Schmelzer Co. from the wholesale Victor trade and the taking over of all the Victor wholesale business by the J. W. Jenkins Sons Music Co., which will now practically control most of the Victor distributing business of four States.

Fred Jenkins, Jr., who has had charge of the wholesale department of the Jenkins Co., will continue as head of the combined business. He has grown into this position and his thorough knowledge of not only the business, but the territory which the company is to serve, makes him well fitted for the larger responsibilities which have come to him. He will be assisted by a number of men who come from the headquarters of the Victor Co. and the business will be developed to still larger proportions than in the past.

Walter Lyman, formerly of the Schmelzer Co.'s Victor organization, will be connected with the Jenkins Co. from this time on. Also, Miss Hammett, of the wholesale record department, will assume similar duties with the Jenkins Co.

Plan Monthly Victor Dealer Meetings

Among the plans for the enlargement of the business is a monthly meeting of Victor dealers from the four States whose business centers here. The first of these meetings, held Tuesday night, was very successful. The talks by Mr. Jenkins and the new members of his force were much appreciated and were inspirational. There has been devised a plan for offering prizes to dealers which is expected to create considerable interest. The meeting was held at the Baltimore Hotel and had a social value, as well as a purely business one.

New Edison Dealers

John J. Van Scoyoc, of Alton, Kan., has just recently taken on the Edison agency. Another dealer who now handles the Edison is A. G. Scaverns, Hoxie, Kan.

The Lynn Music Co., Fairfax, Okla., has just sold its entire stock to the Osage Music Co., which will continue the Edison agency.

The Gates Drug Co., Hominy, Okla., has sold out to the Barnes Music Co., which will represent the Edison line in that city.

Visitors to Edison Headquarters

The following Edison dealers visited the Phonograph Co., in Kansas City, during the past month: Carl Latenser, Carl Latenser Music Co., Atchison, Kan.; Alderson, Alderson Bros., Erie, Kan.; L. K. Bannon, Ingalls, Kan.; F. G. Mortiboy, Topeka Music Co., Topeka, Kan.; F. H. Allen, Allen Music Co., Independence, Mo.; W. G. Hutchens, Hutchens Music Store, Lees Summit, Mo.; C. J. Eriksen, Eriksen Furn. Co., Lawrence, Kan.; A. N. Pickerell, Pickerell Music Co., Independence, Kan., and Cherryvale, Kan.; Mr. Stephens, of Church Stephens Furn. Co., Liberty, Mo.; Mr. O'Brien, of Nelson & O'Brien, Plattsburg, Mo.; F. W. Haight, Pioneer Hardware Co., Burlington, Mo.; J. M. Yoder, Herington, Kan.

New Blackman Store Nearing Completion

Work on the new store of the Blackman Music Co., 1209-11 Walnut street, is rapidly nearing completion. This new store will have two of the finest windows in Kansas City for the display of pianos and Edison phonographs. Very elaborate demonstrating rooms have been arranged for and will soon be completed. The formal opening occurs the week of June 11, with Frederick E. Colber, of New York, composer-pianist, assisting. Various local artists will participate.

Victor for Governor's Mansion

Arrangements have been made for the installation in the governor's mansion, in Jefferson City, of a beautiful No. 415 English brown electric Victrola. The deal was effected by E. G. Kathan, Victor dealer, of Trenton, Mo., which is the home of Governor Hyde.

Artophone Portable Popular

Manager Guttenberger, of the local branch of the Artophone, has just returned from a successful trip through Kansas and Oklahoma. He found a great demand for portable machines and Okeh records. Miss Wise, the office secretary of the branch, states that the company is getting gratifying results from its advertising in connection with the visit to Kansas City of

Our A A A Quality India Ruby Mica DIAPHRAGMS

Are, without doubt, the finest Diaphragms manufactured.

Samples and Prices on Request

WILLIAM BRAND & CO.
27 East 22nd Street New York City
Telephone, Ashland 7868

the colored artist, Sarah Marty, who is booked to appear at the Lincoln Theatre here next week. Her song, "Michigan Water Blues," is making quite a hit with her own people.

New Columbia Models in Demand

The local Columbia branch reports a remarkably large business in records for the month just closed. The campaign to dispose of old models which were on hand has been about completed and a very satisfactory business in the new cabinets is being done.

Planning Artists' Tie-up

Victor dealers in Kansas City are preparing to tie up with the appearance of the Bargy Orchestra, which will play a week's engagement at the Main Street Theatre. Special invitations will be sent to all the local members of the International Clubs—the Rotarians, Kiwanis, Lions, Co-operative. Window displays will be devised by the Main Street Theatre artists for the use of the dealers. A clever stunt used by the Bargy Orchestra in impressing on the audience that the music rendered by it can be secured on Victor records consists of a moving picture shown just before the curtain rises, in which is seen a happy family and in the midst a Victrola. One of the members of the family places a record on the machine in response to a request for a Bargy selection. And then the members of the orchestra file in and play the selection called for. This stunt will be used here to increase the sale of the records next week.

J. A. Arbor Joins Jenkins Staff

J. A. Arbor, formerly in charge of the Victrola department of Fred Kaiser, Ottawa, Kan., has been added to the traveling staff of the J. W. Jenkins Sons Music Co. and will specialize in the sale of Victor products.

DISTRIBUTING NEW TONE ARM

Favorite Mfg. Co. Making Quantity Deliveries
—J. G. Stadelmann Joins Organization—To Issue New Illustrated Catalog

The Favorite Mfg. Co., 105 East Twelfth street, New York City, is now making quantity deliveries of its new tone arm. The talking machine equipment made by this concern was introduced to the trade some months back, and the demand has constantly increased since that time, making it necessary for the manufacturer to enlarge production.

J. G. Stadelmann recently joined the Favorite organization in the capacity of sales and advertising manager. Mr. Stadelmann has had long experience in the sales field and in traffic and production, and he has special qualifications as a business efficiency expert.

The Favorite Mfg. Co. will shortly issue a new illustrated catalog of motors, tone arms, sound boxes, musical merchandise and accessories. The catalog will list revised prices of its products.

Carl Kronenberger, head of the company, in a recent statement to a representative of The World, stated that talking machine manufacturers are enjoying a greatly increased business, particularly in the portable field, as is indicated by orders for motors, springs and other talking machine parts.

The Thomas Music House, of Scranton, Pa., has taken on the Victor line, and expects a big business during the rest of the year.



The London Console
\$135
The Hit of the Year

Edison Dealers

and their salesmen carry a conviction in their sales talk which is born of an

Absolute Certainty of Superiority

It is this absolute conviction which wins 9 out of 10 side by side comparative sales.

A few attractive territories are now open for dealerships.

**The Phonograph Co. of
Kansas City**

1215-17 McGee Street
KANSAS CITY, MO.



Our New Address



383 MADISON AVENUE

IN order to properly provide for the growing requirements of our business, we are moving, the middle of June, to spacious new quarters in the handsome building which has just been erected at the corner of 46th Street and Madison Avenue, New York City.

Here we will have more than double the space we occupy at present, and here we will be situated in the heart of the newest and finest uptown business section of the Metropolis.

We hope each one of our readers will favor us with a visit to our publishing headquarters and will make a complete inspection of our new home.

Meanwhile we ask that you kindly correct your records to correspond with our new address.

EDWARD LYMAN BILL, Inc.

TIRES
 AUTOMOTIVE ELECTRICITY
 PRICE'S CARPET AND RUG NEWS
 PRICE'S FLOOR COVERING DIRECTORY



THE TALKING MACHINE WORLD
 TALKING MACHINE WORLD TRADE DIRECTORY
 THE MUSIC TRADE REVIEW
 TECHNICAL BOOKS

Publishers of Business Papers for Forty-four Years.

MILWAUKEE

Portable Sales Lead an Active Demand for All Lines—Badger-Carberry Concerns Consolidate—New Store Opens—Other News

MILWAUKEE, WIS., June 11.—Although the rush for the country has not yet begun, local talking machine dealers report a heavy sale of the portable styles, and they look to see this month and the next establish new high marks for sales of these particular types. In the meantime, business in the standard instruments is active; records are moving very well. General opinion in the trade is full of optimism.

Ordinarily business begins to slow up shortly after the Easter holiday, but this year it has been well sustained. There is hardly a dealer who is not able to report a healthy gain in May and June sales over last year, and some declare they have surpassed the wonderful marks set up three years ago, before the general depression began to show its effect.

Wholesale trade, while now not so sharply active as a month ago, is not a bit disappointing. There are some dealers who are beginning to place orders for Fall delivery, with fair orders to piece out stocks that are being turned over currently. Some dealers are of the opinion that talking machines are going to be hard to get next September and October, when they will need lots of merchandise to fill the demand that will keep them busy past the holidays, and they are losing no time in getting as much stock as their finances will allow while merchandise is fairly free.

Victor Dealers Enjoying Good Trade

Harry A. Goldsmith, secretary of the Badger Talking Machine Co., Victor jobber in Wisconsin and Upper Michigan, says that Victor dealers are enjoying a very good trade, judging by the orders coming for immediate delivery. Stocks are by no means plentiful, and in some of the more popular-price styles new goods

are hard to furnish right away. As a rule, however, orders are getting good dispatch. With records the situation is not quite so favorable, and back orders are probably larger at this time than they have ever been as the middle of June approaches.

Badger-Carberry Amalgamation

One of the events of the month in Milwaukee was the merger of the Badger Music Shop, Victor dealer, and the Frederick Carberry Co., Brunswick dealer and representative of the Chickering Ampico. The new company is known as the Badger Music Shop, Carberry-Parker Co., with Leslie C. Parker, head of the Badger Co., as president and active manager of the Grand avenue (Badger) store, and Mr. Carberry as vice-president and active manager of the East Side (Carberry) store. The Badger Shop at Fond du Lac is included in the merger. The management will continue to be vested in J. A. Sandee, who has also been elected a vice-president of the merged company. The Badger Shop is the development of a pioneer talking machine business founded in 1904 by Lawrence McGreal, at one time one of the largest and best-known distributors and retailers in the West.

Campaign on Rekordo Rekords

The Yahr & Lange Drug Co., Sonora and Okeh jobber in Wisconsin and the Upper Peninsula of Michigan, has popularized the Rekordo Rekord to an unusual extent in the past month. In conjunction with the Milwaukee Sentinel, there has been going on a competition open to any man, woman or child in Wisconsin. A committee of judges will listen to the Rekords submitted and select the best ones, the maker of which will receive a suitable reward for

merit. Thousands of Rekordo records have been sold in this way. The Lyric Music Co., one of the largest of the Yahr and Lange dealer organizations in this city, has shared well in this trade. The Badger Music Shop, Edmund Gram, Inc., the Kesselman-O'Driscoll Music Co. and the Hambitzer Music House also participated in the campaign to excellent advantage.

Sonora Business Active

Sonora business is active, both at wholesale and retail, while Okeh records are establishing new marks in sales and becoming well known in every home as the result of the intensive cultivation of potentialities by the Yahr & Lange Co., which is a conspicuous example of fine co-operation with its retail merchandising organization. This is one of the principal reasons for the phenomenal success the house has made of its musical merchandise department since this was established several years ago.

New Columbia Styles Popular

The new Columbia styles are meeting a splendid reception in the Wisconsin territory and with some of the best and largest dealers in Milwaukee now pushing the line with intensity, new marks for sales are steadily being made. The Columbia record likewise is gaining ground daily and sales since January 1 have exceeded those in any similar period in history.

Thiery Co. Opens Ground Floor Store

The Thiery Piano & Phonograph Co. recently opened its new ground-floor store at 516 Grand avenue, where for many years A. G. Kunde pioneered the Columbia, and where later the Winter Piano Co. maintained its downtown store. The head of the company is J. B. Thiery, formerly conducting a large mail-order piano, organ and talking machine business at 422-428 Jackson street. As a retailer, the Thiery company is featuring the Columbia line.

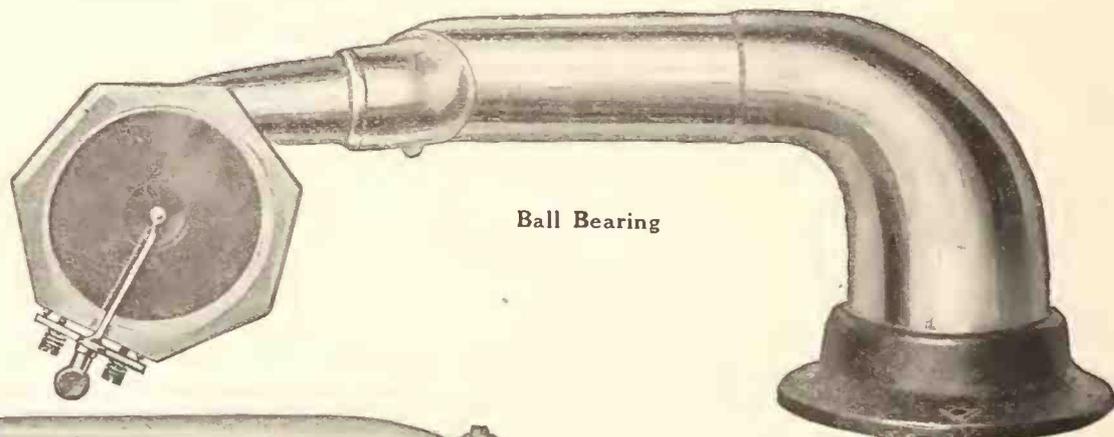
Demand for Consoles Continues

Brunswick remains a name to conjure with when reviewing the talking machine trade in Wisconsin and northern Michigan. In the console types especially business is so good that

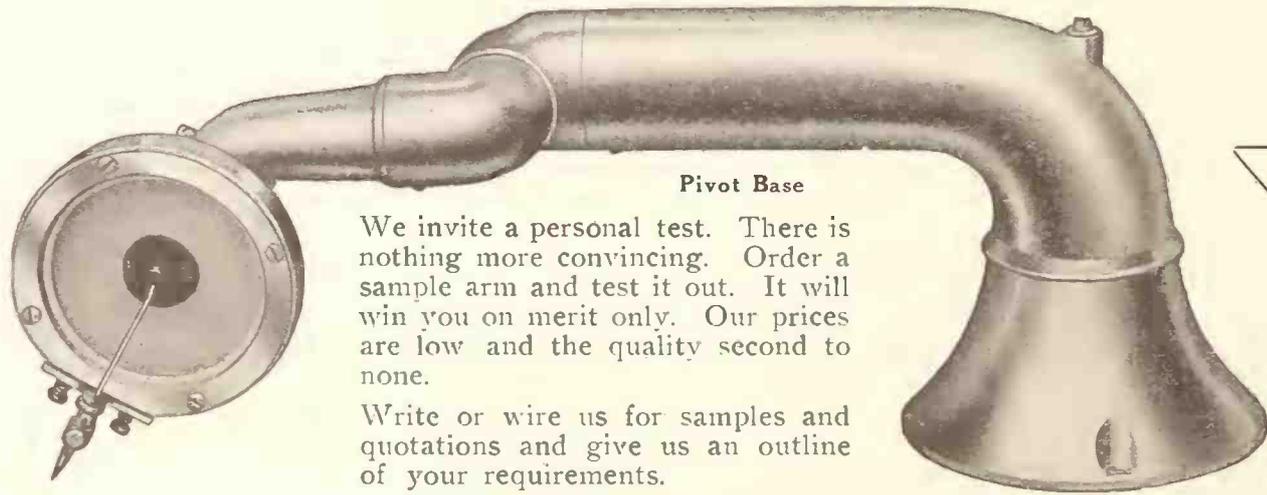
THE EMPIRE UNIVERSAL TONE ARMS AND REPRODUCERS

Positively Create Richness and Fullness of Tone Combined with Perfect Reproduction.

Send for sample of our new Tone Arm for Portable Machines and Edison Attachments.



Ball Bearing



Pivot Base

We invite a personal test. There is nothing more convincing. Order a sample arm and test it out. It will win you on merit only. Our prices are low and the quality second to none. Write or wire us for samples and quotations and give us an outline of your requirements.

Send for sample of our new Tone Arm for Portable Machines and Edison Attachments.

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"

Headquarters for Mica Diaphragms

We are IMPORTERS of MICA and MANUFACTURERS of MICA PRODUCTS.

Our diaphragms are of the highest quality.

We make diaphragms of India, Brazilian and African Mica in any size, thickness and center hole.

Let us know your requirements.

Prices and samples upon request.

STENZEL MICA CORPORATION

New Dorp Station

Staten Island, N. Y.

Telephone Dongan Hills 399

the local branch has difficulty in keeping its dealers supplied.

Sell Rights to Talking Machine Device

Authenticated reports come from Marshfield, Wis., that L. G. Thon, member of the Roamer Phonograph Mfg. Co., of that city, has accepted a generous offer for the complete rights to an ingenious talking machine device, which he invented and patented during the past year. The purchaser is a New York concern.

Enthusied Over Trade Outlook

Edison retailers in Milwaukee are enthused over the state of business at a time when usually trade is slow, and increases in Edison phonograph and record sales are commensurately good.

Music dealers throughout the city generally tied up with the observance of Better Homes Week. There were many exhibitors, including talking machine, piano dealers and furniture houses which had talking machines in their exhibits.

Many Attend the Convention

The convention of the music industries in Chicago the early part of this month attracted many members of the local wholesale and retail trade. A large delegation left this city, which not only included executives, but members of sales organizations as well.

INTERESTING ISSUE OF PATHE NEWS

Latest Issue of Pathé Phonograph & Radio Corp. House Organ Contains Much That Is of Interest to the Retail Trade

The latest issue of Pathé News, published by the Pathé Phonograph & Radio Corp., Brooklyn, N. Y., in the interest of its dealers, features strongly the Pathé radio loud speaker, together with a special offer to the retailer in connection with the same. This loud speaker was paid a glowing tribute in a recent issue of the New York Tribune and awarded a certificate of merit after being thoroughly tested in the Tribune Institute Radio Laboratory.

Many interesting news articles and sales suggestions are given. An excellent article on "Pathé Record Salesmanship," by Ida Ellis Gustam, covers this end of the business in an entirely comprehensive manner.

Other articles cover the great success of the new Pathé oval horn, the Pathé electric motor, the model H Actuelle, the Skyscraper record rack, foreign language records, and many other interesting subjects. The last page is entirely devoted to retail advertising copy suggestions.

TOPEKA MUSIC CO. GIVES RECITAL

TOPEKA, KAN., June 6.—The Topeka Music Co., Edison dealer in this city, recently held a very effective "Complimentary Recital" as a means of arousing greater interest in the musical merit of the New Edison. The artists were Irma Lewis, soprano; George Barnes, organist and baritone, and Mrs. H. S. Bailey, pianist. The concert was held in the First Christian Church of Topeka on the evening of May 25, and the affair also included a worth-while talk by M. M. Blackman, the well-known Edison jobber of Kansas City, entitled "An Appreciation of Music." Needless to add the New Edison played a prominent part in the program and it aroused considerable enthusiasm.

TIE-UP WITH EDISON ARTIST

Jenny Lind Concert by Frieda Hempel Made Occasion of Successful Drive by N. B. Carver & Sons, Hanover, Pa., Dealers

HANOVER, PA., June 8.—A good example of how the enterprising retail phonograph merchant can successfully tie up with a great artist was

demonstrated recently by N. B. Carver & Sons, Edison dealers of this city. When Miss Frieda Hempel, distinguished Edison artist, appeared in that city during the current Spring season, this company inserted a half page advertisement in the local papers featuring Miss Hempel as the "Jenny Lind of To-day," and also her appearance in concert at the Hanover Opera House, and calling attention to her re-created art on the New Edison. The advertisement, which included two striking portraits of Miss Hempel, also offered free to those who called in at the store an autographed photogravure of Miss Hempel and a souvenir program of her Jenny Lind concert.

Simultaneously a window display was used, featuring a full-sized model of Jenny Lind and of Miss Hempel as the modern Jenny Lind. Attractive posters and display cards also contributed to the success of this window.

Thought before action insures against mistakes. More than one concern has failed because of lack of foresight.

THE PHONOMOTOR CO.

121 West Avenue

ROCHESTER, N. Y.

The PHONOMOTOR

Trade Mark Reg. U. S. Patent Office

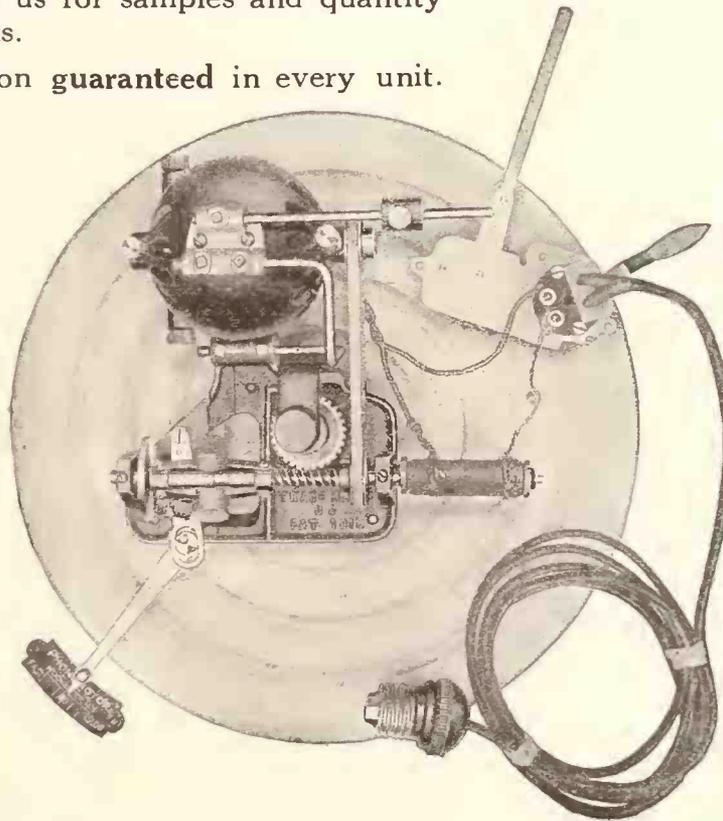
The Perfect Electric Phonograph Motor

Is again in the hands of the INVENTOR for exploitation.

Phonograph Manufacturers and Dealers are invited to communicate with us for samples and quantity quotations.

Satisfaction guaranteed in every unit.

Universal, alternating, or direct current without change or adjustment.



Complete with Cord, Plug, Turntable and Automatic Stop.

Reasonably priced at last.

This motor has a splendid reputation of eight years' multiple service, the only electric equipment remaining in the field since its start, and there are thousands of them running perfectly and with correct timing of records.

Let us prove all this to YOU.

Sample will be sent C. O. D. for \$25.00. Money refunded if not perfectly satisfied. Give size of motor board desired, for sample only.

Our PHONOSTOP is also the perfect automatic-stop for electric and spring motors. No phonograph complete without it.

Agents for installation of Phonomotors and Phonostops in old phonographs wanted in every city.

Write us immediately

Mid-West Point of View

WESTERN DIVISION OF THE WORLD, CHICAGO, ILL., JUNE 11, 1923. THE annual conventions of the American music industries, held in Chicago during the first week of the month, were without doubt the

The Great Conventions

most largely attended, most interesting and the most valuable of any during the last twenty years. The talking machine branch of the industry was well represented; better, in fact, than ever before.

But there should have been many more talking machine and accessory exhibits; whereby hangs a tale. Two months ago this paper began to sound the note of warning and to tell talking machine men not to forget the great opportunity in the forthcoming meetings to become acquainted with the personalities in other branches of the music industry and to exhibit their new ideas and products. It is unfortunate that the warning went largely unheeded, at least till too late. For at the last moment there was some frantic bidding to get space when space was no longer available. More than a few manufacturers of machines, records and accessories are to-day wishing that they had not put off until it was too late the opportunity to get in right at the very middle of things. The whole affair was a great success, and the fact that the talking machine contingent was as big as it actually turned out to be should encourage all those who realize that this business is not only a music business, but almost the most musical of all music business. Curious it is that some manufacturers and some merchants do not yet see the force of this elementary principle!

SPEAKING of lost opportunities and the failure ever to take a hint, one may well ask why on earth it is that the talking machine

That Seasonal Fallacy

merchants as a body seem to surpass even their brethren of the piano industry in their obstinate determination to regard the music business as seasonal. The whole fallacy is based upon mental

laziness. In the early days, when methods of doing business and of salesmanship generally were primitive, and when the civilization in which most of the people lived was much less mature, buying and selling were done on a very small scale and prosperity was very thinly distributed. In those days seasonal buying was almost a necessity, for prosperity was dependent upon seasonal events. Now, to-day, when the old ideas and old facts have ceased to have any

application, the seasonal fallacy persists. It is a great and irritating fallacy, but very probably it could not exist for a moment if it were not for the way in which competing interests clamor for the attention of the public, interests which are themselves in their nature seasonal. Probably not one woman in a hundred really wants to put on ugly and uncomfortable breeches and go out over dirty roads to lie upon the hard ground and call it camping; but when every railway and sporting-goods dealer has told her that she is hopelessly out of it unless she goes with the crowd she will probably "fall" for the propaganda and go. But even that does not mean that every woman goes. The vacation talk might make a thoughtless person believe that the whole population of the country deserts its customary homes for two weeks or a month in Summer and rushes to seashore or mountains. But it is not so. Nine-tenths of the population stays home. Wherefore the nine-tenths should not be neglected by those who have good things to sell. What is a better Summer companion than a nice phonograph, not too large to take out onto the front or back porch when needed during the cool of the evening? The talking machine business, in fact, is not a seasonal business, and only foolish persons believe it to be anything of the kind.

THE conventions over, we settle down to a sort of Summer lethargy for a week or two, until the effect of the great week has passed

Confidence and Foresight

away. While we are recovering, perhaps it will do no harm to ask ourselves what are the prospects for the months which stretch before us till next Christmas. On the whole, and in spite of

the need for some conservatism in thought and action, we may justly say that the outlook is very bright. There is little doubt that the world is struggling back to sanity, nor should any statements be taken with less confidence than those of politicians who bolster up their personal policies by stretching, very much to their own ends, the truth about overseas affairs. One must not believe all one hears about the rest of the world. Reacting, then, from this fact to our own domestic situation, the mid-West faces the future with much confidence. It is indeed possible that Chicago will have a street railway strike on her hands by the time these words are in print; though no one believes it will last more than a few days. But apart

from that one can only be astonished at the wonderful way in which everything is keeping up. World conditions are improving and the domestic markets are reacting accordingly. There is every reason for confidence, though not for recklessness.

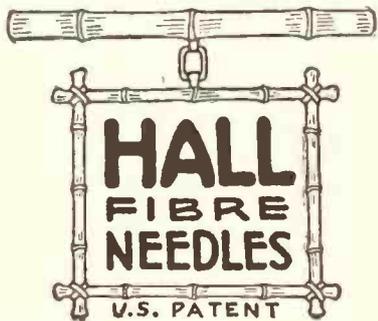
It is just about as good a time now as it will be next November to tell everybody that

Beginning Early Enough!

there is never any good crying over spilt milk, or over one's manufacturer's inability to deliver goods

ordered at the last moment for Christmas delivery. A little ordering done about the first of July, and thenceforward, for Fall and Winter delivery, will do much to smooth the manufacturer's path and to make the merchant this Fall easier in mind and in pocket. Every year just before the holidays there is a great clamor for machines by dealers who, because of their own neglect, have been caught short. No doubt the same conditions will prevail again this year, and those who do not heed the urging for early ordering will regret their overcaution when it is too late, but they will have to take their medicine.

Positively Eliminate All Surface Noise



Cannot Possibly Injure Records

Suggest—Demonstrate—Push
HALL FIBRE NEEDLES

They are absolutely distinctive—Not in competition with any other needle.

Profitable—because they are responsible for the sale of more better class records.

Semi-permanent—play 35 to 50 records with each needle.

Display them and you will easily sell them.

HALL MANUFACTURING CO.

Successors to B & H FIBRE MFG. CO.

33-35 West Kinzie Street,

CHICAGO, ILL.

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

**GREAT CONVENTION OF THE MUSIC INDUSTRIES
 THE CENTER OF ATTENTION OF ENTIRE TRADE**

Talking Machine Men From All Parts of the Country Take Important Part in Prosperity Convention—Many Exhibits—Portables and Consoles Lead Field—Month's News and Activities

CHICAGO, ILL., June 9.—“The Prosperity Convention” of the allied music trades at the Drake Hotel, which came to a close on Thursday, brought a great gathering of prominent music men, including many representatives of the talking machine industry, to Chicago during the past four or five days, and it can be said without any degree of boasting that the City by the Lake was a generous and enthusiastic host, and everyone endeavored to make the stay of the visitors as comfortable and enjoyable as possible.

There was a very impressive exhibition of all kinds of musical instruments in connection with the convention, a great many being displayed at the Drake, and others shown at hotels and warerooms downtown. The most notable feature of the talking machine display was the splendid showing of consoles and portables, the tendency in the latter being toward more compactness than heretofore as well as lightness of weight.

While manufacturers are devoting considerable attention to console models, it is evident that they are by no means losing sight of upright cabinets and we can look forward to some very interesting developments in this line in the near future.

In the manufacture of parts, such as tone

arms and motors, there is a decided improvement evident as regards design, and some of the older manufacturers will in all probability place on the market some of the motors and tone arms which they carried “up their sleeves” during the convention, and which were shown only to a select few. In this connection it may be remarked that platers throughout this section report increased inquiries on gold and silver hardware for talking machines, and the greatest amount of interest is directed toward silver plating. This means that the call for silver finish has materialized because talking machine parts more effectively match Circassian walnut, which wood is growing in favor. Gold looks very beautiful on the wood finish, although the soft tone of silver seems to match better. Whether this finish will be offered to the trade by the manufacturers of talking machine parts in place of gold is not definitely known. The fact remains, however, that there is evident a demand for silver finish at present, and what this will lead to has not been revealed as yet by manufacturers.

Judging from the exhibits of talking machines made in connection with the convention there is apparent a desire among manufacturers to make changes of importance in the console lines which may be featured more strongly than any

other design. The tendency is to put out a new low-priced console of high grade, and this idea seems more or less standardized.

Retailers who were visitors to Chicago during the convention report that consoles are still leading in the retail field, and the demand for instruments of quality and moderate price continues to grow. The retail portable trade has also picked up tremendously in the Western territory, and there are dealers who report they are losing much of this trade because of their inability to supply the demand.

In the retail record field the call for the popular dance music still maintains its place in the front ranks, although where dealers are featuring the standard, high-class numbers they are also getting results. It is quite clear that where strenuous efforts are made to move records success is being achieved. The popular records can always be sold provided the proper efforts are made, and many dealers who handle a line of musical merchandise say that the popular instruments, such as the saxophone, cornet, banjo and uke, are being sold steadily among dealers so that these instruments are being popularized by the dance records because of the fact that dancers are always anxious to imitate the various artists whose music is recorded on the popular dance records. Throughout Chicago and the West generally there is a growing army of music students who are ambitious to make the trombone laugh or a saxophone groan. A great many dealers are doing their best to give the purchasers of these instruments inside in-

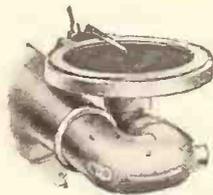
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Sample Sent On Approval

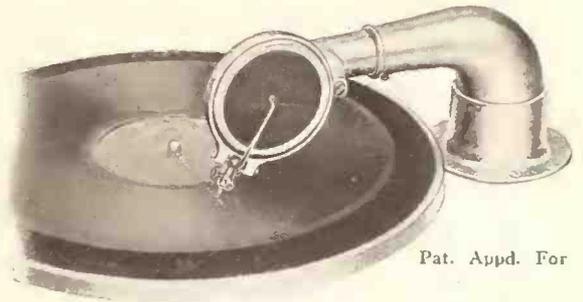
The New **ORO-TONE No. 16 Automatic Concert Arm** Meets With Tremendous Approval because it **AUTOMATICALLY** adjusts weight—centers the needle—and gives the correct angle or position for playing either vertical or lateral cut records.



Showing Position of Reproducer and Needle When Playing Vertical-cut Records



Showing Reproducer at Rest When Thrown Back in Edison Position



Showing Position of Reproducer and Needle When Playing Lateral-cut Records

Hear the rich, mellow, yet powerful tone

We want you to test for yourself the remarkable tone quality of the No. 16 Automatic Concert Arm. Never before has anyone been able to perfect a tone arm that is so complete and satisfactory as this new No. 16 tone arm. Use it to play any record—the change from playing lateral to vertical-cut records is as simple as raising your own

hand. The No. 16 Automatic Concert Arm is the acme of perfection, for it has the automatic weight adjustment feature combined with the perfect automatic needle center and the automatic correct angle of the reproducer when playing either vertical or lateral-cut records—something never before attained in a tone arm. And besides, it gives the marvellous, true tone quality so much in demand today.

No Cost if You Are Not Satisfied

Send for a sample of this superior tone arm and see for yourself why it meets with such remarkable approval. Examine it closely and put it to every possible test. Then, if you are not satisfied, simply return the sample tone arm to us and you will owe us nothing.

1000-1010 GEORGE ST.

The Oro-Tone Co.
 QUALITY FIRST

CHICAGO, ILLINOIS

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 121)

formation as to how it is done. There are retailers who believe that if the manufacturers of small goods would prepare leaflets containing some historical data concerning the various instruments with a little tip as to how the numerous effects are accomplished—in other words, how the instrument may be mastered—it would help materially in augmenting sales of these instruments.

Vocalion Shop Changes Hands

The Vocalion Shop, at 4643 Sheridan road, has been sold by the Wilson-Broadway Music Co. to B. H. Milligan, Inc. This store handles a full line of high-grade talking machines and Vocalion, Okeh and Gennett records as well. B. H. Milligan, Inc., also conducts a retail establishment at 342 West Madison street, this city.

Brunswick Artist Heard

Local dealers took advantage of the appearance at the Palace Theatre, Chicago, on June 10 of Frederick Fradkin, popular violinist, who records exclusively for Brunswick. Although Mr. Fradkin appeared for one week only at the local playhouse Brunswick dealers here, by fast work, turned over a large amount of his records.

Schoenwald's Speed Record

Harry Schoenwald, sales manager of the Consolidated Talking Machine Co., is in receipt of a large floral decoration from admiring friends for having broken all auto speed records in this section of the country. It is said by those who witnessed the event that Harry made the eight miles from Evanston to Chicago in his new Dodge coupe in not five seconds more than one and a half hours!

Isham Jones at Trianon

A tremendous ovation from 4,400 enthusiastic dancers greeted Isham Jones and His Orchestra on his opening night at the Trianon Ball Room, Chicago's famous million-dollar dance palace. It was said by the management that this was the largest attendance in their history and Isham Jones' popularity is thus amply attested to.

Isham Jones' second day at Trianon was given over to the dance of the Motion Picture Association, which is holding its big movie exhibit at the Coliseum.

Announce New Blood Diaphragm

B. B. Blood, of the Blood Tonearm Co., announces a new composition diaphragm which, he says, is manufactured under an entirely new process. The new diaphragm is composed of non-resonant material which brings out all music that is contained within a record in a very flawless manner. The production of this new diaphragm is carried out with great accuracy and the size is governed to less than 1/1000 of an inch. It is said to be impervious to atmospheric interference and to embody resiliency much greater than that offered by mica. It can be furnished in any color desired and will be offered to manufacturers of reproducers in any standard size. The trade name of the new diaphragm is Kompo-fram, a combination of the words composition and diaphragm.

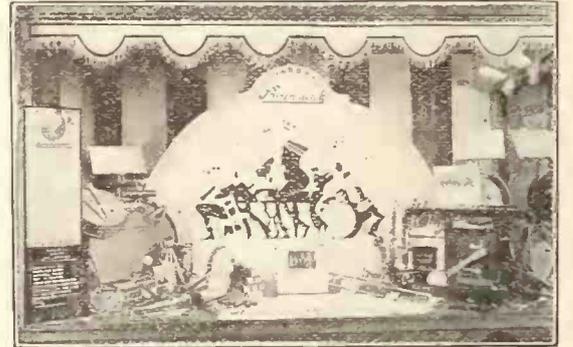
Further refinements have been made in the dyes utilized for the production of the well-known Blood mono-turn tone arm, which are said now to be coming through with absolute perfection.

Novel and Effective Window Display

A unique window display which combined in remarkable fashion both talking machine dance records and band instruments, and which was successful in selling both of the lines shown, is that here illustrated. The photograph shows the display as it appeared in the Brunswick Music Shop, 3106 Lawrence avenue, but it was afterwards duplicated in the store of the same name and conducted by the same owners, J. F. and E. J. Shalek, at 3228 Madison street. The window was the work of J. F. Shalek, who has charge of the Lawrence avenue store and who personally designs and executes the remarkable displays which have been the principal means of building up a fine business in a very short period of time. The entire display was carried out

in black and white. Not only was this true of the large sketch in the background, caricaturing a jazz orchestra and which was the work of J. F. Shalek, but the instruments themselves were of silver to correspond. The black and white scheme is favored by Mr. Shalek in all his window displays. At night the sharp lines of contrast produce better effects and attract more attention than other color schemes.

As stated before Brunswick dance orchestra records were exploited exclusively and all the instruments of the modern dance orchestra were exhibited. Martin instruments, Ludwig drums and traps and Deagan xylophones were shown.

**J. F. Shalek's Artistic Window**

Mr. Shalek was formerly connected with the United Studios, this city, and while there was instrumental in organizing the Brunswick window poster service. In this way he became interested in the talking machine business and, two years ago, with his brother, opened the store on Madison street and so marked was their success that the Lawrence avenue store was started a year later. The windows are changed every ten days and the displays are so notable that the people in the districts covered by the concern are ever on the watch for the new displays and frequently ask "What are you going to show next?"

"Talker" and Radio Company Chartered
The Capitol Phonograph & Radio Corp., 10
(Continued on page 124)



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.

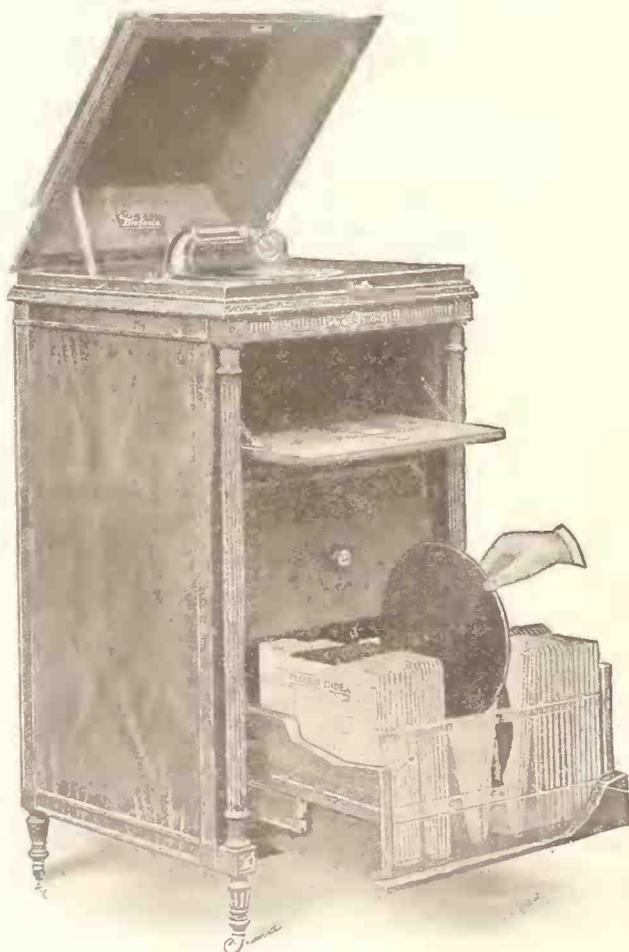
Write for our Revised Wholesale Prices

Magnola Talking Machine Company

OTTO SCHULZ, President

711 Milwaukee Avenue

Chicago



Magnola Style Louis XVI

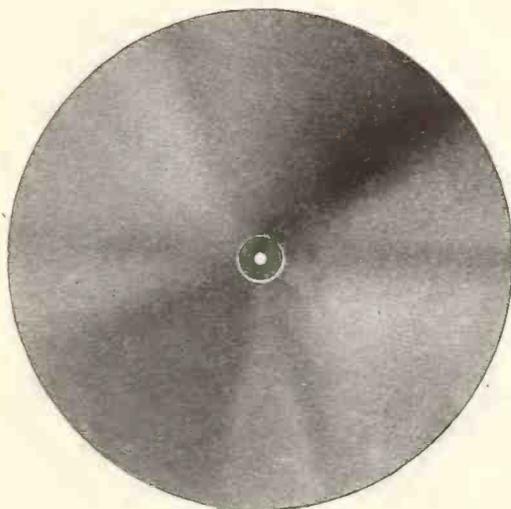


*Mono-Turn
Edison Position*

The Pinnacle of Achievement in Blood Products
The Blood Mono-Turn Arm
Equipped with the
New Blood DIAPHRAGM

is the last word in tone arms

This DIAPHRAGM is of scientific construction, of a special material with an accuracy in manufacture that insures absolute uniformity of tone. Very desirable, with a lustre finish.



Those who did not see the Blood Tone Arm exhibit at the Chicago Music Show should send for sample of this equipment. Furnished in two sizes: 2 7/16" and 2 3/16" DIAPHRAGM.

Manufacturers: Here is a complete equipment for *all* your machines including portables.



*Mono-Turn
Victor Position*

BLOOD TONE ARM CO.

326 River Street

Chicago, Ill.

We also manufacture Victor and Edison attachments.

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 122)

South La Salle street, this city, was recently chartered with a capital of \$150,000. The concern will manufacture and deal in talking machines and radio devices. Incorporators are Morris Side, S. J. Blumenthal, John R. Little, Garnet Ballou and Charlotte Mills.

Appoints Foreign Tonofone Distributor

Miss E. V. Powell, secretary and sales manager of the Tonofone Co., has just returned from a week's visit to New York and other Eastern points, where she called on a great many in the retail trade, as well as a large number of Tonofone distributors. While in New York Miss Powell closed an exclusive contract with the Manufacturers' International Association for foreign representation in South America and other territories. This concern is a well-known organization which has been handling talking machine records, accessories and other musical instruments in foreign countries and is very prominent in this line of activities. With the new connection Tonofone will be given exclusive representation in practically all territory lying outside of the North Ameri-

can Continent and this concern will work in conjunction with other Tonofone distributors in pushing Tonofone in the metropolitan districts of the eastern United States.

Magnola Business Good

F. P. Bassett, vice-president of the Magnola Talking Machine Co., is enthusiastic regarding steady increase in Magnola business, which he predicts will not slow up during the coming months. "The first four months of the year," according to Mr. Bassett, "showed an increase of business over last year and we had an especially large business last year. So far as I can see there will be no slack period during the Summer months. I do not spread optimism unless I have facts based upon convincing evidence."

Better Homes Week Featured

Although the National Music Trades Convention kept local dealers on the hum during the week, the latter did not lose sight of the opportunity to boost talking machines and records during Better Homes Week, which was put on in Chicago by the furniture manufacturers

from June 4 to June 10, inclusive. The Better Homes idea originated with the manufacturers of furniture, who have spent thousands of dollars during the week in magazine and newspaper advertising spreading the propaganda. There was a powerful momentum behind this Better Homes movement, which added zest to prospective home buyers, and this made it profitable for the local music trade to cooperate with the furniture men and cash in on the campaign. Needless to say, profitable returns resulted for all hands.

Redecorate Baldwin Showrooms

The warerooms and entire suite of offices of the Baldwin Piano Co., at 323 South Wabash avenue, are now undergoing a complete redecoration. This concern retails Brunswick, Sonora and Columbia lines and its talking machine hearing and display rooms are being attractively fitted up so as to be more in keeping with these high-grade instruments.

Kimball Activities

The retail Okel department of the W. W. Kimball Co. reports that Okel record sales have shown satisfactory increase during the past few months. The clientele of this concern is constantly growing in number and the various sales people in this department attribute the cause to the present character of Okel records, which are keeping up with the times, in so far as popular numbers and records are concerned.

Retail sales as well as wholesale sales of the Kimball talking machine are also on the increase and this, according to the wholesale end, is particularly true in the metropolitan districts and especially in the rural communities. The men in charge at Kimball's attribute this increased activity to the fact that business conditions in the farm sections are far better than they have been for many months. All anticipations are for continuance of this increase throughout the Summer months with a further increase in the Fall.

Sonora Chicago Activity

Leon Golder, sales manager of the Sonora Phonograph Corp. of Illinois, reports that the recent Sonora convention held at the Sonora Saginaw headquarters was a remarkable success. (Details of this convention will be found in other columns of this issue.) Mr. Golder reports that the Sonora factory was especially busy and the attendance broke all past records. In and about Chicago Sonora dealers are tied up with the Sonora advertising campaign and the response in co-operation which the Sonora Co. of Illinois is getting from its local trade is phenomenal, to say the least.

Puts Over Numbers in Effective Way

By virtue of his activities prior to the convention, Walter Melrose, of Melrose Bros., music publishers of Chicago, was enabled to put over a boost for his songs during convention week in a manner that has been quoted as being "remarkable."

Melrose Bros. recently came out with four new popular numbers, "Wolverine Blues," "Sweet Lovin' Blues," "Tin Roof Blues" and "Mandy Lee Blues." Part of Walter Melrose's activities consisted of making arrangements with the record manufacturers for immediate release and in this he was quite successful. The same activities were devoted to music roll manufacturers and here too Mr. Melrose's efforts were well rewarded. But the real success came about when, during Convention Week, practically every dance orchestra in Chicago featured the above-mentioned numbers.

Music Festival Successful

From a trade standpoint the Fifteenth Music Festival of the Chicago North Shore Festival Association was a remarkable success, according to views of the local Victor dealers. As usual, it was held at Northwestern University gymnasium from May 24 to May 30, inclusive, and offered a splendid opportunity to the trade for tie-up purposes.

(Continued on page 126)

Bolster up summer sales with the new PORTABLE RADIO OUTFIT

Retail Price \$90



Note how compactly the parts are stored.

RADIO is a 12 month business. Broadcasting will continue during the summer. Enthusiasts are reluctant to lay aside their phones even during vacations. Designed for the camper, the motorist and the traveller, this new Portable Radio Outfit is ideal anywhere. In the wilderness, in the city home, on the farm, it serves efficiently and economically.



As easy to carry as a brief case.

Light and sturdy— reliable in operation

It is a handsome single-tube set, complete in a black keratol case with heavy nickel plated corners, hasps and lock. Measurements are 14½ inches long, 10½ inches high and 7¼ inches wide. It weighs but 12 pounds.

The Portable Set has a reception radius of 1000 miles. The wave length is 190 to 500 meters. It has a regenerative circuit yet is not complicated and has a minimum of parts. It uses dry cells, a saving in expense and weight. It is easily and quickly installed. All "leads" are permanently connected.

The Portable Radio Set includes:

- 1 Radiola Senior Receiver
- 2 Radiotron WD 11 Tubes [One extra]
- 1 pair of Brandes head phones
- 1 "A" Battery [dry cell type] 1½ voltage
- 1 "B" Battery [dry cell type] 22½ voltage
- 1 Antenna Equipment, consisting of 75 feet of 7 strand, woven copper wire; 2 insulators; 1 line for lead-in with clip; 1 ground line with brass impaling rod.

Complete with stout keratol covered case

Write for circular and discounts.

LYON & HEALY

Everything Known in Music

Founded in the Year 1864

WABASH AVENUE at JACKSON

“A Remarkable Development, this ‘Impossible Achievement’
---a *real* Tone Arm at Last!”

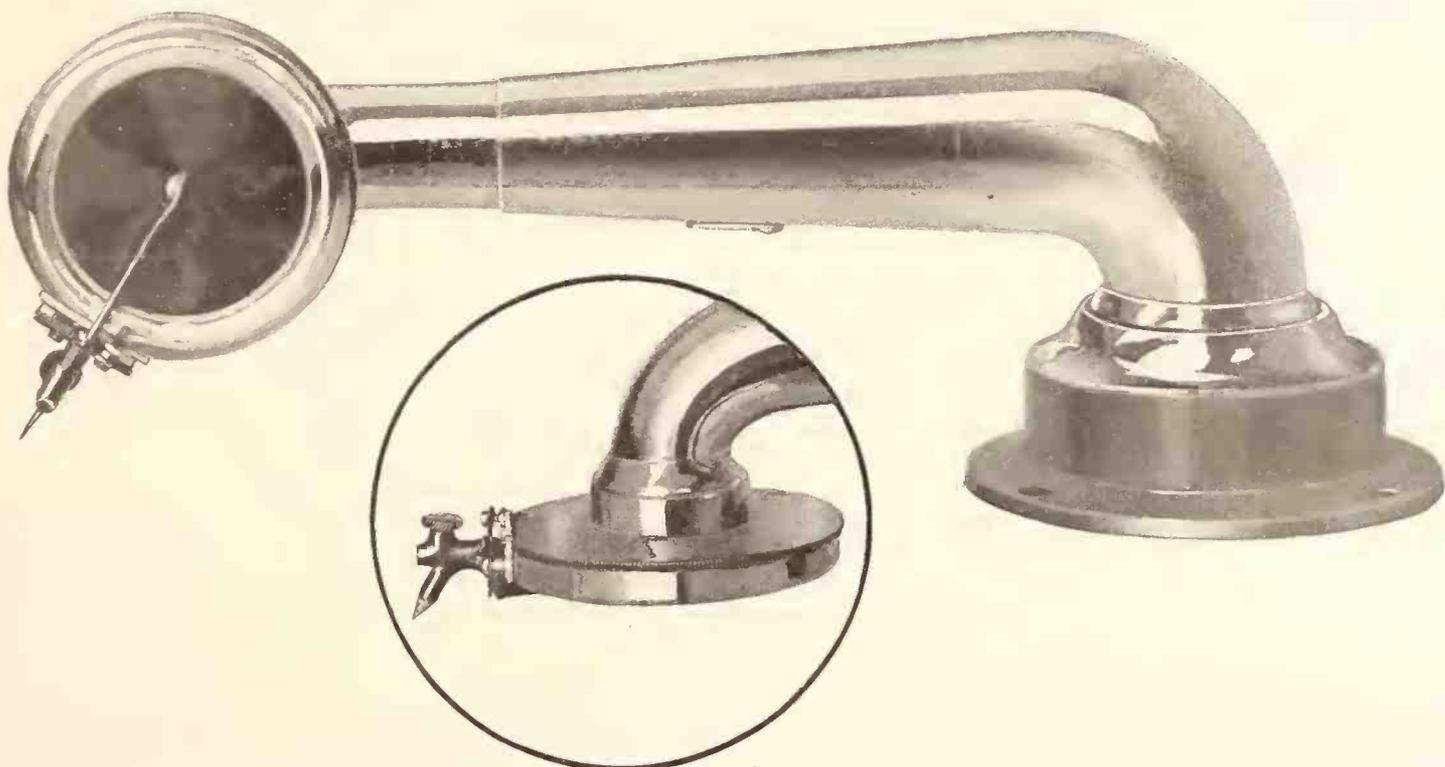
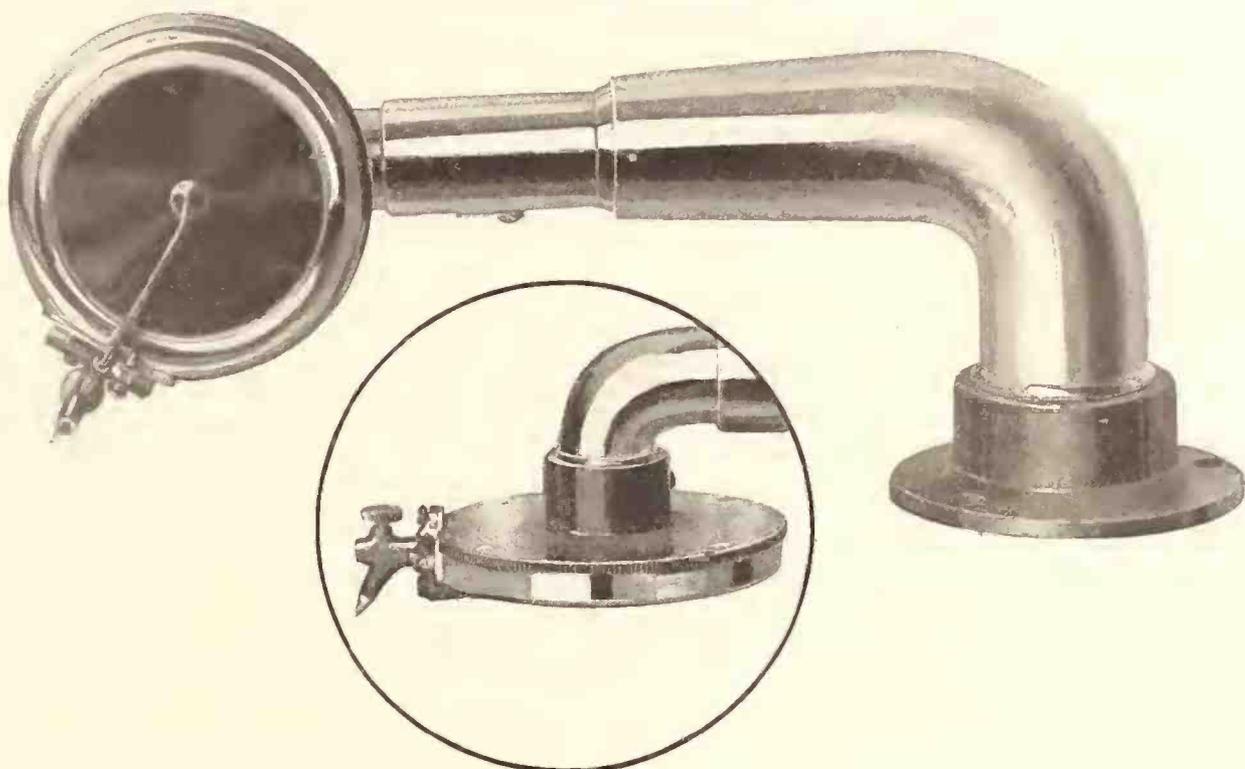
Such was the consensus of opinion regarding

The Oh! Pep! Tone Arm

at the Convention and Exhibit of the National Music Trades, Chicago, June 4, 5, 6 and 7.

And, furthermore, this praise of manufacturers and dealers was genuine and is attested by the large amount of orders placed for OH! PEP! arms by those who came and saw and heard.

Many of the exhibit visitors frankly admitted that they had been on the lookout for years for a full drawn seamless solderless Brass Tone Arm, but had never realized their desires on the open market until OH! PEP! was introduced. To those who were so unfortunate as not to be able to attend the exhibit we will gladly send a sample of Oh Pep, No. 1, sizes 7½ inch to 8½ inch, or Oh Pep, No. 2, sizes 8½ inch to 9½ inch (or both if desired) on receipt of order (at prices 'way below those asked for ordinary die-cast arms).



Inasmuch as present business has practically pushed our plant to capacity we would recommend that you send your initial order immediately. At the same time it might be well to let us figure on your year's business, thereby insuring your ability to get Oh! Pep! arms as you want them and when you want them.



6912 Cottage Grove Ave.

Chicago, Ill.

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 124)

The programs included as soloists during the week Mabel Garrison, Beniamino Gigli, Louise Homer, Margarete Matzenauer and Tito Schipa, all famous Victor artists, who were the centers of attraction.

The Chicago Symphony Orchestra, a festival chorus of 600 singers, a children's chorus of 1,500 voices, the à capella choir and the grand organ were also features of the concerts.

Prior to the opening of the festival many Victor dealers in and about Chicago sent out special representatives to the homes of Victor talking machine owners, as well as prospects, and acquainted these folks with the many Victor records of numbers to be sung or played and pointed out the various stars who would be present. In many of the local Victor stores the dealers placed Victor records containing recordings of the celebrated artists in their windows and ran small ribbons from these records up to the window glass, where were pasted small labels telling about the records.

Cole & Dunas Make Convention Hit

The new headquarters of Cole & Dunas at 430 South Wabash avenue was the scene of much activity since the first of the month. This concern, which has long been known to the trade for its "forty-eight-hour service" in delivering talking machine records, parts and accessories, has been able, by virtue of recently taking larger space, to increase its representation in musical instruments and this has resulted in constant increase in volume of musical instrument business.

Cole & Dunas now handle practically everything in the small goods line, both of American make and imported, and lately has had several specialty men on the road to represent them in this line.

This company has just been appointed distributor of a new slide saxophone, which, for the first time, was introduced to the trade at the Drake Hotel during the convention. This new instrument has a combination of a saxo-

phone, trombone and "frisco" whistle, the note of which is brought out by the slide which passes over the various noteholders. This is a very ingenious affair, which offers a full round tone and shows every prospect of being a great favorite with dance orchestras. When one has mastered this instrument he can easily operate it without trouble and insert into dance numbers an endless variety of blues and drag notes.

Fine New Home for Fletcher-Wickes

The new home of Fletcher-Wickes at 122 West Illinois street is rapidly being arranged, according to plans laid out by Elmer Fletcher, of that concern. These plans call for the installation of several large sound-proof experimental booths, which will offer an opportunity for visitors to thoroughly investigate all Fletcher-Wickes products without interference from traffic and other extraneous street noises. These booths are large and airy and comfortably fitted up and are arranged in such a way that there is plenty of fresh air and daylight constantly flooding each room.

Fletcher-Wickes report that all new products with which they are now experimenting show every indication of having reached the ultimate of perfection and the heads of this company believe that within a short time they will be able to offer some new talking machine units to the trade which will cause quite a sensation.

Burns-Pollock Reorganized

E. P. Knapp, chairman of the organizing committee of Burns-Pollock Electrical Manufacturing Co., has sent out a notice to the creditors and note-holders of the Burns-Pollock Electrical Manufacturing Co., manufacturers of lamp talking machines, that a steady and full investigation of the affairs of the Burns-Pollock Co., has led the organization to one conclusion, that the business could be perpetuated.

In order to carry this out, a charter has been applied for in Illinois, for the incorporation of the Capitol Phonograph & Radio Corp., with \$30,000 class "A" 7 per cent preferred, not cumu-

lative stock, and \$70,000 class "B" 6 per cent preferred cumulative stock, each stock to have a par value of \$100, and also 10,000 shares of common stock with no par value.

It is understood that the new company will retain A. J. Burns, president and general manager of the old Burns-Pollock Electrical Manufacturing Co. in charge of the sales promotion work, and that Thomas Pollock, secretary and treasurer of the old concern, will have charge of the factory.

An active board of directors will be in direct charge of the business to handle all purchases, finances, etc.

Harris Benjamin Married

Congratulations are in order, for news reaches the Chicago trade that Harris Benjamin, son of the proprietor of Benjamin's Music House of Danville, Ill., was married this week. Mr. Benjamin is actively engaged in the talking machine business and handles the complete Victor line.

New Kalamazoo Store

L. C. Wiswell, manager of the Victor wholesale and retail departments of Lyon & Healy, Inc., announces that Harris Meyer, of Meyer's Music House, Holland, Mich., has opened a new store in Kalamazoo, Mich. The new shop will handle Victor talking machines and records, as well as Lyon & Healy pianos.

Krasco Takes More Space

Since the Krasco Co. undertook the manufacture and selling of the Krasco talking machine motors nearly 2,000,000 of them have been installed in talking machines throughout the world. Such is the statement of Merwin F. Ashley, vice-president of the Krasco Mfg. Co., to a World representative.

The Krasco Co. continues its remarkable progress, and it has now become necessary to take on additional manufacturing space from time to time. Within the past week this concern has contracted, in the same building, for

(Continued on page 128)



Style J
Mahogany



Style M
Equipped With Albums

KIMBALL PHONOGRAPHS

Make Friends Everywhere

The Kimball satisfies and makes ready sales for the dealer, hence the increasing demand for this popular instrument.

The phonograph brings into the home *all* music of voice or instrument, band or orchestra whenever desired. It is ever ready for entertainment or for the informal dance. It is not for the few but the many. Everyone within the household enjoys the phonograph.

The live dealer will want the reliable Kimball, the phonograph that assures ready selling and quick profits.

Ask about variety of Console and Upright Models.

Reasonable prices.

Write at once for agency 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

Kimball Phonographs Play ALL Records



CONSOLIDATED SERVICE

does not end with the competent filling and delivery of every order.

There is another feature for which it has become noted, and that is, our hearty spirit of close co-operation with the dealer. We are constantly offering new and valuable sales helps, and we are always ready and more than willing to "sit in" with our dealers and lend our sincere efforts towards the solution of their business or sales problems.

A more reliable combination could hardly be found than Consolidated Service and

Okeh Records
The Records of Quality

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 126)

an additional 20,000 square feet of space for manufacturing purposes. This gives practically an additional fourth floor. The Krasco Co. is now in active production on the first four floors of the building as well as in the basement. The activities at the headquarters of Krasco are looked after by Mr. Ashley, vice-president, and A. Wozney, secretary.

Changes in Fuller-Ryde Co.

The Chicago office of The Talking Machine World is in receipt of an announcement from the Fuller-Ryde Music Co., of Indianapolis, Ind., to the effect that C. J. Fuller, secretary and a director of the company, has sold his interests in that concern to the West Music Co., of Joliet, Ill. The company is now being directed and managed by J. B. L. Ryde. Mr. Fuller's plans for the future are not disclosed at this time.

Kinsella Goes With Oh-Pep!

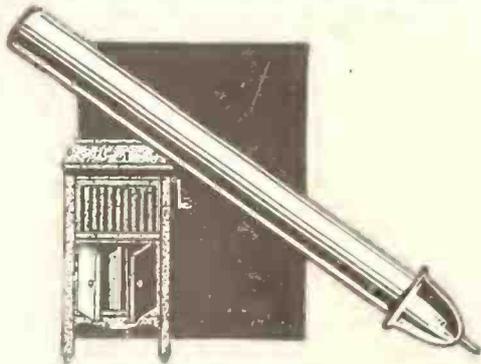
After five years of continuous service in charge of the talking machine repair department

Tonofone Talks

When a beautiful violin rendition sounds like a flute, there's a reason—and a very scientific reason at that.

The explanation is that the needle traversing the groove of the record is "pinching" the sound waves. In other words, the needle being used because of its design and composition takes up too much room in the record groove and does not ride freely.

"Tonofone"



The needle with the Flexible, Resilient point and solid brass shank overcomes this by virtue of its design and composition and rides the groove freely and easily without pinching or scratching. The result is a pure sweet violin tone.

TONOFONE

Brings out the genuine tone whether you use

MEDIUM

For Voice or Violin or

LOUD

For Bands or Dancing

Write for samples and particulars—free.

THE TONOFONE COMPANY

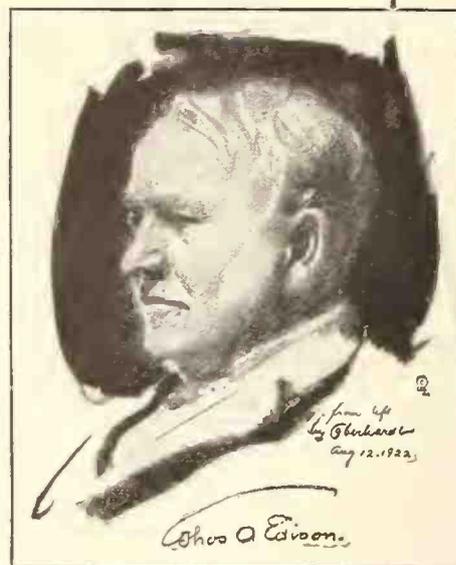
110 So. Wabash Ave., CHICAGO, ILL.

Inventors and Manufacturers

--his favorite invention

THE EDISON PHONOGRAPH

The achievement of which he is proudest is his perfection of the EDISON PHONOGRAPH to a point where its reproduction of music cannot be detected from the original. The reality of this achievement has been established beyond all question by public tests before more than four million people.



WE OFFER DEALERS A LIBERAL PROPOSITION

If there is no EDISON DEALER in your town we will be glad to discuss our liberal dealer plan with you. We want a live EDISON DEALER in every live town. Write today!



THE PHONOGRAPH CO.

229 So. Wabash Ave. CHICAGO, ILL.

of Montgomery Ward, J. T. Kinsella has severed his connection with that concern and has accepted a position as production chief of the Oh Pep! Phonoparts Co., manufacturer of the Oh Pep! tone arm and In-viz hinge.

Prior to his association with Montgomery Ward & Co., Mr. Kinsella was in charge of the talking machine assembling department of the Wisconsin Chair Co., and before this with the Ottawa Pianophone Co., and with the motor assembling department of the old Mandel Talking Machine Co. All told, Mr. Kinsella has something like fifteen years' experience in the mechanics of talking machines, such as tone arms and motors, and is one of the oldest and best-known men in this line in Chicago.

Van and Schenck Break Record

Van and Schenck, the inimitable pair of songsters who record exclusively for Columbia, have set a new record in Chicago for four consecutive weeks at the Palace Music Hall, where their performances have been little short of phenomenal. Needless to say, Columbia dealers locally have taken advantage of this record-breaking run of Van and Schenck and for a full week before their appearance heralded the coming of these two artists by featuring Van and Schenck Columbia records, particularly the pair's latest triumph, "That Red-Headed Gal."

Knittel Finds Good Indications Everywhere

Returning from a long business trip, Carl Knittel, sales manager of the Wolf Mfg. Industries, Quincy, Ill., and the Outing Talking Machine Co., of Mt. Kisco, N. Y., gives a report that covers practically half of the country. Mr. Knittel says that in all the sections he called

on there is every evidence of an exceptional Fall business. "Everywhere I called dealers reported that they are doing very good business at present and that the tendency is to keep up throughout the Summer, with an increase in the Fall months. They are, therefore, placing orders quite heavily for this time of the year, and present indications point to a very busy Summer in all talking machine factories."

Recording Expedition in Chicago

Coming direct from the recording laboratory of the Columbia Graphophone Co., Frank Walker and Clyde Emerson came to the Chicago branch last week, where they engaged in recording some splendid selections of various exclusive Columbia dance orchestras, who are at present featuring in Chicago. Practically the entire week was spent in recording, and many of the Columbia Chicago dealers were fortunate in being on hand during the recording processes.

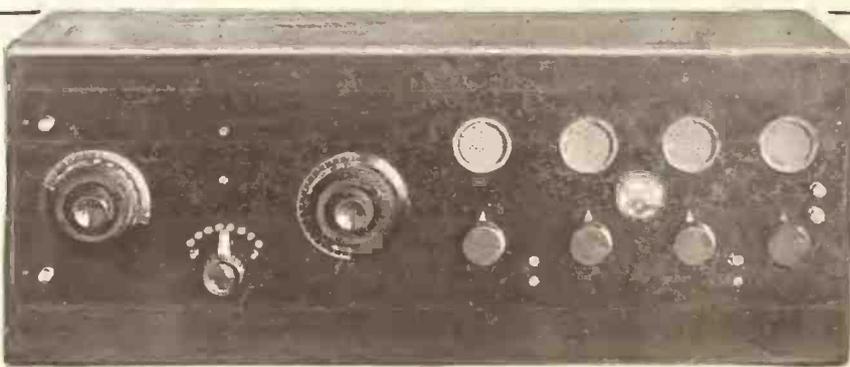
New Columbia Account

The Chicago headquarters of the Columbia Graphophone Co. announce a new retail concern which will represent the Columbia line at 2100 North Robey street. This concern is known as the Robey Music Shop and is managed by A. Biedrzycki, who will concentrate his efforts on German, Polish and Russian records.

G. W. Wickman, proprietor of a talking machine shop at St. Ignace, Mich., was a recent visitor to the Chicago office of the Columbia Co. Mr. Wickman, who is an exclusive Columbia retailer at St. Ignace, was returning from a Winter's stay at Florida.

The record shipping department of Colum-
(Continued on page 130)

Simple
Efficient
Long
Range



Moderate
in
Price

70⁰⁰

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.



Only One—

There is only one *original* method of "Getting Thin to Music." That is the genuine Wallace method of records and charts, fully *patented* and *protected* by copyright.

It is the best method, and is *preferred* by over a half million women who know and praise it.

Thousands of dealers handle Wallace record sets because they find them "preferred stock" in every particular. The turnover is rapid and the profit is well worth while.

Wallace sets are easily sold because of the thousands of dollars spent by Wallace in national advertising, and because of the word-of-mouth advertising given these reducing sets by the thousands of women who have used them.

If you wish to add to your profits and prestige, tie up with the Wallace method, and this method only. All other reducing and exercising sets are infringements of the Wallace sets, and distributors and dealers who handle them are being, and will continue to be, prosecuted.

WALLACE INSTITUTE

630 S. Wabash Av.

Chicago, Ill.

62 Albert St., Winnipeg, Can.

WALLACE
REDUCING
RECORDS

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 128)

bia's Chicago branch is in receipt of a communication from Raigor Art & Music Co., Columbia dealers at 1519 Franklin avenue, St. Louis, Mo., stating that it has just received a money order for the amount of \$1.50 from Steve Markoff, of Rampart, Alaska, who requests a shipment of one Columbia symphony record. Along with the order is a notation by Mr. Markoff saying that his Columbia records have given him great entertainment and pleasure during the long, dreary Winter months which prevail in Alaska.

Swanson in Larger Plant

The Chicago headquarters and factory of the Swanson Portable Phonograph Distributors, makers of the well-known Swanson portable, have moved to a larger and more modern plant at 609 North La Salle street. In the new location it is enabled to bring about increased production, which was made necessary in order to take care of its constantly growing business.

E. M. Runyon, manager of the Swanson Distributors, is very enthusiastic over the way

The Quality Appeal of the COLUMBIAN BABY GRAND

is just what every dealer needs. A baby grand in size 59" x 56", but a concert grand of Exquisitely Pure Tone.



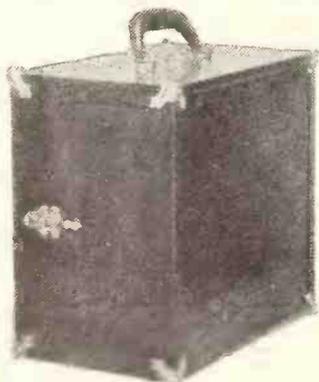
Elastic in touch, wonderful repeating and faultless action. Finished throughout in brass. Beautiful and stately in design, highly finished in mahogany only. Together with our line of Phonographs made in five sizes. We have the best offer to the music dealers today.

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.



PORTABLE PHONOGRAPH



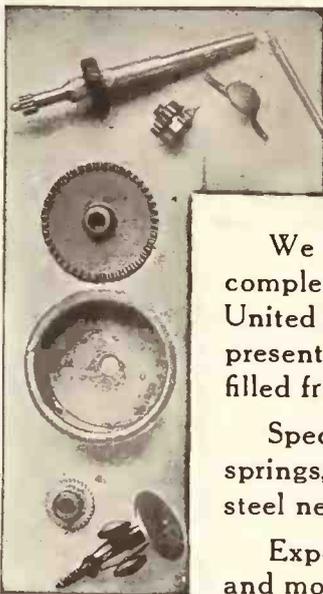
STYLE 16

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.



INCORPORATED UNDER THE
LAWS OF ILLINOIS

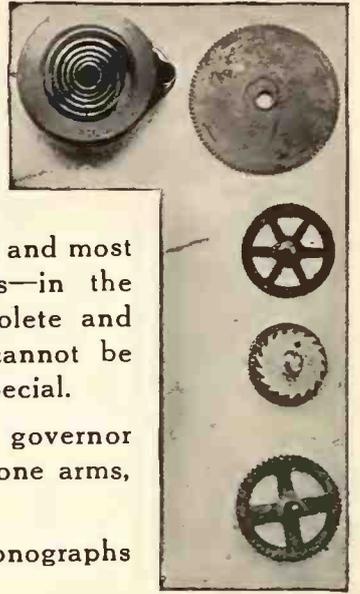
Repair Parts

For All and Every Motor
That Was Ever Manufactured

We can supply any part. The largest and most complete assortment of repair parts—in the United States—on hand, for old, obsolete and present-day motors. If your order cannot be filled from stock, we will make it up special.

Special prices on main springs, governor springs, micras, repair parts, motors, tone arms, steel needles, etc., in quantity lots.

Expert repairing on all makes of phonographs and motors.



Consolidated Talking Machine Co.

SUCCESSORS TO
Standard Talking Machine Co.
United Talking Machine Co.
Harmony Talking Machine Co.
O'Neill-James Co.
Aresino Co.

Manufacturers of
High Grade Talking Machines, Disc Records,
Talking Machine Supplies, Etc.



TRADE MARK
"CONSOLA"

CABLE ADDRESS
"CONSOLA"

227-229 W. WASHINGTON ST. CHICAGO ILL.

Branches: 2957 Gratiot Ave., Detroit, Mich.

1121 Nicollet Ave., Minneapolis, Minn.

Swanson jobbers and dealers throughout the country have co-operated to build up Swanson sales, which made this move to the new and larger factory necessary.

Mr. Runyon further reports that the Consolidated Talking Machine Co., of this city, has been doing a remarkable portable business in this territory, and that there is every evidence that there will be a twofold increase in business for the year.

Stimulates Summer Sales

The music dealer who finds that a good deal of his trade is leaving for Summer vacations to spend a few weeks in the Canadian woods, or a week or so "down on the farm," or probably at a fashionable resort, can boost the sales of so-called dull Summer months as he has never done before with the compact little Radio outfit that Lyon & Healy offer to the trade.

The outfit has been designed to stimulate Summer sales and to prove that Radio is a year-round business which will give the music merchant additional profits during vacation time. In fact, this outfit can be merchandised in much the same way as the portable talking machine with attractive window displays and the "outdoor appeal." Although it was prepared originally for sportsmen and outdoor enthusiasts, it is equally well adapted to home use.

This unique little outfit weighs only twelve pounds and is encased in a handsome black keratol case with heavy nickel-plated corners, hasps and locks. The measurements are 14½ inches long, 10½ inches high and 7½ inches wide. It is as portable as a lawyer's brief case and astonishingly sturdy. The contents are very well stored and there is almost absolute assurance against breakage. A clever arrangement of the lid permits storage of the aerial and ground wires with any miscellaneous equipment the owner may want to take with him.

The reception radius is 1,000 miles. The wave length is 190 to 500 meters. The set has a regenerative circuit with a minimum of parts. It operates on dry cells—a saving in weight and expense. The units are of tested quality, high grade.

Society of Authors, Composers and Publishers

A three-day national convention was held by the American Society of Authors, Composers and Publishers at the Hotel Sherman, May 23, 24 and 25. There were some forty attorneys who represent the Society in various parts of the country and who came to report their suc-

cesses in bringing about recognition of the copyright laws by radio broadcasters, movie orchestras and various entertainment organizations.

It was stated at the headquarters of the Association that the number of infringements on copyrighted music had been greatly reduced.

Among those prominent in music circles who were in attendance were Gene Buck, Silvio Hein, A. C. Mills, the "Judge Landis" of the music publishers; Raymond Hubbell and Gustav Kerker. The leading spirit is Nathan Burkan, a well-known copyright lawyer and founder of the organization.

A great deal of debate was directed towards the radio broadcasters and means of bringing about a satisfactory arrangement between this organization and the broadcasters were discussed. On the other hand the National Association of Radio Broadcasters also held a meeting, at which their constitution and by-laws were adopted and arrangements were made for the election of permanent officers of this organization within a few weeks.

Paul B. Klugh, executive chairman of the Broadcasters' Association, is quoted by one of the local daily papers as saying that "the radio public will have the assurance that they shall be provided with better programs than they have ever had heretofore, even though these programs may cost more money to produce. The best feature of our new plans is that they will not cost the radio public a cent extra."

Oh Pep! Well Received

J. N. Pepin, of the Oh Pep Phonoparts Co., is planning to make an auto tour of this section of the country for the purpose of calling on manufacturers of talking machines who have made inquiry for the newly introduced Oh Pep, brass tone arm. He has already called on nearly

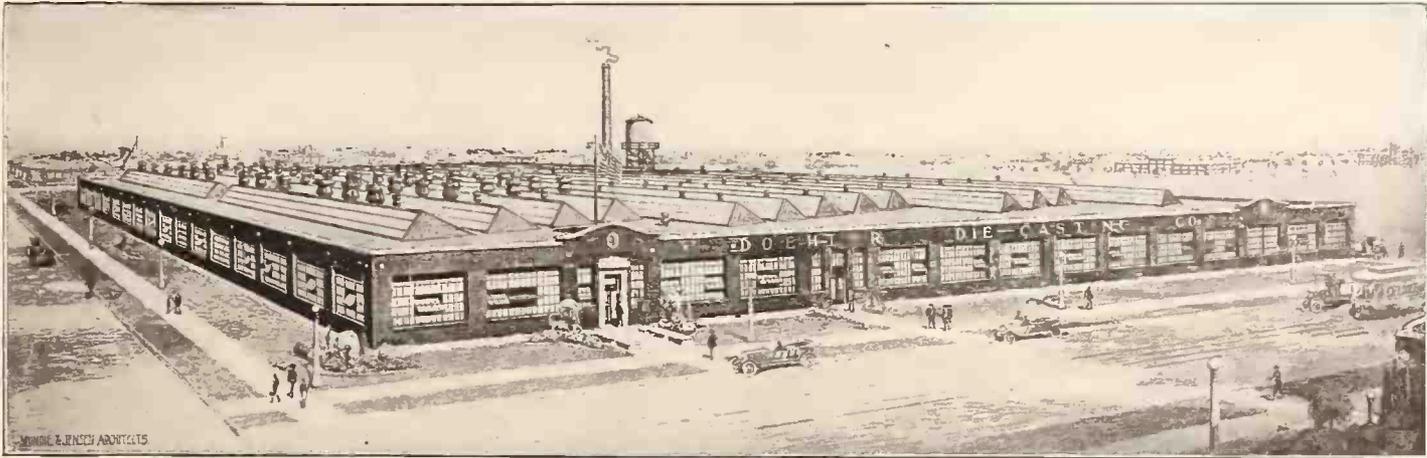
A Better Fibre Needle Cutter for Less Money
RETAIL PRICE \$1.00

The ALTO



Manufactured by
ALTO MFG. CO.

1801-1803 Cornelia Ave., CHICAGO, ILL.



Fine new home of the United Manufacturing and Distributing Co., makers of high grade phonograph motors, radio supplies, etc.

every manufacturer in the Chicago territory, and has distributed samples to these manufacturers.

Besides personally introducing the new Oh Pep brass tone arm, Mr. Pepin is introducing the In-Viz hinge which has already made quite an impression on the local trade because of its strength and simplicity. In-Viz is the culmination of many years' study by Mr. Pepin, and as it is now built it offers a maximum of strength with a minimum of size. In the final assembling of this hinge only three pieces are used, two being the plates which are counter-sunk in the cabinets, and the third, a connecting sliding arc. That part of the hinge which is counter-sunk in the wood is the plate for attachment purposes plus the slot for the sliding arc, both of which are made in the same piece of high-grade pressed steel.

Trade Honors Deceased Master

Quite a number of members of the Chicago music trade acted as honorary pall bearers at the funeral of Dr. Florenz Ziegfeld, father of "Flo" Ziegfeld of "Follies" fame, and founder and president of the Chicago Musical College.

Dr. Ziegfeld died of pneumonia on Sunday,

May 20, and was buried the following Tuesday. He had been very prominent in musical activities since he founded the Chicago Musical College in 1867, and had done a great deal of good for the music trade in general in broadening musical interest and appreciation of music.

Among those in the trade who acted as honorary pall bearers were Curtis Kimball, of W. W. Kimball Co.; Geo. J. Dowling, president of the Cable Company; Arthur Bissell, of Bissell-Weisert Piano Co., and Will H. Wade, of Wade-Twichell.

At the time of his death Dr. Ziegfeld was eighty-two years of age, and he is survived by his widow, Mrs. Rosalie de Hez Ziegfeld, his sons Florenz, Jr., and W. K., and his daughter, Mrs. Willis E. Buhl, of Detroit.

Jazz Aids Prosperity

According to the views of C. D. Greenleaf, president of the Band Instrument Manufacturers' Association, who is in Chicago attending the convention, the jazz craze has caused half the American brass foundries to build saxophones. "There are," he said, "more band instruments made right here in the Chicago district than anywhere else in the country," and he

placed the retail production of the Chicago district at \$9,200,000 annually.

Narrow Escape From Fire

A blazing six-story structure at 634 South Wabash avenue gave firemen a stubborn fight Tuesday evening, May 29. This building is next door to that occupied by the Wallace Institute and Illinois Musical Supply Co. For a time it was feared that these two musical concerns would be attacked and possibly destroyed by the flames. Due to good work of the firemen, there was practically no damage done to the building which houses the Wallace Institute and the Illinois Musical Supply Co., although the fire did damage to the burning building to the extent of \$300,000.

S. O. S. Incorporates

The S. O. S. Radio Shop, doing business at 1307 Chicago avenue, Evanston, has just been incorporated for \$10,000 by J. F. Merchant, R. W. Merchant and Gladys Fause. The purpose of the company is to manufacture and deal in radio sets and accessories.

Roberts Dies Suddenly

Charles S. Roberts, president of the Wahl Co. (Continued on page 132)

VITANOLA

The Phonograph of Marvelous Tone

WHY?



Vitanola 43
List \$130.00
Dimensions: Height 35 inches, width 39 inches, depth 23 inches.
Finishes: Brown Mahogany or Walnut.

Why does 90% of Vitanola business consist of repeat orders?

Why do most Vitanola dealers stick to the line, and those who make a change later reinstate the Vitanola?

Why are Vitanola dealers prosperous, even in times of depression, their financial ratings improving year after year?

There *must* be a reason.

Any Vitanola dealer can tell you what it is. But, better still, find out for yourself. Order a sample of Vitanola No. 43 today. See what a hit it will make, and how you, too, will find it necessary to reorder time and time again.

Complete line of Upright and Console Models in two-tone and solid finish.

Send for catalogue

VITANOLA TALKING MACHINE COMPANY

Wheeler St. and M. C. Railroad
SAGINAW, W. S., MICH.

The KRASCO Assembled Unit

Plays and repeats any make of record any number of times, then stops automatically with the needle suspended above record



*Will play ten 10-inch records with one winding.
The greatest single talking machine improvement since the invention of the disc record.*

Licensed under
the
Brooks-Klemm

WILL GO IN ANY CABINET

In the Krasco Assembled Unit you get a powerful, silent, four-spring Krasco motor containing 64 feet of spring, a perfect drawn brass tone arm without die-cast parts of any kind, a reproducer of the finest quality possible to make and a dependable in-built automatic repeater and stop, all mounted upon a black enameled plate.

MANUFACTURERS, JOBBERS and DEALERS using the **KRASCO ASSEMBLED UNIT** are more than doubling sales. Ask for full particulars—**THE PRICE IS LOW.**

Nearly Two Million Krascos in Use

At the present moment we are more than doubling our output. During the past year our sales have tripled—**WHY?**

Because the trade has become critical and discriminating.

The **PUBLIC** demand silent motors.

The **DEALERS** demand trouble-proof motors.

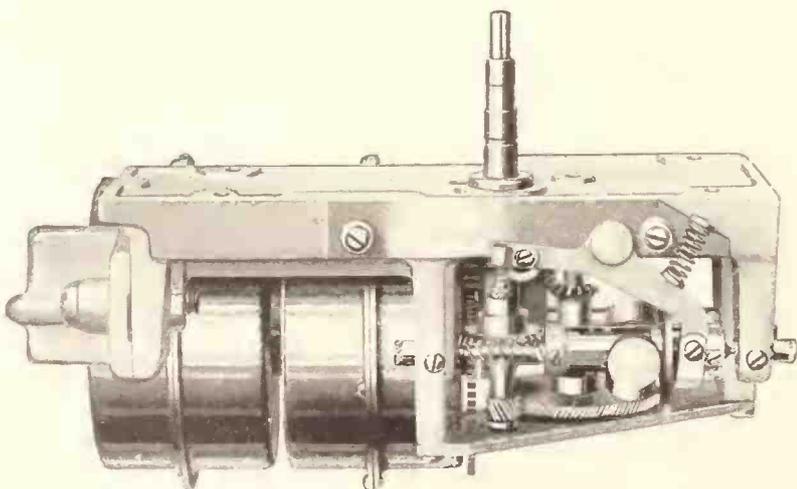
The **MANUFACTURERS** demand sturdiness, quality, design and finish.

And right now the makers—dealers—users demand sharp, close prices.

Our steadily increasing business is due to the fact that the **KRASCO** motor (the same motor used in the Krasco Assembled Unit) meets all these demands. To do this it must be a **better motor.**

Six sizes, from a double spring motor playing four 10-inch records to a four-spring playing ten.

May we quote you prices and send descriptive literature?



KRASCO MFG. COMPANY

451 East Ohio Street

CHICAGO

CHICAGO—(Continued from page 131)

and formerly well known to this trade as manufacturer of the Roberts electric talking machine motor, died recently at the Glenview Golf Club. After leaving the talking machine trade and discontinuing the manufacture of his motor, Mr. Roberts became interested in the fountain pen and refill pencil business, and became nationally known as manufacturer of the famous Ever Sharp Pencil and Wahl Fountain Pen.

Active Portable Business in Central States

Ben Wood, of Westphono, Inc., who has just returned from a six weeks' trip throughout the western Central States, brings back the news that the dealers in those States are having a very active portable business. He also tells us that there is a great deal of money being sent in from sections of that territory, and that from all appearances the farms are plentifully supplied with prosperity, which, in turn, is having a good effect on the music trade in general. In the St. Louis section Mr. Wood was very fortunate in securing the best possible representation for his Spencerian portable, and this little instrument is asserting itself as a ready seller wherever offered to the trade.

Brunswick Managers Meet

All of the branch managers and the heads of the various departments of the Brunswick-Balke-Collender Co. attended an official Brunswick meeting on May 30 at the Brunswick headquarters, 629 South Wabash avenue.

The meeting opened with an address by P. L. Deutsch, secretary and general manager, who welcomed the visitors and gave an outline of the intentions of the Brunswick Co. for the ensuing year. Immediately after his address of welcome the meeting was turned over to A. J. Kendrick, sales manager of the talking machine division, and the balance of the meeting was under his direction.

Immediately after taking charge of activities all the branch managers were called on by Mr. Kendrick for their views regarding the business outlook for the balance of the year and, needless to say, the response for talks on this subject was very interesting. The consensus of opinion of these men is that the balance of the year will see a great increase in activity in the retail trade, as well as in the manufacturing, and a corresponding increase in the local publicity propaganda.

After the various opinions were given by the Brunswick branch managers Mr. Kendrick went into detail and told them frankly what Brunswick contemplated doing for the balance of the year regarding production, dealer co-operation and advertising, which subject was later gone into very minutely by Dave Miller, advertising manager of the Brunswick Co. This meeting was followed by a dinner at the Edgewater Beach Hotel, where entertainment was supplied by the Brunswick Oriole Orchestra and immediately after the dinner the entire aggregation entrained in a private car for the big Brunswick plant at Dubuque. The party arrived at Dubuque on Thursday morning, May 31, and made a day's trip over the big plant. Thursday evening the party again boarded the private car and returned to Chicago, arriving here Friday morning for an inspection of the Brunswick motor plant, as well as the Brunswick Federal street warehouse.

All day Saturday was devoted to sales and advertising conferences, where branch man-



**A Phonograph
that is different**

*Comparing Means
Selecting the
TRIPLEX*

Send for Folder

Triplex Artistic Phono. Co.

Pershing Road and Ridgeland Avenue
BERWYN, ILLINOIS

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 132)

CHICAGO VICTROLA STORE

For Sale

Substantial built-up business. Established six years. Annual volume at least \$75,000. No charge for good will. Eight highest class demonstrating rooms. Furniture and fixtures \$13,000. Inventory \$24,000. Address Box 1290, Talking Machine World, 373 Fourth Avenue, New York.

agers and heads of departments showed their enthusiasm by congratulating the heads of the

MAIN SPRINGS



For Any Phonograph Motor

Highest Quality Oil-Tempered Carbon Steel Springs
Dependability is tempered right into C & D. ericible main springs. Our main springs are made under one roof—from the rolling of the steel to the winding of the spring. Each piece of steel that leaves the mill has passed the inspection of a main spring specialist. This assurance of quality is protection to both you and your customers. Each spring is packed in an individual carton.

	Price each	Price in lots of 50	Price in lots of 100
For Victor Motor			
No. MS 1—1 inch wide, .022x13 feet long, pear shaped hole at both ends.	.55c	53c	50c
No. MS 2—1 1/4 inch wide, .022x17 feet long, pear shaped hole at both ends.	.75c	72c	70c
No. MS 19—New style, 1 inch x .022x13 feet long, crimp end on inside.	.50c	47c	45c
No. MS 20—New style, 1 1/4 inch x .022x17 feet long, crimp end on inside.	.75c	72c	70c
For Columbia Motor			
No. MS 21—25/32 inch wide, .025x10 feet long, pear shaped hole.	.45c	43c	40c
No. MS 22—29/32 inch wide, .023x11 feet long, pear shaped hole.	.45c	43c	40c
No. MS 3—1 inch wide, .028x10 feet long, pear shaped hole.	.50c	48c	45c
For Heineman Motor			
No. MS 21—25/32 inch wide, .025x10 feet long, pear shaped hole.	.45c	43c	40c
No. MS 6—1 inch wide, .025x12 feet long, pear shaped hole.	.50c	48c	45c
No. MS 23—1 3/16 inch wide, .026x19 feet long, pear shaped hole.	.80c	77c	75c
For Brunswick, Krasberg, Saal, Sonora, Stevenson, Silver-tone, Aeolian, Cheney, United, Meiselbach or Thomas Motors			
No. MS 8—1 inch wide, .026x13 feet long, oblong hole.	.55c	53c	50c
No. MS 9—1 inch wide, .026x16 feet long, oblong hole.	.65c	63c	60c
No. MS 10—1 inch wide, .026x18 feet long, oblong hole.	.75c	73c	70c
We punch both an oblong and pear shaped hole on the end of these springs, so that they may be used for any type of motor.			
Other Standard Makes			
No. MS 17—3/4 inch wide, .025x10 feet long, pear shaped hole.	.40c	38c	35c
No. MS 18—3/4 inch wide, .025x10 feet long, pear shaped hole.	.45c	43c	40c
No. MS 25—1 inch wide, .027x10 feet long, oblong and pear shaped hole.	.45c	43c	40c
No. MS 26—1 1/16 inch wide, .025x18 feet long, pear shaped hole for Perkins or Mandel Motor.	.45c	42c	40c
No. MS 24—1 1/2 inch wide, .028x25 feet, for Edison Disc.	\$2.00	\$1.90	\$1.80

NOTE—Every main spring for which there is a consistent demand is listed here on this page. Many of these springs are interchangeable, for example, springs that are listed for Victor and Columbia motors can be used for Pathe, Swiss, and many miscellaneous motors, etc. These prices are F.O.B. Chicago. Send enough to cover postage if wanted by parcel post or we will ship by express. Quantity prices not permitted on less than quantity specified.

COLE & DUNAS MUSIC CO.
430 So. Wabash Ave. CHICAGO, ILL.

Brunswick organization on the progress of the company in regard to its activities for the first five months of 1923 and its prospects for the balance of the year.

Sunday was devoted to a tour of the city in the morning and to a baseball game at Cubs Park in the afternoon.

Monday was devoted to a reception at the big Brunswick exhibit at the Drake Hotel and the evening to an exclusive Brunswick stag at the Black Cat Room of the Edgewater Beach Hotel. An account of this will be found elsewhere in these columns.

One of Our Most Artistic Stores

One of the most attractively arranged talking machine establishments in the Chicago district



Partial View of Great Hansen Store is the Victor store opened by A. N. Hansen at 4032-34 Milwaukee avenue several months ago. The illustration shown herewith gives some idea of the size and handsome fixtures which provide an exceptionally artistic setting for the Victor line. There are twelve spacious demonstration rooms with the most modern system of ventilation obtainable. A feature of the store is a comfortable rest room. The interior is finished in ivory and blue. Mr. Hansen has had wide experience in the talking machine business, having formerly been connected with the Geo. H. Bent Co., and he was also in charge of the sales and adjustment departments of the Cheney Talking Machine Co., with headquarters in Grand Rapids, Mich. This establishment is the materialization of his ideas of what a retail talking machine store should be.

Welcome Convention Visitors

The Chicago Talking Machine Co., Lyon & Healy, Inc., and Rudolph Wurlitzer were scenes of much activity during the Music Trades Convention in Chicago, from June 4 to June 7, inclusive. All of these well-known Victor distributors prepared special reception rooms for the trade in their places of business, and hundreds of visiting Victor dealers who attended the convention made their headquarters at these places.

By virtue of its proximity to the Drake Hotel, the headquarters of the Chicago Talking Machine Co., at 12 North Michigan avenue, were very popular.

Lyon & Healy, Inc., maintained an exhibit of everything known in the musical line, at the Drake Hotel, and a large part of this exhibit was given over to exhibition purposes for Victrolas and Victor records. This part of the exhibition was under the direction of L. C. Wiswell, head of the Victor department of Lyon & Healy, Inc.

June Issue of Cheney Resonator

The use and value of house organs are not as generally understood as they might be, especially in our business, although there are some very good examples of just what such a production ought to be. The small number of these publications is, no doubt, mainly due to the obvious fact that it is not at all easy to maintain a steady volume of wit and wisdom devoted to the interests of a single house, no matter how large or important. Sometimes, however, one does happen to find a house organ which is really interesting, and without a doubt the June issue of the Cheney Resonator, which we have had the opportunity to see in proof previous to its publication, merits this laudatory title. The

(Continued on page 134)

To Close Out

at a

SACRIFICE

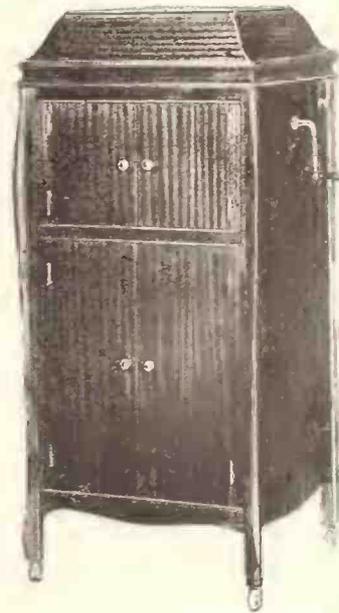
580 high quality guaranteed phonographs as illustrated with standard motor and tone-arm equipment.

3 leaders for

CUT PRICE ADVERTISING

purposes.

Write for samples and prices. Catalog and prices of our complete line of uprights and consoles on request.



Model No. 200
49" High
22" Wide
21" Deep
5 ply mahogany
Guaranteed 2 spring motor
Throw-back tone arm
Equipped with lock and key
Gold or nickel plated hardware.



Model No. 250
49 1/2" High
22 1/2" Wide
22 1/2" Deep
5 ply mahogany and walnut. 3-spring motor plays 6 records at one winding; plush turntable. Hand carved legs. High quality throughout. Gold or nickel plated hardware.



Model No. 300
52" High,
24" Wide
23 1/4" Deep
5 ply mahogany and walnut. 3-spring motor plays 6 records at one winding. Plush turntable. Hand carved legs. Gold or nickel plated hardware.

Linerphone Talking Machine Co.
316 Union Park Court, Chicago

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 133)

W. W. KIMBALL CO.

SERVICE

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

advantageous properties claimed for the Cheney are set forth with constant iteration and many degrees of emphasis. The space—four big newspaper-like pages—is occupied by one talk after another on the many aspects of Cheney salesmanship. It is an edition in pocket form of a treatise on salesmanship, in fact, concentrated on one particular piece of goods. Of course, wit and humor have their essential place; but unless they be well, very well, done, the less there is of them the better. There must be pictures, too, in plenty, and all the variety possible; but there should be no "bunque." The house organ is supposed to be the channel for communicating the candid, sincere beliefs of the house to the field. The house organ tries, or should try, to make salesmanship easier for the man in the field, and

to forge a bond of companionship between him and the house he represents. Only candor and sincerity, relished by genuine wit and wisdom, have any place here.

New Columbia Dealer

Samuel Kaplin has taken over the Biltmore Music Shop at 2048 W. Division street, in this city. He will deal exclusively in Columbia machines and records. Mr. Kaplin expects to build up a very large mail order business, as well as a big Hebrew-Jewish record business.

F. F. Stevenson in New Post

F. F. Stevenson, formerly with the Columbia Graphophone Co. as Missouri representative, and the Price & Teeple Piano Co., of Chicago, as mid-West representative, recently joined the Brunswick-Balke-Collender Co.'s organization in this city in the sales promotion department

of the phonograph division. Mr. Stevenson is well known to the trade and his wide experience should prove mutually profitable.

H. L. Willson a Visitor

H. L. Willson, president of the Columbia Graphophone Co., paid a visit to the Chicago branch of the organization last month. Mr. Willson was well pleased with the outlook for business in the Middle West.

CONSOLIDATED T. M. CO. HOLDS SALES MEETING

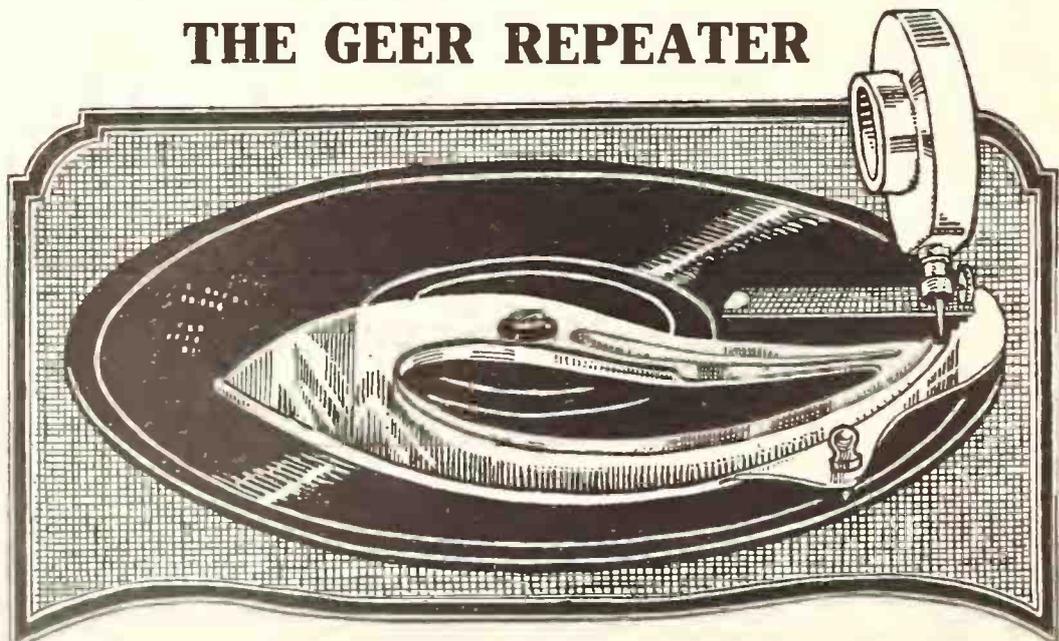
Sales Organization Discusses Problems During Convention Week in Chicago—Timely Addresses—Entertainment Keenly Appreciated

CHICAGO, ILL., June 8.—The first sales convention of the Consolidated Talking Machine Co., of this city, was held the week of June 4 and was one of the features of convention week. The Consolidated Talking Machine Co. maintained a very attractive exhibit at the Drake Hotel and the sales convention gave the Consolidated Talking Machine Co.'s staff an opportunity to thoroughly understand the sales possibilities and distinctive merits of the products this concern handles. The Consolidated Talking Machine Co. is one of the leading wholesale organizations in the country, having executive offices in Chicago, Ill., with branch offices in Detroit, Mich., and Minneapolis, Minn. The company is the wholesale representative for some of the most successful products in the talking machine industry and E. A. Fearn, president of the company, is recognized as a foremost figure in the wholesale talking machine field. At his company's sales convention Mr. Fearn was ably assisted by Harry Schoenwald, sales manager of the Consolidated Talking Machine Co., a popular member of the Chicago talking machine trade.

Sales discussions were held during the mornings of the first four days of the week and in the afternoons the members of the sales force, together with out-of-town guests, visited the Drake Hotel, where the annual conventions of the National Music Industries were held. The luncheons each day were attended by many visitors, in addition to the Consolidated sales staffs, and in the evenings theatre parties and informal dinners provided entertainment.

Among the companies who were represented at the Consolidated Talking Machine Co.'s sales convention and who delivered timely talks were the following: Holton Band Instrument Co.; J. C. Deagan, Inc.; Armour & Co.'s musical instrument string division; Outing Talking Machine Co., represented by Carl Knittel; Manufacturers' Phonograph Co., manufacturer of the Strand phonograph, represented by Geo. W. Lyle, president, and Stephen Wirts; Walbert Mfg. Co., manufacturing the Geer repeater, represented by Walter H. Huth; Diamond Products Co., represented by H. B. Foster; General Phonograph Corp., represented by S. A. Ribolla; Ludwig & Ludwig, drum manufacturers; Audak Co., represented by Maximilian Weil; Efficiency Electric Co., represented by E. C. Morris; Bristol Co., manufacturer of the Audiphone loud speaker, represented by Mr. Hall; Hall Mfg. Co., maker of fiber needles, represented by H. J. Fiddelke; General Phonograph Mfg. Co., Elyria, manufacturer of the Garford portable phonograph, represented by Homer Stephens; Harry B. Jay & Co.; Westphono, Inc., manufacturer of the Spencerian portable, represented by Benj. Wood; Neufeld Sales Co., represented by G. Neufeld; Krasco Mfg. Co., manufacturer of Krasco spring motors and Krasco assembling unit, represented by Merwin F. Ashley; General Phonograph Corp., Okeh division, represented by M. O. Giles; comprehensive information and sales talk, W. C. Fuhri, general sales manager of the Okeh division; Barton, Durstine & Osborne, advertising agency, represented by T. L. L. Ryan.

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.

OKEH WHOLESALERS MEET AT FIRST ANNUAL CONVENTION

Outline of Plans and Policies for Coming Year and Round-table Discussions Feature First Annual Meeting in Chicago—Dealer Co-operation and Sales Promotion Discussed

CHICAGO, ILL., June 8.—The first annual convention of Okeh jobbers was held at the Hotel LaSalle the week of June 4 and was attended by Okeh distributors from all parts of the country. The convention was a decided success and, in all probability, next year's meeting will be held in New York during the course of the annual conventions of the National Music Industries. The dates chosen for the first Okeh convention coincided with the meetings held in Chicago this week in connection with the national industries and the Okeh jobbers were, therefore, given an opportunity to thoroughly appreciate the importance of these conventions.

The Okeh jobbers assembled at the hotel Monday morning, together with a group of executives from the General Phonograph Corp. in New York. Among these executives were Otto Heineman, president of the company; W. C. Fuhri, general sales manager; R. S. Peer, of the executive staff, and A. H. Thallmayer, manager of the foreign record department. T. L. L. Ryan and R. P. Bagg, of Barton, Durstine & Osborne, the advertising agency handling the Okeh account also accompanied the party.

Monday was devoted to an informal reception, followed by a dinner party at the Hotel LaSalle and a theatre party in the evening. This program gave the jobbers an opportunity to become acquainted with each other and to make plans for the business sessions the following day. On Tuesday the business sessions were held at the hotel, interrupted only by luncheon. The Okeh executives gave a number of important talks relative to Okeh plans and policies for the coming year and the various jobbers participated in a round-table discussion.

On Wednesday and Thursday the business programs were noteworthy for the practical ideas submitted by those in attendance in connection with dealer co-operation and sales promotion. On Wednesday afternoon the jobbers and the Okeh executives visited various Okeh dealers in Chicago territory, E. A. Fearn, of the Consolidated Talking Machine Co., acting as guide and host. On Wednesday evening everyone present attended the banquet given by the National Association of Piano Merchants at the Drake Hotel. On Thursday evening the Okeh party attended the Midnight Frolic given by the Chicago Piano Club at the Drake, at which there were present, among other artists, Gerald Griffin, exclusive Okeh artist, and Guyon's Paradise Orchestra, which makes Okeh dance records exclusively. The Okeh jobbers were kept busy during their entire stay in Chicago and, whenever any spare time was available, they visited the convention headquarters of the Music Industries at the Drake, inspecting the various exhibits and renewing friendships with the dealers in attendance.

Among the Okeh jobbers who attended this convention were the following: Walter L. Eckhardt, president, General Radio Corp., Philadelphia and Pittsburgh, Pa.; Frank Dorian, manager, General Radio Corp., Pittsburgh; Geo. R. Madson and T. Buell, Record Sales Co., Cleveland, O.; F. D. Clare, Iroquois Sales Corp., Buffalo, N. Y.; Ben L. Brown, Sterling Roll & Record Co., Cincinnati, O.; E. Schiele and Herbert Schiele, Artophone Corp., St. Louis and Kansas City, Mo.; E. W. Guttenberger, manager, Artophone Corp., Kansas City, Mo.; O. H. Heyer and Geo. Stocker, Junius Hart Piano Co., Ltd., New Orleans, La.; P. C. Brockman and C. J. Rey, James K. Polk, Inc., Atlanta, Ga.; E. A. Fearn, president, Consolidated Talking Machine Co., Chicago, Minneapolis and Detroit;

J. P. Fearn, manager, Consolidated Talking Machine Co., Detroit; Mrs. B. C. Eggars, manager, Consolidated Talking Machine Co., Minneapolis; E. B. Bartlett, W. W. Kimball Co., Chicago; Sol Isaacs and John Crone, Independent Jobbing Co., Goldsboro, N. C.

OAKLAND PHONO. CO. ENLARGES

Addition of Thirty Demonstration Rooms Follows Taking on of Sonora Line

OAKLAND, CAL., June 5.—The Oakland Phonograph Co., Bernard S. Goldsmith, manager, will shortly add thirty record audition rooms to its store. This will treble the capacity of the store. The recent addition of the Sonora phonograph to its other lines—the Victor, Edison and Starr—and the development of the foreign record business are held responsible. A complete advertising system in foreign language newspapers and a follow-up letter campaign in accordance with the most modern advertising principles is developing this business by leaps and bounds. Records in twenty-six languages are now stocked by this firm and a staff of salesmen who are capable of speaking the more important ones is maintained.

LANDAU'S CASH IN ON MUSIC WEEK

Concerts and Recitals Attract Hazleton, Pa., Music Lovers to Well-known Music House—Publicity and Good Will Results

HAZLETON, PA., June 5.—Music Week in this city was capitalized by Landau's Music Shop through a series of concerts and recitals held at the company's headquarters. On Monday evening a Victrola recital was given to which the general public was invited. In addition to the Victrola recital, there were present Ethel McGuire, piano soloist, and a symphony orchestra composed of students from the various school buildings, under the direction of Professor Lewis, well-known orchestra leader. A large attendance was reported and the affair was an entire success from every standpoint. A feature of the Wednesday evening recitals was a program of Operalogues given by Estelle White. Landau's Music Shop has long held the reputation in the various cities in which its stores are located of being one of the leaders in the field.

EDISON SOUVENIR FOR FAIRS

Four-page Circular in Form of Edison Records Issued by Thomas A. Edison, Inc.

Thomas A. Edison, Inc., has recently issued a souvenir for the use of Edison dealers in conjunction with fairs, exhibitions, concerts and other special events. This souvenir consists of a four-page circular cut round in the form of an Edison record and about one-third of the full record size. The front page is a reproduction of an Edison record. The two inside pages reproduce the full line of fourteen models of the New Edison, with seven on each page arranged in a circle. The space in the middle of each page is devoted to an explanation of the artistic merit of Edison instruments. The back page is also a reproduction of an Edison record, with space left for the name of the retail merchant where the title of the record normally appears.

GOOLD BROS. IN NEW WAREROOMS

NIAGARA FALLS, N. Y., June 1.—Goold Bros., Inc., dealers in pianos and musical instruments, have just moved into their new quarters at 203 Falls street. The concern previously did business at 322 First street and the steady growth of business has required larger space.

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

AUDAK
 CUTS THE COST OF SELLING RECORDS
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

EMPLOYEES OF GENERAL PHONOGRAPH CORP. HOLD OUTING

A Most Delightful Time Enjoyed by Those Who Had the Privilege of Attending This Outing, Which Was Held at City Island—Sports the Feature of the Day

The annual outing of the employes of the General Phonograph Corp., New York, was held Saturday, May 26, at the Colonial Hotel, City Island, N. Y., and, from beginning to end, the day's program offered unlimited entertain-

Immediately upon arriving the Okeh staff assembled on the ball field and, under the direction of David Goldman, auditor of the company, a strong baseball nine took the field to battle with the ball team representing the Brookmire

in a number of the events and, with his usual enthusiasm, contributed materially to the success of the afternoon. The winners of the various athletic events were as follows: Seventy-five-yard dash for girls, first prize, Miss E. Zekoll; second prize, Miss D. Schreiber. Baseball distance throwing for girls, first prize, Mrs. A. E. Graham; second prize, Miss Martha Stange. Seventy-five-yard dash for men, first prize, S. Neuberth; second prize, J. A. Sieber. Potato



Snapshot of Those in Attendance at Outing of Employees of General Phonograph Corp.

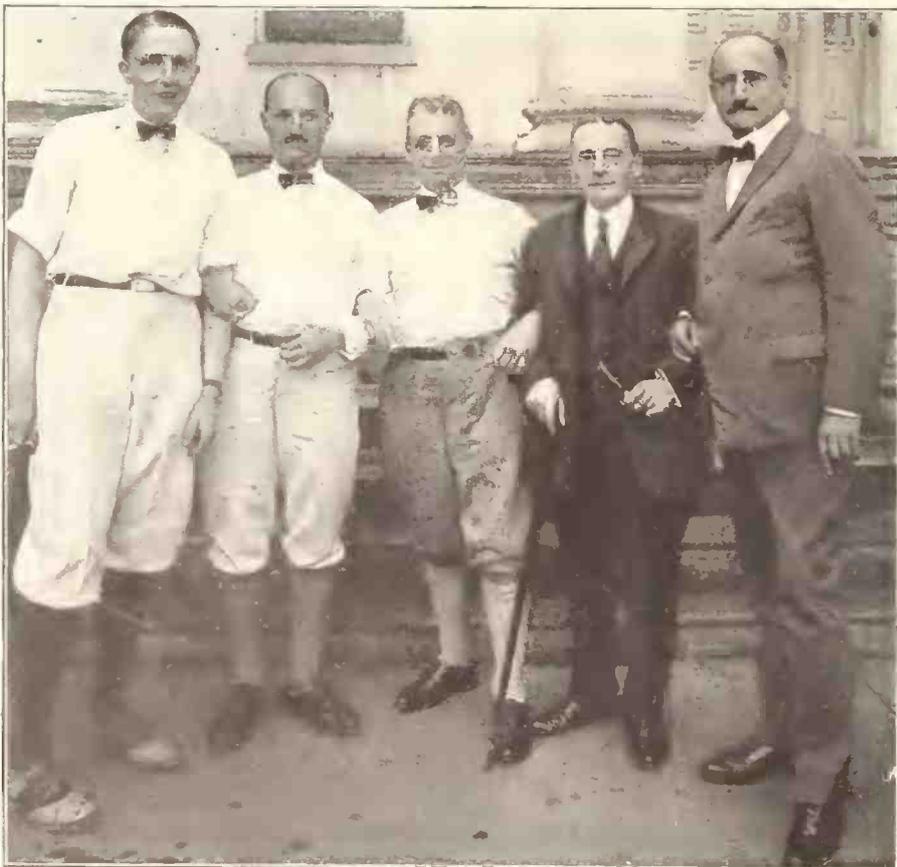
ment for the Okeh forces. Three large motor buses, together with a dozen private automobiles, formed a parade to City Island, leaving the executive offices on Forty-fifth street about noontime and arriving at the Colonial Hotel at 1:30. The buses were profusely decorated

Economic Service, which occupies offices on the same floor as the General Phonograph Corp. at 25 West Forty-fifth street.

An interesting five-inning game was thoroughly enjoyed by everyone present and at the finish of the fifth inning the Okeh battlers were

on the winning side by the score of 3 to 2. The winning Okeh team consisted of the following baseball stars: Hager, first base; John, right field; Goldman, third base; A. Neuberth, short-stop; F. Neuberth, catcher; Canton, center field; Amberg, second base; Sieber, pitcher, and Sullivan, left field. "Jack" Sieber, advertising manager of the General Phonograph Corp., pitched a splendid game and, although Goldman hit the ball a mile, an outfielder for the Brookmire team usually found time to camp under the ball.

Subsequent to the baseball game an interesting athletic program was started. Otto Heineman, president of the company, acted as judge



Some Okeh Executives Who Attended the Outing

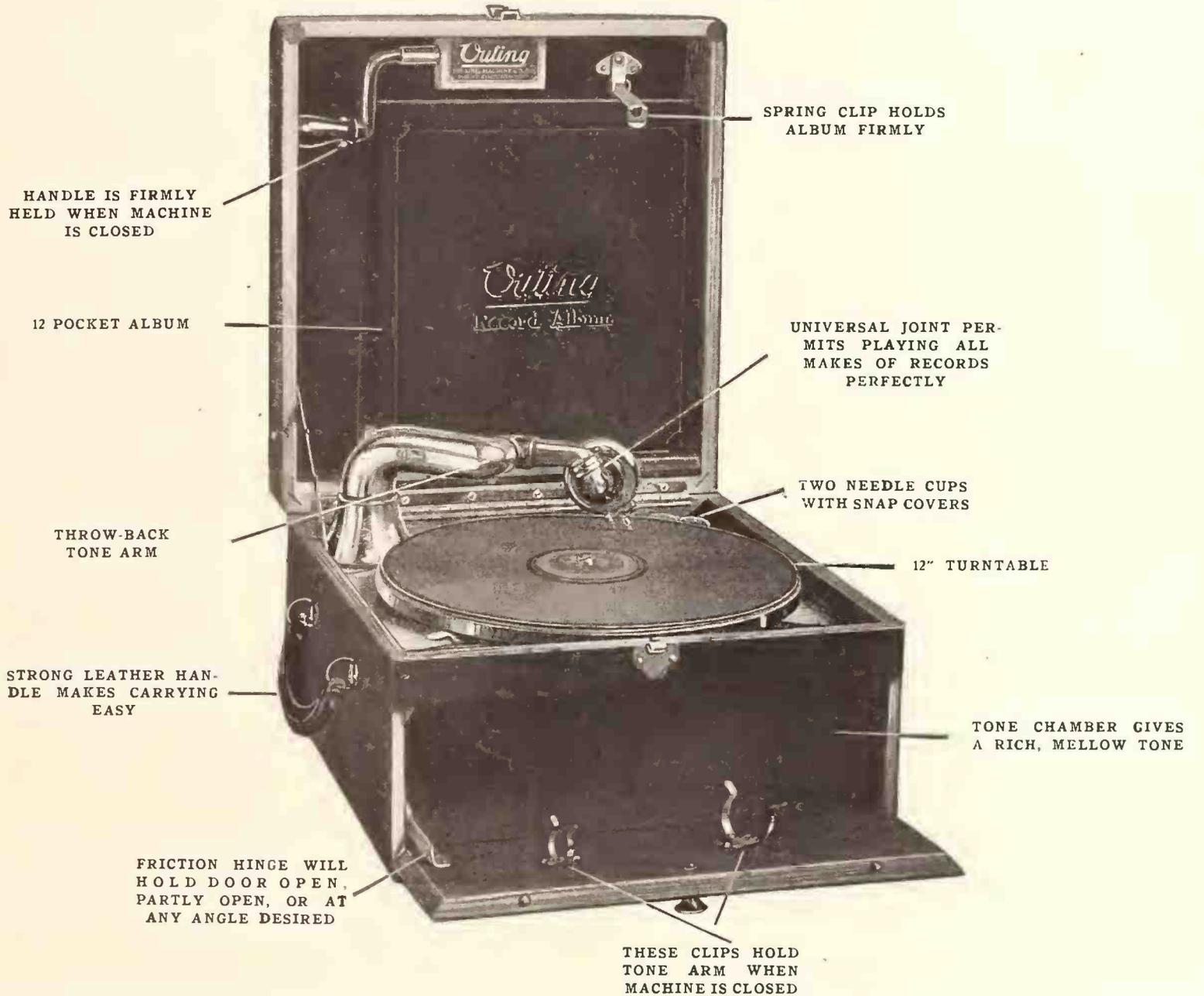
with Okeh banners and the assemblage was given a royal reception along the road to City Island.

After the games were over dinner was served in the open and brief addresses were made by Otto Heineman, W. G. Pilgrim, Jacob Schechter and W. C. Fuhri. The outing was voted a great success and David Goldman received well-deserved congratulations from the Okeh staff for the care and attention that he gave to every detail of the outing program. The day's festivities gave the Okeh employes a chance to become well acquainted with each other, for there were present at the outing the executives and employes from the general offices at 25 West Forty-fifth street, New York; the pressing plant at Newark, N. J.; recording laboratory at 145 West Forty-fifth street, and the New York wholesale distributing division, 15 West Eighteenth street, New York.

Goodnight *The Waltz Sensation of 1923*
 Nearly as good as "Three O'Clock in the Morning"
 You can't own it - With any FEIST song

"One handle handles it"
Outing

Outing Talking Machine Co., Inc.
MOUNT KISCO, N. Y.



HANDLE IS FIRMLY HELD WHEN MACHINE IS CLOSED

12 POCKET ALBUM

THROW-BACK TONE ARM

STRONG LEATHER HANDLE MAKES CARRYING EASY

FRICTION HINGE WILL HOLD DOOR OPEN, PARTLY OPEN, OR AT ANY ANGLE DESIRED

SPRING CLIP HOLDS ALBUM FIRMLY

UNIVERSAL JOINT PERMITS PLAYING ALL MAKES OF RECORDS PERFECTLY

TWO NEEDLE CUPS WITH SNAP COVERS

12" TURNTABLE

TONE CHAMBER GIVES A RICH, MELLOW TONE

THESE CLIPS HOLD TONE ARM WHEN MACHINE IS CLOSED

JOBBER'S

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	London
MONTREAL	HAVANA
WELLINGTON	MEXICO CITY
SYDNEY	BUENOS AIRES
MELBOURNE	RIO DE JANEIRO
PERTH	SANTIAGO
	DE CHILE
CABLE ADDRESS: CHIPMONK, NEW YORK	

HAPPENINGS IN THE DOMINION OF CANADA

INTERESTING DEVELOPMENTS IN TORONTO TERRITORY

Business Maintains Satisfactory Volume—Dealers Actively Engaged in Sales Promotion Campaigns—New Lines Added—Visitors—Other Important Activities

TORONTO, ONT., June 8.—Manager Barnes, of Heintzman's Brantford branch, is having great success featuring Victor Health records. He has a young man demonstrating the exercises in the show window, while the people standing outside hear the commands and the music through an outdoor attachment.

The Scythes Vocalion Co., Ltd., this city, has secured exclusive rights for Canada on the Audiophone, an instrument to amplify and clarify sound, which is manufactured by the Bristol Co., of Waterbury, Conn.

M. S. Grace, manager of Gerhard Heintzman, Ltd., London, Ont., has started a telephone canvass in his territory and the results are proving excellent. Mr. Grace advises that, in a single instance, one customer who was approached over the phone purchased a total of over \$90 worth of records.

Crawford Bros., London, Ont., have added Vocalion records to their stock.

The Edison Shop, 12 Queen street, East, is one of the more recent phonograph stores to take on the Vocalion record agency. Vocalion records have been growing in popularity among the Canadian trade and many dealers are adding the line.

J. Herb Smith has opened a store in Waterloo, Ont., with the local Columbia agency.

Grinnell Bros., Windsor, Ont., have started an intensive campaign in their territory. Two trucks, properly manned, carry a stock of records and machines.

Arthur Blight, well-known Canadian tenor, has made his first Edison recording, "Isafrel," which is proving a brisk seller.

The Brunswick Shop has been opened in London, Ont., at 421 Richmond street, with a complete stock of Brunswick phonographs and records. The store is under the management of A. F. Mantel.

A. C. Valeur, managing director of Sonora Phonograph, Ltd., this city, is absent on a five weeks' trip through the Western provinces, his first Western journey since taking up his residence in Canada.

Billy Moore, manager of the Victrola department of the T. Eaton Co., Ltd., has inaugurated a series of Saturday morning recitals, at which Mr. Moore sings several selections. The T. Eaton Co. has found that these recitals are great business getters.

Manager Martin, of the C. W. Kelly & Son branch at Galt, Ont., has instituted a "Children's Hour." The first day this plan was tried his store was completely filled with young people, who thoroughly enjoyed a real treat of His Master's Voice-Victor records for children played on the Victrola.

Duci de Kerejarto, the noted Columbia artist and violinist, greatly stimulated the demand for his records by a week's engagement at Shea's Theatre, here, recently.

The Ottawa Hockey Club was presented with a Victrola portable model, Style 50, and a number of His Master's Voice records by Ormes, Ltd., of Ottawa, before starting on their trip to the Pacific Coast recently.

C. F. Smith, formerly manager of the A. C. Thorburn store, Victor dealer, Niagara Falls, Ont., has purchased this business.

The Canadian trade has extended a very hearty welcome to E. A. McMurty, who has been appointed manager of the Columbia Graphophone Co. interests in Canada, with headquarters in this city. The Columbia Co. maintains a large plant in Toronto which was

acquired at a cost in excess of \$2,000,000. The plant is well equipped to manufacture cabinets and supplies.

A recent visitor to Toronto was Walter K.

Milne, of the Gold Seal Co., Inc., New York, manufacturer of the Gold Seal record repeaters. The object of his visit was to size up the situation in Canada and formulate plans for creating greater interest in the product in this market. Mr. Milne states that Gold Seal repeaters have met with wonderful success in the United States which can be duplicated in the Canadian Provinces.

MONTREAL VICTOR WHOLESALE QUILTS RETAIL BUSINESS

His Master's Voice, Ltd., Sells Local Retail Establishment and Retires From That Branch of the Business—Local Dealers Cash in on Artists—News of the Month

MONTREAL, CAN., June 7.—Quite an event in local retail talking machine history took place recently, when His Master's Voice, Ltd., decided to withdraw from the retail business and turned its large store on St. Catherine street, West, over to the Hartney Co., Ltd. I. Sydney Isaacs, the new proprietor, will continue to operate the store as heretofore, selling Victrolas and His Master's Voice records exclusively.

Joseph Delaquerriere, famous in Paris as a tenor and who recently came to this country, has become an exclusive His Master's Voice artist.

Arthur Blouin, Sherbrooke, Que., has been granted the exclusive selling rights in that city for Columbia machines and records.

The General Phonograph Corp. of Canada, Ltd., Kitchener, Ont., has appointed the Standard Phonograph Accessories & Supply Co., 1270 St. Lawrence boulevard, as its representative in this city.

J. C. Pare, St. Hyacinthe, Que., has purchased

the interest of Mr. L'Archevesque, Starr phonograph and Gennett record dealer, and is now carrying on the business under his own name.

At the Mount Royal Hotel in the La Salle Doree music is now being supplied nightly by Joseph Smith and His Orchestra, Brunswick artists.

Georgie Price, with "Spice of 1922," which appeared locally at His Majesty's Theatre the past month, was capitalized in advertising copy by His Master's Voice, Ltd., featuring this exclusive Victor artist's records.

Layton Bros., Ltd., have been doing some extensive Brunswick advertising lately.

M. L. Dohan, Edison dealer, of Quebec City, has been carrying some effective ads in the newspapers.

Some unusually artistic Sonora advertising has recently been run by C. W. Lindsay, Ltd.

Montreal City is trying hard to have an annual fair worthy of the city and, judging from last reports, it looks as if the projected exhibition may become an accomplished fact in 1924.

CANADIAN COPYRIGHT ACT PASSED

Provides for Royalties to Publishers and Composers on Reproductions of Music

OTTAWA, ONT., June 4.—The House of Commons has concurred in Senate amendments to the Copyright Bill, which provides, among other things, that the bill will go into force January, 1924, instead of July 1, 1923. Great interest has been manifest throughout the Dominion and the United States over the provisions of the new bill, especially those providing for payment of royalties to music publishers in the United States, Great Britain and Canada on all mechanical reproductions of music. At the present time American music publishers and songwriters receive nothing for their compositions recorded in Canada.

NEWS BRIEFLETS FROM WINNIPEG

WINNIPEG, MAN., June 8.—Matthews' Music House, Calgary, Alta., recently sold a York model Brunswick to Dr. Rogers, music supervisor of the Calgary schools.

The Art Music Co., Ltd., Edmonton, Alta., Victor dealer, recently remodeled and enlarged

its store. This concern is making a special drive on Red Seal records.

Several new sound-proof demonstration rooms have been opened on the ground floor of the Alberta Piano Co.'s store for the benefit of talking machine record customers.

The appearance lately of the "Dumbells" in Winnipeg was a great stimulant to the sale of these Victor records. J. J. H. McLean Co. reports an exceptionally large demand, particularly of Al Plunkett's records.

Farquhar & Shaw, this city, have taken on the complete Brunswick line. They have had their store completely redecorated and put in shape to handle this trade.

The Child & Gower Piano Co., Regina, Sask., is making the most of its large show windows in some excellent Brunswick displays.

George Dring, who covers the Provinces of Alberta and British Columbia for the Brunswick Co., is finding business pretty fair in his territory.

John McCormack, the celebrated Victor artist, who has taken Berlin, Prague, Paris and other European countries by storm in a recent concert tour, is planning an American tour, beginning in Albany on October 4.

Talking Machine Springs and Repair Parts

NONE BETTER IN QUALITY NONE LOWER IN PRICE

THE RENÉ MANUFACTURING CO.
MONTVALE, NEW JERSEY

H. B. SIXSMITH A VICE-PRESIDENT

Popular Sales Manager of Mickel Bros. Elected Vice-president of Company at Omaha—Splendidly Fitted for Executive Post

OMAHA, NEB., June 4.—In the announcement that appears on page 24 of this issue of The World regarding the consolidation of Mickel Bros. of Omaha, the Ross P. Curtice Co. of Omaha and the Mickel Bros. Co. of Des Moines, full details were not available at the time of printing. Since this article went to press, however, the personnel of the executives of the Mickel Bros. Co. has been completed and H. B. Sixsmith, formerly sales manager of this company at Des Moines, has been elected vice-president of the Mickel Bros. Co. of Omaha.

This announcement will be welcome news to the Victor trade, as Mr. Sixsmith is one of the most popular Victor men in the Middle West. For a number of years he was sales manager of the Mickel Bros. Co. of Des Moines and in this important post won the esteem and friend-

ship of the dealers throughout his territory. He introduced many practical sales ideas that were used to advantage by the dealers and, in his new capacity, he will have ample opportunities to further develop his plans for sales promotion and dealer co-operation.

ENLARGE EMERSON SALES FORCE

Expansion Includes Metropolitan Organization, Traveling Staff and Distribution Facilities

B. Abrams, president of the Emerson Phonograph Co., 105 West Twentieth street, New York City, recently announced an enlargement of the sales force, not only in the metropolitan district, but in the road staff of the firm. The number of distributors centrally located handling Emerson records has been increased and a substantial addition has been made to the list of Emerson dealers.

The Emerson Co. is specializing in making quantity deliveries of the current record hits. Not only has the Emerson Co. made timely announcements of general releases but special importance is given to the volume of sales on particular numbers in any given territory. The Emerson representatives make a special study of the sales trend in each locality, and are thus able to serve the retailer with Emerson records of popular numbers to advantage.

MOTOR EXECUTIVE VISITS EAST

Wm. Thommens, of Plymouth Phono Parts Co., Calls on New York Trade—Introducing Trotter Electric Motor to the Dealers

Wm. Thommens, president of the Plymouth Phono Parts Co., Plymouth, Wis., manufacturer of the Trotter electric motor and other products in the talking machine field, was a recent visitor to New York. Mr. Thommens stated that his company had received many inquiries regarding the Trotter electric motor from manufacturers, jobbers and dealers and that factory facilities had been provided which would enable the company to make prompt shipments of these motors. The Trotter electric motor has been on the market for quite some time and, under Mr. Thommens' direction, the manufacture and sale of the motor have progressed rapidly. An intensive sales campaign has been instituted to reach the dealer, with the idea of impressing upon the retail trade the unlimited possibilities for the introduction of this motor as a substitute for spring motor machines now in use.

PHILPITT BUYS OUT DEPARTMENT

Takes Over Victrola and Record Department of E. B. Douglas Store in Miami—Elected General Manager of Music Festival Association

MIAMI, FLA., June 4.—S. Ernest Philpitt & Son recently purchased the entire Victrola and record department of the E. B. Douglas department store, this city, and are merging the stock with that of the Philpitt store here. The combined record stock is said to be the most complete in the South.

S. Ernest Philpitt, head of Philpitt & Son, was recently elected general manager of the Miami Music Festival Association in appreciation of his successful efforts in the promotion of music in this section. The directors on the board include a representative from each organized music club, as well as from the Chamber of Commerce, Rotary Club, Kiwanis Club, etc.

SELLS EDISONS TO FACTORIES

WACO, TEX., June 5.—One of the "music in industry" sales recently made by R. T. Dennis & Co., Edison dealers, Waco, Tex., was made to the Barton Mfg. Co., of that city. Incidentally, this enterprising Edison dealer has equipped virtually every factory in Waco with a New Edison.



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



standex
"Stands for Display"
REG. U.S. PAT. OFF.

The New Metal Display Stand for Universal Use in Music Shops

ECONOMICAL
ATTRACTIVE
SUBSTANTIAL

May be used for Displaying 10 in. and 12 in. Records, Monthly Window Service, Sheet Music, Phonograph Displays, etc.

6 FOR \$2⁷⁵

Manufactured by
MUSICAL PRODUCTS DISTRIBUTING CO., INC.
37 East 18th Street New York

Attractive Offer to Distributors

TAKE OVER TRIANGLE PHONO. CO.

L. Baxter and J. J. Freund Purchase Brooklyn, N. Y., Concern—Doing Excellent Business, Both Domestic and Export

L. Baxter and J. J. Freund recently became sole proprietors of the Triangle Phono Parts Co., 722 Atlantic avenue, Brooklyn, N. Y., having purchased all the outside interests of the company. Mr. Baxter for several years has been the active head of sales and production in the Triangle Co. He has had long experience in the manufacture of talking machine equipment and is well known in the industry, both in New York and Chicago, having maintained offices in the latter city for a number of years. Mr. Freund, for many years, was connected with the talking machine division of the Plaza Music Co. His long experience in the problems of the talking machine manufacturer gives him exceptional qualifications for his new activities and he has a wide knowledge of production problems.

The Triangle Co. is concentrating its efforts on three tone arms equipped with reproducers. One is particularly adapted for portable machines and the other two model tone arms and reproducers are each made to fill particular manufacturing needs.

In addition to its domestic business the Triangle Co. has paid particular attention to the export trade and is shipping substantial quantities of its products throughout the world, with an unusually large quantity going to South America.

The Triangle Co. is also Eastern sales representative for the "Dayton" motor, manufactured by the Thomas Mfg. Co., of Dayton, O.

FULKERSON JOINS IN NOTED EVENTS

CARBONDALE, PA., June 7.—The Fulkerson Music House of this city, which handles the Victor, Edison and Columbia instruments and records, played a prominent part in the music memory contest put on in Carbondale under the auspices of the Community Service Music Committee of that city, and also in conjunction with Music Week which was held last month. J. Harper Fulkerson was a member of the executive committee, of which the Mayor was chairman.

During the music festivities the Fulkerson Co. issued a number of attractive circulars boosting the music memory contest and the Music Week program, one large pamphlet featuring the Community Song List, and an institutional advertisement of the Fulkerson Music House.

JUNE COLUMBIA WINDOW DISPLAY OF RECORD FEATURES



The Columbia window display for June is a direct tie-up to the national advertising used by the Columbia Co. in behalf of "New Process" records. In the accompanying illustration it will be noted that a giant arrow points to a record especially prepared to display the patented process of manufacture. Cards and ribbons explain the features and direct the eye to the record. This display can either be used as a "one-idea" window trim or in conjunction with the artistic views furnished to display the newly released Columbia records.

RECORD TIE-UP WITH GOTHAM PLAY

Edison Record of "Cat and the Canary" Linked With Play of Same Name in Effective Manner by West New York, N. J., Dealer

WEST NEW YORK, N. J., June 9.—John Dorn, Edison dealer of this city, recently cashed in in an effective way on the famous mystery play "The Cat and the Canary," which has just completed a long run in New York City. He did this by means of a special display card which read: "Come in and hear Edison record No. 51091, 'Cat and the Canary,' fox-trot, dedicated to the famous mystery play now at the National Theatre, New York City."

These cards were supplied by the Phonograph Corp. of Manhattan, Edison jobber, and were used to excellent advantage by many other Edison dealers operating in the metropolitan district, who also found it necessary to order additional stocks of this record.

OKEH JOBBERS VISIT NEW YORK

P. C. Brockman, president, and C. J. Ray, sales manager of James K. Polk, Inc., Atlanta, Ga., Okeh record jobber, were visitors to New York last week, calling at the offices of the General Phonograph Corp. prior to their trip

to Chicago for the annual convention of Okeh jobbers. In a chat with The World Mr. Brockman commented enthusiastically upon the progress being made by Okeh records in Atlanta territory, stating that new dealers were being rapidly established and that the Okeh records made by negro artists were meeting with an enthusiastic reception throughout this territory.

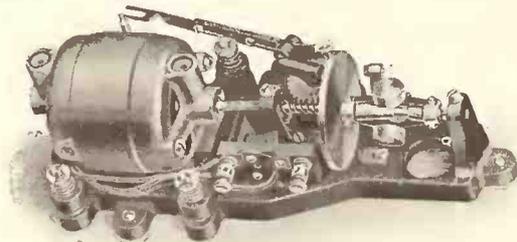
G. W. HOPKINS ADDRESSES AD CLUBS

Geo. W. Hopkins, vice-president and general sales manager of the Columbia Graphophone Co., was one of the speakers at the sessions held on June 7 at Atlantic City at the annual convention of the Associated Advertising Clubs of the World. Mr. Hopkins has for the past year occupied the post of chairman of the Speakers' Bureau Committee of the Associated Advertising Clubs and, in his address on Thursday, he gave interesting data in connection with the activities of this bureau. Over 3,000 speakers have appeared before the various advertising clubs throughout the country, all of whose activities were sponsored by the Speakers' Bureau Committee. Mr. Hopkins has for many years been a foremost figure in the work of the Associated Advertising Clubs and at one time was president of the Advertising Club of New York.

THE TROTTER ELECTRIC MOTOR

Is an Attractive Retail Proposition for Phonograph Dealers

EASILY INSTALLED



WILL RUN ON ANY CURRENT

GUARANTEED FOR ONE YEAR

The Trotter motor can be sold to any one who owns a spring motor driven phonograph. Any one can install it and when following printed instructions can change his phonograph into an electric machine in ten minutes.

Retail Prices: Gold Plated, \$40; nickel plated, \$35. Let us send you a sample motor.

PLYMOUTH PHONO PARTS CO.

PLYMOUTH, WISCONSIN

DISTRIBUTORS

Plaza Music Co., 18 West 20th Street, New York — Lakeside Supply Co., 73 West Van Buren Street, Chicago.

BLACKMAN TALKING MACHINE CO.'S EMPLOYEES' REUNION

Annual Gathering of Employees of Prominent New York Distributor an Event of Interest—Forceful and Enlightening Address by President J. Newcomb Blackman—Distribution of Profits

The fourteenth annual banquet of the employees of the Blackman Talking Machine Co., New York, Victor wholesaler, was held on June 2 in the Colonial Room of the Hotel McAlpin and, as usual, was preceded by a theatre party at the Palace Theatre, New York. In addition to the employees of the company there were also present the officers of the Blackman Talking Machine Co., together with a number of invited guests.

This year's gathering was noteworthy for an exceptionally forceful and important address by J. Newcomb Blackman, president of the company and one of the foremost members of the Victor wholesale industry. Mr. Blackman commented upon the fact that the Blackman Talk-



J. Newcomb Blackman

ing Machine Co. had steadily increased in personnel for the past twenty-one years and that, whereas thirty-two employees were on the company's staff a year ago, there were thirty-eight enrolled at the present time. Referring to the company's growth for the past twenty years, Mr. Blackman emphasized the policies and principles which have formed the foundation of the business and which have been followed conscientiously and consistently. He discussed briefly some of the problems which have confronted the Blackman organization over different periods and, taking his employees into his confidence, gave his personal viewpoint as to the outlook for the Blackman Talking Machine Co. and for Victor products. During the course of his address he also paid tribute to the worldwide fame of the Victor Talking Machine Co., commenting particularly upon its tremendous financial strength and its unlimited manufacturing and marketing resources.

Regarding radio Mr. Blackman pointed out, in an interesting and convincing way, the limitations and possibilities for the sale of radio receiving sets. This important topic was handled by Mr. Blackman in detail and, with his customary aggressiveness and forcefulness, he gave his organization an invaluable insight into one of the subjects that are being widely discussed in trade circles at the present time.

Thirteen years ago Mr. Blackman conceived the idea of distributing his company's profits among his employees and this plan, which is now followed by many world-famous mercantile organizations, has been an important factor in the success of the Blackman Talking Machine Co. Every employe who has been identified with the company for at least one year shares in the profits and it is interesting to note that this year twenty-three employees shared in this plan, whereas in 1922 only sixteen employees participated in the profit sharing.

The dean of the Blackman employes is Frank Roberts, who, although he has been on the retired list for the past few years, visits the Blackman offices frequently and takes a keen interest in the success achieved by the organization. Mr. Roberts joined the Blackman staff twenty years ago, when Mr. Blackman and he comprised the entire force. He has seen the company's

business increase year after year and at each dinner Frank Roberts is given a well-deserved ovation by the Blackman staff. Among the other members of the company's organization who participated in this year's profit sharing were the following: Fred P. Oliver, vice-president and general manager; C. L. Johnston, secretary and sales manager; Geo. Thau, Edgar S. Palmer, W. R. Grew, Maxwell Sheetz, Geo. A. Baker, Wm. H. Bishop, Geo. Geise, John Mills, A. L. Davidson, A. Harrington, A. C. Herman, Chas. Christensen and the Misses Franks, Dranow, Reighton, Johnston, Haggerty, O'Connor and Koehler.

After the close of the dinner a Victrola school machine and a supply of the latest Victor records gave the dancing devotees an opportunity to thoroughly enjoy themselves. In former years an orchestra had been used, but this year's music was voted superior to any orchestra that has officiated in the past.

TONOFONE SECRETARY TRADE VISITOR

Miss E. E. Powell, secretary and treasurer of the Tonofone Co., Chicago, Ill., manufacturer of the Tonofone needle, was a visitor to New York recently, spending several days here visiting the trade. In a chat with The World Miss Powell stated that she had closed several important deals in connection with the export sale of Tonofone needles and had also started negotiations for several distributing agencies in New York, which would probably be consummated in the near future. After leaving New York Miss Powell visited Philadelphia and, judging from the orders that she received during her Eastern trip, Tonofone needles are enjoying an active sale in this part of the country.

VISITORS AT EDISON HEADQUARTERS

Among the recent visitors to the headquarters of Thomas A. Edison, Inc., were E. C. Bowman, of C. B. Haynes Co., Inc., Richmond, and P. R. Hawley, of the Girard Phonograph Co., Philadelphia. Mr. Hawley was very enthusiastic about the demand for Edison records in Philadelphia territory which has been created by the radio broadcasting of the music of Charles Kerr's Orchestra.

Walter S. Gray

of

SAN FRANCISCO

WILL BE IN NEW YORK

JUNE 10th to JULY 1st

Address c-o

Manufacturers Phonograph Co.

95 Madison Avenue

Phone: Madison Square 4897

CELEBRATES 37TH ANNIVERSARY

WACO, TEX., June 8.—S. T. Dennis & Co., Inc., of this city, is celebrating its thirty-seventh anniversary this month. This company is said to be the largest and oldest furniture house in Texas, still preserving the original name and original management.

In conjunction with the anniversary celebration large advertisements are being used in the local newspapers and in many cases the manufacturers and jobbers of products which have long been handled by this company are being featured on a co-operative basis. In line with this plan the Texas-Oklahoma Phonograph Co. is using a full page devoted to the New Edison, inasmuch as the Dennis Co. has been one of the most prominent Edison dealers in this section, for a long time past.

WINDOW DISPLAY PRODUCES SALES

DENVER, COL., June 4.—A. W. Mason, manager of the phonograph department of the Daniels & Fisher Stores Co., of this city, states that the Swanson portable is meeting with considerable favor with its clientele. Another Swanson dealer in this city that is making rapid headway in the introduction of this popular machine is the Russell-Gates Co., which recently carried an attractive window display featuring the Swanson and closed a number of sales as a direct result of this display and the intensive sales promotion work of the company.

Blackman Service
is not
one of promises
but of
Performances

CINCINNATI

Local Business Men on Trade Tour—Machine and Record Demand Maintains Satisfactory Volume—Month's Activities of the Trade

CINCINNATI, O., June 7.—The sale of both talking machines and records has held up nicely throughout the past month, with the volume of business transacted by distributors and dealers running in excess of that during May, 1922.

It is only natural to expect that there should be somewhat of a lull as warm weather approaches and people begin to turn to outdoor amusements. The unusually cold weather, which prevailed during the early part of May, helped the sales of records and talking machines wonderfully, while the sales dropped off but little when the warmer weather finally set in.

One stimulus to business which caught the fancy of the public and which went over big in this city was the sale of records for Mothers' Day. The slogan, "Tell your mother with music," gained much favor among music lovers and, as a consequence, the volume of sales of records with the mother appeal was large.

Many of the talking machine dealers are now in Chicago attending the annual music trades convention. The talking machine branch of the industry in Cincinnati is represented at the sessions of the convention.

Business for Cincinnati distributors of talking machines is expected to be increased by the recent trip taken by Cincinnati business men through the Appalachian regions. A party of one hundred business men of this city, representing all industries, left on May 20 for a six-day tour of the towns and cities of West Virginia, Virginia, eastern Tennessee, and southern Kentucky. The purpose of the tour was to boost Cincinnati as the logical market for these towns and cities. The party created much interest and was greeted in various quarters by large gatherings, usually headed by the mayor or other local official. The Cincinnati Special carried its own band and corps of speakers, as well as literature advertising the advantages of Cincinnati. The talking machine and record business in this territory is large and the tour under the auspices of the Cincinnati Chamber of Commerce has aided materially in increasing the business of local distributors.

The new model Victrola has attracted much attention and has been a big factor in sales

during the past thirty days. The public demand for the new divided flat-top instrument shows that this model is meeting with great favor. The Ohio Talking Machine Co., Victor jobber in this territory, reports that the sale of records and machines has been far ahead of last year and that orders are very satisfactory. Mr. North, secretary of the company, is now on a short trip through Kentucky.

The Edison line of phonographs continues to maintain its popularity in Cincinnati and adjacent territory, according to P. H. Oelman, manager of the New Edison Co., jobber for this territory, with headquarters in this city. The prestige of this line is reflected in the steadily increasing number of dealers who are adding it to their stocks. Among the recent dealers to take on the Edison is the Smith Piano Co., operating a handsome music store on Seventh street. This concern is planning an intensive publicity and sales drive in behalf of the Edison. The Wayne Drug Co., at Wayne, W. Va., and J. W. Smith & Son, Owenton, Ky., have also added the Edison, which they will feature as their leader.

The Sterling Roll & Record Co. is setting a lively pace for Cincinnati distributors. It has four representatives in attendance at the Chicago convention, headed by Ben L. Brown, manager. The sales of this concern during May were extremely satisfactory, showing an increase of considerable proportions.

Manager J. E. Henderson, of the talking machine district office of the Brunswick-Balke-Collender Co., is in Chicago attending the conference of the district sales managers of his company. He stayed over to attend the music trades convention.

The local branch has recently opened the following new accounts: P. F. Garver, formerly of Piqua, O.; A. C. Cranese, Lindsdale, W. Va., and O. S. Boggess, of Oakvale, W. Va.

The record business of Widener's has been of good volume, according to Morris Fantel, manager. The sales of the new model Victrola have been numerous, while other talking machines have been in demand. The Rudolph Wurlitzer Co. has enjoyed a large volume of

ILSLEY'S GRAPHITE PHONO SPRING LUBRICANT

Isley'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

business on Victor records, and the demand shows no signs of falling off as warm weather arrives.

B. H. Wilson, one of the popular talking machine salesmen of this city, who is associated with the Ohio Talking Machine Co., has been confined to his home with an infected foot, the aftermath of an unlucky shot during the recent war.

Baldwin's Victor Shop has had an increase in sales over last year. Reports from the Chubb-Steinburg Music Shop are that both records and talking machines have been in big demand.

NEW METHOD OF SHOWING EDISONS

Small Booklet for Salesmen Shows Various Models in Silhouette

Thomas A. Edison, Inc., has recently introduced a very high-grade and novel method of showing the different models of the New Edison to prospects. Each model has been reproduced in silhouette form on a buff card measuring 6x3½ inches. There are twenty-two cards in all, featuring the various upright, console and special period models of the New Edison, and all of these cards, in loose-leaf form, are inserted in a very handsome black leather case which can be slipped into one's pocket.

This plan of showing the different models was worked out with a view to getting away from the conventional catalog idea and at the same time adding a new note of quality to the form of presentation. Incidentally, it also provides the salesman with an opportunity to focus the attention of the prospect on two or three models as against keeping before him, or her, the full line and thereby lending confusion and retarding sales.

NYACCO ALBUM SALES GROW

Many Talking Machine Manufacturers Placing Fall Orders, Says Max Willinger, Head of New York Album & Card Co.

Max Willinger, president of the New York Album & Card Co., recently returned from a visit to the Chicago factory and a trip through the Middle Western territory. Mr. Willinger was very enthusiastic over conditions as he found them and reported that many of the talking machine manufacturers were not only working to full capacity, but increasing their output. Mr. Willinger reports that the proportion of album-equipped machines is steadily growing and that a large demand is evidenced. Many manufacturers have already placed Fall album orders in order to be assured of supply and to take advantage of the present rate. Mr. Willinger also reports that the market is decidedly a quality market. Although the Nyacco line embraces from the cheapest to the highest-priced albums made, the demand is strongly for quality albums.

ROBINSON RETURNS FROM ENGLAND

J. W. Robinson, general secretary of Thomas A. Edison, Inc., sailed for New York from England on June 2, where he had spent a month combining pleasure with making a survey of the Edison interests in England.

Fred Babson, head of the F. K. Babson Co., Edison jobber, returned the latter part of May from a pleasure trip around the world which took approximately seven months to complete.



The NEW EDISON.
COMPARISON WITH THE LIVING ARTIST
REVEALS NO DIFFERENCE

Net Profit—Counts!

Edison Dealers Figure Net Profit This Way

1. DOLLARS and CENTS—Even after Uncle Sam has taken his there is a very substantial sum left.
2. GOOD WILL—No line pays as well in good will as the Edison. This is a real asset and can be capitalized.
3. THERE'S A SENSE OF SATISFACTION in knowing you have given your customers the best. This is non-taxable and you cannot lose it.

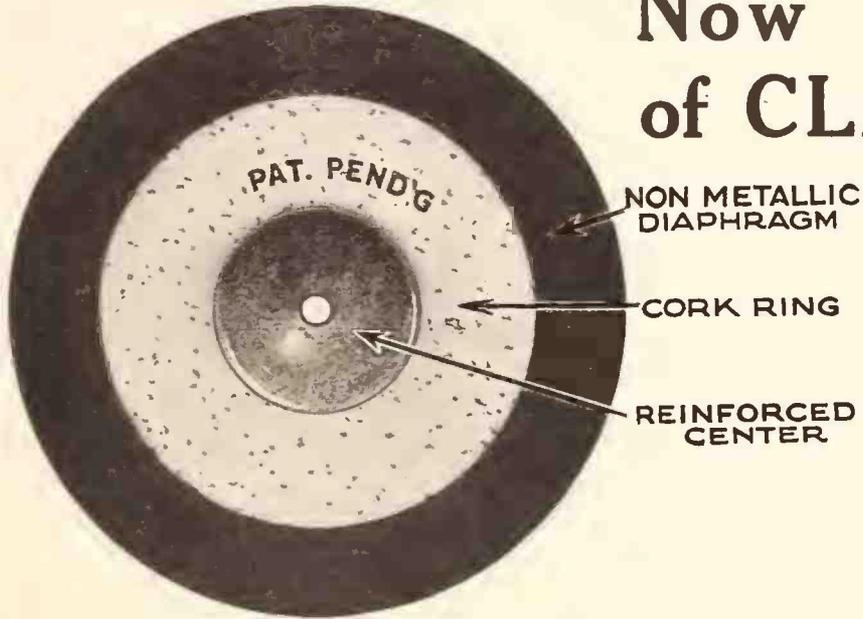
Investigate the Edison Dealers' Proposition

THE PHONOGRAPH COMPANY
CINCINNATI
314 West 4th Street

CLEVELAND
1240 Huron Road

CLARAVOX REPRODUCERS REFLECT CREDIT ON EDISON PRODUCTS

Now a Complete Line of CLARAVOX Products

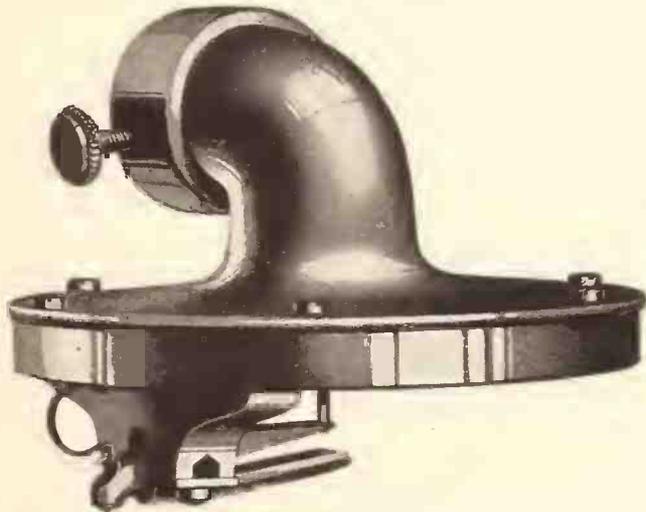


The principal difference between a good, rich-tone piano and a poor one (often referred to as a "tin-pan" piano) is in the back, or sounding board.

The same rule applies to reproducers, in which the sounding board is called the diaphragm.

The Claravox diaphragm is a scientific achievement—the result of many years of research.

It gives a true reproduction of the record without a trace of that thin, nasal, or "tin-panny" sound so commonly heard on phonographs, and is the principal element in the producing of the exceptional Claravox tones.



CLARAVOX CLEAR VOICE

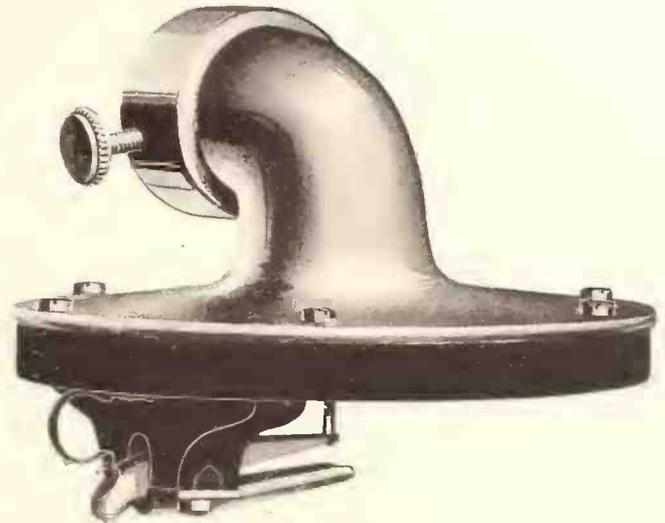
STANDARD Diamond Point

The original Claravox Reproducer for playing Edison Re-Creation Records on talking machines. It makes phonographs sound real. Employs a genuine high-grade, flawless diamond point and new Claravox stylus and diaphragm.

Will duplicate any test of the original Edison Reproducer.

Retail price - - - - - \$12.50

Usual discounts to dealers.



CLARAVOX CLEAR VOICE

SPECIAL Jewel Point

Also correctly plays Edison Records on talking machines. Employs a special jewel point, which nearest approaches the genuine diamond in permanency. Embodies special Claravox diaphragm and stylus.

The best medium-priced reproducer yet designed.

Retail price - - - - - \$7.50

Usual discounts to dealers.



CLARAVOX CLEAR VOICE

No. 1 Edison Attachment

Correctly plays Victor Records on Edison Phonographs. Employs the new Claravox Diaphragm, which brings out the true tones of the record, giving a reproduction never before heard from lateral-cut records.

Retail price for complete attachment - \$7.50 Usual discounts to dealers.

A Post Card will bring any of these Products on 10 days' trial.

THE CLARAVOX CO., Youngstown, Ohio

CLARAVOX—Makes Phonographs Sound REAL

DETROIT

Michigan Trade in Healthy Condition—Products of Leading Manufacturers in Demand—News

DETROIT, MICH., June 8.—Talking machine business has started out splendidly for June. The writer has just returned from a visit to a dozen or more of the retail places, both downtown and in the neighborhood sections, and heard nothing but good reports. June is the month when people begin to move out to their Summer places, and so they invest quite heavily in records and usually buy the cheaper talking machines. In other words, they do not want to invest any too much money in a machine for their Summer home, but they do want a good variety of records. Retailers are doing a very fine business on portable models. Then, again, June is the month when people are buying talking machines, either for wedding presents or by young newlyweds for their future homes.

On the subject of when to advertise, one dealer remarked: "We have made our appropriation for the balance of the year; it calls for a greater expenditure during the Summer months than it does during the Fall. Why? Because when people are not inclined to buy is just the time to stir them up. In the Fall they buy of their own volition—business is good, anyway, and advertising is not so necessary to create sales."

It is surprising the number of talking machines that are being purchased for industrial plants, especially for the recreation departments, also for schools and retail stores, particularly ice cream parlors.

The C. L. Marshall Co., of this city, jobber for Michigan and Ohio for the Pooley phonograph and the Outing portable phonograph, has added to its business the Criterion Products Co.'s line of musical instruments and accessories. This is a newly manufactured line of drums, banjos, drum accessories, etc., having been introduced recently to the trade after several years of development under the guidance of Frank Meckel, well known to the music trade through his association with the McMillan Music Co., of Cleveland, O. Mr. Marshall will be actively identified with this company, being one of the five men controlling all patents. The company's plant is located in Cleveland, O., and some of the leading jobbers in the country are handling the products. Messrs. Marshall and Meckel represented the concern at the Chicago convention, where it maintained a very attractive exhibit.

W. H. Huttie, manager of the Starr Piano Co., reports that the talking machine department has shown a splendid increase in sales for the first six months of this year over last year. He attributes this partially to the fact that he now has one of the finest located stores

A Phonograph Line That Will Speak For Itself

The Pooley
PHONOGRAPH

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.



Style No. 195
Price, \$250

Height, 34½ inches
Width, 40 inches
Depth, 22 inches



The Master of Movable Music

Brown, Mahogany and fumed oak. Surprising tone volume and clearness, durable, dependable, compact and convenient.

Always everything a Portable Phonograph can be, and at a popular price—\$37.50.

Size: 8"x14"x15"

"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.

in Detroit. The store is on a corner location, where traffic has increased phenomenally.

From what we can learn, the Jewett Radio & Phonograph Corp. is devoting most of its energies at present to the manufacture of cabinets for the DeForest radio, although General Manager Wilkinson says the firm will also continue to make phonographs.

Grinnell Bros. are enjoying an excellent business in the talking machine department, and this applies to all of their twenty-eight stores. The demand is particularly for portable models.

Manager Quinn, of the Brunswick Shop, is constantly trying to figure out some way whereby he can increase his floor space, as business has grown to such proportions that the present store is about 50 per cent too small.

The J. L. Hudson Music Shop always does a good talking machine business, and this applies both to machines and records. The store has such a big clientele that it seems that there is always plenty of business, regardless of the season of the year. The lines handled include the Victor, Brunswick and Cheney.

The demand for Edison phonographs and records is better than ever if the volume of orders being received by the Phonograph Co. of Detroit, Edison distributor for Michigan and northern Ohio, is any criterion. R. B. Alling, general manager of the company, is one of the number of local members of the trade who attended the convention in Chicago.

The C. L. Marshall Co., distributor of the Pooley line and the Outing portable in the Michigan and Ohio territories, with headquarters here and also in Cleveland, has been enjoying an excellent demand, and, according to present indications, this will continue.

Grinnell Bros., Victor wholesalers, with their customary progressiveness and initiative, are already making plans for one of the greatest Fall seasons in the history of the Victor industry. Judging from all reports received from Victor dealers in Detroit territory, the demand for Victrolas this Fall will far outdistance the demand of previous seasons, although, in a measure, this should be expected, as the new Victrola horizontal models will, undoubtedly, meet with an enthusiastic reception everywhere. May business was very satisfactory and Grinnell Bros. are leaving nothing undone to co-operate with Victor retailers at the present time in developing plans that will stimulate the demand for Victor products during the Summer months. C. A. Grinnell, president of Grinnell Bros., was one of the foremost figures at the annual conventions in Chicago.

The Melody Music Shop, of this city, Okeh dealer, reports an exceptionally heavy demand for the Okeh records made by Sara Martin, popular colored "blues" singer, who appeared recently at a local theatre. Miss Martin, who is an exclusive Okeh artist, was the star in "Up and Down" and is now touring vaudeville.

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

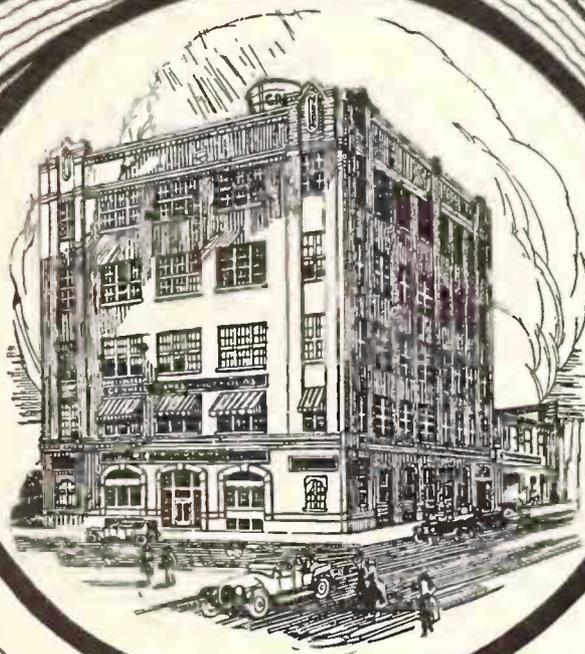


The Phonograph Company of Detroit

Distributors for Michigan and Northern Ohio

1560 Woodward Avenue

DETROIT



Our Aim

It is our aim to, at all times, have our Victor service in keeping with the international fame and supremacy of Victor products, and the recognized prestige and standing of Grinnell Bros. in the music field.

Are you taking advantage of Grinnell service—of the ever-ready stock—of the superior transportation facilities (train, boat, interurban, auto) at our command—of our aim and determination to make our service a valuable business aid?

Let us, through supplying your next order of Victor merchandise, prove to you that Grinnell Victor service means a practical co-operation that is worthy of your future business.

Grinnell Bros

Wholesale Distributors of Victrolas and Records
FIRST AND STATE STREETS, DETROIT



BALTIMORE

Trade Cashes in on Shriners' Convention in Washington—C. F. Shaw Becomes a Benedict—All Dealers Enjoy Excellent Demand

BALTIMORE, MD., June 10.—Talking machine business last month was a record breaker, with several of the leading distributors here, and business generally ran anywhere from 25 to 50 per cent over that of May, 1922. All of the Victor agents here—Cohen & Hughes, Inc., E. F. Droop & Sons, Inc., and Eisenbrandt's—report continued shortage of certain types of machines on which they have been oversold for many months, and on which "curbstone delivery" has been the rule for a long time. That is, the curbstone is as near as any of these types of machines come to getting into the wholesalers' hand. They are taken from the train, unloaded on the curb and then delivered to the dealers.

Benefit From Shriners' Conclave

Practically every music shop in Baltimore benefited through the Shriners' Convention in Washington, and all of the down-town places featured the special Shrine records with handsome and attractive window displays. Two of the most popular records in the sales here were "The Knights of the Mystic Shrine" march and the "Saracen," played by the Walter B. Rodgers' band for the Brunswick, and the "Nobles of the Mystic Shrine" march and the "Dauntless Battalion," played by Sousa's band for the Victor Co. The latter was put in the form of a souvenir package and met with good results.

C. F. Shaw Weds

C. F. Shaw, manager of the local agency of the Brunswick, was married on Saturday, June 2, to Miss Marguerite Zwart, of St. Louis, at Harrisburg, Pa. Mr. and Mrs. Shaw later left on a motor trip through New England, visiting the former home of the bride at Brattleboro, Vt. On the return trip Mr. Shaw will attend

the Brunswick Salesmen's Convention in Newark, N. J., on June 20.

During Mr. Shaw's absence H. H. Sheldon is looking after the local agency, having come here from North Carolina, and in the future he will devote his time to Baltimore and vicinity. Last month's business was the greatest in the history of the local agency, with the exception of Christmas trade, according to Mr. Sheldon, and was only prevented from being even greater by the inability to get the goods already ordered for delivery. This is particularly true of the York model and new Royal.

Columbia Business Booms

Sales of the discontinued models of the Columbia machines bought by Gimbel Bros. are being held in several department stores here and in Washington.

"The deal was closed primarily," explained W. S. Parks, general manager of Columbia Wholesalers, Inc., local distributor, "to get rid of discontinued models on hand and to enable the company to put out its new and latest models which, in my opinion, will prove to be the biggest sellers ever put on the market."

Mr. Parks said the May business of the Columbia Co. far exceeded his most sanguine expectations, and the outlook for the Fall and Winter trade is very good. While Mr. Parks was the personification of optimism he said his statement was based on what he had seen himself in traveling over part of the territory as well as reports from dealers in all sections of their territory.

New Brunswick Accounts

New dealers taken on by the Brunswick during the month were the Judd Music Co., Luray, Va.; Reynolds & Smith, Clifton Forge, Va.;

COHEN & HUGHES STAFF MEETS

Discuss Methods of Increasing Dealers' Business—Tie Up With Convention of Shriners—Inspect New Models at Victor Plant

BALTIMORE, MD., June 4.—I. Son Cohen, president, and William Biel, secretary and treasurer, of Cohen & Hughes, Inc., attended a meeting of the entire sales staff of the organization at Washington headquarters last week and discussed with the representatives a number of methods for increasing the dealers' business during the Summer months, as well as giving much time to the concentrated effort to move surplus stocks from some dealers to other dealers needing the overstocked records.

Following this meeting Mr. Cohen and Mr. Biel started on an extended trip, calling on dealers in Laurel, Washington, Frederick, Hagerstown, Harrisburg, Lancaster, Wilmington and Chester. After leaving Chester they proceeded to the Victor factory in Camden, where a number of Cohen & Hughes, Inc., dealers joined them for the purpose of inspecting the new models.

The annual convention of Shriners, which was held in Washington this year, drew immense crowds from all over the country. The Washington branch of Cohen & Hughes, Inc., co-operated with the general scheme by special window displays. These windows were appropriately decorated with the special Victor record, "Nobles of the Mystic Shrine," by Sousa.

The Corner, Inc., Lexington, Va.; Tulane Music Co., Newport News, Va., and Louis & Co., Seventh and G streets, Northwest, Washington.

The Brunswick is going strong in Washington and through the South, according to Mr. Sheldon, and is being featured in the newspaper advertising of the majority of the music shops in the National Capital. Two Southern dealers, Charles L. Studer & Son, of Asheville, N. C., and the Sprinkle Piano Co., of Norfolk, Va., are making extensive improvements to take



BALTIMORE, MD.



"HIS MASTER'S VOICE"



WASHINGTON, D. C.

"OUR WATCHWORD"

ABILITY to serve combined with
WILLINGNESS to serve results in
SATISFIED dealers.

Cohen and Hughes, Inc.

Baltimore, Md. VICTOR WHOLESALEERS Washington, D. C.

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

care of their rapidly increasing trade. The former are enlarging their store and installing fourteen new booths, while the latter has taken over the building next door and is building one of the handsomest music shops South of Washington. Twenty-four machine and record demonstration booths are planned.

Shortage Hampers Victor Deliveries

"Business for May was very satisfactory and showed a substantial gain over the same month of 1922," said T. Ralph Clark, sales manager of Cohen & Hughes, Inc., Victor jobber. "The outlook for Fall is also very good," he continued, "and the only cloud that I can see on the horizon is inability to get the goods. We have been oversold on 80's and 210's for a long time, but have hopes of catching up on deliveries during the Summer."

C. E. Nichols, formerly with L. Bamberger & Co., of Newark, N. J., has taken over the North Carolina territory for the Brunswick Co. and reports very good prospects throughout this district.

The Vocalion Record Co., 305-7 North Howard street, reports a record business on Vocalion the past month, since it has taken over the exclusive distribution for Maryland. Its dealers' service department has made a hit with the trade, and prompt delivery of any record is one of the things on which the company prides itself.

The H. D. French Co., 422 North Eutaw street, has discontinued a number of its sales agencies throughout the State, and in future will devote its time entirely to the local house.

GUILLEMETTE OPENS NEW STORE

MANCHESTER, N. H., June 6.—The new music store of Ernest W. Guillemette, at 782 Elm street, was recently opened with a formal celebration lasting several days to acquaint patrons with its new line of merchandise. The store has adopted the advertising slogan of "Everything in the Music Line," drawing attention to the comprehensive stock carried.

INAUGURATE BULLETIN SERVICE

Plan to Decrease Surplus Record Stocks Instituted by Cohen & Hughes—Firm Secures Audiophone Distributing Rights

BALTIMORE, MD., June 1.—Cohen & Hughes, Inc., of this city and Washington, Victor wholesaler, has recently inaugurated a free semi-monthly bulletin service for its dealers. This service was conceived by Cohen & Hughes, Inc., as a method to decrease the dealers' surplus stock of records. Each dealer is furnished with sufficient frames measuring twelve inches by eighteen inches, so that he will have one for each booth, and in these frames the bulletins will appear on the 10th and 20th of each month. A questionnaire was recently sent to dealers asking them to name twelve Black Seal and six Red Seal records on which they were overstocked. It is announced that it is from the records named on the questionnaires returned that the records to be advertised on the bulletins will be chosen. It is expected that the bul-

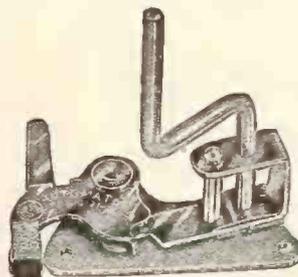
letins will create a decided demand for the records listed and Cohen & Hughes, Inc., plan to aid those dealers who are overstocked on any particular record listed on the bulletin by buying from that particular dealer sufficient records to supply the dealers not overstocked, but who have calls created by the bulletin. Cohen & Hughes, Inc., is also supplying its dealers with a little booklet containing stamped postal cards for rush orders on records.

Cohen & Hughes, Inc., has been made the distributor in its territory for the Bristol Co., manufacturer of the Audiophone and has already placed a number of these instruments with dealers.

ECLIPSE T. M. CO. IN NEW STORE

PATERSON, N. J., June 9.—The Eclipse Talking Machine Co. is now well established in its new quarters at 168 Main street, this city. The concern handles a complete line of talking machines, records, etc. The business was formerly located at 244 Main street.

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

ATLANTA

Activity in All Departments of Trade Emphasizes Healthy Condition of Business—News of the Month

ATLANTA, GA., June 9.—Victor jobbers are selling their trade large quantities of the special stands for holding Victrola No. 50. Dealers need them not only as an article for resale, but because the portable must be mounted on a stand for proper display.

The popularity of the Edison line in this territory continues to grow. In a chat with The World regarding business conditions W. L. Rosenblatt, president and general manager of Phonographs, Inc., Edison distributor, said: "We are receiving substantial orders from our dealers all over our zone, which indicates that the demand for Edison phonographs and records is increasing and also indicates that business conditions, generally, are improving in this territory.

E. F. Parr, secretary and treasurer of the company, who has just returned from a visit to Edison dealers in the Florida territory, reports conditions improving and prospects good for the coming season.

The Manufacturers' Phonograph Co., maker of Strand consoles, is undoubtedly the first in the field in the Southeast with its new 1924 models. Samples of the Nos. 20, 260 and 50 have already been received by M. E. Lyle, Southern representative. Mechanically, they follow the same lines as the previous models, but the cabinets, in every instance so far received, show the two-tone effect now most popular with the public.

A recent visitor to Atlanta was Otto May, assistant manager of the traveling department of the Victor Co. While here he was in conference with David Pruitt, special traveling representative for this section. Mr. French Nestor, genial Jacksonville jobber, was also in town at the same time.

Brunswicks, both machines and records, have been shown this week on the floor at Cable's. Presumably this is the initial shipment, and we may expect to see the entire line stocked shortly.

Selection "Louisville Lou" was featured at one of the local theatres recently. As the Vocalion is the only record on which this has been announced the Julian Prade Co., Vocalion deal-



"We Serve the South"

IN supplying the South with the fast-selling Okeh Records we are serving a field that offers almost unlimited opportunities to Okeh dealers.

If you are a live, enterprising dealer and would know, in detail, the possibilities that this great market holds for Okeh Records we suggest that you get in touch with us.

We carry at all times an exceptionally large stock of records and, in addition, we have the essential facilities for handling your orders promptly and accurately.

Okeh Records

The Records of Quality

Wholesale Phonograph Division

JAMES K. POLK, Incorporated

Offices and Show Rooms:

294 Decatur Street ATLANTA, GA.

Inquiries from Dealers Solicited

er, had things pretty much its own way and made quite a killing.

Good progress is being made on the remodeling of the store recently purchased for its permanent home by the Humes Music Co., Columbus, Ga. This will be fitted up elaborately by the Unit Construction Co. and will undoubtedly be the finest music store south of Washington. A special feature will be the handsomely wainscoted lobby and arch screen. There will be eight record booths. Opening day will probably be about August 1.

Westervelt Terhune, branch sales manager of the Atlanta branch of the Columbia, has just completed a trip throughout the entire territory and reports conditions as being most favorable in all sections. He states that Columbia dealers' record sales are growing by leaps and bounds.

The local branch has received many letters from dealers in the last few weeks complimenting them on their line of new models. Every-

body is looking forward to receiving them at the earliest possible date.

E. D. Jordan, Columbia salesman for North and South Carolina, spent the week-end at the local branch recently. He reports conditions in his territory as being most favorable. Asheville, N. C., is looking forward to one of the largest tourist seasons in years and all Columbia dealers are making preparations to do an enormous business.

Among the recent Columbia dealers established by the local branches of the Columbia Graphophone Co. were the following: Jordan Music Co., Charleston, S. C.; Williams Music House, Birmingham, Ala.; Mehr's Music Store, Birmingham, Ala.; Haley Furniture Co., Albany, Ga.; C. C. Holcome Music Co., Birmingham, Ala.; Medford Furniture Co., Sylva, N. C.

The Wimget Jewelry Co., of Gastonia, N. C., has leased the ground floor of a large skyscraper that will be completed in the next few weeks. This enterprising Columbia dealer plans to have a department of the most modern design.

Reinhardt's Music Store, of Memphis, Tenn., reports a large sale of its selection, "Strut, Long Papa," recorded on Columbia record A3867. There has been a steady demand for it since the initial sale, says Bob Miller, composer of it and manager of the talking machine department.

The Haverty-Rustin Furniture Co., of Columbia, S. C., has just installed a larger Columbia department.

J. E. Bivins, Columbia salesman, who for the last three years has covered the South Georgia territory, has been transferred to the New Orleans territory.

R. L. Stulce, Columbia dealer, of Chattanooga, Tenn., made a recent visit to the Atlanta branch to go over plans for his new store.

"SUMMERTIME IS MUSIC TIME"

The advertising department of Thomas A. Edison, Inc., has just issued a four-page circular in red and black, on white stock, featuring the theme "Summertime Is Music Time." The circular pictures four of the most popular models of the New Edison and contains some very forceful comments regarding what good music in the home and on the porch can do to increase the enjoyment of the Summer season. This circular is being provided to Edison dealers as a means of stimulating business during the Summer months.



THERE 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

VICTOR JOBBER CELEBRATES TWENTIETH ANNIVERSARY

The American Talking Machine Co., of Brooklyn, N. Y., in Business a Fifth of a Century—
Record of Consistent Development—Dealers Get Souvenirs

The American Talking Machine Co., Victor wholesaler, with headquarters at 356 Livingston street, Brooklyn, N. Y., is this year celebrating the twentieth anniversary of the establishment of the business in 1903. The company has been decidedly successful during the two decades of its business career and has a very substantial following of Victor dealers through Brooklyn and Long Island generally, in which territory the company has concentrated its efforts in a large measure.

The American Talking Machine Co. was chartered in 1903 in a loft on Hoyt street, Brooklyn, and, subsequently, moved to ground floor quarters at the same address. In 1905 the business expanded to a point where it was found necessary to move to a more commodious location at 586 Fulton street, where the company remained until 1912, when the building of the subways forced it to again move, this time to the present address on Livingston street, where it has since remained.

Up to 1919 the company sold some Victor goods at retail in addition to its wholesale busi-

ness, although the retail trade was never solicited very energetically. In that year the retail business was cut out entirely and, since 1919, the company has devoted itself exclusively to wholesaling.

The president of the company is William H. Barker, and the secretary-treasurer and general manager is Richard H. Morris, who has been the active representative of the company in the trade, having joined the company at the time of its organization as general manager, following six years of active experience in Victor retailing in Philadelphia.

At the present time the company has two salesmen covering its territory, Charles Offerman, who has been with the concern fourteen years, and Maine Rountree, who has been in its service for seven years. The office details are taken care of by Henry Heineman, who has been with the American Co. for ten years.

The company celebrated its anniversary by sending to its customers appropriate souvenirs of the event in the form of memorandum cards for desk use.

PATHE ANNOUNCES PORTABLE

First of This Type of Instrument Ever Made by the Pathé Phonograph & Radio Corp. Being Distributed—Variety of Finishes

It has been generally predicted that the Summer of 1923 will be a big portable season. This has already been borne out by the large orders that manufacturers of portable machines have received. To meet this situation, the Pathé



The New Pathé Portable Phonograph & Radio Corp., Brooklyn, N. Y., has brought out its first portable. Although this company is numbered among the long-established firms in the field, it has never before produced a portable machine. It was stated by an official of the company that the new machine, although small in size, is furnished with the well-known Pathé equipment, including double spring motor and filing device. This instrument is finished in mahogany, golden oak, fumed oak and fabrikoid leather. After a period of development, this company is fortunate in being able to place on the market this new portable in time for the busiest season of the year.

A. LESSER OPENS NEW STORE

A. Lesser, a successful Victor dealer, with a store at 631 Sutter avenue, Brooklyn, N. Y., held the opening of a branch store at Rockaway Park on Saturday, June 2. Mr. Lesser is one of the most popular members of the Brooklyn retail trade and, upon the opening of his branch store, he received the hearty congratulations of his many friends in the metropolitan territory. A number of handsome floral decorations were received from Victor wholesalers and among the visitors were representatives of the following companies: American Talking Machine Co., Brooklyn, N. Y.; Silas E. Pearsall Co., C. Bruno & Son, Inc., Blackman Talking Machine Co., Musical Instrument Sales Co., Broadman Woodworking Fixture Co. and many others.

KARCH PLEASED WITH THE OUTLOOK

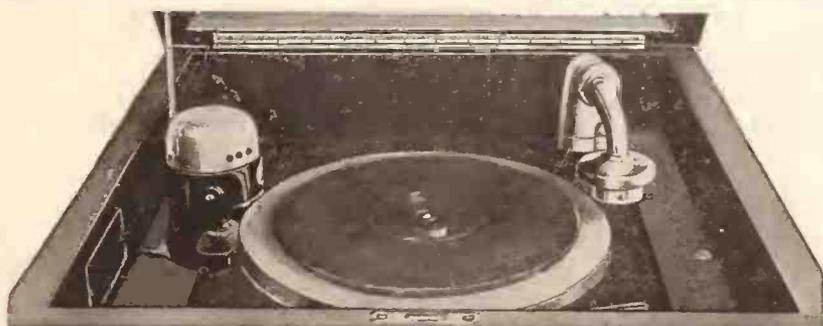
R. R. Karch returned the early part of June from a week's trip through the territory of the Edison jobbers located in Boston, Syracuse and Albany. Among other things, Mr. Karch reported excellent results being obtained by the new plan of record and accessory shipments from Edison jobbers to Edison dealers on a schedule basis of certain days each week for certain specified dealers. One jobber is now handling double the volume of record shipments with the same numerical force. After remaining a few days in Orange he left to make a survey of the territory of the Edison jobbers located in Indianapolis, Cincinnati and Cleveland.

TO HANDLE SWANSON PORTABLE

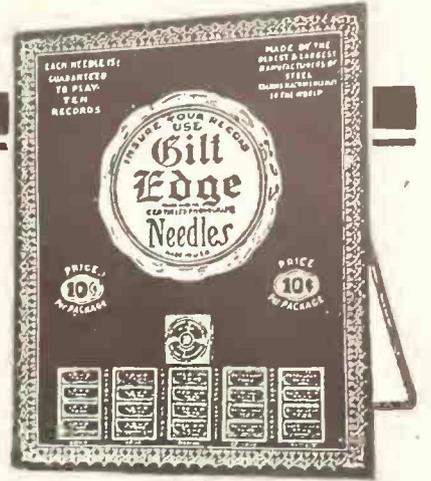
The Field & Lippman Piano Stores, of St. Louis, have arranged to handle the sale of the Swanson portable phonograph. The details incidental to this important deal were closed after this well-known establishment had made a careful study of the sales possibilities of the Swanson machine.

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



This Counter Display Stand Will Double Your Needle Business

If you want to double your needle business and make steady, permanent customers display one of our handsome metal counter stands showing the famous Gilt Edge Needles.

This display stand contains 40 packages of Loud tone needles, 20 packages of Extra Loud tone, 20 packages of Medium tone and 20 packages of the popular Dance tone—100 packages in all. Price of complete outfit only \$5.00. You sell them at 10c a package. Your profit is 100 per cent.

GILT EDGE NEEDLES

Are made by "Bagshaw of Lowell" and are famous for their uniform quality. Each needle will play ten records with beautiful, clear tone.

Ask your Jobber or Send for Samples

Reflexo Products Co., Inc.

347 Fifth Avenue At 34th St. Suite 601 New York City

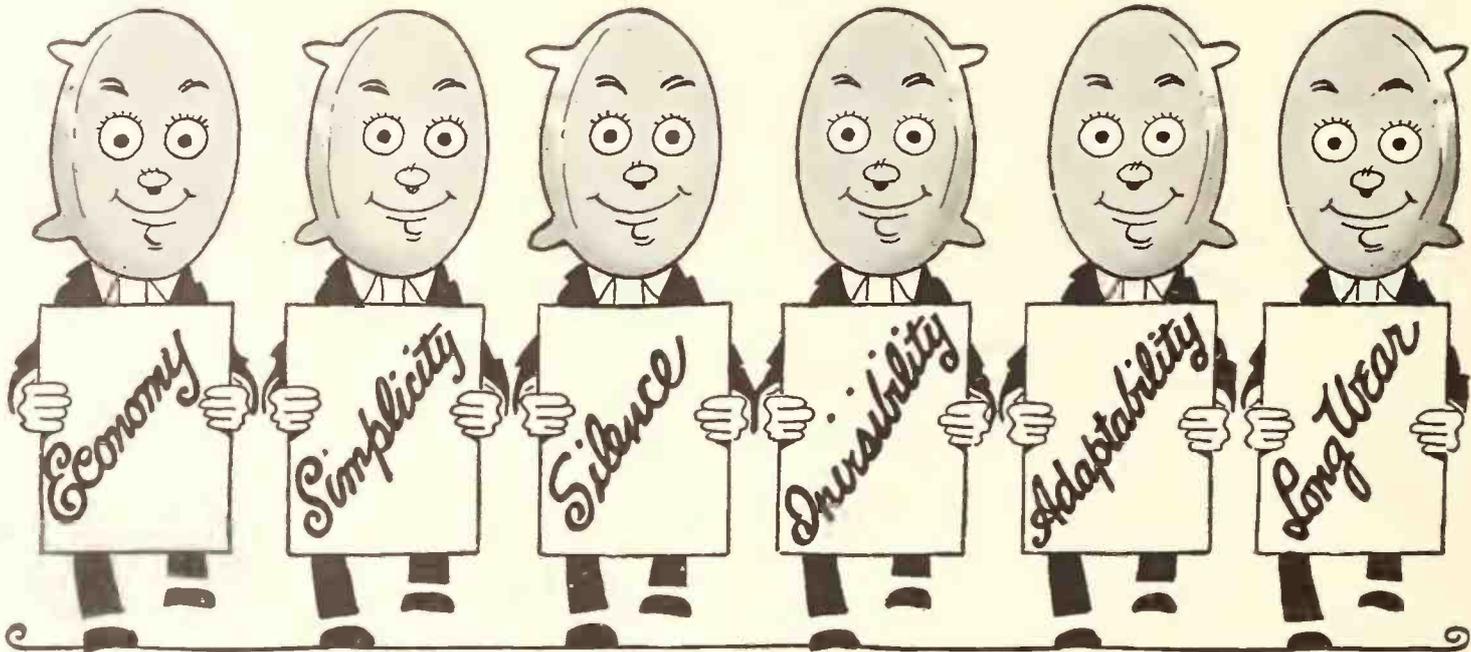
Sole Agents for W. H. Bagshaw & Co.



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.



517

DOMES of SILENCE

"Better than Casters"

are the best footwear for talking machine cabinets ever devised.

Period Model Talking Machine Manufacturers use **DOMES of SILENCE** in preference to all other forms of footwear on their products.

DOMES of SILENCE suit upright models as well as period styles.

They have six big advantages

They are economical.

They are simple in construction.

They are silent in use.

They are invisible.

They are adaptable to all styles and conditions of use.

They give long wear.

If you specify them in your orders, manufacturers will place them on all the models you carry.

DOMES of SILENCE Division

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

MADE IN SIX SIZES SUITABLE FOR ALL KINDS OF FURNITURE



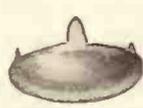
Extra Heavy
Size—1 1/8 in.



7/8 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

Under the bow of Pablo Casals, the 'cello comes into its own as "the king of instruments." And seldom has this artist's magic been heard to better effect than in Rubinstein's "Romance," Op. 44, No. 1, a selection peculiarly adapted to the 'cello.

To hear its melting cadences once is to want Record 80815 always.

COLUMBIA GRAPHOPHONE CO.
New York



ALBANY

Bill Complicating Instalment Collections Held Up—The Music Memory Contest—News of Trade

ALBANY, N. Y., June 9.—The bill to amend the New York City Municipal Court code introduced in the Senate by Senator Meyer Levy and in the Assembly by Assemblyman Alterman failed of passage when the New York State Legislature adjourned. The bill passed the Senate, and when sent to the Assembly was referred to the Cities Committee, where it remained at the close of the session. The bill was opposed by the Merchants' Association, of New York, and by many dealers selling goods on the instalment plan. The proposed amendment provided that before a lien on merchandise could be foreclosed by obtaining a warrant of seizure the dealer would be required to give the delinquent debtor five days' notice of such application, to be served in the same manner as a personal summons, during which time the balance due could be paid without costs. In many cases where repossession becomes necessary the debtor cannot be found, and as the proposed amendment did not provide for service of the notice by registered mail to the last-known address objection was made by dealers who would have been unable to recover the property of absconding debtors because of the inability to serve the notice. As many talking machines are sold on the instalment plan the failure of the bill to become law is of much interest to New York City music dealers.

In the second annual Music Memory Contest in the Albany schools, the pupils of School 12 won the banner presented by the Albany Community Chorus with a perfect score, naming correctly the thirty classical and popular compositions that had been played twice each week in each school on the school talking machines. Albany talking machine dealers featured sales of complete lists of records of the selected compositions. Cash prizes were also given toward a fund for the purchase of additional records for the schools. Ralph G. Winslow, director of music in the Albany schools, was in charge of the contest, and in expressing his satisfaction with the result, said: "Thanks to the many reproducing instruments, and to radio, the present and future generations will hear more music than has fallen to the lot of any other. If a good proportion of our children can be introduced early to a workable vocabulary of standard music, America's taste in music will improve." From the dealer's standpoint, the Music Memory Contest was a success.

The following are new incorporations at the office of the Secretary of State for May:

Burgman-Hemmer, Inc., to manufacture phonographs and records with a capital stock of \$35,000, and principal place of business,

Brooklyn, N. Y. The directors are: Marshall Burgman, Frank Hemmer and William M. Wheatley.

E. Leavitt Phonograph & Record Co., Inc., to engage in the manufacture of phonographs and records in New York City with a capital stock of \$100,000. Incorporators are: Ezekiel Leavitt, Philip Waldman and Bernard Leavitt.

Welte-Mignon Studios, Inc., 665 Fifth avenue, to manufacture phonographs, with a capital stock of \$25,000. E. S. Fink, George W. Gittins and R. H. Gittins are the incorporators.

F. A. Brown, general manager of the Baker Music House, Inc., and Howard Brazee, salesman, attended the convention in Chicago the first week of June. O. E. Kellogg, sales manager, acted as general manager during Mr. Brown's absence. Mr. Kellogg has started a "Pep" meeting of all the sales force of the Baker stores in this section each Monday morning, at which time selling campaigns are mapped out and discussed, and Mr. Kellogg gives a talk on "Sales Psychology."

Miss Alma Huntley, of the Albany store, has been transferred to the Schenectady store, where she will have charge of the record and player roll department. Miss Anna Macomber, an employe of the Carboni Bros. Music Shop, of Boston, Mass., for several years, has accepted a position in the record department of the Albany store.

No Summer slump in the sale of phonographs has yet been noted by Albany dealers; in fact, the greatest difficulty is to get enough ma-

chines as well as records to supply the demand. The stocks carried by most dealers are low, particularly of the new period models. The demand for portable machines this year appears to be far in excess of last year, and the Baker Music House reports its entire stock is exhausted.

The Edison line is in active demand here. Records are also selling in satisfactory quantities, according to Edison dealers in this territory. The American Phonograph Co., 707-9 Broadway, Edison jobber, is carrying on an active campaign throughout the territory it serves, and due in a measure to its activities and the aggressive policies of Edison dealers this line is one of the most favored in this section.

The Pommer Music Shop featured every Saturday of May as "Carnation" days, and every caller was given a carnation. The last week of the month a total of twenty-five talking machines were sold, and Mr. Pommer believes the carnations had something to do with the increased business.

Al Edelson, of the Strand Temple of Music, whose window displays always attract attention, was the only Albany merchant to show an elk head during the State convention of the Elks in Albany the first week in June. The head with a clock noting the hour of eleven, was set in a frame, surrounded with the latest models of phonographs. The Baker Music House also had an attractive window display of miniature elks, which were sold as souvenirs.

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.

OMAHA

Dealers Pushing Sale of Portables—Brandeis Department Enlarged—Sales Maintain Volume

OMAHA, NEB., June 4.—Business in talking machines and records during the past month has been very satisfactory, despite the fact that weather has been inclement during the greater part of the time.

Sales of portables are being pushed, and they are meeting with a ready sale, as they meet the needs of vacationists. Some of the live dealers have already made plans for promoting their Summer campaigns, and are expressing the determination that there shall be no slump during the Summer months.

Schultz Bros., Inc., Edison distributors for Nebraska and western Iowa, with headquarters at Sixteenth and Howard streets, this city, have been enjoying a steady demand for both machines and records. Schultz Bros. is one of the most enterprising jobbing houses in the local territory, and the present good business is not only a reflection of the merit of the Edison line, but also is due, in a measure, to the progressive policies of this concern.

George Coit, manager of the phonograph department of the Lee-Coit-Andreesen Hardware Co., jobber of Sonora phonographs and Okeh records, gives a very satisfactory report of business conditions. Their salesmen declare that the portable type of phonograph has been one of the best sellers of the Sonora line this Spring, and that Okeh records have met with great success. S. S. Oakford, president of the Oakford Music Co., retailer of Sonora talking machines, states that he is well satisfied with his Sonora sales. Mr. Oakford is also featuring the Paramount banjo, and reports the sale of eight of these within one week.

One of the most important events in musical circles in Omaha, from a business standpoint, is the consolidation of three wholesale firms of music dealers which was announced recently. The Ross P. Curtice Co., Victor jobber, and Mickel Bros., of Des Moines, have been consolidated with the Mickel Bros. Co., Omaha, also Victor jobber.

The phonograph department of the J. L. Brandeis Co., one of the largest department stores in Omaha, has been enlarged and rearranged, and the record business has grown to such an extent that it has had to double the shelving capacity. Miss Lucile Faulkner is in charge of the record department. Al Kostika, widely known in musical circles of this city, has recently been appointed general assistant. According to P. G. Spitz, manager, the increase in the talking machine and record business of May over April amounted to 100 per cent. Mr. Spitz succeeded Hugo Heyn as treasurer of the Nebraska Musical Development Society. He represented this firm at the Chicago trade convention.

DIRECT FACTORY PRICE—JUST MENTION THE QUANTITY

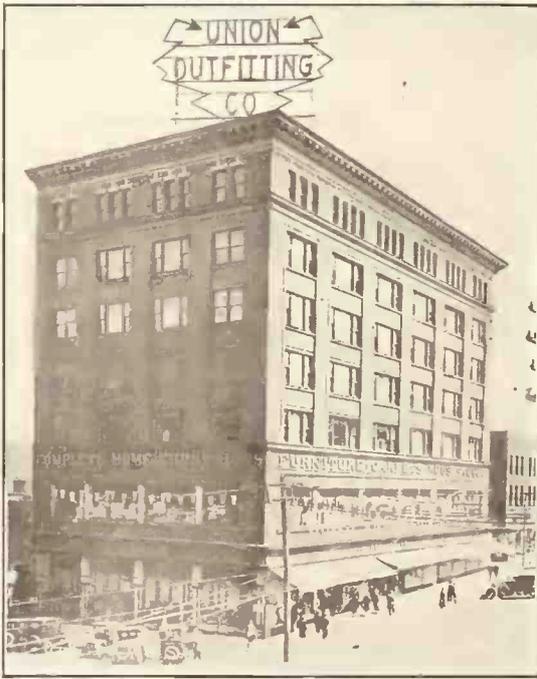
MOTORS	CASTINGS	TURNABLES	Stylus Bars
TONE ARMS	Grey Iron	MOTOR FRAMES	Screw Machine Parts
REPRODUCERS	and Brass for	TONE ARMS	Talking Machine Hardware
		HORNS and THROATS	

Direct Quantity Importations On { JEWEL and STEEL (Bulk or Packed)
PHONOGRAPH NEEDLES
GENUINE RUBY BENGAL MICA

D. R. DOCTOROW Vanderbilt Ave. Bldg.
51 East 42nd Street, New York
Tel. Vanderbilt 5462
Murray Hill 800

represented this firm at the Chicago trade convention.

The Union Outfitting Co., Sixteenth and Jackson streets, this city, has recently taken on



The Home of the Union Outfitting Co. the Brunswick line of phonographs and records, according to an announcement by R. S. Pribyl, district manager of the Brunswick Co., with headquarters in this city. The Union Outfit-



Outfitting Co.'s Attractive Window Display ting Co. is one of the largest local retail furniture houses. It is a building eight stories high, the main floor containing a handsome phonograph department, which is under the management of Frank Reznick, who was formerly a Brunswick dealer in Nehawka, Neb. Mr. Reznick has had considerable experience in the merchandising of the Brunswick line and, under his efficient management, the Brunswick will be excellently represented by the Union Outfitting Co.

merly a Brunswick dealer in Nehawka, Neb. Mr. Reznick has had considerable experience in the merchandising of the Brunswick line and, under his efficient management, the Brunswick will be excellently represented by the Union Outfitting Co.

VOCALION RECORD EXECUTIVES BUSY

Charles E. McKinnon Calling on and Co-operating With Wholesalers—O. W. Ray Off for Chicago to the Conventions

Charles E. McKinnon, district manager of the wholesale Vocalion record division of the Aeolian Co., recently spent two weeks with the lately organized Vocalion Record Co., of Maryland, in Baltimore, aiding that company in organizing its sales force on a permanent basis. From Baltimore he went at once to Cleveland, where he will spend a similar period with the Vocalion Co. of Ohio.

O. W. Ray, general manager of the Vocalion record division, left last week for Chicago to attend the convention of the allied music trades. Mr. Ray arranged for the appearance of a number of exclusive Vocalion record artists at the various official and social functions held at the Drake during Convention Week by the various associations.

CABLE COMPANY IN WOODSTOCK, ILL.

WOODSTOCK, ILL., June 8.—A retail piano salesroom has been opened in the former Adams Motor Co. Building on Benton street, by the Cable Piano Company, of Elgin, Ill. The store is being managed by H. R. Biederman, of Elgin. A large stock of pianos and Victrolas has already been installed, and business is now in progress.

C. G. Herr, a Brunswick dealer of Mount Carmel, Pa., has received many congratulations for his recent window display featuring the "Burning Sands" record.

AUDAK
CUTS THE COST OF SELLING RECORDS
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



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

We Serve New York!

Our ability to consistently serve New York dealers to their complete satisfaction is the result of carefully maintaining at all times a thoroughly complete stock of the fast-selling

OKeh Records

The Records of Quality

and having a smoothly-running organization equipped to handle all orders—large or small, urgent or casual—with the same unvarying degree of promptness and efficiency.

We would like to demonstrate the advantages of superior service.

GENERAL PHONOGRAPH CORPORATION

New York Distributing Division

15 West 18th Street

New York City



Distributors for
OUTING
and
ODEONETTE
Portable
Machines

DANCES TO VICTOR RECORD MUSIC

Miss Roslyn Davega, Daughter of Abram Davega, Gotham Victor Jobber, Practices Art of Terpsichore with "Talker" Music

Abram Davega, president of the Knickerbocker Talking Machine Co., Victor wholesaler, New York City, has long been an enthusiast over the educational advantages to be found in the Victor general catalog. In the matter of classical dance records, he is particularly well able to experiment through his young daughter, Roslyn Louise Davega, who, although quite young, has entertained many gatherings with her dances. In fact, as was recently reported, she danced before a large audience at the Belmont Theatre, New York. Her training in classical dances has extended over a period of



Miss Roslyn Davega

years, and although an instructor was employed, her dancing has been almost exclusively to the accompaniment of Victor records. Miss Roslyn also danced at a gathering of Knickerbocker talking machine dealers.

I. B. Morris, talking machine and furniture dealer, has opened an attractive store at 304 Main street, Cottage Grove, Ore. Modern equipment has been installed.

AKRON, O.

Continued Industrial Activity Reflected in Good Business—Big Portable Demand—The News

AKRON, O., June 8.—Talking machine circles generally in the "Rubber City" report business as unusually active for this season of the year, both in machine and record sales. The outlook for Summer is excellent. Portable machines are in greater demand than ever, campers and vacationists being the principal buyers. Near presence of many lakes makes Akron an excellent market for the portable trade. There is no slackening of local industrial operations, nor is there any indication that plants will curtail production during the Summer months, a prime reason for prevailing good business. Reports received by many of the downtown dealers are that about 50 per cent of the machine sales now are for cash. Record demand also is brisk.

The George S. Dales Co., Victor and Cheney distributor, is enjoying a very satisfactory business. The Dales Co., in addition to its main store, has a store on South Main street and one in South Akron.

Abott Kneff, manager of sales for the Earle G. Poling Co., Victor jobber, spent a week recently in the Victor factories at Camden, N. J., to make a study of the technical phase of the business.

A gain of 100 per cent in Victrola sales this year over the corresponding period a year ago is reported by Earle G. Poling, manager of the firm which bears his name. Red Seal records are in great demand, and other record sales have held up well despite unseasonable weather, he says. Conditions locally are good and people seem to have plenty of money, Mr. Poling said. Portables are being given much attention this month, and the Poling store is stressing their sale through special window displays.

Starr talking machine and Gennett record sales the past two months have shown a substantial gain, and from all indications the Summer will prove profitable for the local Starr Piano Co.'s store.

Business is reported satisfactory with the store of the A. B. Smith Piano Co. Mr. Smith is at the convention in Chicago.

Webers, South Main street, are making a strong bid for the portable business this month.

This store, which features the Columbia line, is stressing sales through the medium of a very attractive window display.

Portable talking machines are also being featured at the M. O'Neil store. One of the Main street windows was given over to a display the first week in June, which, according to Miss Elsie Baer, manager of the department, brought big results.

Beardsley & Crossland, successors to the Van Scoyoc Music Co., announce they will retain the Stradivara account. This store will undergo extensive alterations. Improvements planned will add considerable floor space to the talking machine and record departments. Both Messrs. Beardsley and Crossland for some time had been identified with the A. B. Smith selling organization.

F. W. Van Scoyoc, formerly head of the F. W. Van Scoyoc Piano Co., announces that he will not re-enter business in Akron.

BLACKMAN AND DEPENDABILITY

Blackman

TALKING MACHINE CO.
28-30 W. 23RD ST. N.Y.C.

ONE SUGGESTS THE OTHER

Are you sure
you don't need
Blackman Service?

VICTOR WHOLESALE DISTRIBUTORS

FORSTER RECORD

HITS—OF—THE—PAST

Missouri Waltz
 Oh Johnny
 Hindustan
 Karavan
 Sweet & Low
 Naughty Waltz
 Kiss a Miss
 Moon River
 Love's Ship
 Pale Moon
 etc.

HITS—OF—THE—PRESENT

Oh Harold
 Thru the Night
 Mellow Moon
 Fuzzy Wuzzy Bird
 Dreams of India
 Broken Hearted Melody

Need—We—Say—More?—Need—You—Know—More?

FORSTER
 MUSIC PUBLISHER INC.
 235 SOUTH WABASH AVE
 CHICAGO



GLEANINGS *from the* WORLD *of* MUSIC

POPULAR SONG RELEASES REGULATE SALES OF RECORDS

The Sale of Records During the Summer Months Is a Reflection of the Caliber of the Song and Dance Hits Released by Publishers of Popular Music—Dance Craze Exerts Influence

During the Summer season, for the past few years, record sales have not decreased to any extent. Some of this activity is credited to the fact that dance enthusiasts know no season, and, with the large number of portable machines which have been manufactured and sold, and are still being added to, the Summer demand for records of both dance and other music is on the increase.

Naturally, the demand for records during the Summer is a reflection of the popularity of the current popular releases. In a season in which there are a series of popular numbers in song and dance form which merit wide exploitation, the record sales will mount accordingly. Taking that as a basis, the present Summer should be quite lively from a record sales point.

The majority of popular publishers generally withhold adding any ballads to their catalogs for the purpose of exploitation during the Summer. On the other hand, they endeavor to issue the novelty and comedy type of songs, with special favor being shown to those which lend

themselves most readily to dance purposes.

Novelty and comedy songs jump into quick popularity and make an ideal issue for the hot months. They are light and optimistic, are entertaining, and are appropriate for vacationists who feel more or less irresponsible. They have a quick and wide sale, and, regardless of their merits from a musical standpoint, must be given consideration by the dealer who, after all, is in business for profit.

The present season gives a good demonstration of the wide popularity of such songs and the purposes which they serve. They may not mean anything and are more or less frivolous, but the fact that they gain a response from the popular record enthusiast justifies their publication. "Yes! We Have No Bananas," "Snakes' Hips," "Barney Google," "Don't We Carry On?" "Apple Sauce" and "Stella" all come in this category. They are unusually good dances, and they are popular, and they should continue so until the late Summer and possibly the early Fall.

NUMBERS FOR THE SAXOPHONE

Several Written by Jascha Gurewich in Jack Mills' Novelty Saxophone Edition

Jascha Gurewich, soloist with Sousa's Band, has contributed several solos to the Jack Mills' novelty saxophone edition. They include "Ida," a concert ballad for E flat alto saxophone; "Basheba," described as a saxophone caprice; "Slaptonious," an educational solo for students and a novelty for difficult tonguing and heart-breaking. Others by the same writer are in preparation.



Jascha Gurewich Jack Mills, Inc., is already doing an extensive business with saxophone publications and the Jascha Gurewich numbers will be immediately exploited.

Irving Berlin, Inc., recently issued a new novelty song, entitled "Pickles." The number, seemingly, has unusual possibilities, according to the professional department.

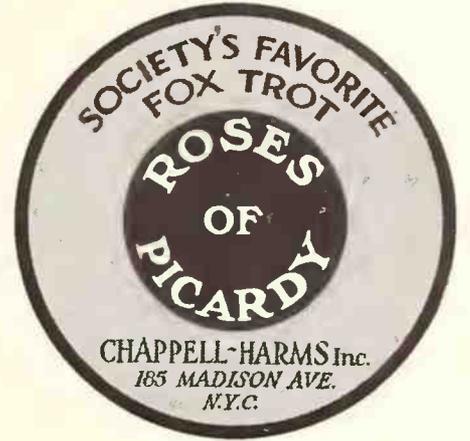
SPENCER WITH E. B. MARKS

Herbert Spencer, one of the veteran songwriters, has been signed exclusively with the E. B. Marks Music Co. Mr. Spencer is composer of "Underneath the Stars," one of the biggest successes of some years back. The Marks' firm announces two new numbers from his pen, "Sweets for the Sweet" and "Trust Me and I Will Trust You." Both numbers were recently introduced by Helen Bell Rush, the well-known prima donna, with unusual success.

"STELLA" MADE A LEADER

The professional department of Waterson, Berlin & Snyder is making a leader of the new song "Stella," recently introduced by Al Jolson in "Bombo." The number is by Al Jolson, Benny Davis and Harry Akst and carries many extra choruses as presented in vaudeville, all of which adds to its popularity. As a successor to "Aggravatin' Papa," the firm is also featuring "Beale Street Mamma." A new Ted Snyder ballad is also included. It is entitled "That Sweet Somebody of Mine."

"Got to See Mamma," the novelty song and dance from the catalog of Leo Feist, Inc., continues to lead the sales reports returned by the syndicate stores.



CLARKE & LESLIE SONG IN "BOMBO"

Al Jolson, who returned to New York with "Bombo" for a short engagement at the Winter Garden, New York, has introduced a series of new songs. Among these is "Dirty Hands, Dirty Face," of which he is co-author with Grant Clarke, Edgar Leslie and Jimmie Monaco. The song is quite original in type and of a caliber that has a wide appeal.

A HIT
The \$10,000
A HIT

Sensational Fox-Trot

"IN-A-TENT"

STARK & COWAN INC.

234 W. 46TH ST.

NEW YORK

CITY

A HIT
A HIT



**FEIST
ON BRO**

**WILD
FOX TROT**

**SAY MUM
DANCE
DOWN
FOX TROT**

**WHEN
THE
LAMP
COMES
TUMBLING
DOWN**

**ALWAYS BEST BALLAD
GIVING
FOR YOU**

**A D
DANCE
FOX TROT
WON'T
THE BALL**

**SONGS
FROM**

Present and future his
Remember to feature the

"You can't go wrong u



**ITS
MIDWAY**

**FEIST
INC.**

**YOU'VE
GOT TO SEE
MAMMA
EVERY NIGHT**

**CAROLINA
MAMMY**

**SWING
DOWN
THE LANE**

**ALL
THE
SENSATION
OF
THE
WORLD
IS
SO
BEAUTIFUL**

FEIST

**OF THE TIMES
SQUARE**

**YOU CAN'T GO WRONG
WITH ANY FEIST SONG**

—Every one of them
titles and also remember
with any 'Feist' song'





An Absolute Riot SLOW POKE

NOVELTY FOX TROT

By JOE GOLD

M. WITMARK & SONS, NEW YORK

A UNIQUE WINDOW DISPLAY

"Saw Mill River Road" Featured by Cable Piano Co. in Jackson, Mich.

The thought and time, as well as the expense, given to window displays by dealers throughout the country are reaching a high mark. Many of these windows are original conceptions arranged with great care and prove that the sheet music, talking machine record and player roll dealer understands the great value of this form of publicity. That it pays and pays liberally has been again and again demonstrated. The unusual window forces the passer-by to stop and undoubtedly, in the course of the year, is the creator of hundreds of thousands of sales that would not be otherwise made.

The case in point showing the thought given to the music dealer's window was recently demonstrated in a showing which appeared in the store of the Cable Piano Co., Jackson, Mich. The firm recently opened new quarters and N. Leonard, manager of the store, planned an unusual window befitting the occasion, following the announcement of the opening, which attracted a great deal of attention.

The song selected for this special display was "Saw Mill River Road," from the catalog of Leo Feist, Inc., together with Brunswick rec-

ords of the number. A country road winding its way to a miniature saw mill, which from appearances was in active operation, made it possible for the onlooker to get a good conception of the lyrics of the number. The small wagons loaded with logs and the other necessary atmosphere to carry out the picture were all in an appropriate position. It was, indeed, an unusual showing, as the reproduction here-



Cable Display of "Saw Mill River Road"

with proves. When selecting a record for display that which carries a title with a story idea is more preferable, as in the case shown, for the very title arouses interest and lends itself readily to a series of suggestions for the window dresser. In this case many points of interest are the result, even to the boy fishing from a plank bridge over the brook. By the way, Joseph McCarthy, writer of the lyrics, knows such a saw mill river road to be found in the Bronx, N. Y.

PURCHASE "IN A TENT"

Stark & Cowan, Inc., Buy Rights to Big Western Oriental Fox-trot Hit

Recently there was some energetic bidding for the publishing rights of a Western song, called "In a Tent," described as an oriental fox-trot which had jumped into unusual popularity in Middle West territory. After a series of meetings the firm of Stark & Cowan, Inc. bought the publishing rights for a cash consideration which is said to have been well over the \$10,000 mark.

Those who have heard "In a Tent" claim that its popularity will sweep the country in a very short space of time. A large number of leading orchestra leaders are already programming it and, from present indications, it will be booked for early release by the leading talking machine record and player roll manufacturing companies.

The sales department of Stark & Cowan, Inc. which has published a series of successful numbers during the past few years, such as "Blue," "Rose of the Rio Grande," "Oogie, Oogie, W. Wa," states that "In a Tent" is not only the biggest number ever added to the Stark & Cowan catalog, but that it has possibilities of being one of the biggest popular successes issued for many years. The writers of the number are Ted Koehler, Frank Magine and Joe Lyons.

Stark & Cowan have made a large appropriation to exploit "In a Tent" and every musical channel will be used in a drive to supplement the popularity of this number. Plans are now under way to issue an entirely new edition of special orchestrations of all kinds are being issued, acts are being rehearsed to program the number in vaudeville and other activities to give the number prominence have been inaugurated by this enterprising concern.

The Season's Feature
Fox-Trot Ballad

WONDER
(IF SHE'S LONELY TOO)

STARK & COWAN INC.
234 W. 46TH ST.
NEW YORK CITY

A HIT A HIT A HIT A HIT

RECORDS THAT SELL

INDIANA MOON

The New Waltz Hit

PICKLES

A Novelty Tune That Is Different

ALA MOANA

The Sensational Hawaiian Dance Hit from the West

THAT OLD GANG OF MINE

A Real Hit

NUTHIN' BUT

A Hot Tune by the Writers of "Hot Lips"

IRVING BERLIN, Inc., 1607 Broadway, New York

INTERESTING HISTORY OF DANCE HIT

"Parade of the Wooden Soldiers." One of the Outstanding Hits of the Season, Composed Twelve Years Ago—Other Interesting Facts

There is quite an interesting history attached to the musical success "Parade of the Wooden Soldiers." The average talking machine record or sheet music dealer does not know that it is some twelve years old. It was first secured abroad in 1911 by Joseph W. Stern & Co., now known as the Edward B. Marks Music Co. Its success at the time was only moderate, although it was recognized as a musical composition above the ordinary. It established some favor with bandmasters at that period, following which it lay dormant until an opportunity presented itself to be used in Balieff's "Chauve Souris" and his Russian company.

There it proved the outstanding musical feature, and for a continuous period of over two years it not only added to its popularity, but no attempt was made to find anything to take its place.

More than one musical critic has declared that "Parade of the Wooden Soldiers" did much to give the Russian company its phenomenal run.

Of course, the modern orchestras have also added to its popularity. The publisher took

great pains in the preparation of the melody for modern consumption. It was adapted, edited and published in fox-trot form, and the result made it the unusual number that it is.

"YES! WE HAVE NO BANANAS" A HIT

New Number by Frank Silver and Irving Cohn, Published by Shapiro, Bernstein & Co., Springs Into Over-Night Popularity

"Yes! We Have No Bananas," recently issued by Shapiro, Bernstein & Co., Inc., has succeeded in attaining quick popularity. The song of the novelty comedy type carries a melody of the ballad order, and the combination is finding much favor. "Yes! We Have No Bananas," prior to its issue in song form, was one of the bywords of the street. The lyric found immediate appeal and the melody is whistled frequently, showing that its popularity is quite extensive.

The majority of orchestras are playing it in fox-trot form with a vocal passage sung by the members which is often joined in by those on the dance floor. From present indications this number is to be one of the most popular of the Summer offerings. It is scheduled for early release by practically all of the leading talking machine record and player roll manufacturers.

Frank Silver, head of the organization known as Frank Silver and His Music Masters, which recently closed a long engagement at Murray's, New York, together with Irving Cohn, is responsible for this over-night success. Mr.



Frank Silver

Silver is particularly well known in music publishing circles. His present offering, however, gives him unusual prominence and will make his name known to the trade at large to a greater extent than ever.

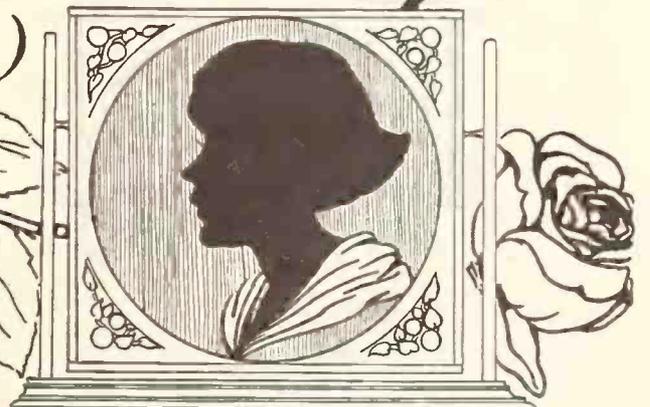
First-Last-and-Always

(I LOVE YOU)

A BEAUTIFUL MELODY
FOX TROT BALLAD
By HARRY AKST & BENNY DAVIS



JEROME H. REMICK & CO CHICAGO · NEW YORK · DETROIT.



"OH, HAROLD" A GREAT FAVORITE

Forster Music Publishing Organization Inaugurates Campaign on Lee Roberts Number

Forster, Music Publisher, Inc., which recently took over the current and coming compositions of Lee Roberts, has inaugurated an extensive campaign on the Roberts number "Oh, Harold." This song, in addition to being popular in dance form, has been quite active as a sheet music seller and has either been released or is booked for early release by all the larger talking machine record and player roll manufacturers.

"Mellow Moon," the waltz from the same catalog, continues to have wide popularity. The Forster organization has had unusual success in exploiting waltz selections and "Mellow Moon," apparently, is following in the footsteps of some of the Forster waltzes that preceded it.

Other active numbers in the Forster catalog which are included in the present campaign are: "Fuzzy, Wuzzy Bird," "Broken-hearted Melody" and "Thru the Night."

SURE SHOT APPEALERS FOR LIVE WIRE DEALERS

Wolverine Blues

Sweet Lovin' Man

Tin Roof Blues

Mandy Lee Blues

NOW ON
RECORDS and
PLAYER ROLLS



Sixty-third St. and Cottage Grove Ave.

CHICAGO, ILL.

A NEW IDEA IN A "BLUES SONG"

LOUISIANA

By

KAHN & DONALDSON
THE BOYS WHO SET
THE PACE IN NOVELTIES

CHORUS



I've got the blues for Low'si - an - a Blues for Low'si - an - a Wonder why I rar a - way -

JEROME H. REMICK & Co.
CHICAGO · NEW YORK · DETROIT

"WILDFLOWER" GOING BIG

Musical Play Likely to Run Through New York Summer Season—Score Contains Many Musical Numbers Which Are Widely Popular

Arthur Hammerstein's musical play, "Wildflower," now playing at the Casino Theatre, New York, will probably continue at that house far into the Summer months. The seats are selling many weeks in advance and it is accepted as one of the best musical offerings which have appeared in New York this season.

At the present time "Bambalina" is seemingly the song and dance hit of the show. Its popularity has not been confined to the metropolitan district, but is reaching remote parts of the country. It is not by any means, however, the exclusive hit. Many critics have selected "Wildflower" as a song of much merit and one which will do much to keep this musical offering popular. "April Blossoms" is, too, a close runner-up for honors and other musical features are "Good-bye, Little Rosebud" and "If I Told You." Edith Day, of "Irene" fame, is the star of the show and her rendition of "Bambalina," which is appropriately repeated several times during the course of each performance, has done much to popularize that work. Miss Day and chorus are shown in the above illustration.

PAUL SPECHT VISITING ENGLAND

Paul Specht and His Orchestra, exclusive Columbia artists, sailed recently on the "Aquitania" to fulfill a Summer engagement at the "Corner House" in London, England. A group of well-wishers, including many prominent members of the theatrical world, were present to bid the orchestra "au revoir," and included in this group was Frank Walker, of the Columbia Graphophone Co.

SPECIAL WILLIS CO. DISPLAY

Interesting Window by Cincinnati Firm Shows Process of Sheet Music Production

CINCINNATI, O., June 5.—The sale of sheet music was stimulated by the Cincinnati May Musical Festival, according to the Willis Music Co. In fact, the May Festival has been a big



Edith Day in "Wildflower"

factor in turning the thoughts of Cincinnati citizens to music and thereby adding to the sales of instruments as well as sheet music. In connection with the May Festival the Willis Music Co. had an impressive and interesting window display of the entire process of making sheet music. Eight processes were shown, as follows: (1) Manuscript prepared; (2) blank plate; (3) the "Staves"; (4) music spaced and lines drawn; (5) first note stamping; (6) accidentals, etc., stamping; (7) plate rolled; (8) stems, ties, slurs engraved; (9) finished plate; (10) author's proof; (11) printed copies. This window display created much comment and was viewed with intense interest by music students, as well as the average person passing the window.

The greatest force in modern business is carefully planned advertising. Carelessness here may eliminate returns.

A SPONTANEOUS HIT



BEBE

NOVELTY FOX TROT SONG

M. Witmark & Sons · New York

CONGRESSIONAL LIBRARY MUSIC

Music Division Now Claimed to Be Largest in World—O. G. Sonneck in Charge

WASHINGTON, D. C., June 7.—Recent accessions have made the Library of Congress music division the largest in the world, it is announced.

For fifteen years O. G. Sonneck, the chief, labored to make the division representative of the best in musical lore. In 1917 he resigned to become associated with G. Schirmer's, Inc., New York. The position was left unfilled until January, 1922, when Carl Engel, the incumbent, was made chief. Engel is carrying on the work along the lines laid down by his predecessor.

Several years ago, when Portugal got in hard lines, King Manuel packed up his country's musical library and put it on the block in London. Representatives of the United States Government gobbled it up at a song and it reposes to-day in a snug place on Capitol Hill. The Portuguese derive most of their inspirations from Spanish and Italian airs, but they have also created considerable of their own. Senhor, as a young man, does not consider his education complete unless he can thrum violin or viola, mandolin or guitar, and quite often his voice develops the most pleasing cadences.

Old Portuguese folk songs are an integral part of Portuguese life and they have found their way long since to newer possessions, the Azores Islands and Madeira, where they gain an added resonance when thrown against nearby mountainsides. They are not less charming when suited to the plantation banjo of the southern United States or the smart twangs of the stately 'cello along the Western seaboard.

Songs of the American colleges are there in generous number. No graduate, be he the oldest in captivity, can name more than a few of the airs which the library holds from the classic pile he once called campus and study hall.

"BLUE HOOSIER BLUES" POPULAR

Song, Originally Popular as Dance, Now Being Sung by Leading Vaudeville Artists

"Blue Hoosier Blues," a novelty recently added to the catalog of Leo Feist, Inc., and which had its original popularity as a dance, is proving one of the big favorites with vaudeville singers. The number of leading vaudeville artists who have arranged to program it is constantly being added to. Among others who are singing "Blue Hoosier Blues" are the Duncan Sisters, Van and Schenck, Wilton Sisters, Healy and Cross, Rome and Dunn and Dorothy Wahl. "I'll Hop, Skip and Jump Into My Mammy's Arms," another new Feist release, is also proving popular with vaudeville singers. This latter number is by Harry Pease, Ed. G. Nelson and Irving Bibo. The first two writers are responsible for such successes as "Peggy O'Neill," "Fancy Nancy Clancy" and others which have achieved popularity.

"ROSES OF PICARDY" SCORES

Chappell-Harms Finds Ballad Rapidly Increasing in Popularity and Sales

The Chappell-Harms number, "Roses of Picardy," is fast becoming one of the most popular high-class ballads issued in some years. Sales of this number, particularly in the last few

months, have mounted so steadily as to give it the importance of an unusual hit. A long list of concert and vaudeville artists is programming the number and the reception of renditions by audiences everywhere demonstrates that "Roses of Picardy" has at last been recognized as one of the best ballads ever issued by a high-class music publishing house in recent years.



JUST FOR TO-NIGHT
(Nur Eine Nacht)
Super waltz song

PARADE OF THE WOODEN SOLDIERS
Fox-trot song

DOWN BY THE OLD APPLE TREE
Fox-trot song

MARCH OF THE SIAMESE
Paul Lincke's Super fox-trot song

Sheet Music, Records, Rolls—on sale everywhere!

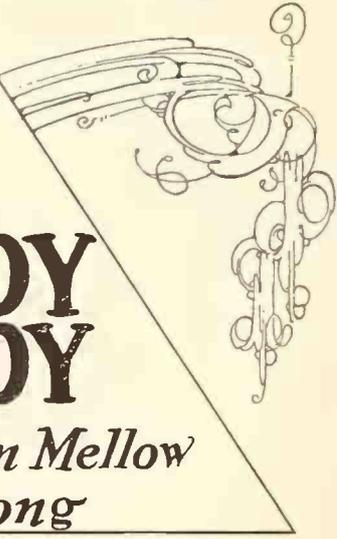
**E amard B
Marks
Music
Co.**
225 W. 46th ST. NEW YORK, N.Y.

Three Melody Hits — "You can't go wrong — With any 'FEIST' song"



PEGGY DEAR
Light, Tuneful and Original Fox-Trot

The Big Hit from
"UP SHE GOES"
JOURNEYS
END
By JOSEPH McCARTHY and HARRY TIERNEY



LINDY LADY
A Southern Mellow Moon Song

FAREWELL DINNER FOR JACK MILLS

Head of Jack Mills, Inc., Prominent Music Publishing House, Honored by Friends

Jack Mills, of Jack Mills, Inc., sailed for London in the latter part of May. On Monday evening a farewell dinner was tendered him by his many friends in the trade and his business associates at Keene's Chop House, West Forty-fourth street, New York City. Music was furnished by the Original Memphis Five. Others who responded with songs or piano solos were Billy Jones, Cliff Hess, Johnny Wilson, Eddie Buzzell, Jack Osterman and other Broadway stars. Short addresses were made by many of those who attended wishing Jack Mills the best during his European tour. The various executives of the organization also spoke feelingly of their employer, the organization and its aims.



Jack Mills

Jack Mills seemed greatly touched by the words of his confreres and although his emotions were, undoubtedly, aroused to the highest pitch, he responded with a few well-chosen words.

FAST GAINING IN POPULARITY

"Wolverine Blues," a new number just released by the Melrose Bros. Music Co., of Chicago, is fast becoming a popular favorite on the dance programs of orchestra leaders throughout the entire country. It has been released by a number of the record and player roll companies and dealers handling these particular lines report that it is enjoying a heavy sale.

SAM FOX BACK FROM EUROPE

Head of Sam Fox Publishing Co. Returns From Lengthy Stay Abroad

Sam Fox, head of the Sam Fox Publishing Co., of New York and Cleveland, O., recently



arrived from England and spent several hours in the New York offices of his company, later hurrying to the Cleveland executive offices after an absence of several months. Mr. Fox not only made a lengthy stay in England but visited all the larger centers of Europe. He was accompanied on his continental trip by Herbert Smith, one of the executives of Keith-Prowse & Co., Ltd., London, England, operators of forty retail stores.

THE "SONG MENAGERIE" APPEARS

Leo Feist, Inc., Uses Novel Way of Listing Popular Numbers

Under the heading "The Song Menagerie," the following appeared as the leading item in the latest issue of Feist News, issued monthly by Leo Feist, Inc., which, now that the circus season is on, is quite timely.

"Exhibit No. 1—'BEE'S KNEES.'—One of the foxiest fox-trots ever written. Played by Ted Lewis in the Greenwich Village Follies, and danced by most everybody everywhere.

"Exhibit No. 2—'SNAKE'S HIPS.'—A Jungle jazz fox-trot and the only one in captivity with just this rhythm. Paradoxically speaking, 'Snake's Hips' is a 'Bear.'

"Exhibit No. 3—'THE DUCK'S QUACK.'—Introducing, by way of a Barnyard Jazzboree all the familiar 'animals' down on the farm, old Duck Web-foot, the Goose and Gander, a Turkey Gobbler named Alexander, the Squealin' Pig, the Old Black Crow and all the other live stock you used to know.

"You don't know by the sound whether it's the zoo or a music store these days."

THREE NEW BLUES FOR MILLS

Jack Mills, Inc., has taken over from a Western publisher three new "blue" songs, all of which have had some popularity in the Middle West. They are "Down-Hearted Blues," "Chirpin' Blues" and "I Just Want a Daddy." Besides the piano solos, saxophone, banjo and other folios, together with an active list of popular numbers, the Mills catalog is becoming chiefly noted for being the house of popular "blues"; for which at the present time there appears to be a widespread demand among the music dealers throughout the country, who are actively engaged in pushing Jack Mills' numbers in vigorous publicity and sales promotion campaigns.

Three Novelty Fox Trots — "You can't go wrong with any Feist song"

APPLE SAUCE
Some advice in Fox-Trot Time

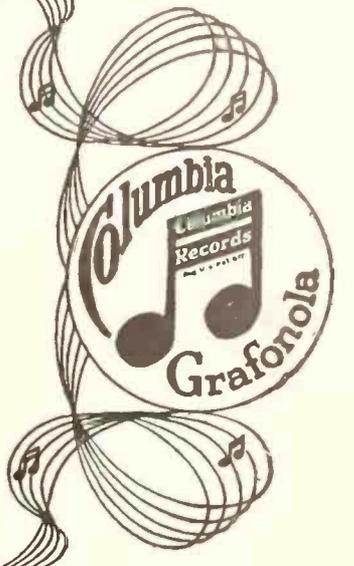
JENNIE
A Happy Fox-Trot Song

SNAKES HIPS
A Jungle Jazz Fox-Trot

When it comes to moaning minors, Bessie Smith sure loses a "mean" larynx. And any doubter is invited to step right up and hear Bessie sing "Baby, Won't You Please Come Home Blues" and "Oh, Daddy Blues."

With Clarence Williams coaxin' that piano, and Bessie out-bluing old King Neptune himself, Record A-3888 is an instantaneous knock-out.

COLUMBIA GRAPHOPHONE CO.
New York



INDIANAPOLIS

Satisfactory Demand for Machines and Records Features Trade—Dealers Add New Lines—Local Visitors—News of the Month

INDIANAPOLIS, IND., June 8.—Talking machine dealers in this territory have enjoyed an unusually good month of business. During the early days of last month there existed in the minds of some dealers a fear that the month would bring slack business, but this seems to have been without grounds. On the contrary, some dealers made sales in excess of other months of the year which had been considered very satisfactory and one dealer's sales were more than three times those of the corresponding month in 1922. Record sales have held their own in most cases and in others have shown a slight increase.

Edison Dealers Going After Trade

Hervey G. Anderson, manager of sales promotion of the Phonograph Corp. of Indiana, Edison distributor, has just returned from a visit with Edison dealers in the northern part of the State, and, to use Mr. Anderson's own words, "There's no buying being done—it's all selling." This seems to be the sentiment of Edison executives in Indiana generally. J. M. Vandervoort, in discussing the situation, said, "The dealer who is not getting out is the one who is crying about poor business—as to the dealer who is going out in his territory, I can cite you any number who are doing business. They are the dealers who have accepted the gospel of intensified canvassing." The demand for and sales of Edison records continue to increase. J. A. Vest is a new Edison dealer in Scottsburg, Ind.

Visitors to the Phono. Corp. of Indiana

Samuel Moore, of the Moore Furniture Co., Brazil, Ind.; Levi Stevens, Lebanon, Ind.; E. A. Echelbarger, of the Reitenour Jewelry Co., Union City, Ind., and R. E. Phelps, Martinsville, Ind.—all Edison dealers—were visitors to the Phonograph Corp. offices during the month. J. M. Vandervoort and H. G. Anderson attended the Chicago conventions, where they met a number of their dealers.

Good Brunswick Business

C. P. Herdmann, manager of the phonograph department of the Baldwin Piano Co., is very much gratified with the amount of business done by his department, handling Brunswick and Columbia goods, during the first half of the year. Earlier in the month Mr. Herdmann arranged a unique window display, using nine baby turtles placed in a miniature aquarium. A letter was painted on the shell of each turtle, which, properly arranged, spelled B-R-U-N-S-W-I-C-K. A similar display, advertising Baldwin pianos, was placed in the south window of the store. The display attracted an unusual amount of attention.

The Brunswick Shop, another downtown Brunswick store, did more than three times the

amount of business done in the corresponding month of 1922. W. J. Baker, of the Brunswick Shop, attended the Chicago conventions.

Widener's Add Victor

Widener's have added Victor merchandise to their stock and are now handling Victor and Columbia machines and Victor, Columbia and Vocalion records. W. G. Wilson, manager of the Widener store, in commenting on the six months just past, said: "We are well pleased with the first half of the year and with the addition of the Victor line we expect to do even better in the six months to come. We have experienced a strong demand for both Columbia and Vocalion records and our Victor line is starting off quite well. We have been very fortunate in having so many exclusive Columbia artists appear in Indianapolis during the season just past and have, of course, taken full advantage of this situation in pushing record business." Mr. Wilson goes East for the convention of Widener managers this week.

Victor dealers report the usual demand for Victor goods, most stores exceeding their May, 1922, business. The Model 210 flat top and the new Model 80 machines are most in demand

at this time, according to Miss Minnie Springer, manager of the talking machine department of the Taylor Carpet Co. The Circle Talking Machine Co. is now carrying Vocalion records in addition to the Victor line.

Starr phonographs and Gennett records are being received from the factory in greater quantity, according to T. H. Bracken, manager of the Starr branch in Indianapolis, and the handicap of slow deliveries is gradually being overcome.

Robertson's Music House, the latest store, to add the Columbia line, passed through a good month. Hal P. Shearer, of this concern, continues to add refining touches to his salesrooms and the very excellent results of his work are clearly apparent.

Tone Tests Brought to a Close

The most successful series of Edison tone tests ever held in Indiana was brought to a close by the recent appearance of the Ellison-Fagan-Hill combination before an audience that overflowed the large high school auditorium in Martinsville. The artists were introduced by the Hon. Emmet F. Branch, Lieutenant-Governor of Indiana, and the enthusiasm with which they were received has been approached only by their reception in a few other cities of Indiana where the combination has appeared. Because of the success of this combination of artists in tone tests given in this territory and the resultant stimulation of business the Phonograph Corp. is already booking a Fall tour for the same artists.

You Should Be

AN EDISON DEALER

Because—

Only the New Edison can sustain the test of direct comparison with the living artist.

The New Edison comes in 16 models; both console and upright—one for every purse and one for every taste.

Edison was first to release records instantaneously—record customers come frequently, not once a month—more record sales.



Phonograph Corporation of Indiana

EDISON DISTRIBUTORS

325 North Delaware Street

Indianapolis, Indiana

Featuring the MUSICAL POSSIBILITIES of the TALKING MACHINE

[EDITOR'S NOTE.—This is the twenty-seventh 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.]

MAKING A HIT WITH DEMONSTRATION

There are many difficulties about the use of music in the commercial world, for music has the unfortunate quality of being even more touchy and delicate an art than acting, and that is saying a good deal. If the raw amateur rushes in where virtuosi fear to tread he is almost certain to say or do something foolish which will get him into trouble, unless he is

so fortunate as to be in the company of persons even rarer than himself. Which is one of many reasons why those who sell music in so marvelously various and refined a form as the talking machine affords should always be doubly careful to know what they are doing all the time and why.

Music resents being ill-treated or mishandled and those who deal roughly with her will find that she has a curiously subtle way of leaving them in the lurch. Or, to put it in another way, no one can play the fool with music—and especially with recorded music—if he expects to get out of it what is really in it. Which is an axiom and eke a parable, as shall now be set forth.

For instance, every talking machine has its own stronger and weaker points. Some are better in rooms of one size, some in rooms of another size. Some are best for one kind of music and some for another kind. In practice differences are always to be found and, although the aim is always to make every individual machine equally universal in its efficiency, this cannot always or wholly be accomplished.

Individuality of Machines

It is, therefore, always advisable to study carefully the technique of musical demonstration, as it may be called, to the end that one may be sure of always doing everything of a musical kind in the best and most efficient manner possible.

Let us take a few of the more obvious points in the etiquette which we find the Goddess of Music likes to have observed, when we worship before her through the medium of the talking machine.

First of all, Euterpe prefers to be praised in strains that distinguish themselves for quality, rather than for quantity. She cares very little for noise and very much for beauty. Even a record of very jazzy dance music can be rendered either well or ill. The difference lies in the different sorts of treatment we give, as regards space, needles, placement of the customer, choice of selections, and so on.

Size of Room a Factor

For instance, all audition rooms are supposed to be built so as to stimulate, so far as may be practicable, the condition which the machines will have to encounter in the home. It is, however, necessary to remember that hearing rooms designed for the use of those who are trying over records for purchase may rightly be smaller and less carefully fitted up than those which are for use mainly to assist prospective purchasers in making a good choice of a suitable talking machine. Such a room ought to be larger and to afford enough space so that the prospect may be placed at the most convenient position for hearing to the best advantage; something which cannot be done when the very small rooms are used.

This whole question of space is extremely important, but little or no attention is commonly paid to it by salesmen. It is, however, worth the most careful study and planning. In my opinion, salesmen should be required always to use the larger spaces for selling machines.

A great influence upon the quality of the music is wielded by the surrounding wall spaces and an equally potent power resides in the needle. Let us examine this latter point for a moment.

The Needle Question

I have been in stores where the rules call for the use of fibre needles only in demonstrating records to machine owners who are trying over new music as a preliminary to making additions to their libraries. But it is not good salesmanship to confine oneself to the use of one kind of needle when demonstrating machines to those who do not yet own them. For it is important that every attribute of the machine should be equally well demonstrated and equally well appreciated by the purchaser. For this reason every sort of needle which is useful or likely to be put into use should be demonstrated and its possibilities and special values explained. There is, in reality, much more than is generally realized to this matter of choosing needles in demonstrating.

For instance, it is commonly supposed that the only difference between one needle weight and another is to be found in the fact that the heavier needle gives a greater volume of sound. This, however, is not all the truth. For it will be found upon experiment that certain kinds of

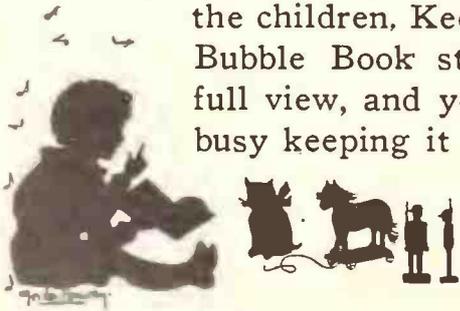
While There are Children— There are BUBBLE BOOKS

YOU, yourself, have sung and played games to the tune of Bubble Book melodies and no doubt you have a soft spot in your heart for them. So have millions of other grown-ups.

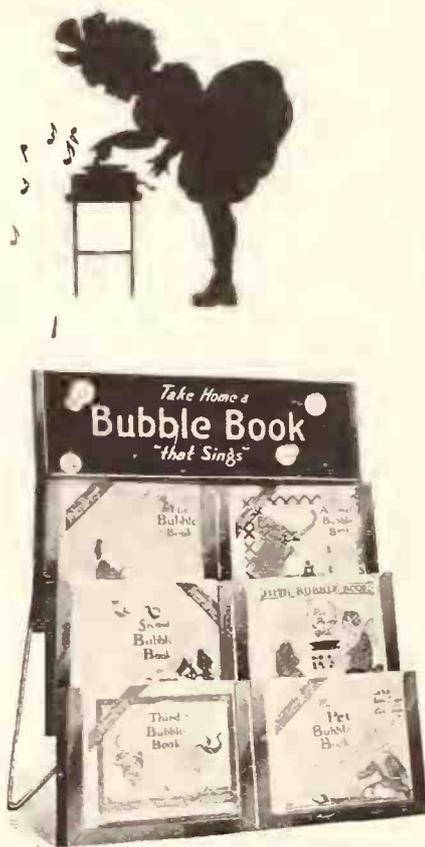
If they have children they want to give them the most joyous of childhoods. If they haven't children of their own—they want to give pleasure to a favorite niece, grandchild, godchild—any child that they can have the least excuse for giving to. It's not all unselfish, either, for in the joy that the children find in Bubble Books, the grown-ups renew their youth.

That's why they're such willing victims to all fourteen of these beguiling "books that sing."

Please all the grown-ups as well as the children. Keep your Bubble Book stand in full view, and you'll be busy keeping it full.



When you sell one you sell a habit and when you sell a habit you're building business



Bubble Books "that Sing"

Retail at \$1.00

By RALPH MAYHEW
and BURGESS JOHNSON

Illustrated by
RHODA CHASE

HARPER & BROTHERS, Bubble Book Division
Established 1817 Franklin Square New York, N. Y.

NOTICE!!!

If It Is Anything in the Phonograph Line We Have It.

Write for our catalogue To-Day.

**PLEASING SOUND PHONOGRAPH CO.
204 E. 113th St., New York, N. Y.**

music go better, from a reproduction standpoint, in connection with certain weights of needles. It is usually better, for instance, to use a light-tone or half-tone needle for violin music. A full-tone needle is best for orchestra in most cases and an extra-loud for dance music and band.

Vocal music needs specially careful treatment. It is inadvisable to use a heavy needle with a light soprano coloratura voice. A light-tone needle is best with these and one somewhat heavier for more robust vocal apparatus. Tamagno's great tenor voice needs a somewhat heavier needle than does Caruso's, and so on; as the salesman will soon find out when he begins to experiment, realizing, of course, that I am now talking about steel needles only.

These remarks are not to be taken as meaning that any hard and fast rules can be laid down. All needles will work on all records; it is merely a matter of refining to the utmost and of getting the very best possible results. Similarly, I have said nothing special about wooden, fibre or special metal needles, simply because these are universal in their applications. The common steel needle, however, needs careful treatment, as I have said.

The Method of Contrast

Demonstrating should always proceed by the method of contrasts. Even if the customer is obviously interested at first in, say, dance music only it will be foolish, nevertheless, to concentrate on this, unless the sale surely can be made at once. It will be far better, in most cases, at a convenient opportunity, to point out that variety is the spice of life and to sneak in, say, a Caruso popular number, followed by a little more dance music and then a record of, say, Kreisler's playing of the Dvorak "Humoresque," pointing out how everybody has and likes these records. It is thus, by a little diplomacy, that the ignorant purchaser is furnished with some little insight into the real beauties of the talking machine, concerning which an unbelievably large number of persons is as yet wholly in the dark.

**BROADMAN'S
BOOTHS
BETTER BUILT
BETTER DESIGNED**

*Designers and Manufacturers
Music Stores a Specialty*

**BROADMAN WOODWORK FIXTURE CO.
TELEPHONE DRYDOCK 9069
652 EAST 12th ST. NEW YORK, N. Y.**

W. J. DYER & BRO.

DYER B'LD'G, ST. PAUL, MINN.

**NORTHWESTERN DISTRIBUTORS
OF THE**

VICTOR

Machines, Records and Supplies



Shipped Promptly to all
Points in the Northwest

Music, heavenly maid, as I said before, likes, and repays generously, gentle treatment. When one is trying to demonstrate the beauties of the talking machine, to feature its musical possibilities, one needs to remember that, while the masses may have musical prejudices, they possess, as a body, virtually no musical knowledge. If they are left to themselves they buy a few, very few, dance records with perhaps one or two songs popular at the moment of purchase, and then they go to sleep, so far as further purchases are concerned. That is why the salesman needs to study, to learn, to know the contents of the catalogs and the peculiarities of the musical ideas of the masses. One thing is sure: that the average person responds to sweet, gentle music and will always buy some of it if it is presented in the proper manner by a skillful salesman.

Proper presentation, then, means gauging space, using the right needle, getting the right volume and avoiding monotony or satiety by duly varying the styles and kinds of music. There is a real art in choosing music and accessories for demonstration; nor can the musical properties of the talking machine be rightly featured without knowledge and practice of this art.

CESCO REPEATER MAKES DEBUT

Rapid Repeater Co., of Long Island City, Sole Distributor of New Product

The Cesco repeater has just made its debut in the talking machine field. The sole distribution of this record repeater is in the hands of the Rapid Repeater Co., of Long Island City, which is well known throughout the trade as the producer of the Rapid Repeater. The Cesco repeater, although smaller and lighter, operates on the same principles as the Rapid Repeater, gently lifting the needle from record contact on the inside of the record instantaneously and within one-half turn of the disc, depositing it on the outside edge. The Cesco is constructed of metal and it is planned to market this new accessory through the recognized channel of jobbers and dealers. Production has been started and it is stated by an official of the company that a number of agencies and territories have already been allotted. Although the Cesco repeater well meets the demand for a simple, unadjustable repeating device the Rapid Repeater Co. will continue to distribute the Rapid Repeater.

MISS SCHOONOVER A VISITOR

Among the recent visitors to the Victor headquarters in Camden was Miss Grace Schoonover, who has made quite a reputation for herself on account of the special clientele she has created for Red Seal records among the cognoscenti of Topeka. Miss Schoonover is a member of the J. W. Jenkins Sons Co. branch in Topeka and has created and held a large number of her personal customers by virtue of special concerts held in the afternoon and evening for the benefit of those who are interested in the really finer things of the musical world.

UNIQUE NEW STORE ANNOUNCEMENT

A departure from the usual form of announcing the opening of a new store has come to The World from Smyth & Co., Ltd., with headquarters at 91 Donegal street, Belfast, Ireland. The announcement is in the shape of a billfold, which, when opened up, discloses a small folder announcing the fact that a new store has been opened at 7-9 Queens Arcade, Belfast, in which a complete stock of "His Master's Voice" records and gramophones are handled. Smyth & Co., by the way, are one of the largest Gramophone dealers in Ireland.

It takes courage to succeed. The merchant who is afraid to take a chance will never get very far.

**Guard the
Reputation of
Your Records**

A reputation for lasting quality is certain to help increase the sale of any record. This is especially true of the often played records.



**Semi-Permanent
Needles**

will safeguard the reputation for lasting quality of the records you handle. Wearing down evenly, they cannot score the record grooves. Investigate this superior needle. Write for a sample today.

**Sonora Phonograph
Company, Inc.**

279 Broadway New York

Canadian Distributors:
Sonora Phonograph, Ltd., Toronto

**A Modern Conception
of Cooperation**

Sonora dealers are not stocked with merchandise and then cast adrift, dependent on the shifting winds of intangible business prospects to carry them to the harbor of profits. Instead, they are offered the services of the Sonora advertising and sales promotion departments to help them in their selling activities. These departments work closely with Sonora dealers, helping to solve the problems peculiar to each dealer's territory. This personal service is one of the most prominent features of the Sonora franchise.

**Sonora Phonograph
Company, Inc.**

279 Broadway New York

Canadian Distributors:
Sonora Phonograph, Ltd., Toronto



W. D. ANDREWS CO.

DISTRIBUTORS OF
VICTROLAS and VICTOR RECORDS

"Service That Satisfies"

SYRACUSE, N. Y.

IN SYRACUSE

Optimism of the Trade Reflected in Remodeling and Expansions of Business—Sales Promotion Campaigns—All Lines in Demand

SYRACUSE, N. Y., June 9.—Dealers and jobbers throughout this territory are in an optimistic frame of mind, due to the fact that business during the past month in both talking machines and records has been very satisfactory. This optimism is reflected in remodeling and enlargement plans now being put into effect by local dealers. In fact, this confidence in the immediate future prosperity of the business is one of the outstanding features in trade circles here.

Talking machine retailers throughout this territory have inaugurated or are planning to do so in the near future sales promotion campaigns designed to stimulate business during the Summer season. Considerable attention is being paid to window displays, there being a growing realization of the value of this form of publicity and its relation to sales. Newspaper advertising and direct-by-mail publicity is also coming in for its share of attention, and while results from these campaigns thus far have not been remarkable it is rather early in the season to state what the ultimate results

will be. However, the effect of sustained publicity of this character is cumulative and there can be little doubt that the trade will profit from their efforts.

Edison phonographs and records, in common with other lines, are holding their own in so far as sales are concerned. Frank E. Bolway & Son, Inc., Edison jobbers, with headquarters on South Fulton street, this city, have been enjoying a satisfactory demand during the past six weeks, indicating that Edison dealers throughout the territory served by this concern are getting their share of business.

W. D. Andrews Co., Central City Victor jobber, reports that business in the Victor line shows a healthy increase of from 10 per cent to 15 per cent for 1923 over the corresponding period of 1922, and this increase is largely in the record department. This is accounted for by receiving from the factory a great many numbers that have not been available for some time past. The record stocks are in the best condition that has obtained for several years,

the out numbers being mostly confined to a few numbers that are still in the catalogue, but not being made on account of the original master records being damaged or broken.

The new model Victrolas are increasing in demand, especially Nos. 215 and 220, and the company expects to be oversold on these numbers right through Summer and Fall. The dealers are all very enthusiastic over the new art models recently announced, and the sentiment expressed by the larger dealers would indicate that these models are going to necessitate quantity production never before reached by a machine of this price. This is borne out by the advance orders placed by the dealers for these new models, especially the No. 405 William and Mary type.

The Levis Music Store, 39-41 South avenue, this city, is making alterations to its establishment which, when completed, will provide considerably more space for the display of the Edison line, which the concern features. The Levis Music Store is one of the best-known phonograph dealers in this city and progressive policies have been instrumental in building up a large clientele.

W. D. Andrews, of the W. D. Andrews Co., as chairman of the wholesalers' division of the Syracuse Chamber of Commerce, led a party of fifty Syracuse wholesalers on a three-day automobile trip through the central and southeastern part of the State. The trip was in the nature of a friendly acquaintance visit, no orders being solicited from the dealers called on, but a real effort made to acquaint the dealer with his jobber, and by personal contact to impress the dealer that his jobber has a real and personal interest in serving the trade.

J. N. Barrett, well-known Edison dealer, who for some time was located at 1490 Fillmore avenue, Buffalo, is now in handsome new quarters at 135 East Ferry street, that city. Mr. Barrett states that the Edison is in excellent demand and that prospects for satisfactory business during the Summer and Fall are good.

C. T. Malcomb, of the Gibson-Snow Co., of this city, Sonora distributor, spent a week in Saginaw, Mich., attending the annual convention of Sonora jobbers. Mr. Malcomb returned from this convention with renewed optimism for a tremendous Sonora year, which, he states, can only be marred by the difficulty that may be experienced in securing sufficient merchandise to meet the demands of the trade, which are increasing steadily.



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.

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

GOOD RESULTS FROM CO-OPERATION

Schoonmaker & Son, of Newburgh, N. Y., Tie Up in Most Effective Manner With Great Musical Event—Many Sales Result

NEWBURGH, N. Y., June 9.—The idea of Music Week is steadily attaining an institutional state in many of the largest cities, and it is no doubt destined to become an annual event in every city in the country. It therefore behooves all retail music merchants to be working out ways and means for co-operating in the promulgation of this idea, and for tying up with Music Week whenever it occurs in their respective territory.

The accompanying picture shows how John Schoonmaker & Son, Edison dealers at New-



Attractive Schoonmaker & Son Window burgh, N. Y., used a window display to feature the idea that "Every week is music week with an Edison." Simultaneously with this window display, striking advertisements were run in the local papers devoted to Music Week and to the New Edison. The coupon in these advertisements ran in part as follows: "To enable me to participate in Music Week you may place a New Edison in my home for two days."

Home and store concerts were given throughout the week, and W. R. Sweeney, manager of the phonograph department of this company, stated that many actual sales and definite prospects results from Music Week tie-up.

SUMNER WILLIAMS GUEST OF EDISON MEN AT LUNCHEON

Officers and Executives Honor Popular Co-worker of Thomas A. Edison, Inc., on the Occasion of His Promotion to the Important Post of Purchasing Agent of the Company

The picture herewith was taken at the luncheon which was tendered to Sumner Williams in honor of his being promoted to the important post of Purchasing Agent of Thos. A.

Lanahan, W. A. Hardy, E. H. Philips, W. D. Cloos, Bill Hildebrand, K. Griggs, C. F. Hunter, A. J. Clark, Stephen B. Mambert, Ralph Allen, H. C. Edgerton, F. R. Blair, L. McChes-



Members of Edison Organization at Luncheon for Sumner Williams Edison, Inc., which is referred to elsewhere in this issue. Those attending included the officers of the company and the executive heads of the various divisions of the Edison industry. Among those present were: Charles Edison, William H. Meadowcroft, Bruno Wolnitzky, H. ney, R. H. Weber, H. Eckert, Dan Haggerty, Gus Schultz, A. LeBlanc, A. H. Curry, F. C. Beattie, Art Walsh, Walter Stevens, Walter Miller, C. Luhr, C. Homer, N. C. Durand, J. E. Sease, F. C. Pullin, J. Mehl and other members of the organization.

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

MAKING MANY NEW INSTALLATIONS

Zimmerman-Bitter Co. Reports Increased Demand for Its Store Equipment—Recent Installations Exceptionally Attractive

The Zimmerman-Bitter Construction Co., of New York, reports continued activity in remodeling and installing new equipment in retail stores throughout the country. There is a constant call for the class of work done by this

company, and the factory is being run full tilt in order to complete business now on the books. Among installations recently finished was that of E. G. Brown, Hackensack, N. J., consisting of talking machine, record, musical instrument and sheet music departments. The company has also completed the following important installations: Windsor Music Co., Altoona, Pa., new sheet music department; Windsor-Poling Co., Akron, O., similarly equipped with Zimmerman-Bitter special combination racks and counters; Weber Bros., Brooklyn, N. Y., has been fitted out with a new record department; the Sterling Piano Co., of the same city, has ordered its third installation to consist of a complete remodeling and redecorating of its entire phonograph department. Among the contracts lately received was the ninth installation for Landay Bros., of New York City, comprising record racks with a capacity of 25,000 records.

By far the finest Zimmerman-Bitter installation made to date was recently completed for the Eclipse Talking Machine Co., of Paterson, N. J., which held its formal opening June 2. This building is one of the retail show places of New Jersey in the talking machine field.

TYPE TO MUSIC IN PHILIPPINES

Talking machines have been in use in the United States as educational aids for some time and that their use in this manner in foreign countries is spreading is indicated by the fact that, from time to time, reports of this nature are heard. The LaSalle College, Philippine Islands, is one of the most recent institutions to use the talking machine for the purpose of helping typewriting students to acquire a rhythmic touch to melody.

The Universal Phonograph Co., which operates an assembling plant on Thirty-eighth and High streets and a retail establishment on Fifteenth street and Court place, Denver, Col., has been placed in the hands of a receiver. Assets of the company are \$15,000, while liabilities are estimated at \$30,000.

Good night

The Waltz Sensation of 1923

Nearly as good as
"Three O'Clock in the Morning"

You can't go wrong—With any FEIST son

WM. H.
REYNALDS
MOBILE ALA.

To the Southern Victor Dealer

The Victor dealer in the South has sales and merchandising problems that require a specialized service, based on a thorough knowledge of conditions in his particular locality.

The Wm. H. Reynolds Victor organization has for many years co-operated with Southern Victor dealers in the development of their business. This service is not an experiment, but a practical demonstration of successful sales assistance.

"Reynolds Service is Reliable Service"



THE VALUE OF WINDOW DISPLAYS

Suggestions Which Can Be Utilized to Advantage by Dealers in Greatly Increasing the Effectiveness of Window Displays

Talking machine dealers have wonderful opportunities for making effective window displays. Among the hundreds of good ideas that can be utilized, probably the most effective from the standpoint of the shopper, is a window dressed to represent a room in the home or, when displaying the small portable machines, a camp scene with tent, etc., is proving a big factor in boosting sales.

Many people, in addition to their love of music, buy a machine to beautify the home and it is a fact that the average method of displaying talking machines—scattering machines and records in the window—does not give an adequate idea to the shopper of its beauty of design and value as an ornament. The result is that many a prospective customer looks at the window display, tries to make up her mind which machine would fit best in her home, fails and turns away.

A good plan would be to announce that a series of rooms with various machines will be displayed in the window at stated times. Furniture dealers will be glad to loan the desired articles of furniture and furnish suggestions for the display, providing that a small card is placed in the window stating that the articles of furniture have been borrowed from them. This method could also be reversed to advantage where a furniture dealer does not handle talking machines by having him use one of your machines in his window display with a small card announcing that the machine comes from your establishment.

APPOINTED SWANSON DISTRIBUTOR

Cheney Sales Corp. of New York Will Distribute Popular Portable—Will Carry on Aggressive Sales and Publicity Campaign

E. M. Runyon, manager of the Swanson Portable Phonograph Distributors, Los Angeles, Cal., announced recently the appointment of the Cheney Sales Corp., 1107 Broadway, New York, as exclusive sales distributor for the Swanson portable phonograph in New York territory. Commenting upon his important deal Mr. Runyon stated: "We are turning the whole New York territory over to the Cheney Sales Corp. and, in the future, all sales and Swanson service will come from this concern. In order to show its confidence in the possibilities of the Swanson portable G. Dunbar Shewell, president of the Cheney Sales Corp., is planning an extensive sales campaign which will continue throughout the Summer season."

Arthur Middleton, well-known Edison artist, has been scheduled for a recital at Smith's College, Northampton, Mass.

"STANDEX" PLACED ON MARKET

Musical Products Distributing Co. Introduces Display Stand for Stimulating Sales—Well Received by the Talking Machine Trade

The Musical Products Distributing Co., New York, recently placed on the market a new product known as "Standex," a rack for displaying records, sheet music, window cards, etc. "Standex" is made of steel, finished in black crystallized lacquer, and can be used to advantage by dealers for wareroom and window display purposes.

B. D. Colen, president of the Musical Products Distributing Co., states that the "Standex" has met with a very favorable reception from the trade and that jobbers are being appointed in the leading trade centers. Mr. Colen is recognized as one of the leading members of the

Eastern wholesale trade and his company introduced "Standex" in order to stimulate retail trade. The results of the campaign to date are very satisfactory and repeat orders are being received from dealers who have tested the drawing powers of "Standex" as a sales producer.

PROFITS FROM BETTER HOMES WEEK

WACO, TEX., June 6.—R. T. Dennis & Co., Inc., Edison dealer, of this city, recently took advantage of the Better Homes Week staged here to furnish the model home which formed part of the exhibit of one of the leading newspapers by furnishing an Edison, William and Mary console model, and various other interior decorations for the home. Through this courtesy the concern and the Edison received some excellent free publicity in the local newspapers.



Portable Model
13x11x9—weight 15 lbs.
Black finish—Nickel trim.

\$25

List Price

CAROLA

"The Nightingale of Phonographs"

You can buy the Carola at the old list price of \$20 only up until July 1st. After that date the list for both the portable and the cabinet models will be \$25—\$27.50 in the Polychrome finish.

Dealers sending in orders before July 1st for immediate delivery will be given the benefit of the old list prices, \$20 for both the portable and the cabinet models—\$25 for the Polychrome finish.

The Carola Company is now doing a flourishing business with over 1,500 dealers throughout the country and the repeat orders we are receiving from these dealers is the best proof of their success.

Don't forget—July 1st is the date!

Take advantage of it.

LIBERAL TRADE DISCOUNTS

THE
CAROLA COMPANY



410 Lakeside Ave., N. W.
CLEVELAND, OHIO.

A tenor of whom one never tires! That's Hackett! And this month he has made a record you will demonstrate again and again, only to find fresh pleasure in each repetition.

"I Shall Know" is a lyric of superb sentiment, given a wonderful musical setting by the distinguished Madame Mana Zucca and rendered as only Charles Hackett can. Record 80673.

COLUMBIA GRAPHOPHONE CO.
New York



Four-Minute Conference on Business Topics

No. 14—Your First Aid to Improve Salesmanship—And How to Make It Count

We all have something to sell and the better salesmen we are the more of prosperity and happiness we will be able to get out of life. This is obvious and yet a very great many people utterly disregard that simple fact, to their own great loss.

First, of all, we must sell ourselves, or the prospect is prejudiced and we do not get a chance to go any farther. Next, we must sell the firm or institution we represent, or confidence is lacking and again the prospect takes flight. And, lastly, we must sell the goods or service which we are offering—and sell them so strongly and well that they'll stay sold.

Just what, then, is the first aid to these three important sales? If we can answer that query we shall have handed out something so valuable that the recipient will be our debtor eternally. And that's just what I am going to do.

Here is the key which fits the lock. It is a golden key, so grasp it and do not let go of it. It is wrapped up in the word "demonstration." Let me show you how it works. You demonstrate by your appearance, your approach, your interest, your friendliness or the lack of it—just what you are. You win the prospect or else you repulse him and lose your chance. Be careful how you demonstrate your own personality and temperament. They count mightily.

Then you will be called to demonstrate your firm—and be sure that you do it well. Don't ignore the firm. It is not fair to them or to the customer. Experience, buying power, skill, foresightedness, reliability, ability, desire to serve, and so on, are all points to be stressed either directly or by suggestion. Show faith, confidence in your firm. That is only fair to them. Demonstrate by the subtle respect of your manner and mental attitude that you the salesman are posted and because you are posted you are ready to bank on what the firm offers or does. Confidence begets confidence. Demonstrate!

Lastly, be prepared to demonstrate your goods or whatever you are selling. Take pride in being a super-salesman at demonstration. Let me illustrate. The other day I saw a man attempt to sell some phonograph records. He acted as if it hurt him to move. He answered questions grudgingly. He was not a good demonstrator of self. When a criticism of the price of an instrument was offered he replied, with an attempt at wit: "Well, I reckon the boss needs a new car." He didn't demonstrate the firm well.

The salesman put on the records and played them laconically and didn't bother to tell the name of the record or the artist. The prospect went out. She went across the way and, having business over there also, I followed. There was some difference. This salesman was a demonstrator. He was vibrantly alive. He appealed to the ear, to the reason, to the interest,

to the eye, to the love of the beautiful and to the emotions of joy, sentiment and to the idea of practical usefulness. And he didn't seem to be working at all. It was evident that he was doing what he loved to do.

His demonstration was honest and enthusiastic. He was watchful and intelligent. He sold an instrument and a large assortment of records. He made his demonstrations count!

Realize how much a demonstration, a good one, means to you and be ready and patient in all demonstrations to others. Then your demonstrations will be of the winning kind and they'll count as a business boost for all time.

NEW MUSIC STORE IN KOKOMO

KOKOMO, IND., June 8.—A new music concern called the Carlin-Quick Music Co. has been recently formed here and will open an up-to-date music shop at 110 East Superior street in the near future. L. G. Carlin and W. L. Quick are the partners of the firm.

R. S. PEER MAKES ATLANTA TRIP

Ralph S. Peer, of the executive staff of the General Phonograph Corp., after attending the convention of Okeh jobbers in Chicago, left for Atlanta to take charge of a special recording outfit for the purpose of making a number of recordings by an orchestra in that city. When he reached Atlanta Mr. Peer was met by Chas. Hibbard, of the Okeh recording laboratories, and it is expected that this Southern trip will be productive of excellent results in the shape of new records for the Okeh library, which is steadily expanding.

CIVIC MUSIC COMMISSION MEMBERS

DALLAS, TEX., May 23.—The new members of the Civic Music Commission recently appointed here are as follows: Mrs. F. B. Ingram, G. M. Seay, Lawrence O. Gordon, Mrs. Sidney A. Temple and Lester Burchfield. Old members who are reappointed to the Commission are: Arthur L. Kramer, J. C. Phelps, C. A. Mangold, Mrs. F. R. Blankenship, Robert N. Watkins, Miss Sudie L. Williams, Father Frederick Coupal, Edgar Hurst and Edward Titche, all of whom are prominent in this city.

VICTOR WHOLESALE DISTRIBUTORS



Blackman Service costs
you no more unless you
are not getting it

BLACKMAN AND DEPENDABILITY

Blackman
TALKING MACHINE CO
28-30 W. 23RD ST. N.Y.C.

ONE SUGGESTS THE OTHER



"You can't go wrong
With any FEIST Song"
© Leo Feist Inc. N.Y.

PHILADELPHIA DEALERS' PICNIC

Victor Dealers' Association Engages in Sports and Hilarity at Annual Event at the Old Mohican Club House—Dinner and Speeches

PHILADELPHIA, PA., June 6.—More than one hundred members of the Philadelphia Victor Dealers' Association and their friends put aside all thoughts of business yesterday during the annual picnic and outing held by the organization at the Old Mohican Club House at Morris-on-the-Delaware, seven miles above Camden.

During the afternoon a variety of sport events occupied the dealers, the events including a fat man's race, three-legged race, 100-yard dash, wheelbarrow race, sack race and free-for-all race. The tug of war between the distributors and dealers was won by the distributors under the leadership of Louis Buehn, although J. R. Wilson, captain of the dealers, received reinforcements to his team that had

not been expected. The dealers had Constable Tryon as their anchor man and wide experience at "pulling" was of great advantage to his team mates.

One of the most popular men at the outing was Richard Ertelt, who had charge of refreshments. To add to the gayety of the fine old-fashioned dinner which was served later Mr. Ertelt favored the dealers with an impassioned rendition of his favorite song, "Schnitzelbank!"

During the dinner William Elton, of Linton Co., acted as toastmaster and addressed the dealers on the subject of prohibition. His pathetic and moving discourse turned into an active debate when Charles Miller, of Louis Buehn Co., spoke in behalf of the "drys."

Among the guests at the picnic was Frank Dolbeer, sales manager for the Victor Co., and Harry Atmore, also of the Victor Co.

H. Royer Smith, secretary of the Association, was in charge of the sale of tickets and also arranged for the autos in which the dealers

were taken to the scene of the picnic and he received many congratulations for his efficient work.

Robert S. McCarthy, of Gimbel's, who was chairman of the picnic committee, was unable to attend, owing to the pressure of business. The event was unanimously voted the best ever held by the local dealers and every participant returned to his desk well pleased with his day's outing.

CROSLEY CO. NOW A PUBLISHER

Prominent Radio Manufacturer Publishes Song by Cincinnati Composers—Will Be Exploited Through Radio Broadcasting Channels

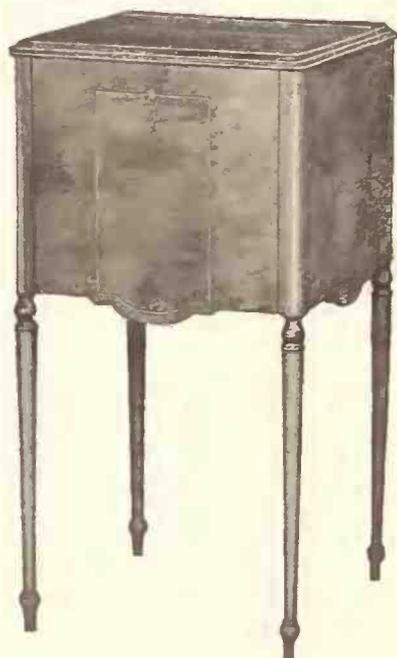
The radio division of the Crosley Mfg. Co., Cincinnati, O., well-known manufacturer of radio receiving sets and appliances, has, for some time, been interested in the work of two Cincinnati composers, Aichele and Schmidt. Recently a dance orchestra led by Elmer Aichele played a successful concert from the WLW station, featuring a number of the team's original compositions. Two weeks later an entire program of Aichele-Schmidt music was broadcasted.

Based on the reports received from radio listeners, the Crosley Publishing Co., of Cincinnati, of which Powel Crosley, Jr., is president, decided that, from among the eight numbers still in manuscript, two were worthy of consideration. The Crosley Publishing Co. has issued one of these compositions, entitled "Somebody Else Is Stealing My Sweetie's Kisses," and this song will be available to all broadcasting stations without fee or license. The exploitation and demand created for the above number, exclusively through radio broadcasting channels, will be watched with interest, not only by broadcasting stations throughout the country, but by all other interested parties.

RETURN FROM CONVENTION

Otto Goldsmith, president of the Cabinet & Accessories Co., Inc., New York, returned recently from the Chicago convention. While in Chicago he helped to introduce the new Cesco record repeater, of which the Cabinet & Accessories Co., Inc., is one of the distributors.

Udell Flexi-file record cabinet No. 152, Louis XVI. Mahogany top. Height, 34 inches; width, 17 inches; depth, 17 inches. Capacity up to 150 records. Average weight, crated, 65 pounds.



EVERY buyer of a vertical cabinet phonograph is a prospect for one of these beautiful and convenient Flexi-file record cabinets. The advantages are obvious: records are at the right height and are neatly filed at your fingertips. No stooping or spilling records out on the floor. No record albums to buy. This is a handsome piece of furniture, and has an irresistible sales appeal. It will make you money. Order two or three and see how quickly they move. You will reorder! Write for literature.

THE UDELL WORKS

28th Street and Barnes Ave.

Indianapolis

STYLUS BARS

(Any Style)

Stylus Bar and Mfg. Co.

Clague Rd.

Bay Village

OHIO

PHONOGRAPH STORE EQUIPMENT

High Quality — STANDARDIZED — Low Price



OGDEN'S SECTIONAL STORE EQUIPMENT.

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

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.



FRONT VIEW OF RECORD SALES COUNTER #1
TOP 30" X 60" 32" WITH CASTORS

BACK VIEW OF RECORD COUNTER- #1
SHOWS 3 DRAWERS WITH ADJUSTABLE COMPARTMENT DIVIDERS, ALSO 3 UPRIGHT COMPARTMENTS AND

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.

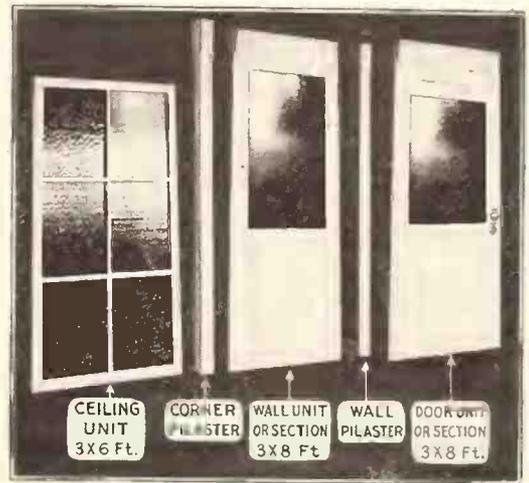
UNEVEN FLOORS are provided for as each Pilaster and Section is supplied with Patented Levelers instantly adjusting to a perfect level. (Spirit Level also supplied)—WALL PILASTER adjusts to fit any size Base Board and Wainscot rail.

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.



Room units made to fit sound tight

New Model No. IX-A

You-Nit Cabinet Stand

K. D. For Victrola No. IX-A



Fulfills 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.

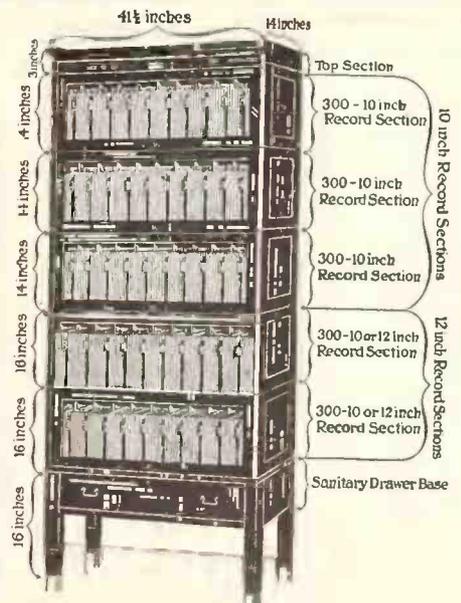
"STANDS"

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, \$16.50

No. 1 Tier of Sections for 1,500 Records, \$59.25

Finishes: Oak, Mahogany and Genuine Enamels

OGDEN SECTIONAL CABINET CO., Lynchburg, Va.

All Prices Subject to Market Conditions and Change Without Notice

IN THE MUSICAL MERCHANDISE FIELD

INSTRUCTORS OF MUSIC A GOOD SOURCE OF PROSPECTS

Manager of the Musical Merchandise Department Should Not Overlook the Possibilities of Making Sales Through the Co-operation of the Music Teachers in Their Cities

The manager of the small goods department in the talking machine establishment cannot hope to do the maximum amount of business in his territory unless he devises ways and means of bringing his department to the attention of the class of people who are most likely to purchase musical merchandise. It is safe to say that a comparatively large percentage of talking machine owners, as well as others, are good prospects for stringed instruments, band instruments, etc. Therefore, the manager of this branch of the business must start at the beginning and prepare a selected list of prospects and when this has been accomplished he must keep at it, continually working to keep the list up to date. Securing the list is only one step in the program, but a most important one. Without it the department is likely to fall down as regards sales volume and become an unprofitable venture.

As in the case of securing prospects for talking machines, there are any number of places and methods of securing names of persons who, sooner or later, may be in a position to purchase a small musical instrument. One profitable source of prospects which is often overlooked are the teachers of various types of musical instruments. Here is a most prolific source of sales if diplomatic and tactful methods are utilized to bring about a condition of co-operation between the various teachers of musical instruments and the small goods department of the talking machine store. It will be found, in most cases, that the teaching fraternity will be very glad to recommend the instruments handled by the talking machine store if they are of recognized worth and the concern has a reputation for fair dealing. Probably the best way to secure the wholehearted backing of these musical instrument teachers is to make a personal visit and endeavor to "sell" the teachers on the merits of the line handled.

It is also well to remember that what the teacher has to say regarding an instrument carries great weight with his or her pupils. For this reason alone no talking machine merchant who conducts a musical merchandise department or anyone connected therewith can afford to antagonize the music teachers in his community. Friendship can be turned into a profitable asset here as in every other branch of the music business and, therefore, this avenue of building up a profitable business should not be ignored. On the contrary, the greatest pains should be taken to come to some agreement with the teaching fraternity in your community for your mutual benefit.

There are some merchants who have found that the payment of a commission on all sales resulting through the efforts of an outside agency such as the teaching fraternity carries some influence in future dealings. As far as this goes, if the teacher is instrumental in bringing about the sale of a musical instrument, he is as much entitled to an equitable commission as are the regularly employed salesmen. The teacher goes to a certain amount of trouble and when, through his efforts, a certain instrument is sold he is doing no more than the regular salesmen do. In the majority of cases the teacher will not recommend an instrument which he does not honestly believe will meet the requirements of his pupils. In fact, sales from this source will be very slim indeed, unless a line is handled which meets with general approval as being the best in its field for the money. It is unnecessary to go into the matter of commissions further than to state that this mode of doing business with teachers of musical instruments has been found not only fair, but the further mutual profitable relations existing between pupils to whom these instruments are sold, teachers who have helped to sell the instruments and the dealers making the sales in

Olympian C-Melody — Saxophone



When you buy an Olympian instrument you are taking no chances. Olympian instruments are built by master builders with unlimited facilities and equipment. First-class workmanship is the outstanding feature of the Olympian line.

Each Saxophone equipped with the single-octave key pearl finger tips. Standard American method of fingering. Supplied with silver-plated music lyre, mouthpiece, reed holder with protecting cap, one reed and carrying strap.

Low pitch. No. 1100X—Brass, highly polished. Each.....\$62.50

No. 1101X—Silver-plated, sand blast, points burnished. Gold Bell. Price, each.....\$76.00

Carrying Cases

No. 1120X—High grade keratol case, lined with purple velvet. Snug fitting, well made and wonderful appearance. Price, each.....\$7.50

COLE & DUNAS MUSIC CO.
430 So. Wabash Avenue Chicago, Ill.

GOOD PROFITS

BANJOS

MANDOLINS

LUTES

GUITARS

V
E
G
A

TRUMPETS

TROMBONES

SAXOPHONES

CLARINETS

New Catalogs—Just Out

THE VEGA COMPANY

155 Columbus Ave.

Boston, Mass.

this way have made the venture eminently satisfactory from every standpoint and, of equal importance, profits have resulted.

There is still another method tried by several merchants handling musical merchandise in which the music teacher plays an important part in making sales which has been mutually profitable and satisfactory. This plan is in the form of an agreement between the teacher and the management of the musical merchandise department, whereby the store agrees to recommend certain teachers to purchasers in return for the good-will of these teachers which culminates in recommendations of their instruments to pupils. For example: The store agrees to recommend the teacher of the violin to purchasers of violins; the teacher of the cornet to cornet purchasers, etc. This has been found a very equitable arrangement wherever tried. Teachers are always anxious to enlarge the number of their pupils and if the proposition is presented in the proper light the manager of the small goods department will invariably find that these gentlemen and ladies will do their utmost to hold up their end of any bargain entered into.

As has been said before in this section of The World, no musical merchandise department can hope to do a maximum volume of business unless all the outside agencies offering possibilities of increasing sales are taken into consideration and a system of co-operation is established which will give mutual satisfaction and in which friction of any character is reduced as much as possible.

TAKES ON MUSICAL MERCHANDISE

Loveman, Joseph & Loeb, Victor and Edison Dealers, Birmingham, Ala., Secure Fred. Gretsch Line of Musical Merchandise

Among recent visitors to the headquarters of the Fred. Gretsch Mfg. Co., Brooklyn, N. Y., was Edgar P. Holstein, manager of the talking machine department of Loveman, Joseph & Loeb, who are retailers of the Victor and Edison lines in Birmingham, Ala. He reported that business was generally good in this section of the country and that everybody looked forward to a good Fall season. Mr. Holstein came to New York to arrange with the Fred. Gretsch Mfg. Co. for the representation of the Gretsch line of musical merchandise in Birmingham and surrounding territory. Musical merchandise will constitute an entirely new department for this store.

During Convention Week Fred. Gretsch, president of the company, together with Will and Fred Brenner, of the Gretsch sales staff, made their headquarters at the Blackstone Hotel, where the line was placed on display.

WILLIAM J. HAUSSLER HONORED

Vice-president of C. Bruno & Son, Inc., Re-elected President of National Musical Merchandise Association—Annual Convention of Music Trade in Chicago Well Attended

Wm. J. Haussler, vice-president and general manager of C. Bruno & Son, Inc., New York, prominent musical merchandise wholesalers and importers, was re-elected president of the Na-



William J. Haussler

tional Musical Merchandise Association at the annual convention of the Association, held in Chicago the week of June 4. When this Association was first formed Mr. Haussler was elected president and the indefatigable service that

IN THE MUSICAL MERCHANDISE FIELD—(Continued from page 172)

THE OLDEST AND LARGEST MUSICAL MERCHANDISE HOUSE IN AMERICA

Exclusively Wholesale
ESTABLISHED 1834

C. BRUNO & SON, INC.
351-53 FOURTH AVE. NEW YORK CITY

he rendered to the musical merchandise industry during the past year was fittingly recognized by his re-election as president.

Mr. Haussler presided at the annual meeting of the Association and his report as president was received with enthusiastic approval by the members of the organization. It is interesting to note that during the course of the year the Association showed a net increase of thirteen members, and the membership will undoubtedly be increased during the coming year. Mr. Haussler was also a speaker at the annual banquet of the Association and during the course of his talk gave interesting details relative to the progress that had been made recently towards interesting school children in music through the medium of the harmonica. In conclusion, Mr. Haussler paid a strong tribute to the Music Industries Chamber of Commerce, declaring that the small amount involved was the very best investment that could possibly be made for the advancement of the industry.

Danielson's Music House, C. Fred Danielson, proprietor, with a store at 17 East Third street, Jamestown, N. Y., has opened another establishment at 19 Main street, that city. A complete line of musical instruments, including talking machines, is handled.

NATIONAL INTEREST IN HARMONICA

Wave of Popularity Results From Great Volume of Publicity in Featuring Harmonica Contests in Gotham and Philadelphia

National interest in the harmonica has been developed and the popularity of that instrument has received the greatest impetus in its history due to the great volume of publicity resulting from the harmonica contests recently held in New York and Philadelphia. No little credit for the success of these events and the resulting benefit to dealers handling these instruments is due Wm. J. Haussler, of the firm of M. Hohner, manufacturer of Hohner harmonicas, with headquarters in New York City, who, from start to finish, was unceasingly active in the interest of the contests. In addition to gold, silver and bronze medals for the winners M. Hohner gave a free trip to Philadelphia to the winner of the finals and everybody who qualified for the finals was presented with a handsome Hohner harmonica.

During the entire time of the contest M. Hohner waged an intensive publicity campaign drawing attention to the excellence of the Hohner instruments. This was in addition to the

(Continued on page 174)

HOHNER Harmonicas and Accordions
THE WORLD'S BEST

**Two Big Business Builders—
Yours for the Asking**

The Hohner Harmonica Instruction Book and the Window Display Chart showing how to play Hohner Harmonicas will increase your sales
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

You Need Both These Books

What sells in Musical Merchandise? What is the right price to pay? What should you ask at retail? These are a few of the practical questions answered for Music Merchants by these two useful books. If you buy Musical Merchandise you should have them both. And all they cost you is the two-cent stamp that brings us your request.

Illustrated
Retail Catalog No. 22

Put this efficient salesman to work in your store! Picturing nearly 3,000 different Instruments and Accessories—quoting retail prices only—it enables you to offer your trade a thousand articles you wouldn't ordinarily stock.

These two books put at your command all the resources of our complete merchandising service, including Our Factory, Our Import Department, and Our Big, Varied Stock.

To serve your trade efficiently, economically—profitably!—do as thousands of other Music Merchants are doing, and make use of this dependable and satisfactory source of supply. It is worth your while, as we can prove to you, if you'll give us the opportunity.

They are waiting your request—so write today on your business letter-head, and get these two aids to more profitable business.

Confidential
Trade Price List No. 6

THE buying guide for Music Merchants. Handy pocket size and fresh from the press, quoting the latest 1923 wholesale and retail prices on one of the largest Musical Merchandise stocks in America.

The FRED. GRETSCH MFG. CO.

Musical Instrument Makers Since 1883

60 BROADWAY,

BROOKLYN, N. Y.

NATIONAL INTEREST IN HARMONICA

(Continued from page 173)

large volume of free publicity given the event in the newspapers in this and other States. As a result of this publicity the harmonica has become the instrument of the season and a demand beyond all expectations has been enjoyed by retailers.

Thousands were present when the finals to determine the champion boy player of New York City were held in the Mall at Central Park. The three judges, Reinald Werrenrath, baritone and Victor artist; Park Commissioner Gallatin and Borrah Minnevitich, harmonica virtuoso, who as Hohner harmonica soloist has been instrumental in broadcasting the merits of the Hohner harmonicas, finally decided upon Benjamin Kossover, of the Bronx, as winner; Herbert Leonard, a colored boy from the Bronx, second place. The contestants received 75 per cent of their rating for playing "Home,

Sweet Home" and "Marching Through Georgia." A feature of the finals was the playing by a harmonica band led by Mr. Haussler. Benjamin Kossover, who used a Hohner instrument exclusively, journeyed to Philadelphia to compete against the winner of the finals of that city, winning this contest and becoming national mouth-organ champion.

In addition to prizes given the winner by M. Hohner, other prizes included \$100 from the New York World, a week's engagement in a Keith theatre at a salary of \$100 and the Emerson Phonograph Co. agreed to have the successful contestant make some records for a consideration of \$100. The Emerson Co. also announced its intention of donating 5 per cent of the amount received from sales of these records to any charity designated.

From the standpoint of the trade, of course, the feature of the contest was its effect on retail sales. In this respect the event was a world-beater. Thousands of harmonicas were passed

over the counters of music stores in the metropolitan territory and adjacent cities to both youngsters and grown-ups and the effect of the advertising, both paid for and free, will be felt in increased sales for many weeks to come.

ELECT OFFICERS FOR COMING YEAR

National Musical Merchandise Association Holds Annual Convention in Chicago—Secretary and Two New Directors Elected—Other Officers Re-elected

CHICAGO, ILL., June 7.—At the annual convention of the National Musical Merchandise Association, held in this city this week, the following officers were chosen: President, Wm. J. Haussler, New York (re-elected); vice-president, F. C. Howard, Kansas City (re-elected); treasurer, Fred. Gretsich (re-elected); secretary, J. K. Stewart, Chicago. The following directors were re-elected: Howard E. Wurlitzer, Fred. Gretsich, Samuel Buegeleisen, Wm. J. Haussler, F. C. Howard, A. I. Brown and Carl Nelson. A. R. Stewart and H. Simson were elected directors to succeed P. H. Monnig, resigned, and Carl Fischer, deceased.

DISPLAYING RECORDS HELPS SALES

Several Successful Plans Tried by Dealers—New Pathé Record Display Racks

Any means which the talking machine dealer may evolve to facilitate selection of records



The Skyscraper Record Display Rack

by customers makes the sale of records easier. There is a general realization in the trade that consistent displays keep the sales ball rolling. Some merchants have discovered that when selections of various kinds of records are placed in the demonstration booths and customers are left to their own resources they are more likely to extend their purchases than if only those records asked for after perusal of catalogs are supplied. Other merchants have boosted record sales simply by placing lists of perhaps a half-dozen selected records prominently in the booth. An elaboration of the plan of home-made racks in the booth has just been placed on the market by the Pathé Phonograph & Radio Corp. The device, illustrated herewith, comes in sections similar to a sectional book case. Each compartment holds fourteen records, but the rack can be made to hold as many records as desired. It may also be used in show cases and other prominent places in the store to bring to the attention of shoppers choice recordings of the month.



Ethel Waters' Records

Now Ready



Miss Waters has just returned from an unusually successful vaudeville tour and has made some new recordings that are better than ever. If you are looking for quick sales we urge you to place your order immediately for records.

No. 14145—BROWN BABY—Ethel Waters and The Jazz Masters.
AINT' GOIN' MARRY—Ethel Waters, accompanied by F. H. Henderson.

No. 14146—MEMPHIS MAN—Ethel Waters and The Jazz Masters.
MIDNIGHT BLUES—Ethel Waters and The Jazz Masters.

BLACK SWAN PHONOGRAPH CO., Inc.

2289 SEVENTH AVENUE :: NEW YORK CITY

APPEARANCES HELP THE SALESMAN

Well-cared-for Clothes Create an Impression That Proves of Distinct Value in Making the First Approach to the Customer

"It pays to spend your last dollar on a presentable suit of clothes," said the Old Salesman to the New Hand, according to The Voice of the Victor. "If you have on well-cared-for clothes people think you have lots more of 'em at home whether you have or not; but if you wear old-looking and dilapidated clothes they think that's all you have."

The old salesman told a truth, not only regarding clothes, but regarding salesmanship; for salesmanship is the one trade where first impressions count most.

There are no goods that "sell themselves" more readily than Victrolas and Victor records. It has been said a man in overalls could sell them in a tent. But a salesman in a Victor store has more to sell than Victrolas and Victor records. He has to sell the store, its service, its system, even its owner, for he is at all times his employer's ambassador. But, above all, he has to sell his salesman self.

Many sales are instantaneous, many more take but a few moments, and even where a deal is put over only after a long period of time the sale may date, after all things are analyzed, from the moment the customer met the salesman for the first time.

Making a sale is often like a hundred-yard race. It's a sprint all through, but a short race may well be lost at the getaway. Clothes constitute a salesman's "getaway"; and of course in the word "clothes" we include appearance generally—polished shoes, clean linen, well-brushed hair, clean nails and well-kept teeth. A customer takes all these things in instantaneously without being aware that he is doing it. If they are as they should be they create goodwill, without which no sale is really complete; goodwill for the merchandise, the store, and above all for the salesman himself.

A salesman whose appearance is against him starts the race with a load. He may throw the load off later. If he is honest, obliging, sincere in his work and efficient in his methods he may throw the load off in course of time; but in scores of cases the race is won or lost before he has the necessary time.

First appearances, first impressions count in salesmanship to a greater degree than in any other profession except, perhaps, that of a king. A king in rags couldn't "put it over." Come to think of it, a king is something of a salesman, too, and that's why he wears purple and his minions wear uniforms—because of the instant-salesmanship of good clothes. In America we have no king, but—well, our soldiers and our police wear clothes that win them instant recognition for what they are.

A salesman needs just such instant recognition, the same instant respect, and he can get it in a measure by means of good appearance. If he is well dressed he may even be a "dub," and still make a quick sale, his good clothes carrying him over before he has time to reveal his dubbishness.

We know a salesman who doesn't agree with us. He works in a small town. He says he knows everybody in the place and everybody knows him and what he's getting, and if he wore store-clothes they'd "josh" the life out of him.

They might at first. But, anyway, their mothers and wives and sisters wouldn't and those are the ones who spend the money. Try it!

GEM MUSIC STORE OPENS

MONTGOMERY, W. VA., June 8.—The Gem Music Store has been opened here in the Montgomery Building on Ferry street. The concern will handle musical instruments of all kinds. Modern equipment has been installed and the store is one of the finest in this section devoted to the sale of music.

The TRIANGLE PORTABLE TONE ARM and REPRODUCER



8 3/4 or 9 inches long. Diameter of base, 2 3/8 in.; Boring, 1 3/4 in. A sturdy tone arm and reproducer built especially for portable phonographs. Equipped with the TRIANGLE STANDARD No. 3 REPRODUCER and the TRIANGLE NON-FRACTURE DIAPHRAGM. It is designed to give exceptional volume. Finished in Nickel.

Write for Sample and Illustrated Catalog of Our Complete Line of Tone Arms and Sound Boxes.

Triangle Phono-Parts Co.,

722 ATLANTIC AVENUE
BROOKLYN, NEW YORK

OUTING SALES VERY SATISFACTORY

MOUNT KISCO, N. Y., June 8.—The Outing Talking Machine Co., of this city, manufacturer of the Outing portable, states that sales to date are far ahead of last year and that the factory is working overtime to keep up production. A handsome six-colored window display, a three-colored window hanger and several new descriptive circulars and leaflets form part of an extensive advertising campaign prepared by the Outing organization which has just been launched.

DAVISTONE CO. CHARTERED

CHICAGO, ILL., June 6.—The Davistone Co., 848 Noble street, this city, has been granted a charter of incorporation under the laws of this State, with a capital of \$10,000, to manufacture and deal in talking machine appliances, novelties and radio. The incorporators are Harry C. Kinne, Irwin N. Baker and Niles S. Whitney, all experienced business men.

TALKING MACHINE MEN MEET

The Talking Machine Men, Inc., held their annual luncheon and meeting at the Café Boulevard, New York, on June 13. The meeting was taken up with the appointment of the various committees to serve during the new year. At the next meeting the new plan of the association to have members of the organization deliver brief talks on the various problems affecting the industry goes into effect. Assignments have already been made and a number of interesting matters which are of vital interest to the development of the talking machine business will be discussed.

SUFFERS DAMAGE IN FIRE

NIAGARA FALLS, N. Y., June 9.—Robert L. Loud, prominent music dealer of this city, recently suffered considerable loss in a fire which damaged the store to the extent of \$5,000. The concern handles pianos and musical instruments of all kinds.

VICTOR BUSINESS FORECAST

Summer, Fall and Winter Victor business will be the best ever if you get behind it. We'll help you!

1923

Spring Business

The Best in Our History

Knickerbocker Talking Machine Co., Inc.

138 West 124th Street

New York City

"New York's Progressive Victor Wholesaler"

FELT

No obligation is incurred by sending us your specifications for analysis—or price quotation.



Always prepared to give quick service for special requirements. Please bear this in mind.

The Safety of Certainty

Manufacturers of talking machines who use our **TURNTABLE FELT** year after year know how strictly we conform to their standards and requirements. To them **AMERICAN FELT COMPANY'S FELT** means certain and constant satisfaction.

We shall be glad to extend our service to other manufacturers of talking machines. Inquiries and specifications are invited.

AMERICAN FELT COMPANY

100 Summer Street, Boston 114 E. 13th Street, New York City
325 So. Market Street, Chicago

WESTERN DEALERS ADD EDISON

Montana Phonograph Co., Helena, Mont., Enjoys Busy Season—Butte Phonograph Co. Changes Hands and Is Moved

HELENA, MONT., June 7.—The Edison business in this territory has been very satisfactory, according to F. S. Martin, of the Montana Phonograph Co., Edison distributor of this city. Mr. Martin, who has just returned from a survey of the Western section of the territory, which includes western Montana, northern Idaho and eastern Washington, declares that the state of business is indicated by the number of dealers who are adding new lines. Among those who recently have taken on the Edison are the City Drug Store, Coeur d'Alene, Idaho; the Red Cross Pharmacy, Kendrick, Idaho. Another dealer recently established is J. R. Van Horn, of Shelby, Mont., an oil boom town, which has grown from 300 to 6,000 people in six months. This business has increased almost as rapidly as the population.

L. L. Eby, manager of the Tull & Gibbs

phonograph department, states that business has been eminently satisfactory during the past month or more, this despite the fact that Tull & Gibbs recently suffered severe damage in a fire which necessitated the remodeling of the entire phonograph department.

The Butte Phonograph Co., Inc., of Butte, Mont., recently changed hands. Joseph Lutey, former president of this concern, is now associated with this brother in the operation of a chain of grocery stores in Butte. The phonograph business has been moved from 128 Broadway to 11 Main street and J. G. Reinhard, formerly with the Orvis Music House, Missoula, Mont., is president of the new concern.

PHILLIPS PHONO PARTS IN DEMAND

William Phillips, president of the William Phillips Phono Parts Corp., reports that business is keeping up exceptionally well, with the outlook for the future good. He reports that he has made several improvements in his product which have met with much favor in the trade.

MUSIC SOOTHES HOSPITAL PATIENTS

Found to Have Marked Effect on Spirits and Morale of Mothers and Sick Children

An interesting test in which the phonograph was featured was recently staged in the New York Nursery and Children's Hospital, 161 West Sixty-first street, New York City, in which various kinds of music were used to discover the effects on patients in that institution. The test was held under the direction of Dr. Harold C. Cox, resident physician, who stated that it was tried mainly on mothers in the maternity wards and also with babies and sick children. The music was found to have a marked therapeutic effect on the spirits and general morale of the patients, although the reason for this has not been discovered. The demonstration showed that waltz music was the most soothing and from now on well-chosen music will form part of the treatment of patients there.

DEMONSTRATION DON'TS

- Don't mispronounce words.
- Don't talk too fast.
- Don't speak in a monotonous tone.
- Don't speak indistinctly.
- Don't pass from one thing to another.
- Don't emphasize too strongly.
- Don't fail to emphasize important points.
- Don't seem at a loss for something to say.
- Don't fail to hold the prospective customer's interest while calling attention to good points.
- Don't repeat as from memory.
- Don't fail to improve the first opportunity to present the order.
- Don't refuse to break off in your demonstration and answer the prospective purchaser's questions.
- Don't fail to stop and get the prospective customer's assent to a statement that is open to question.
- Don't imagine, because the prospective purchaser listens in silence, that he agrees with you, or even understands all you say.
- Don't fail to draw out the prospective purchaser's objections.
- Don't present your arguments in a cut-and-dried style.
- Don't try to be magnetic or eloquent.
- Don't fill up your mind with words or phrases, but with ideas.
- Don't try to impress the prospective purchaser with what a fine talker you are.
- Don't fail at the critical moment, when the prospective purchaser is hesitating, to follow him up and land a decisive blow.

—Salesology.



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—Madison Table Phonograph

\$10.00—Madison Portable Phonograph

Present distributors doing volume business.

A few Jobbing territories still available.

Particulars on Request.

MADISON MUSIC CO.

114 East 28th Street

New York

PORTLAND, ORE.

Local Trade Members Migrate to Conventions—Brisk Sales Reported With Portable in Lead—Many Changes During the Month

PORTLAND, ORE., June 4.—That business for the past month exceeded that of the same period of last year is the consensus of opinion of the heads of the wholesale departments as well as retail dealers in talking machines and records. The demand for the console type goes on unabated, but the little portable is again coming into its own with the nearness of the Summer vacation period.

A number of Portland's music men are out of the city this month, some attending the convention in Chicago, while others went to Washington, D. C., to attend the Shrine conclave. H. G. Reed, president of the Reed, French Piano Co., distributor of Hallet & Davis phonographs, Edison and Victor talking machines and records, and I. E. Sklare, manager of the Remick Song & Gift Shop, agent for the Columbia, are attending the convention, while Frank Lucas, of the Seiberling-Lucas Music Co., who is an important member of Portland's Al Kadar Band, and Ernest Crosby, credit man of the G. F. Johnson Piano Co., who is the leading tenor of the Al Kadar Chanters, are attending the Shrine conclave in Washington, D. C. All expect to visit Eastern factories and stores before their return home.

M. Davis, district manager of the Brunswick Co., reports business as steady and unusually good for this time of the year.

The local Bush & Lane Piano Co. has added the Brunswick to its Victrola and Bush & Lane phonograph lines.

Sherman, Clay & Co., wholesale, reports dealers as accepting the new No. 215 flat-top model with enthusiasm and that the big shipments received are not large enough to supply the trade. Elmer Hunt, manager, is calling on Victor dealers in eastern Oregon, Washington and Idaho. C. P. Huntington, of Oakland, Ore., has been added to the list of Victor dealers. Recent visitors were W. E. Ballard, of Ione, Ore.; Peter Paulsen and F. O. Berg, of the Hellberg Drug Co., of Astoria, Ore., and L. L. Thomas, of Marshfield, Ore.

Harry Marshall, district manager of the Edison Phonograph Co., Ltd., is out of the city making an extensive trip through his territory. Charles Soule, manager of the Starr Piano Co.

and Gennett records, is also out of town on business.

Business in the Stradivara phonograph factory in this city has been discontinued and the plant sold.

L. D. Heater, jobber of the Strand phonograph accessories, is receiving some nice orders from Japan.

The Seiberling-Lucas Music Co., which has added the Brunswick line of phonographs and records to its Victor line, is in new quarters.

P. S. Kantner, of San Francisco, who has been appointed Pacific Coast manager of the Columbia Co., made his initial visit to Portland in May with W. H. Lawton, district manager.

The Hyatt Talking Machine Co. has secured a lease of the premises at 386 Morrison street, in the new Robert Building, which will be occupied about August 1. Mr. Hyatt is planning to change the name of his firm from the Hyatt Talking Machine Co. to the Hyatt Music Co. Victor, Edison, Brunswick and Columbia machines are handled.

The new sheet music department in the Sherman, Clay & Co. store, J. H. Dundore, manager, will be ready for operation about the middle of June. A Victrola and a large collection of Red Seal records were shipped from this department direct to Bagdad, India, through an order placed by Papazian, Oriental rug buyer and lecturer, who is touring the United States.

The Meier & Frank Co., which handles Victor, Edison, Sonora and Columbia phonographs, took advantage of the appearance of Madam Choruoroff, the famous beauty lecturer, and gave a two weeks' course on the secrets of reducing in the auditorium adjoining the phonograph department, by demonstrating their reducing sets, which include Victor exercise sets, Walter Camp's "Daily Dozen" and the Wallace reducing sets. Another big feature of this department was May Day parties given for the 3,000 children of Portland the first two Saturdays in May.

Carl Jones, traveling representative of the Cheney Co., with G. F. Johnson, made an extensive trip throughout the Pacific Northwest during May and reports general business conditions in splendid shape.

The Wiley B. Allen Co. has established a branch store in Vancouver, Wash., with P. G. Dickie, of Yakima, in charge. Victor and Brunswick lines are handled. P. S. Moon has been added to the Wiley B. Allen Co.'s sales force.

Frank B. McCord, formerly sales manager of the Reed, French Piano Co., has purchased a half interest in the George E. Courson Music Co., of Bend, Ore., and has left Portland to take charge of his new interests. Mr. Courson, who has two stores, one at Bend, Ore., and one at The Dalles, Ore., will now devote his time to The Dalles store and Mr. McCord will have complete charge of the Bend interests. Brunswick phonographs, records and musical merchandise are carried.

George C. Will, Victor, Columbia and Edison dealer, of Salem, Ore., has opened a branch store at Corvallis, Ore.

"Currin's for Drugs," of Klamath Falls, Ore., C. S. Currin, proprietor, has moved into a newly equipped store and is now located in one of the finest drug stores in the entire State of Oregon. Mr. Currin is a Brunswick dealer.

Maurice A. Richmond, of music publishing and supply fame of New York, who is making an extensive coast to coast trip, was a visitor.

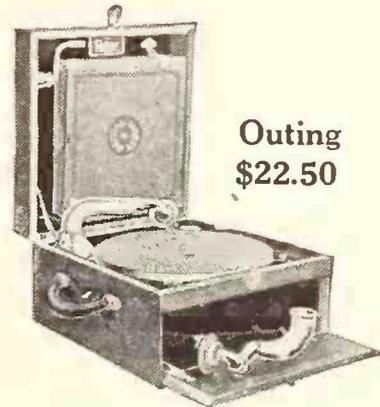
Mildred Klingsmith has succeeded Miss Larson in charge of the record department of the Bush & Lane Piano Co.

Grayce Stanford is now in charge of Mack's Music and Gennett Record Store at 124 Broadway.

PORTABLE PROFITS

Order Your Portables Now

Results in 1922 prove the worth of the Portable in the Spring and Summer months.



Charmaphone	- - -	\$18.00
Carola	- - -	14.00
Carnival	- - -	10.00
Madison	- - -	6.50
With Carrying Case		8.50

Metropolitan Distributors of

Outing and Charmaphone Portables

Walter Camp's Daily Dozen and Health Builders Reducing Sets

The New Cesco Repeater

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 Records

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

Victor Wholesalers



The House of Mellor in Pittsburgh since 1831

AMBITIOUS PLANS OF OGDEN FIRM

Glen Bros.-Roberts Piano Co.'s New Home to Be One of the Finest in Southwest

OGDEN, UTAH, June 6.—Plans are under way here for the remodeling of the new quarters of the Glen Bros.-Roberts Piano Co. at 2546 Washington avenue, which, when completed about September 1, will make this one of the finest music houses in this section of the country. The main floor will contain ample provision for the display of Edison phonographs, the record department and various other lines of musical merchandise which the concern handles. The second floor will contain a recital hall, with a capacity of 300 people. The Glen Bros.-Roberts Co. has been very successful in introducing new Edison records through the medium of monthly concerts. Alterations will cost about \$50,000.

The Proudfit Sporting Goods Co., Edison distributor for the Intermountain territory, which includes Utah, Idaho and parts of Wyoming and Nevada, has been enjoying an excellent business during the past month. Orders received by this concern from dealers in the large territory which it covers indicate that business is holding its own.

The increasing number of cash sales and a brisk demand for portables indicate a Summer of unusual activity, according to Ezra Jones, manager of the Jones Phonograph Store, Brunswick and Sonora dealer, this city. "May was an exceptional month and there has been no let-up during the early part of June," said Mr. Jones. "The farmers appear to be fortified with bright prospects for Summer and Fall crop movements and they are spending the money they have been holding in reserve.

"Business has improved 100 per cent since the first of the year," said T. J. Holland, sales manager of the Glen Bros.-Roberts Piano Co. "Opening of the mines in Wyoming has resulted in considerable new business for us. We are getting mail orders from Idaho and Wyo-

ming in addition to the business our field men are sending in. This firm furnished a Victor, console type, and Ampico in the Chickering for the model home demonstration during Better Homes Week."

R. D. Roberts, secretary of the company, is in Chicago attending the music industries annual convention. He will visit the larger stores to obtain ideas which the company will use in arranging its new home.

Browning Bros., exclusive Brunswick dealers, report a good demand for portables. The contemplated improvements in the phonograph department remain indefinite.

The G. A. Lowe Co. will discontinue its phonograph department.

OKEH ARTIST NOW RECOVERING

Clarence Williams, nationally known colored artist who has made many recordings for the



Okeh library, is now recovering from an operation for appendicitis. In addition to his Okeh records Mr. Williams is well known as a composer, singer, pianist and orchestra leader, besides being president of the Clarence Williams Music Publishing Co. Among the many hits that he has composed are "Sugar Blues," "Sister Kate" and "Mama's Got the Blues."

Clarence Williams has composed are "Sugar Blues," "Sister Kate" and "Mama's Got the Blues."

BIG CALL FOR THE "DAILY DOZEN"

Health Builders, Inc., reports that the demand for Health Builder sets of Walter Camp's "Daily Dozen" set to music has gone ahead of that for the same period of 1922. R. B. Wheelan, president, reports that indications point toward a good Summer.



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.

RECOVERING FROM ACCIDENT

The many friends of O. P. Graffen, New York district manager of the Granby Mfg. Corp., of Norfolk, Va., will be glad to learn that he is rapidly recovering from a recent accident to his foot. In taking care of the heavy orders received for Granby machines Mr. Graffen personally went into the shipping room to help speed up deliveries. While working in this capacity, unfortunately, a Granby phonograph fell on his foot, which greatly inconvenienced him for some time.



ST50
H37W40D23



ST53
H37W40D23

A New Model in the Natural Voice Line

To the models already manufactured to meet the needs of the trade we have added this new style.

The NATURAL VOICE is a high-quality product selling at a popular price. It is a complete line including several period models.

Manufactured by expert cabinet makers it has achieved a position of prominence as a sales creator and profit maker.

Also a Full Line of
Cabinets Without
Equipment.

Write for Prices

It will pay you to investigate
our proposition.

Natural Voice Phonograph Co.
ONEIDA, NEW YORK



ST9
H50W23D24

The New Style No. 9 is a worthy addition to this complete line

INCREASE YOUR PROFITS BY SELLING REKORDO REKORDING REKORDS



Rekordo Rekords are double disc and retail at 35c each or 3 for \$1.00

Thousands of Phonograph Dealers, Department Stores and Music Stores Are Doing It. So Can You.

Endorsed by America's Leading Stage Celebrities

Rekordo Rekording Rekords have many imitations but no substitutes—that is why our factories are working to capacity. Convince yourself by a sample order. Genuine Rekordo Rekords have yellow and black labels. The discounts to dealers are very liberal, and sales to the public are being stimulated by us through national advertising and local contests in your local newspapers.

A few territories still open for live distributors.

DANON RECORD CO., Inc. 43 W. 27th Street
NEW YORK CITY
JULIUS H. ROOS, President

P. A. WARE'S NEW POST

Appointed Sales Promotion Manager of Brunswick Eastern Phonograph Division

H. A. Beach, Eastern sales manager of the phonograph division of the Brunswick-Balke-Collender Co., with headquarters in New York, announced this week that P. A. Ware had been appointed sales promotion manager, Eastern



P. A. Ware

phonograph division. Mr. Ware joined the Brunswick forces in New York a few months ago, and the announcement of his official capacity will be welcome news to his many friends in the trade.

Mr. Ware is one of the best-known and most popular members of the wholesale talking machine industry, having been identified with the trade for many years. He is thoroughly familiar with sales and merchandise problems concerning the dealer, and in his new position will undoubtedly render valuable service to the Brunswick dealers throughout the East.

AEOLIAN ENTERTAINS IN CHICAGO

Aeolian Dealer Delegates at Convention Guests of Company at Dinner in the Blackstone Hotel—Enjoy Musical Program

CHICAGO, ILL., June 5.—More than half a hundred representative dealers of the Aeolian Co. attended the elaborate dinner given by that concern at the Blackstone Hotel to-night. W. V. Swords, general manager of the company, presided and, in a few well-chosen words, immediately set those attending at ease. Throughout the dinner and afterwards a number of distinguished artists gave an artistic musical pro-

BRUNSWICK CO. ENTERTAINS ITS DEALERS IN CHICAGO

P. L. Deutsch Presented With Handsome Loving Cup—Elaborate Musical Program Provided for the Entertainment of the Company's Guests—Unique Name Cards a Feature

One of the enjoyable features of Convention Week was the banquet given by the Brunswick-Balke-Collender Co. to its dealers at the Black Cat Room of the Edgewater Beach Hotel, Monday evening, June 4. It was the medium for bringing together nearly 400 dealers to the festive board and a general rousing good time was had by everybody.

P. L. Deutsch was presented with a magnificent silver loving cup by his friends who market Brunswick instruments and when the presentation speech was over applause lasting for several minutes greeted the appearance of Mr. Deutsch. Mr. Deutsch replied to the felici-

tations of his friends in his own gracious and always appropriate way with a few well-chosen words, after which the entertainment features of the evening were brought on.

These were furnished by Ernie Young's Agency, of Chicago, and included the following entertainers: Miss Mary Ellis, prima donna; De Haven & Nice, comedians; Miss Eileen, dancer; Miss Juanita Means, singer; Miss Athlone, singer; Mike Bernard, pianist, and Miss Renee Rayne, dancer.

Every guest found placed at his table a cardboard replica of a Brunswick upright phonograph with his name.

gram. These included Albert Short's Tivoli Orchestra, exclusive Aeolian-Vocalion recorders; Eleanor Shaw, the well-known pianist, who has a wide reputation for her work with the Duo-Art piano and who appeared at Lyon & Healy, Inc., during the week in a series of demonstration concerts; Frederick Child, tenor, who has been on tour with Miss Shaw; Irving and Jack Kaufmann, Colin O'More, tenor, well known because of his Vocalion recordings, and

Edythe Baker Thever, pianist, who records for the Melodee music rolls.

The affair was up to the usual standard set by the Aeolian Co. in affairs of this kind at previous conventions and all the guests united in their appreciation of the entertainment.

On Monday last the Supreme Court of the United States upheld the price policy of the Mennen Co. in Federal Trade Commission case.

THE BANCO

A BANK FOR TALKING MACHINES, RECORDS AND MUSIC SAVINGS



I am the Bank without a key.
It's a secret how to open me.
But you each time a record play
Drop in a coin and I will pay
For Records, Music, on the Installment plan.
You will learn the value I am.
When I'm full, you may take me to
The Music Shop that gave me to you.
I will be opened and then returned.
You will get what I have earned
In Records, Music, whatever you will.
I am the BANCO that foots the bill.

This little poem tells the mission and purpose of the BANCO very clearly. Sample, prices and all details will be mailed if you will drop us a line—write today for jobbers' proposition.

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

VICTOR WHOLESALE DISTRIBUTORS

Blackman offers a
dependable service to
dependable Dealers

BLACKMAN AND DEPENDABILITY

Blackman
TALKING MACHINE CO
28-30 W. 23RD ST. N.Y.C.

ONE SUGGESTS THE OTHER

PITTSBURGH VICTOR DEALERS MEET

Dealers From All Parts of Pennsylvania Come Together at Conclave Arranged by the Standard Talking Machine Co.

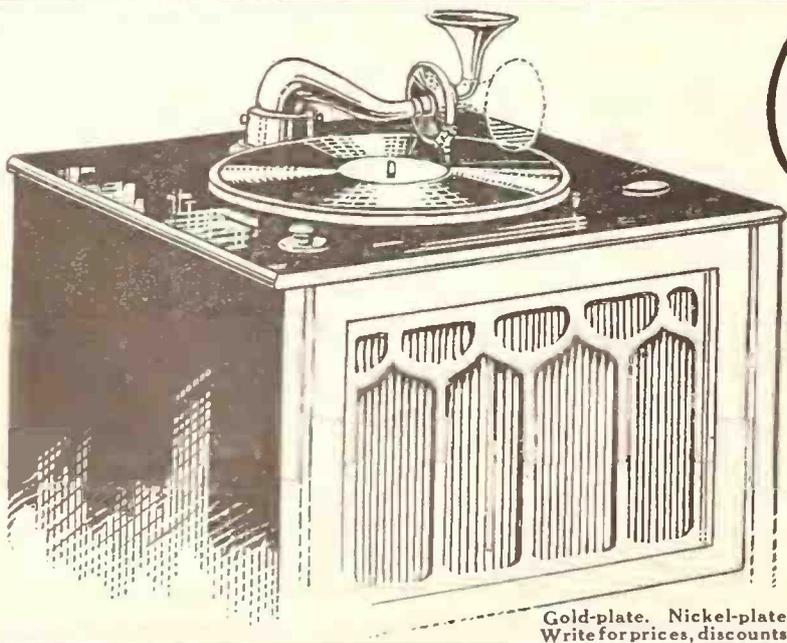
PITTSBURGH, PA., June 6.—As mentioned in the Pittsburgh section of this issue of *The World*, the Standard Talking Machine Co., of this city, Victor wholesaler, recently conducted a very successful sales meeting. As usual, the company was an ideal host, and among the Victor dealers who attended the meeting were the following: D. Krasik and E. Friedman, Monessen, Pa.; F. C. Wampler and W. P. Wampler, McKeesport, Pa.; F. J. Hanna, Woodlawn, Pa.; Paul Gerecter, Fred Hatfield and Edward Reddy, of the Aaron Furniture & Carpet Co., Brownsville, Pa.; Bert J. Wallace, Rochester Music Store, Rochester, Pa.; D. P. Lutz and A. L. Spork, Pitcairn, Pa.; Frank L. Hill, Jr., Canonsburg, Pa.; W. J. Mullan, Sewickley, Pa.; William Sahrer, Mt. Oliver, Pittsburgh, Pa.; Mrs. Geo. S. Hards and sales girls, Dormont, Pa.; J. H. Phillips and T. E. Egan, N. S. Pittsburgh, Pa.; Frank Lincoff, Weirton, W. Va.;

C. H. Hutson, New Bethlehem, Pa.; W. E. Ware, Johnsonburg, Pa.; Oscar P. Kreamer, Shaffer-Kreamer Co., Lock Haven, Pa.; H. C. Milleman, Zelenople, Pa.; W. J. Benjamin, Vandergrift, Pa.; Clark Wright, Linc-Hi-Wa, East Pittsburgh, Pa.; Dr. Wiant and Dr. Christy, Homewood Music Shop, Homewood, Pa.; Mr. McGouran and salesgirl, Schaefer's Drug Store, N. S. Pittsburgh, Pa.; Mr. and Mrs. W. F. McLay and Gladys McLay, Carnegie, Pa.; Mr. Johns, Beechview Talking Machine Co., Beechview, Pittsburgh, Pa.; J. N. Kenney, Kenney Music Co., Huntington, W. Va.; Mrs. N. Walrath, Kaufmann's Department Store, Pittsburgh, Pa.; Louis Menzer, Pittsburgh, Pa.; Wm. Joseph, Beaverdale, Pa.; Mr. Hyatt, Aaron Co., Connellsville, Pa.; M. H. Gardner, Tozer Jewelry Co., Patton, Pa.; J. O. Clawson, Belle Vernon, Pa.; Miss K. Shaffer and H. S. Ackerman, Greensburg, Pa.; P. W. Gebhard, A. I. Ellis & Sons, and Chas. Ellis, Aaron Furniture Co., Uniontown, Pa.; J. M. Palonder, Perryopolis, Pa.; W. L. Noble and Daniel G. Jones, Martins Ferry, O.; A. R. Meyer, Joseph Horne Co., Pittsburgh, Pa.; Joseph S. Amster, Clairton, Pa.; Harry Diamond, Natrona, Pa.;

E. E. Smith, Clearfield, Pa.; John Briggs, Crowther's Pharmacy, Carrick, Pa.; Miss F. Brubaker, Penn Traffic Co., Johnstown, Pa.; Mrs. Betty Hanson, Butler, Pa.; Mr. and Mrs. P. I. Grinter, Williams Drug Co., Parkersburg, W. Va.; Myer Posner, Mt. Pleasant, Pa.; Mrs. Tobin, F. A. Winter & Son, Altoona, Pa.; H. P. Griffith, State College, Pa.; M. H. Housel, Williamsport, Pa.; John Pike, Conemaugh, Pa.; W. L. Goehring, West Newton, Pa.; Max Roth, Leechburg, Pa.; Henry Woods, Biggs & Buhl, N. S. Pittsburgh, Pa.; R. D. Raugh, Stone & Thomas, Wheeling, W. Va.; A. F. Wingerter, C. A. House Co., Wheeling, W. Va.; Miss Brown, Kaufmann & Baer, Pittsburgh, Pa.; Salesman C. A. House Co., Steubenville, O.; W. R. James, Sharpsburg, Pa.; Miss Werner and Miss Smith, Lewis Bros. Co., East Liverpool, O.; Ben and Elmer Reynolds, Ben Reynolds & Co., Washington, Pa.; Mrs. & W. A. Steadman, Butler, Pa.; Howard I. Erwin, J. F. Perelman, New Castle, Pa.; John Haggerty and Homer Schoenberger, Lechner & Schoenberger Co., Pittsburgh, Pa.; Mr. and Mrs. W. J. Dickson, Lowe's Music Store, Punxsutawney, Pa.; Bill Connor, John F. Pentland, Toronto, O.; Mrs. N. Lawler and L. J. Koster, The Famous, Braddock, Pa.; G. B. Hellman and W. F. Andre, Yahrling-Rayner Piano Co., Youngstown, O.; Messrs. Trader, Book, Gaylord and Fitzgerald, Pioneer Music House, Indiana, Pa.; C. C. Shaffer, F. C. Excell, Raymond Oeiser and C. V. Shaffer, Oil City, Pa.; W. H. Cooper and John Cooper, Cooper Bros., New Kensington, Pa.; John V. Borgerding, C. L. Hamilton and salespeople, S. Hamilton Co., Pittsburgh, Pa.; Mr. and Mrs. McAllister, Wellsburg, O.; Wilson & Wilson, Pennsboro, W. Va.; R. A. Burt, The Mellott Co., Bellaire, O.; H. Porter and W. J. Pfeighardt, Charleroi, Pa.; S. S. Leviathan Orchestra; J. C. Roush, W. H. Russell, J. E. McCormick, Miss Watson, C. E. Willis, E. A. Ferguson and H. A. Davies, Standard Talking Machine Co., Pittsburgh, Pa.; F. A. Delano, E. J. Marx and R. J. Coleman, Victor Talking Machine Co.; W. Lee White, Bankers' Commercial Security Co., New York, N. Y.; Martin L. Pierce, Hoover Suction Sweeper Co., Canton, O.; Geo. E. Swoger, Wilkinsburg, Pa.; C. M. Wilson, Salem, O.; C. R. Parsons, Rosenbaum Co., Pittsburgh, Pa.; R. R. Myers, Spear & Co., Pittsburgh, Pa.

STERLING DEVICES CO. REORGANIZED

CHICAGO, ILL., June 11.—The business of the Sterling Devices Co. has been purchased by Frederick Keller, who has been connected with this firm in charge of sales since the first of the year and who will be manager of the new organization, which will be known hereafter as the Sterling Devices Mfg. Co. This concern is now located at 412 Orleans street and Julius Keller, Sr., a well-known engineer, will be in charge of production. The new company will continue to manufacture a complete line of talking machine tone arms, attachments and radio head sets.



Gold-plate. Nickel-plate.
Write for prices, discounts.

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.

INVESTIGATING THE FIELD WHERE THE DEALER SELLS

GIMBEL BROS. MAKE BIG DEAL

Interesting Figures Secured by a Dealer of the Steger & Sons Piano Mfg. Co., Who Took a Musical Census of His Territory—Figures Show Great Opportunities for Expansion

Department Store Purchases 53,000 Discontinued Grafonola Models—New Columbia Line, Just Recently Announced, Not Involved

CHICAGO, ILL., June 9.—The trade looks forward to every issue of the Steger Magazine, the house organ of the Steger & Sons Piano Mfg. Co. The magazine was originally founded by John V. Steger in 1879 as the Steger Journal, but, eleven years ago, the name was changed to the Steger Magazine, by which it is now known.

One of the most interesting articles in the Spring number is entitled "Do You Know Your Territory?—What Are Its Sales Possibilities?" and is reprinted herewith:

"Not long ago one of our mid-Western representatives visited our offices to talk over plans for the coming year.

"After we had discussed general and local conditions, stock requirements and projected sales campaigns the conversation veered to the subject of sales surveys.

"This topic has always been of particular interest to us, for it has been our belief that too few piano merchants are fully acquainted with the sales possibilities of the districts about them.

"If popular statements are to be accepted at face value, we might readily expect to find a piano or phonograph in nearly every home. How far this is from the truth is quickly disclosed by an intelligent survey. Almost invariably a well-planned canvass will reveal a surprisingly large percentage of families which do not possess a piano, player-piano or even a phonograph.

"Unlike the majority of dealers we have talked to, our mid-Western friend was thoroughly familiar with the district in which he operates. Shortly before coming to Chicago he had completed a detailed survey of the better localities in his home city and nearby towns. The figures he put before us were so interesting that we requested permission to reprint them.

"While we are not privileged to name the town, we are free to state that it is a manufacturing community of approximately 25,000 inhabitants. It is in the center of a prosperous farming district and draws patronage from a number of adjacent towns.

"A careful study of the tabulations given on this page will reveal many interesting and significant facts. The letter designations represent the towns canvassed outside of the dealer's city.

"From this we find that approximately 39 per cent of the families called on in the 'city' owned neither a piano nor player-piano, while 52 per cent were without a phonograph. Certainly, sales saturation is still in the dim future here.

"Taking the aggregate figures for the nine small towns we learn that 57 per cent of the homes in these communities are pianoless and that 76 per cent lack phonographs.

"While these percentages are interesting the ratio between the families owning pianos and those owning players ought to attract much greater attention. In no case do we find in any of the towns listed that players out-total pianos. In one town we find as few as five players to ninety-six upright pianos.

"While these ratios, undoubtedly, would decrease somewhat in larger cities, the figures given are of unusual interest to the thinking piano merchant because they point out unmistakably:

"1. That fewer families (in proportion to population) own pianos, player-pianos and phonographs than is generally believed.

"2. That the outlook for player and phonograph sales is remarkably bright, especially in the smaller communities.

"3. That there is a vast untouched field for the live music merchant to cultivate.

"A thorough canvass places at the dealer's disposal a large fund of information which enables him to push sales work in the most profitable channels.

"An outstanding feature of the house-to-house survey we have analyzed was the large number of good prospects uncovered. These resulted in enough immediate sales to cover the cost of the undertaking."

City	Names	Without Pianos or Players	Without Phonographs	Owning Pianos	Owning Players	Owning Phonographs
Town—A	3902	1528	2032	2003	371	1870
" B	725	417	541	274	34	184
" C	45	24	40	16	5	6
" D	156	38	110	68	46	27
" E	71	27	44	34	10	27
" F	237	136	183	96	5	54
" G	111	53	87	52	6	24
" H	140	65	117	71	4	23
" I	483	285	363	178	20	120
"	694	443	549	221	30	145
Total (Towns)	2662	1538	2034	1010	114	628
Add City	3902	1528	2032	2003	371	1870
Grand Total	6464	3066	4066	3013	485	2498

The Gunst Music Co., Victor dealer, Fort Worth, Tex., recently cashed in on the appearance of the Benson Chicago Orchestra here. Much valuable publicity resulted and record sales were decidedly stimulated.

Gimbel Bros., Inc., has purchased for cash the entire made-up wholesale stock of discontinued models of Columbia machines from the Columbia Graphophone Co. The transaction is understood to involve about 53,000 instruments, the present retail value of which is estimated at approximately \$7,500,000. The machines purchased will be distributed among the Gimbel stores and other stores associated with Gimbel Bros. in this deal. No doubt funds derived from the transaction will be used to further liquidate the bank indebtedness of the Columbia. Early this year the company repaid in full \$2,000,000 which it had borrowed in the final half of 1922.

This sale involves discontinued Columbia models exclusively, an entirely new Columbia line having been announced to the trade on May 15.

At Last! A Perfect Repeating Device

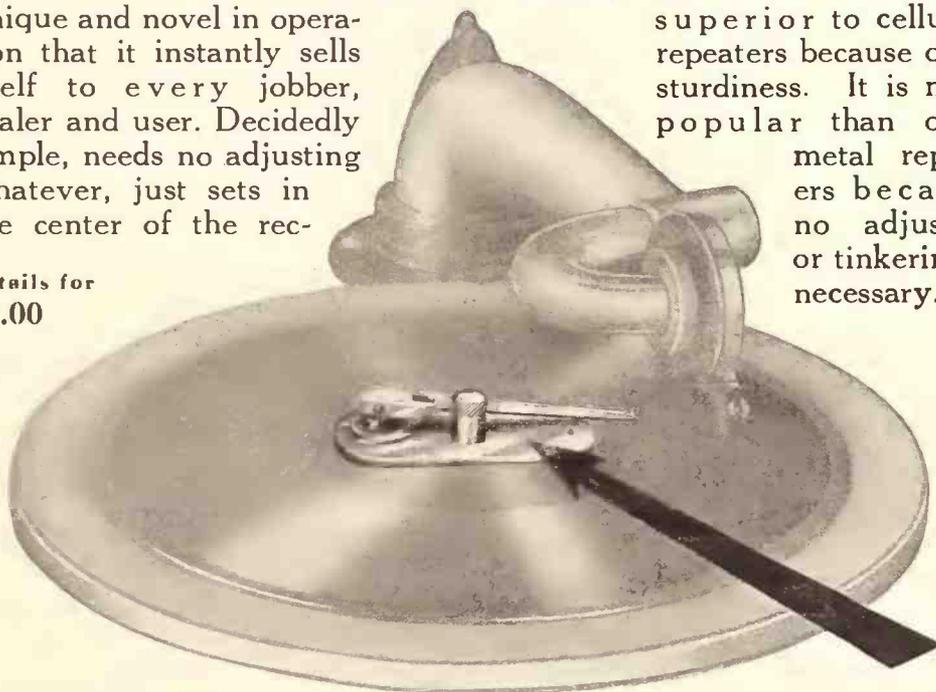
CESCO Repeater

The Fastest Selling Talking Machine Accessory

HERE at last is a perfect repeating device—absolutely new in principle—new in construction and more salable than any other like device. It is so unique and novel in operation that it instantly sells itself to every jobber, dealer and user. Decidedly simple, needs no adjusting whatever, just sets in the center of the rec-

point. Its action is instantaneous.—No break or pause between ending and starting. Your eye can hardly follow the shifting movement. It is far superior to celluloid repeaters because of its sturdiness. It is more popular than other metal repeaters because no adjusting or tinkering is necessary. It

Retails for \$1.00



SHOWING REPEATER ON RECORD

ord. Constructed of light sheet metal without complicated parts or intricate mechanism. As the needle reaches the end of the record the tone arm is automatically carried—quick as a flash—and gently placed at the starting

is the logical choice of everyone. It has been demonstrated that there exists an enormous field for a practical repeater. Every Phonograph owner, every new buyer and every record purchaser is a likely prospect.

BE SURE TO SEND FOR SAMPLE

The CESCO Repeater is sold to the trade through jobbers and distributors exclusively. Agencies and territory now being assigned. Investigate quickly if you want to control this money-making accessory in your section. Dealers may obtain sample by forwarding jobber's name.

THE RAPID REPEATER CO.

260 Van Alst Avenue Long Island City, N. Y.

CHICAGO

PHILADELPHIA

BOSTON

NO DROP IN PHONO. FREIGHT RATE

Official Classification Committee Decides Against Application of Talking Machine Manufacturers for Reduction in Rate Due to Change in Design of Instruments

The application made by manufacturers of and dealers in talking machines for a change in the freight rates so as to permit a maximum loading for a car at 14,000 pounds instead of the present minimum of 16,000 has been refused by the official classification committee, with offices in New York City.

The decision, in part, reads as follows: "The docketing of the above subject, and in connection with which hearings were held at this office on April 10, was occasioned by an application received for a reduction in carload minimum weight from 16,000 to 14,000 pounds, supported by the general statement that it was impossible to load the weight of 16,000 pounds in the ordinary 36-foot car.

"The developments at the hearing indicated that this change was desired owing to the

changed commercial conditions, the so-called horizontal type talking machine having largely replaced the portable and upright types, the new type being larger and would not load as heavily as the latter types. It was also disclosed that the new type of machines was of great cost and shipping value.

"By the exhibits it was shown that the horizontal machines now formed the greater portion shipped, namely: horizontal, 70 per cent; upright, 20 per cent; portable, 10 per cent; these percentages representing the output for 1923. The two principal classification elements were ascertained to be as follows: (1) Horizontal, average weight per cubic foot, six and one-half pounds; average value per pound, 59.7 cents. (2) Upright, average weight per cubic foot, eight and one-third pounds; average value per pound, 48 cents. (3) Portable, average weight per cubic foot, eighteen pounds; average value per pound, 48 cents.

"From these data it will appear that the carriers are asked to reduce the minimum carload weight on shipments of lighter weight having a greater value of between \$600 and \$800 per car.

Such reduction would be equivalent to \$24.90 per car under the basic rate New York to Chicago, with corresponding reductions between other points.

"The foregoing changed classification elements are equally applicable to less than carload shipments. These conditions have been known and independently of the present application for change in the carload minimum the committee has felt for some time past that an increase in the less-than-carload rating was justified. A proposition being presented to reduce the carload minimum weight, which would result in reduction of carriers' earnings, seemed to afford timely opportunity for adjustment of the less-than-carload loading rating to procure some measure of compensation if shippers were to be accommodated by the change requested. Accordingly a change in less-than-carload loading rating was proposed in the docket.

"It is a fundamental classification principle that when assigning a lower class carload rating same should be accompanied by an increased minimum, and conversely, when reducing the carload minimum weight, same should be accompanied by a higher class rating. This principle is well recognized and accepted by shippers, and many applications for changes contemplate these double adjustments. If the changed character of talking machines restricts the loading to a lower carload minimum weight than that on which the present carload rate was established, and this minimum weight should be reduced with a consequent reduction in the car earnings, it is only reasonable that some compensation shall be found for the carriers. This may be accomplished by either a higher rating for carload shipments or to some extent by an increase in the rating for less-than-carload shipments.

"The developments at the recent hearings have not changed the committee's position with respect to the propriety and necessity of obtaining some compensatory change. It was not apparent that the business condition of the industry or the general character and public utility of talking machines called for a contribution by the carriers to the extent requested nor that greater distribution or increased tonnage movement would follow.

"Conclusions have been reached that no change should be made in the existing provisions of the classification.

"A somewhat unusual and wholly unnecessary procedure was had with respect to this subject in that this committee had received a large number of communications from dealers of talking machines indorsing the proposed reduction in the carload minimum weight and opposing the increase in less than carload rate. These letters were evidently inspired by principal manufacturers and in view of the apparent extended interest we will advise all such parties of the substance of the decision reached."

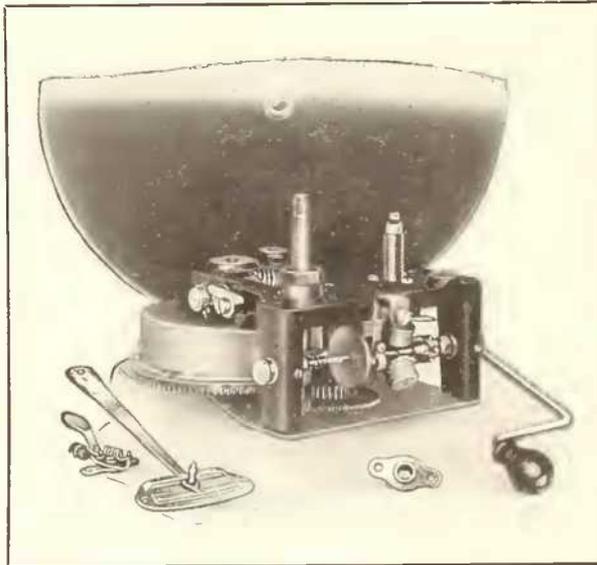
NEW VICTOR SUMMER FOLDER

The Victor Talking Machine Co. has commenced distribution of an artistic eight-page folder for mailing to dealers. The folder shows four-color scenes of the talking machine in use during the Summer in camp and on vacation trips. On the inside page is a border of small cuts of Victor artists. Models of the portable are given prominence and in addition an upright model and a console instrument are featured with appropriate text.

GUY M. ADAMS BUYS BUSINESS

FORT WORTH, TEX., June 6.—Guy M. Adams, for the last twelve years connected with the talking machine department of the Mitchell-Greer Co., this city, recently purchased the department, changing the name to the Adams Music Co. Victor and Columbia machines and records are handled, and the present stock will be materially added to. Mr. Adams is well known to the local trade and his wide experience augurs well for the success of his new venture.

A Remarkable Portable Year



Vacation months are now at hand bringing big portable sales. In anticipation of the great portable demand for 1923, Model S.S. was especially designed.

The following are some of the outstanding features:

1. It is guaranteed to play two records.—
2. The weight is reduced to a minimum consistent with durability.—
3. Strongly constructed.—
4. The governor bearing is equipped with adjustable ball and socket bearing insuring automatic flexibility.—
5. The turntable spindle bearing is adjustable and readily takes care of any wear of the bearings; it is self lubricating. These features insure perfect alignment.—
6. Every motor is thoroughly inspected and tested before leaving the factory.

Further information on this motor and our larger types of double spring motors supplied on request.

THE SILENT MOTOR CORPORATION

CHARLES A. O'MALLEY, *President*

321-323-325 Dean Street

BROOKLYN, N. Y.

Telephone Sterling 4861

MUSIC DEALERS MEET IN CHICAGO

The National Association of Sheet Music Dealers Holds Annual Convention at Drake Hotel June 6-7—Some Important Matters Discussed—Edward P. Little Is Re-elected President

One of the interesting features of the convention week program in Chicago was the annual meeting of the National Association of Music Merchants held at the Drake Hotel on Wednesday and Thursday, June 6 and 7. The sessions at which Edward P. Little, president of the Association, presided, were among the liveliest of all the conventions and a great number of matters of distinct importance to the trade at large were discussed.

Among the matters considered at the meeting was the possibility of the compilation of a universal catalog taking in the publications of all publishers and arranged for the convenience of the dealer. This matter was left for the consideration of the publishers. Herman Irion, chairman of the advisory committee of the National Bureau for the Advancement of Music of the Music Industries Chamber of Commerce, together with Richard W. Lawrence, president of that organization, addressed the sheet music dealers and told of how they could aid in forwarding the cause of music and music appreciation.

A matter of considerable discussion was the supplying of music to schools, conservatories, teachers, etc., by the publishers over the heads of local dealers. It was resolved that the secretary of the Association send to the directors each quarter a synopsis of the matters that had come to his attention during the preceding three months and that after the directors had considered the questions a summary of those matters with appropriate comment should be sent to association members in letter form.

Various association members read a number of papers. Geo. Fischer, president of the Music Publishers' Association, told how association committees could be made to work effectively; Max Mayer discussed the efficiency of the sheet music jobber; Chas. W. Homeyer offered a strong argument in favor of shorter credit terms, as did Harry B. Crosby; J. Elmer Harvey read a paper on the handling of popular music at retail, and W. Deane Preston, Jr., told of how the Association aids the dealer.

All the officers of the Association were re-elected, they being Edward P. Little, president; E. Grant Ege, vice-president, and Thos. J. Donlon, secretary-treasurer.

MUSIC PUBLISHERS CONVENE

The twenty-ninth annual gathering of the Music Publishers of the United States was held at the Hotel Astor, New York, on Tuesday, June 12. The leading standard houses of the country and many popular organizations were represented. The questions of importance taken up were the collections of mechanical royalties from foreign countries; the preparation of a history of the music publishing houses of the United States; the feasibility of a general catalog, composed of the works of all publishing houses; the recommendation of a uniform royalty contract and co-operation with radio broadcasting stations. George Fischer was re-elected president of the Association.

WINS TROPHY FOR BEST WINDOW

Luscher's Music Shop, Victor dealer, 2712 Third avenue, New York City, received first prize, a silver loving cup, awarded by the Mott Haven (New York) Business Men's Association for the most effectively arranged window. The window, dressed in a Memorial Day theme, was planned by E. G. Evans, of C. Bruno & Son, Inc., Victor jobber of New York City, and Mr. Luscher, proprietor of the establishment.

Szilagyi & Co., talking machine dealer, 1580 First avenue, New York City, has been incorporated with a capital of \$10,000.

YERKES S. S. FLOTILLA ORCHESTRA FOR THE COLUMBIA

The Columbia Graphophone Co. announced this week that the Yerkes S. S. Flotilla Orchestra, one of the best-known dance orchestras in the country, had been signed as an exclu-

sive Columbia artist. The first Columbia records by this organization will be ready in the near future and the popularity of the S. S. Flotilla Orchestra among dance lovers will, undoubtedly, be enhanced by the new Columbia recordings.



The Members of the Yerkes S. S. Flotilla Orchestra

Harry A. Yerkes is well known in musical circles, having been identified with the direc-

tion of orchestras for many years. He is not only a leader in the rendition of dance music, but he is thoroughly familiar with the music of the masters, having played for four years in the Victor Herbert Orchestra, the New York Philharmonic Orchestra and the Metropolitan Opera House Orchestra. The Yerkes S. S. Flotilla Orchestra is now a vaudeville headliner on the big-time circuit and its vaudeville tour has been a signal success. It is interesting to note that each of the eleven musicians in the orchestra is a graduate of a conservatory.

HERMANN ERNST PASSES AWAY

Hermann Ernst, well known throughout the metropolitan talking machine trade, passed away at his home, 156 East Seventh street, New York City, recently. Mr. Ernst had been with the Edison Shop, Fifth avenue, as sales manager and prior to that he was connected with Krakauer Bros. for a period of twenty-eight years. He was also a skilled piano tuner and repairman.

GOLDMAN BAND AT CENTRAL PARK

The Goldman Band, which attracted hundreds of thousands of people to Columbia Green last year, is now holding forth at Central Park and attracting immense audiences who are delighted not only with the very effective programs prepared by Edwin Franko Goldman, director, but with the artistic ensemble of the organization. Mr. Goldman has established himself as one of our greatest factors for musical progress.

Something NEW
A Real Portable at a Right Price
Fulton "AUTOMATIC" Portable
Model No. 25



Size 13x13x7 1/2"
Wonderful—Loud—Clear—Tone

Retails for \$25.00

Sample to Dealers

\$12.50

Discount in Quantities



Mahogany finish or Leath-
eroid covering. Weight
13 lbs.

This remarkable new portable is equipped with a durable motor, and a new feature patented throw-in-arm. No parts to disconnect when closing up. Simply close the lid, and the tone arm falls in automatically with it; open the lid and the tone arm comes up in position ready to play.

Terms: Net Cash with order. Fill out coupon below for sample.

We still have a limited quantity of our Model 35 at the same price, \$12.50

Phonograph 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 THIRD AVENUE NEW YORK CITY

Fulton Talk. Mach. Co., 253 3d Ave., New York City
Enclosed find check for \$12.50 for sample
Automatic Portable.
Name.....
Address.....
City.....

C. C. HARVEY CO. TO MOVE

Well-known Brockton, Mass., Music Concern Planning to Move Into Large Quarters Following Extensive Alterations

BROCKTON, MASS., June 9.—Members of the firm of C. C. Harvey Co. announce a change in location of their store from 57 Main street to the Richmond block extension at the Legion parkway, which is now being constructed. The building which they are to enter is a wooden building which will be remodeled by Mr. Richmond and made into a modern block with red brick and glass front, and when completed will give the Harvey Co. about 4,500 feet of floor space.

The basement will be used as stockroom, the first floor as a record and display room and the second floor as a modern piano display room. The store when finished will be one of the largest of its kind in the State.

V. M. Jones started the Brockton store in the Whipple-Freeman block January 1, 1906,

**THE BIGGEST SONG HIT AND DANCE CRAZE OF THE YEAR
YOUR TIME NOW**

(T'WILL BE MINE AFTER AWHILE)

The Slang Phrase That Lasts

The Melody That Sticks

A Fox Trot Ballad By SPENCER WILLIAMS

MIDNIGHT BLUES

(A WEE HOUR CHANT)

By BABE THOMPSON & SPENCER WILLIAMS, Writer of Arkansas Blues

Sheet Music and Orchestrations On All Phonograph Records and Player Rolls

Published by MELODY MUSIC CO., 131 W. 135th St., New York City

and has been general manager of the store ever since.

Members of the organization are: Harold C. Tribble, sales manager; A. F. Lewis, A. B. Tribble and Philip Clement, Harold Witham, Marion Belcher, Louise Pelosi, Alice Gay, Winifred Lincoln and Carl Burrill.

EDISON TELLS OF RECORDING PLANS

Addresses Members of National Electric Light Association in New York

Thomas A. Edison, the famous inventor, made a trip from Orange to the Hotel Commodore, New York, on June 5 in order to greet and address the members of the National Electric Light Association, who gathered in convention during the first week of June. In the course of his remarks Mr. Edison referred to the fact that he is now very busy refining and perfecting the process of recording music on phonograph records. He expects, within the comparatively near future, to have worked out a method for reproducing symphony orchestra music that will reproduce accurately and fully every detail of this complex type of music.

It should be added that this year a special new recording research laboratory was built at the Edison headquarters in Orange for the express purpose of carrying on this special development work, of which Mr. Edison is personally taking charge.

STOFFLET PHONO SHOP TO MOVE

ANN ARBOR, MICH., June 9.—The Stofflet Phono Shop, Brunswick and Edison dealer of this city, with stores at 110 East Washington street and in Nickels Arcade, is planning to move the latter branch to more attractive quarters at 616 Liberty street. In order to facilitate moving the concern is making a strenuous effort to dispose of used instruments the firm has taken in exchange and to clean out the stock of new instruments as much as possible.

PLANNING TO MOVE STORE

PLAINFIELD, N. J., June 11.—E. W. Jay, well-known music merchant with an establishment at 145 West Second street, this city, is completing arrangements to move his business to an attractive store at 136 Madison avenue. The new quarters are in a busy section and are exceptionally well suited for the talking machine business.

GRIFFITH'S NEW BRUNSWICK BRANCH

NEW BRUNSWICK, N. J., June 7.—The Griffith Piano Co., with headquarters in Newark, N. J., opened a new store at No. 143 Albany street, this city, on the first of June. John E. Harper is the manager of the new branch and pianos, talking machines and musical instruments of all kinds are handled.

LOGAN SHOP IN TROUBLE

An involuntary petition in bankruptcy has been filed against the Logan Music Shop, 5019 North Broad street, Philadelphia, Pa.

WILL RETIRE FROM BUSINESS

HARTFORD, CONN., June 9.—The Farris Music Store, 173 Asylum street, this city, is planning to discontinue business. The concern has been established here for some time, handling musical instruments of all kinds, including talking machines and records.

The L. M. Pierce Co., of Springfield, Mass., is planning to open a branch store at 30 State street, North Adams, Mass., in very attractive quarters.

More Reasons Why

CROSLEY
Better—Cost Less
Radio Products
are
so Much Better



By perfecting the new Crosley Duostat universal filament control rheostat, the Crosley Manufacturing Company has made its instruments more efficient because of the:

1. Efficient, smooth, uniform control of all tubes duowound to low and high resistance 10 to 20 ohms.
2. Plunger type contact actuated by a special spring, insuring uniform pressure at all times.
3. Spring washers producing uniform tension.
4. Positive rugged stop at zero resistance or "on" position.
5. Circuit interrupted at "off" position.
6. Resistance material having zero temperature coefficient.
7. Windings protected by a black moulded shell of high heat insulating material.
8. Electrical connections substantial in construction.
9. Design of parts to prevent warping.
10. Extremely low operating temperature with all tubes.

The outstanding performance of all Crosley Radio sets is due to the effective co-operation of the new "Filament Control Rheostat" with the other parts.

New Crosley Duostat above Price 85c.

For Sale at Best Dealers Everywhere.

Write for Free Catalog.

Crosley Manufacturing Company

626 Alfred Street CINCINNATI, OHIO



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.

Write for catalog on.

**New Portable
AND
New Console**

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

Regina Hexaphones and Mandolin orchestrons.

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



PERRY B. WHITSIT CO.

Record Business

THE Whitsit organization is paying close attention to the dealers' activities in connection with the development of Victor record business. Our facilities and experience are at your disposal—why not take advantage of it?

COLUMBUS - OHIO

WORLD'S CLASSIFIED ADVERTISING

Any member of the trade may forward to this office a "Situation" advertisement intended for this Department to occupy a space of four lines, agate measure, and it will be inserted free. Replies will also be forwarded without cost. Additional space will be at the rate of 25c. per line. If bold faced type is desired the cost of same will be 25c. per line. Rates for all other classes of advertising on application.

WANTED—Salesman, outside. Salary and commission. Represent Victrola, Sonora and Cheney lines. Excellent opportunity for right man. Apply Estey Co., Seventeenth and Walnut Sts., Philadelphia, Pa.

WANTED — A number of live-wire, thoroughly experienced talking machine salesmen. Will pay \$60 a week and commission, which will approximate \$100 a week earnings to the right applicant. Call to see Saul Birns, 111 Second Ave., New York, N. Y., any morning between 10 and 12 o'clock.

POSITION WANTED — Salesmanager. Thorough knowledge of phonograph and music business, both wholesale and retail. Experienced advertiser, also capable office manager, have had several years' experience in sales engineer work on the road. Would accept traveling position. Wish to locate in Southern California, at present manager of exclusive phonograph department. Excellent record and references. Address "Box 1296," care The Talking Machine World, 373 Fourth Ave., New York, N. Y.

SALESMEN WANTED—Well known wood-working concern has commission proposition for salesmen traveling established territory. Calling on talking machine and piano trade. Kindly state territory, length of time traveled, lines handled and give references. Address "Box 1298," care The Talking Machine World, 373 Fourth Ave., New York, N. Y.

POSITION WANTED—Manager with intimate knowledge of Victrolas, records and merchandising methods gained through eight years' experience and study; backed by highly successful, clean career; is receptive to offer for connection with greater possibilities. Ample qualified to handle advertising, selling, sales force, ordering, etc. Reliable references as proof on request. Address "Box 1297," care The Talking Machine World, 373 Fourth Ave., 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.

FOR SALE

18-ft. double-face upright electric sign, with Victrola in one-foot electric letters on each side. In good condition. Cost \$250. Will sell for \$125 f.o.b. Warren, Pa. Address Metzger-Wright Co., Warren, Pa.

FOR SALE

Exclusive Brunswick shop in city of over 100,000 population. Cheap buy for quick buyer. Fully equipped, well established. Address "Box 1294," care The Talking Machine World, 373 Fourth Ave., New York, N. Y.

CARVED LEGS

Eight designs in gum, oak and mahogany. Prices reduced. Send for circular. Klise Mfg. Co., Grand Rapids, Mich.

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.

The Fox Co., San Antonio, Tex., has moved its talking machine department from the rear of the establishment to a prominent position in the front of the store. The concern handles the Victor and Columbia lines.

Unusual Victor Opportunity

The leading music store in a large city in Michigan, principally Victrolas and Victor Records, established eleven years, is for sale—no charge for good will.

Furniture and fixtures, including six excellent demonstrating rooms, \$6,800—inventory \$25,000.

Address Box 1291, Talking Machine World, 373 Fourth Avenue, New York.

SPRINGS

VICTOR	
1 1/4"x.022x17', bent each end.....	No. 6543 \$5.77
1 1/4"x.022x18' 6" marine ends.....	No. 3014 .58
1 1/4"x.022x17' marine ends.....	No. 3014 .55
1 1/4"x.022x17' bent arbor.....	No. 5362 .57
1 1/4"x.022x13' bent arbor.....	No. 5423 .60
1 1/4"x.022x9' bent arbor.....	No. 5427 .42
1 1/4"x.022x9', bent each end.....	No. 6546 .42
1"x.020x13' 6" marine ends.....	No. 2141 .32
1"x.020x15' marine ends.....	No. 3335 .35
1"x.020x15' bent arbor.....	No. 5394 .38
1"x.020x15', bent each end.....	No. 6546 .43
7/8"x.020x19' marine ends.....	No. 988 .29
COLUMBIA	
1"x.028x10' Universal.....	No. 2951 .33
1"x.028x11' Universal.....	No. 2951 .35
1"x.030x11' book ends.....	No. 1219 .45
1"x11' for motor No. 1.....	No. 1219 .35
HEINEMAN	
1"x.025x12' motors, Nos. 33 & 77.....	.33
1 3/16"x.026x19', also Patbe.....	.75
1 3/16"x.026x17'.....	No. 4 .59
MEISSELBACH	
7/8"x10' motors, Nos. 9 & 10.....	.29
1"x9' motors, Nos. 11 & 12.....	.29
1"x16' motors, Nos. 16, 17 & 19.....	.49
2"x.022x16', rectangular hole, 18k10.....	1.20
SAAL-SILVERTONE	
1"x.027x10', rectangular bole.....	No. 144 .42
1"x.027x13', rectangular bole.....	No. 145 .48
1"x.027x16', rectangular bole.....	No. 146 .58
BRUNSWICK	
1"x.025x12', rect'gular hole, regular.....	No. 201 .45
1"x.025x18', rect'gular hole, regular.....	No. 401 .60
KRASBERG	
1"x12' motor 2A, pear-shape and rect. holes	.45
1"x16' motor 3 & 4, on outer end.....	.55
EDISON DISC	
1 1/2"x.028x25', regular size disc motors....	1.25
1"x.032x11', Standard.....	.55
1 5/16", Home.....	.70
1 5/16"x18' type A 150, old style disc.....	1.28
1" Amberola 30-50-75.....	.56
1 1/16", B 80.....	1.15
SUNDRIES	
1"x.025x16' rectangular hole.....	.50
1"x.025x16', pear-shaped hole.....	.50
7/8"x.023x10', marine ends, Hein. Col., etc....	.29
7/8"x.025x10', marine ends, Hein. Col., etc....	.27
7/8"x.020x9', marine ends.....	.21
1/2"x.020x9', marine ends.....	.18
Victor Gov. springs, No. 1729.....	per 100 .95
Victor Gov. spring screws, No. 3304.....	per 100 .92
Victor Gov. balls, n/style, No. 3302.....	each .07
Victor Gov. spring screw washer.....	per 100 .72
Columbia Gov. springs, No. 3510.....	per 100 .95
Columbia Gov. spring screws, No. 439.....	per 100 .92
Columbia Gov. spring screw washers.....	per 100 .72
Columbia Gov. ball, lead, flat and spring....	.08
Columbia Gov. ball, new style & spring....	.08
Turntable felts, all wool, green, 10", round..	.15
Turntable felts, all wool, green, 12", round..	.18
Terms, 2% cash with order.	

TALKING MACHINE SUPPLY CO., PARK RIDGE, N.J.

FOR SALE

Or on royalty basis, patent No. 1447923 record lifter, a simple and efficient device for facilitating removal of records from turntable of talking machines. For full particulars address J. E. Christensen, 6332 Stewart Ave., Chicago, Ill.

PHONOGRAPH SALESMEN

An established company, manufacturing a high-grade line of talking machines, is entering upon a sales campaign to extend and more thoroughly work its field of operations.

High-grade men of character and responsibility who have had experience in selling phonograph and furniture lines to the better class of dealers are offered an enviable opportunity to make a connection through which they can develop a permanent and profitable business.

Remuneration is on a strictly commission basis, but arrangements may be made for a drawing account against commissions to assist the representative in financing himself until his territory is somewhat developed.

Give full particulars as to age, domestic conditions, past experience, whether now employed, territory you are familiar with and such other data as will assist in the intelligent selection of men to comprise a permanent, efficient and creditable sales organization.

All replies considered confidential.

Address "Box 1293," care The Talking Machine World, 373 Fourth Ave., New York, N. Y.

FACTORY FOR SALE

Modern brick wood-working plant, 40,000 sq. ft. floor space, equipped with modern wood-working machinery. Sprinkler system throughout. Buildings practically new. Located on main line and switch track within one hour's ride of Chicago. Address "Box 1295," care The Talking Machine World, 373 Fourth Ave., New York, N. Y.

VICTOR FRANCHISE

FOR SALE—In a city of 20,000 people, located within five miles of one of the most famous beaches on the Atlantic Coast. A store that sells both the Victor and Columbia products. Established 15 years. Also carries a full line of stationery, magazines and gift wares. Can be bought either with or without lease accounts now in force. About \$10,000 required. Terms may be arranged for the proper party. Please do not answer this ad unless you are prepared to do business. Address "Box 1292," care The Talking Machine World, 373 Fourth Ave., New York, N. Y.

FOR SALE

At a sacrifice. A \$2,000 stock of phonographs and records. Exclusive Columbia and Vocalion Agency in live Western Pennsylvania city. Good location. Low rent. Population served, about 20,000. A real opportunity for a live wire, as have other business and can't handle both. Cash or terms. Address M. C. Sullivan, Corry, Pa.

PATENT FOR SALE

Automatic needle holder for talking machines, patent No. 1454489, May 8, 1923. Pressure with two fingers will release and drop used needle, inserting new needle and releasing the two-finger pressure is all that is done. Offers for sale of patent or royalty contract to H. F. Schelling, 100 Fifth Ave., New York, N. Y.

FOR SALE

The best Victrola and Columbia agency in the best city in the Northwest—DULUTH, Minn. Address Taylor-Morehouse Co., 13 Second Ave. West, Duluth, Minn.

FOR SALE

Owing to press of wholesale business we offer any of our chain retail stores for sale. Address Wilson-Broadway Music Co., 1142 Wilson Ave., Chicago, Ill.



EUROPEAN HEADQUARTERS

2 GRESHAM BLDG., BASINGHALL ST., E.C. LONDON



W. LIONEL STURDY, MANAGER

Portable Instruments Loom Up as Dealers' Best Sales Possibility—Good Music on Records Becoming More Popular With Public—Columbia's Satisfactory Annual Statement—"H. M. V." Window Contest a Success—Advocate Standard Speed for Playing Records—Plans for British Empire Exhibit—Irish Duty on Gramophones—Other Important News

LONDON, E. C., June 3.—At this time, when traders are apt to experience a falling off of business, and in the gramophone trade particularly, it is some comfort that the Board of Trade returns for last month show an improvement over the previous figures. The total increase is not great, but the very fact that progress is being made should act as a stimulant towards better effort in the creation and maintenance of gramophone trade during the coming Summer months. Portable machines offer, perhaps, the best prospect of sales just now and it is significant of this that most of the manufacturers are concentrating attention on such instruments. The dealers' windows show a live appreciation of the possibilities of portable gramophone sales and, in fact, quite a nice trade is being done.

Of trade in records dance selections still hold the field, sales being exceptionally good. The demand is expected to ease up presently, but a fair standard of trade will, it is believed, remain in this class of record even during the Summer.

One aspect of trade in records that has escaped public comment until recently is the fact that there is an undoubted growing demand from the British public for classical and better-class music. At one time, not so many years ago, issues of records mainly comprised so-called topical songs and musical "hits" of the music halls and theatres. It was believed by most companies—and was, no doubt, true—that bulk sales were only possible by the compilation and issue of lists which excluded the works of the great masters and the standard ballads of the Victorian era. Only an occasional title of this class figured on the various monthly programs, for they were not regarded as profitable "commercial" records. The progress of gramophonic development, the high efficiency of reproducing machines and recording may fairly be held responsible for the gradual and increasing appreciation of really good music. The gramophone is a public educational medium; its general use in the schools of this country is alone a sufficient recognition of this fact. In the main it may, therefore, be said that the issue of classical masterpieces and better-class

standard works is no longer an unprofitable feature of British gramophone trade. Let the good work continue.

Columbia's First Public Balance Sheet

The first annual report and accounts of the Columbia Graphophone Co., Ltd., London, has been made public. It covers a period of fifteen months, ending March 31 last. On a capital of £200,000 the net profit of £56,689/3/10 for this period must be regarded as very satisfactory, conditions of trading considered. After deducting £50,000 representing debit balance as of December 31, 1921, less provision for bad debts overestimated, the directors recommend that the balance of £6,689/3/10 (subject to taxation) be carried forward. A significant indication of the difficulty of collections at this time is the fact that no less a sum than £90,982/11/3 is outstanding, less a reserve for bad debts. Matrices, patents, trade-marks, copyrights, furniture, good-will, etc., London and Milan, stand at the nominal figure of £1. Altogether the balance sheet would therefore indicate a very healthy showing with good promise of dividends for shareholders during the present fiscal year.

At the annual general meeting, held May 10 at the Columbia offices, Louis Sterling, in the chair, said in part: "During the period under review the sales were the largest in the company's history and shareholders would be interested to learn that in the first quarter of this year, January 1 to March 31, the sales were almost 50 per cent in excess of those for the corresponding quarter of 1922. . . . They were still making improvements in the quality of their products and had every anticipation that the current year would be a very successful one for the company." The report and accounts were adopted and the retiring directors re-elected. The "H. M. V." Window Display Competition

Great success attended the first "His Master's Voice" window-dressing competition, not merely from the point of view of the heavy number of entries, report the judges, but also with special regard to the high standard aimed at by most of the competitors. The first prize of £25 went to Dale, Forty & Co., of Birmingham, whose excellently designed window display exemplified what may be attained by little expense, great thought and originality. Other prizes awarded were: Second, £20; third, £15; fourth, £10; fifth, £5, and twenty consolation prizes of £1 each. The first five winning displays are pictorially reproduced in this month's Voice.

The second competition, "Instruments and Accessories" being the subjects for display, com-

menced May 14 and lasted the week through. These window display competitions are regarded as one of the best sales stimulants that can be devised, apart from press advertising, for the encouragement of retailers during a period when trade inclines to slacken somewhat. The number of entrants clearly shows how much dealers recognize and appreciate the value of "making an effort."

"His Master's Voice" Special Wagner Records

The trade has evinced great interest in the new Wagnerian gramophone records of "The Valkyrie" and "The Rheingold." Popular the world over, both these operas are appropriately treated by the recording experts of "His Master's Voice," the result being, in the words of Albert Coates: "These Wagnerian records represent a new and ambitious effort in the art of the gramophone." Of course, in their recording only eminent artists have contributed, Albert Coates himself conducting the orchestral performances. Doubtless, these fine recordings, if not already on the Victor program, will soon be issued by that company.

A Standard Speed Advocated

The question of a standard speed for the playing of various classes of records is again to the fore. This subject is of the hardy annual order, yet is, nevertheless, one of sufficient importance to warrant careful consideration by record manufacturers. A scribe of the Westminster Gazette pertinently remarks in a recent issue of that journal: "Until the recording companies make up their minds to manufacture records at a standard reproducing speed many gramophone users will continue to get most appalling results even from first-class records and with first-class machines." Certainly, there is a case for adopting the practice of stating on each record the correct speed at which it should be played.

Brief Paragraphs of Interest

Students of wireless and listeners-in will appreciate the provision of complete Morse code on gramophone records. The "His Master's Voice," Columbia and Winner companies have now recorded the Morse language.

It is good news that F. Ward, the popular sales manager of the Duophone Syndicate, who recently underwent an operation for appendicitis, has now completely recovered.

A bill for 100,800 marks for one night at the Hotel Central, Berlin, is not so formidable when one remembers that the exchange rate is somewhere about 170,000 to the £ sterling. That was the experience of Percy Willis, sales manager of J. E. Hough, Ltd., when passing through

EDISON BELL

WINNER

TRADE MARK

GRAMOPHONE RECORDS

CABLE
"PHONOKINO,
LONDON"

ARE THE GREATEST VALUE FOR MONEY PRODUCED IN GREAT BRITAIN

TEN INCH

DOUBLE SIDED

NEEDLE CUT

PLAY ON ALL GRAMOPHONES

Catalogue contains 4000 Titles by the Premier Artistes, Instrumentalists, Orchestras and Bands of the British Empire

DEALERS PREPARED TO DO BUSINESS ARE INVITED TO COMMUNICATE WITH

Proprietors and Manufacturers, J. E. HOUGH, Ltd., 62 Glengall Road, London, S. E. 15, England

I've got those Blue Hoosier Blues

BLUE HOOSIER BLUES

An Indiana Fox-Trot

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

© LEO. FEIST INC. NYC

FROM OUR EUROPEAN HEADQUARTERS—(Continued from page 186)

Berlin on his way to the Scandinavian countries on the occasion of a recent trade tour in the interests of Edison-Bell and Winner products.

About the time of penning these lines delegates to the Buxton Music Trades Convention are planning departure. I hope to report, next issue, the convention doings.

One of the delegates to the Atlantic City Advertising Convention from this side is Herbert C. Ridout, the well-known advertising manager of the Columbia Graphophone Co., Ltd., London.

The first concert at which Edison records were tested side by side with the actual artistes was held at Liverpool this month and is referred to elsewhere in this issue.

British Empire Exhibition, 1924

As has already been mentioned, the Federation of British Music Industries has entered into a contract with the British Empire Exhibition Authorities, under which the Federation will assume control of the Music Trades' Section. The Federation invites immediate application from those firms which desire to exhibit, as the arrangements entered into for space will necessitate intending exhibitors' early decision.

Broadcasting Troubles

Of late the wireless business has considerably dropped, the demand for receiving sets decreasing each week. This may have something to do with the finer weather, but, undoubtedly, sales have been affected by the criticism and attacks on the British Broadcasting Co. and the company's failure to arrive at a settlement with the Postmaster General over the issue of a third license.

Federation Broadcasted Lectures

The British Broadcasting Co.'s arrangements with the Federation for a weekly lecture on musical art are about to develop in a manner which will greatly increase the educational value of the scheme. It has been agreed by the company that these lectures shall be followed by a musical program of good artistic quality, such program to be provided by the Federation and the concert to be given under its auspices.

Irish Free State Imports Duty

Since the institution of a fiscal tariff on goods entering the Irish Free State it has been clearly defined that gramophone goods, about which there was some doubt, do come under the act. The custom charges imposed have necessitated a revision of retail prices and, in advising the Irish trade of this, the Gramophone Co., Ltd.,

states: "In future special Irish Free State editions of our various catalogs and lists will be issued and the dealers (in the districts) concerned are again asked to note that any sale or offer for sale of 'His Master's Voice' products at prices other than those given in the Irish Free State editions is a breach of their price maintenance agreement with us."

Big Steamships to Carry Grafonolas

A tribute to Columbia instrument efficiency has been paid by the management of the Orient

Line. To its order the Columbia Co. has installed Grafonola No. 21 models on no less than seven of the big liners controlled by the Orient Co. Talking machines as part of the entertainment service are becoming a recognized thing on ocean liners, being well appreciated by the passengers. In the case mentioned the instruments are of oak, table grand style, mounted on specially constructed Columbia record filing cabinet with capacity for a large selection of records.

FORMAL OPENING AT LONG BEACH

Long Beach (Cal.) Music Co. Provides an Elaborate Program to Mark the Event

LONG BEACH, CAL., June 2.—The formal opening of the Long Beach Music Co. took place recently, and the program for the occasion included some of the most accomplished artists

and entertainers from this community. Harry Young, J. Anderson and Rena DeMoss are the proprietors of the new business. They will handle the Edison phonographs and records, Baldwin pianos, and the Welte-Mignon reproducing rolls. There will also be a full stock of sheet music, including both the standard and popular numbers. This is undoubtedly one of the most artistic stores on the coast.

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.

Forty to fifty feature articles, showing how the other fellow is increasing his profits, appear each month in **THE REVIEW**—That's why it is the most profitable weekly paper in the field for you to read and why it will assuredly help you increase your profits.

\$2 Brings You 52 Issues of The Review.

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Actual Manufacturers Export a specialty

REX GRAMOPHONE COMPANY

59 Chiswell Street, LONDON, E. C., England
Cable Address "Lyrecodisc, London"

WATCH



IN 1923

373 FOURTH AVE.

NEW YORK CITY

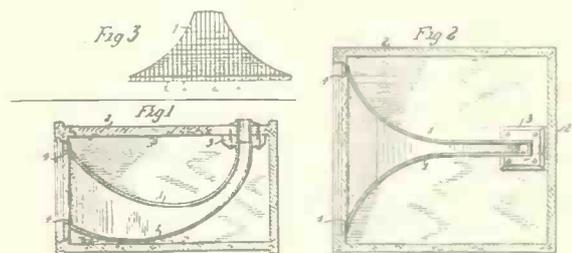
Established 1876 — The Oldest and Largest in Its Field.

LATEST PATENTS RELATING TO TALKING MACHINES AND RECORDS

WASHINGTON, D. C., June 8.—Horn. Carl J. Schmitt, Brooklyn, N. Y. Patent No. 1,449,843.

This invention has for its object to provide a horn adapted to influence a vibrating air column in such a manner as to increase the pleasurable sensation desired to be produced on the auditory nerves.

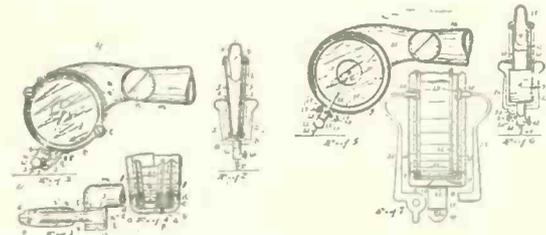
Figure 1 is a longitudinal vertical section through a phonograph horn and its enclosing



cabinet. Fig. 2 a lateral section of the horn shown in Fig. 1 following approximately the center of the horn and showing the face of the attaching block; and Fig. 3 a top perspective of the upper edge and a portion of the top of the horn shown in Fig. 1 illustrating the nature of the wood from which the horn is made.

Phonograph Reproducer. Albert B. Rehn, Philadelphia, Pa. Patent No. 1,452,094.

This invention relates to phonograph reproducers, and it contemplates, first, an improved reproducer constructed so as to interfere as little as possible with the delivery of the sound-waves into the atmosphere and so that at the same time, if the reproducer is pivoted to its support as is usual, it will stand in convenient relation to such support for the facile performance of its pivotal movements; and, second, in such a combination of a sound-box of the class having opposite spaced upright diaphragms and a forked stylus device whose arms are in vibration-transmitting relation to the respective dia-



phragms that adjustment may be effected to vary the tension of the said arms and hence of the diaphragms.

In said drawing Figure 1 is a side elevation of the first-mentioned form; Fig. 2 is a sectional view on line 2—2, Fig. 1; Fig. 3 is a plan of said form; Fig. 4 is an enlarged fragmentary transverse sectional view in the plane of a certain stud *t* appearing in Fig. 1; Fig. 5 is a side elevation of the second-mentioned form; Fig. 6 is a front elevation, partly in section, of the same, and Fig. 7 is an enlarged fragmentary sectional view of said second-mentioned form.

Phonographic Apparatus. Henry P. Clausen, Mamaroneck, N. Y., assignor to Western Electric Co., Inc., New York. Patent No. 1,452,361.

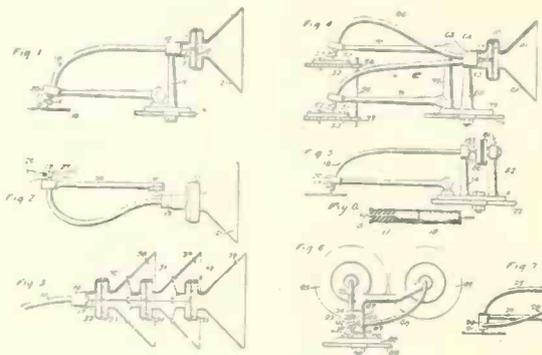
This invention relates to phonographic apparatus and the object is to prevent the irregular vibrations of the moving systems in the recording or reproducing machines from being communicated to the operating or operated member, according to whether the device is for recording or reproducing.

In general, the invention provides for mounting the operating or operated member, such as a diaphragm, spaced from the stylus, and directly connecting it thereto by a longitudinally moving member, instead of the usual lever system. Specifically, the invention provided for directly connecting the operating or operated member to the stylus when these elements are in spaced relation, by means of a longitudinally

curved element, preferably a wire which is relatively inflexible longitudinally and relatively flexible transversely, but restrained from vibrating transversely by energy-absorbing material engaging its sides.

In accordance with another feature, the invention provides a single reproducer coupled to a plurality of styli and records for combining the reproductions from a plurality of records.

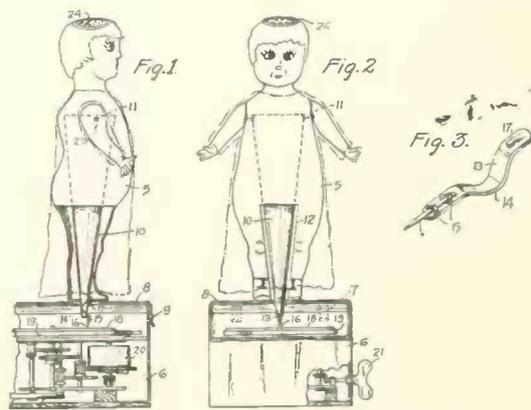
Referring to the drawings, Figure 1 is a side elevation partially in section of one form of the invention as applied to a reproducer for use with a "hill and valley" type of phonographic record; Fig. 2 is a plan view of a reproducer for use with a "transversely grooved" type of record; Fig. 3 is a cross section of a reproducer in which a plurality of sound boxes are operated by a common translating member; Fig. 4 is a side elevation partially in section, of a form of the invention in which two separate records



can be reproduced simultaneously through the medium of a single reproducing sound box common to the two records; Fig. 5 shows a form of the invention designed to telephonically reproduce the matter recorded; Fig. 6 is a rear elevation of a reproducer for use with both "hill and valley" and "transversely grooved" types of record; Fig. 7 is a detailed side elevation thereof showing the method of supporting the stylus and translating members extending from the stylus to the respective sound boxes; and Fig. 8 is a sectional view in perspective of the means used for translating movement between the stylus and the diaphragm of the sound boxes.

Phonograph Doll. Samuel Haskell, Brooklyn, N. Y. Patent No. 1,451,022.

This invention relates to talking dolls and in particular to a doll wherein is contained a record and its operating mechanism. An object of the invention is to provide a doll more particularly in the form of a toy which will, together with a base, embody a small phonograph upon which may be played miniature records, these records having any short selection or story



thereon and which when being played will give the impression of a talking doll.

Figure 1 is a side elevation of a doll and pedestal therefor partly in section and showing the position of the sound-projecting member relatively to the doll body; Fig. 2 is a front view of the device as illustrated in Fig. 1, the same also being in partial section; and Fig. 3 is a perspective view of the reproducing mem-

ber which translates the vibrating motions of the needle into sound.

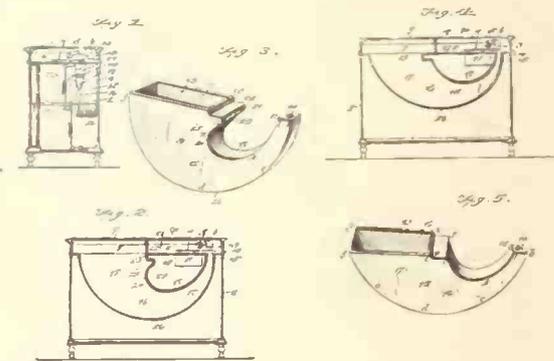
Amplifier for Talking Machines. Joseph F. Biggs, Richmond, Va. Patent No. 1,450,241.

This invention relates to an improved amplifier for use in connection with a cabinet talking machine wherein ample space is afforded in the rear of the cabinet for housing the amplifier in such a manner that the rear wall of the amplifier assumes a position in parallelism with the back of the cabinet. It is also to be noted that the forward part of the cabinet affords ample space for an improved combination record rack and ejector as set forth in the co-pending application of Joseph F. Biggs, Serial Number 403,176, filed August 12, 1920.

It is also the aim to provide an amplifier of relatively large proportions whereby the sound waves or vibrations are considerably amplified.

Another object is to provide an amplifier which is of stream line design and connected to the tone arm downwardly from the motor board and curved in order to arch under the motor and deliver the sound into a chamber at one end of the cabinet.

Still another object is to provide an amplifier of relatively large proportions and of stream line design, as shown, with an aim to not only considerably amplify the sound waves, but also to produce tones more natural. In attaining this result through extensive tests by means of the stream line design and curved formation of the amplifier it has been found necessary to retard the vibrations or sound waves on one of the curved walls of the amplifier relatively to the vibrations on an opposite curved wall. Also, in order to accomplish this result, it has been found that, by providing angular abut-



ments and especially terminating the shorter curved wall in a chamber or pocket, the vibrations or sound waves are retarded.

Figure 1 is a vertical cross sectional view of a cabinet talking machine showing the improved amplifier as mounted therein, showing the chamber or pocket at the end of the short-curved wall thereof. Fig. 2 is a longitudinal sectional view on the line 2—2 of Fig. 1, also showing the pocket or chamber at the terminus of the short-curved wall. Fig. 3 is a perspective view of the amplifier shown in Figs. 1 and 2. Fig. 4 is a longitudinal sectional view through a cabinet talking machine showing another form of amplifier mounted therein, wherein the short-curved wall of the amplifier terminates in an angular portion acting to retard the vibrations and render them more natural. Fig. 5 is a detail perspective view of the amplifier shown in Fig. 4.

Magazine Phonograph. Louis J. Thon, Marshfield, Wis. Patent No. 1,451,282.

This invention relates to improvements in magazine phonographs, and the main objects are:

First, to provide an improved magazine phonograph adapted for disc records. Second, to provide an improved magazine phonograph in which the records are automatically brought to playing position. Third, to provide an improved magazine phonograph in which the rec-

PATENTS RELATING TO TALKING MACHINES AND RECORDS—(Continued from page 188)

ord may be repeated or any record of the magazine selected. Fourth, to provide an improved magazine phonograph for disc records which is comparatively compact and simple in structure.

Figure 1 is a front elevation of a structure embodying the features of the invention, the magazine and motor being illustrated by dotted lines. Fig. 2 is a detail horizontal section on a line corresponding to line 2-2 of Fig. 1, the motor being shown conventionally in full lines. Fig. 3 is a detail view partially in vertical section on a line corresponding to line 3-3 of Fig. 2. Fig. 3a is an enlarged detail section on a line corresponding to line 3a-3a of Fig. 3.

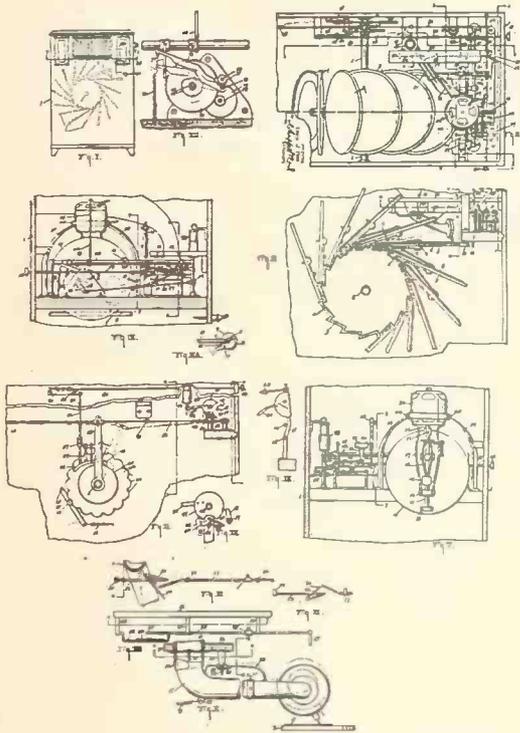
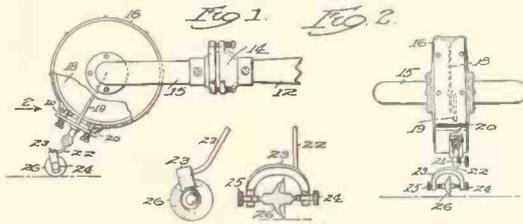


Fig. 4 is a detail vertical section on a line corresponding to line 4-4 of Figs. 2, 3 and 6. Fig. 5 is a detail vertical section on a line corresponding to line 5-5 of Figs. 2, 3 and 6, showing details of the control means. Fig. 6 is a detail vertical section on a line corresponding to line 6-6 of Figs. 2 and 4, showing details of the magazine feed and control means. Fig. 7 is an enlarged detail section of certain parts appearing in Fig. 6 on a section line corresponding to that of Fig. 6. Fig. 8 is an enlarged detail section on a line corresponding to line 8-8 of Fig. 2, showing further details of the motor control means. Fig. 9 is a detail vertical section on a line corresponding to line 9-9 of Figs. 2, 4 and 5, showing still further details of the control means. Fig. 10 is a detail section on a line corresponding to line 10-10 of Figs. 2 and 11, showing details of the tone arm control. Fig. 11 is a detail section on a line corresponding to line 11-11 of Figs. 3, 10 and 13. Fig. 12 is a detail view of the tone arm support shown in one position by dotted lines and in another position by full lines. Fig. 13 is a detail section of the tone arm on a line corresponding to line 13-13 of Fig. 10.

Phonograph Stylus. Theophilus Parsons, Camp Dodge, Ia., assignor to Charles B. Brophy, Rye, N. Y. Patent No. 1,453,637.

This invention relates to a phonograph, and more particularly to improvements in the sound reproducing elements thereof. One object of the invention is to avoid some well-known ob-

jections to the usual construction by providing a freely rotatable record engaging disc, preferably having a thin edge adapted to be received in the usual record grooves. This disc construction possesses numerous advantages



over the needles commonly used. Another object is to provide an improved sound box and amplifier construction, by means of which the volume of sound is increased and the quality of tone improved.

Figure 1 is a side elevation of a portion of a phonograph embodying the invention; Fig. 2 is a front elevation of the sound box and record engaging disc; Fig. 3 is an enlarged side elevation of the disc; and Fig. 4 is a longitudinal sectional elevation thereof, together with the support in which it is mounted.

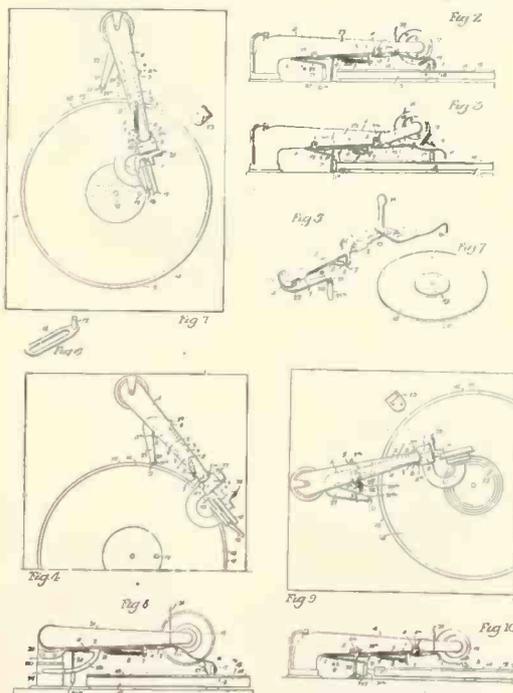
Stop Device for Talking Machines. Edward Grieger, Philadelphia, Pa. Patent No. 1,453,131.

This invention relates to stop attachments for phonographs, and one object of the invention is to provide a device for automatically lifting the stylus from the record when the stylus has reached a predetermined point thereon.

A further object is to provide means, operating in conjunction with said stylus-elevating means, whereby the machine is automatically stopped after the stylus has been elevated.

A still further object is to provide means for returning the tone arm and the stylus to a position outwardly of the edge of the record so that the whole device may be made ready for re-starting with a minimum of trouble and delay.

Figure 1 is a plan view of a phonograph fitted with attachments embodying the invention; Fig. 2 is a side elevation of a portion of a phonograph embodying the invention, show-



ing the stylus in the playing position; Fig. 3 is a side elevation similar to that of Fig. 2, showing the stylus elevated above the record; Fig. 4 is a plan view similar to that of Fig. 1, showing the tone arm in the starting position; Fig. 5 is a view in perspective of an attachment embodying the invention; Fig. 6 is a perspective of one form of releasing device; Fig. 7 is a view in perspective of a record having a modified form of release device attached thereto; Fig. 8 is a side elevation of a modified form of the device, showing a method of attaching to the tone arm differing from that shown by Fig. 5; Fig. 9 is a plan view of a phonograph illustrating a still further modification, and showing record equipped with special groove;

and Fig. 10 is a view in side elevation illustrating the modification of Fig. 9.

Needle Holder for Talking Machines. Hermann Frederick Schelling, Grantwood, N. J. Patent No. 1,454,489.

This invention relates more particularly to improvements in the stylus or needle-holding device which is necessary on all forms of so-called talking machines.

One object is to provide a needle-holding arrangement so constructed as to normally hold the needle firmly in place and yet permit of its ejection when desired principally by the force of gravity and of the insertion of a new needle with a minimum amount of effort.

One practical embodiment of the invention is shown in the accompanying drawing in which

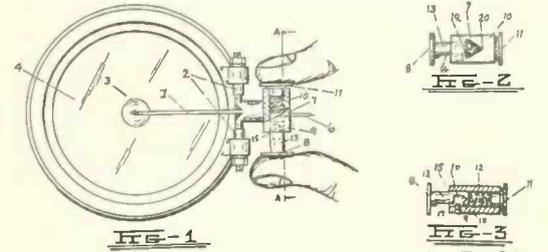
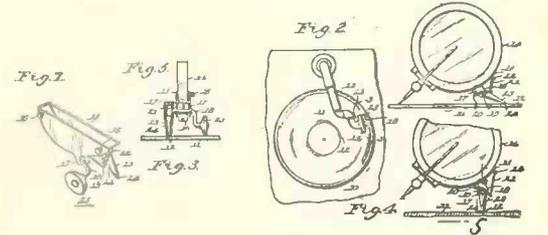


Fig. 1 is a view of the stylus lever and needle holding device, partly in section showing the manner in which it is operated. Fig. 2 represents an end view of the needle holding device. Fig. 3 represents a section on the line A-A of Fig. 1.

Repeating Mechanism for Phonographs. Knut Emil Yungstrom, White Plains, N. Y. Patent No. 1,453,966.

This invention relates to repeating mechanism for phonographs and the principal object is to provide a record actuated means for ef-



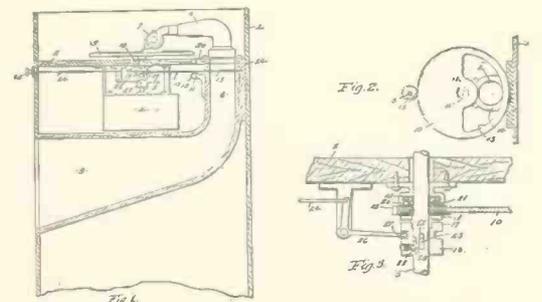
fecting automatic repeating of a phonograph record.

Figure 1 is a perspective view of the device per se; Fig. 2 is a top plan view showing the invention as applied to the sound box of a phonograph; Fig. 3 is an enlarged sectional view showing parts in normal position; Fig. 4 is a view similar to Fig. 3, showing the parts in operative position; Fig. 5 is a sectional view on the line 5-5 of Fig. 4.

Tone Regulator for Phonographs. Henry K. Hess, Syracuse, N. Y. Patent No. 1,454,441.

This invention has for its object a tone modifier or regulator for the phonograph which is actuated by the motor of the machine, and which may, if desired, be disconnected from the motor and set in any desired fixed position.

Figure 1 is a vertical sectional view of a



phonograph embodying the invention; Fig. 2 is a plan view of the regulator and contiguous parts; Figure 3 is an enlarged fragmentary sectional view of the connections between the regulator and the motor and also of the means for connecting and disconnecting the regulator from the motor.

Marie DeKyzer, soprano and Edison artist, recently appeared as soloist at the Asbury M. E. Church, at Allentown, Pa.

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Repaired Promptly and Efficiently
REPAIR PARTS FOR ALL MACHINES

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TELEPHONE, SPRING 1194

Advance RECORD BULLETINS for July, 1923

VICTOR TALKING MACHINE CO.

COLUMBIA GRAPHOPHONE CO.

A3868 Down Among the Sleepy Hills of Tennessee (Meyer) Blossom Seeley, Comedienne 10
 You Said Something When You Said "Dixie" (Friend) Blossom Seeley, Comedienne 10

BRUNSWICK RECORDS

- POPULAR SONGS**
- 1905 Down Among the Sleepy Hills of Tennessee Billy Murray-Ed. Smalle 10
 Beside a Babbling Brook Georgie Price 10
 19066 Barney Google Georgie Price 10
 I Love Me Billy Murray 10
 19071 Underneath the Mellow Moon, Alice Green-Edna Brown 10
 River Shannon Moon Charles Hart-Lewis James 10
- DANCE RECORDS**
- 19058 Swingin' Down the Lane-Fox-trot, The Great White Way Orch 10
 Beside a Babbling Brook-Fox-trot, The Great White Way Orch. 10
 19068 Yes! We Have No Bananas-Fox-trot, The Great White Way Orch. 10
 Morning Will Come-Fox-trot, Zez Confrey and His Orch. 10
 19069 When Will the Sun Shine for Me?-Fox-trot, International Novelty Orch. 10
 Gone-Fox-trot The Great White Way Orch. 10
 19070 Louisville Lou-Fox-trot, Arthur Gibbs and His Gang 10
 Beale Street Mamma-Fox-trot, Arthur Gibbs and His Gang 10
 19073 You've Got to See Mamma Ev'ry Night-Fox-trot Tennessee Ten Nuthin' But-Fox-trot, Paul Whiteman and His Orch. 10
 19074 Saw Mill River Road-Fox-trot, The Great White Way Orch. 10
 Everything Is K.O. in K.Y.-Fox-trot, Whiteman and His Orch. 10
 19076 That Wicked Tango International Novelty Orch. 10
 My Old Love-Tango Max Dolin's Orch. 10
 19077 Wildflower-Medley Fox-trot, The Great White Way Orch. 10
 Dreamy Melody-Rocky Mountain Moon-Medley Waltz The Troubadours 10
 19078 Tut-Ankh-Amen-Fox-trot S.S. Leviathan Orch. 10
 Down by the River-Fox-trot, S.S. Leviathan Orch. 10
- VOCAL AND INSTRUMENTAL RECORDS**
- 55197 Eili, Eili (In Jewish) Cantor Josef Rosenblatt 12
 Die Neuer "Kol Nidre" (The New "Kol Nidre") (Hebrew) Cantor Josef Rosenblatt 12
 19067 Saw Ye My Saviour Trinity Mixed Quartet 10
 O, Tender, Loving Shepherd, Trinity Mixed Orch. 10
 19075 Shepherd Show Me How to Go, Trinity Mixed Quartet 10
 Blest Christmas Morn. Trinity Mixed Quartet 10
 45350 I Want What I Want When I Want It, Royal Dadmun 10
 Rolling Down to Rio Royal Dadmun 10
 55198 Danse Macabre (Dance of Death)-Part 1, Guy Maier-Lee Pattison 12
 Danse Macabre (Dance of Death)-Part 2, Guy Maier-Lee Pattison 12
 35725 Gypsy Love-Concert Waltz, International Concert Orch. 12
 Gypsy Baron-Sweetheart-Concert Waltz, International Concert Orch. 12
 19064 Under the Double Eagle-March, Sousa's Band 10
 High School Cadets-March, Sousa's Band 10
 19059 Cowboy Song-Whoopee Ti Yi Yo, Wilfred Glen and Shaanon Quartet 10
 Levee Song-I've Been Workin' on de Railroad, Shaanon Quartet 10
 19063 Little Rover-Fox-trot, International Novelty Orch. 10
 Runnin' Wild-Fox-trot, The Great White Way Orch. 10
- RED SEAL RECORDS**
- LUCREZIA BORI, Soprano-BENIAMINO GIGLI, Tenor-In French
 87581 Romeo and Juliet-Ah! ne puis pas encore! (Ah, Linger Yet a Moment)! Gounod 10
 ALFRED CORTOT, Pianist
 74810 Rondo Capriccioso-Presto Mendelssohn 12
 GIUSEPPE DE LUCA, Baritone-In English
 66158 Rosa G. Romilli 10
 JASCHA HEIFETZ, Violinist
 (Piano Accompaniment by Sam Chotzinoff)
 74811 Nocturne (Op. 27, No. 2) Chopin 12
 MARIA JERITZA, Soprano-In Italian
 66147 Cavalleria Rusticana-Voi lo sapete (Well You Know, Good Mother) Mascagni 10
 FRITZ KREISLER, Violinist
 (Piano Accompaniment by Carl Lamson)
 66149 Midnight Bells (Viennese Melody), Heuberger-Kreisler 10
 JOHN McCORMACK, Tenor
 66146 The Kingdom Within Your Eyes David-Nicholls 10
 OLGA SAMAROFF, Pianist
 66148 Naiads at the Spring-Etude Paul Juon 10
 TITO SCHIPA, Tenor-In Spanish
 66067 Princesita (Little Princess) Palomero-Padilla 10
 ERNESTINE SCHUMANN-HEINK, Contralto
 87363 Rock Me to Sleep, Mother Ernest Leslie 10

- (SYMPHONY RECORDS)**
- 80673 I Shall Know (Zucca)-Tenor Solo, Charles Hackett 10
 A3865 The Old Road (Scott)-Contralto Solo, Cyrena Van Gordon 10
 The Old Refrain (Kreisler)-Contralto Solo, Cyrena Van Gordon 10
 A3886 When the Swallows Homeward Fly (Abt.)-Soprano Solo Lucy Gates 10
 When Love Is Kind-Soprano Solo Lucy Gates 10
 80815 Romance-Op. 44, No. 1 (Rubinstein)-Violoncello Solo Pablo Casals 10
 A3866 Songs My Mother Taught Me (Dvorak)-Violin Solo Sascha Jacobsen 10
 Garden Scene From Faust-Violin Solo, Sascha Jacobsen 10
 A3879 Aunt Hagar's Blues (Handy)-Fox-trot, Ted Lewis and His Band 10
 Wet Yo' Thumb (Akst)-Fox-trot, Ted Lewis and His Band 10
 A3870 The World Is Waiting for the Sunrise (Seitz)-Fox-trot, Paul Specht and His Orchestra 10
 Roses of Picardy (Wood)-Fox-trot, Paul Specht and His Orchestra 10
 A3883 South Sea Eyes (Akst)-Fox-trot, The Meyer Davis Dance Orchestra 10
 I'd Love to Have Ya (Santly)-Fox-trot, The Meyer Davis Dance Orchestra 10
 A3884 Honeymoon Time (Caesar and Weill)-Waltz, Columbia Dance Orchestra 10
 River Shannon Moon (Smith)-Waltz, Columbia Dance Orchestra 10
 A3875 Underneath the Mellow Moon (Hall)-Waltz (Accordion Solo) Guido Deiro 10
 Sahara Moon (Ringle and Stover)-Fox-trot (Accordion Solo) Guido Deiro 10
 A3880 Morning Will Come (Jolson, De Sylva and Conrad)-Comedian Al Jolson 10
 When Will the Sun Shine For Me? (Silver)-Tenor and Baritone Duet, Charles Hart and Elliott Shaw 10
 A3887 Beside a Babbling Brook (Donaldson), Van and Schenck, Comedians 10
 My Old Ramshackle Shack (Ager), Van and Schenck, Comedians 10
 A3876 Barney Google (Rose and Conrad)-Tenor and Baritone Duet Billy Jones and Ernest Hare 10
 Old King Tut (Von Tilzer)-Tenor and Baritone Duet Billy Jones and Ernest Hare 10
 A3881 Louisville Lou (The Vampin' Laly) (Ager), Ruth Royce, Comedienne 10
 Hotsy Totsy Town (Kalmar, Ruby and Jerome), Ruth Royce, Comedienne 10
 A3882 Wet Yo' Thumb (Akst) Dolly Kay, Comedienne 10
 Don't Think You'll Be Missed (Harrison, Lyons and Rose) Dolly Kay, Comedienne 10
 A3888 Baby Won't You Please Come Home Blues (Warfield and Williams), Bessie Smith, Comedienne Clarence Williams at Piano 10
 Oh Daddy Blues (Russell and Herbert), Bessie Smith, Comedienne Clarence Williams at Piano 10
 A3871 Lasses White Minstrels-Levee Scene, Lasses White and Company with Al Bernard 10
 Lasses White Minstrels-Plantation Scene, Lasses White and Company with Al Bernard 10
 A3885 Honeymoon Chimes (Earl)-Hawaiian Guitar Duet-Incidental singing by Vernon Dalhart, Ferera and Franchini 10
 One Little Smile (Herbert)-Hawaiian Guitar Duet-Incidental singing by Vernon Dalhart, Ferera and Franchini 10
 A3717 The Hundred Pipers (Arr. by MacPherson and Stuart)-Baritone Solo Cameron McLean 10
 The Pipes of Gordon's Men (Hammond)-Baritone Solo Cameron McLean 10
- DANCE MUSIC**
- A3872 Railroad Man (Schoebel)-Fox-trot, Frank Westphal and His Orch. 10
 Bugle Call Rag (Snyder-Pettis, Brunels and Mills)-Fox-trot, Frank Westphal and His Orch. 10
 A3874 Swingin' Down the Lane (Jones)-Fox-trot, The Columbians 10
 Some Little Someone (Broones)-Fox-trot, The Columbians 10
 A3869 Down Among the Sleepy Hills of Tennessee (Meyer)-Fox-trot Eddie Elkins' Orch. 10
 Beside a Babbling Brook (Donaldson)-Fox-trot Eddie Elkins' Orch. 10
- POPULAR SONGS**
- A3873 Yes! We Have No Bananas (Silver and Cohn) --Tenor and Baritone Duet, Furman and Nash 10
 Don't We Carry On! (Friend and Clare)-Tenor and Baritone Duet, Furman and Nash 10

- 50033 Die Beiden Grenadiere (Two Grenadiers) (Heine-Schumann)-Baritone with Orch. (In German) Michael Bohnen 10
 Tannhauser (Blick Ich Umher) (Wolfgram's Baritone with Orch.-Eulogy of Love) Act II, Scene IV (Wagner) (In German), Michael Bohnen 10
 50031 Capriccio Valse (Waltz Caprice) (Op. 7) (Wieniawski)-Pianoforte by Paul Frenkel-Violin Solo Bronislaw Huberman 10
 Romance (From Second Concerto, in D Minor) (Op. 22) (Wieniawski)-Pianoforte by Paul Frenkel-Violin Solo Bronislaw Huberman 10
 15050 Mamma Mia Che Vo Sape (Neapolitan Song) (Nuttie)-Tenor with Orchestra-Neapolitan, Carme (Neapolitan Song) (De Curtis)-Tenor with Orchestra-Neapolitan, Giacomo Lauri-Volpi 10
 50032 Hungarian Rhapsody, No. 8 (Liszt)-Pianoforte Solo Elly Ney 10
 Etude (Op. 10, No. 3) (Chopin)-Pianoforte Solo Elly Ney 10
 5188 (a) Thumb Marks; (b) Two Little Magpies (Wells)-Soprano with Orch. Irene Williams 10
 The Cuck-Coo Clock (Pfrshing-Grant-Schaefer) Contralto with Orch. Elizabeth Lennox 10
 2433 Star-Spangled Banner (Francis Scott Key-Samuel Arnold)-Mixed Chorus with Orch., Brunswick Mixed Chorus Columbia, Gem of the Ocean (Red, White and Blue) (Thomas A. Becket)-Mixed Chorus with Orch. Brunswick Mixed Chorus 10
 2432 Parade of the Wooden Soldiers (Jessel)-Patrol Concert Band, Walter B. Rogers and His Band 10
 Boy Scouts of America (Sousa)-March Concert Band, Walter B. Rogers and His Band 10
 2430 If Winter Comes (Arnell-Tennent)-Tenor with Orch. Allen McQuhae 10
 Out Where the Blue Begins (Graff-McHugh-Grant)-Tenor with Orch. Allen McQuhae 10
 2431 Uncle Josh at the Circus (Cal Stewart)-Monologue Byron Harlan 10
 Uncle Josh Buys an Automobile (Cal Stewart)-Monologue Byron Harlan 10
 2421 Beside a Babbling Brook (Kahn-Donaldson)-Comedienne with Orch. Marion Harris 10
 Dearest (Davis-Akst)-Comedienne with Orch., Marion Harris 10
 2416 No One Loves You Any Better Than Your M-A Double M-Y (Nelson-Link)-Tenor and Baritone with Orch., Billy Jones and Ernest Hare 10
 You Know You Belong to Somebody Else (West-Monaco)-Baritone with Orch. Ernest Hare 10
 2425 Barney Google (Rose-Conrad)-Tenor and Baritone with Orch. Billy Jones and Ernest Hare 10
 I Love Me (Mahoney)-Tenor with Orch., Billy Jones 10
 2427 Down Among the Sleepy Hills of Tennessee (Young-Lewis-Meyer)-Vocal Trio with Orch. Vocal Arrangement by Arthur Johnston, Brox Sister with Bennie Krueger's Orchestra 10
 Little Boy Blues (Turk-Robinson-Britt)-Vocal Trio with Orch.-Vocal Arrangement by Arthur Johnston, Brox Sisters with Bennie Krueger's Orchestra 10
 2434 Two-Time Dan (Turk-Robinson)-Comedienne With Orch. Marion Harris 10
 That Red Head Gal (Van-Schenck-Lodge)-Comedienne with Orch. Marion Harris 10
 2422 Bambalina (from "Wildflower") (Youmans-Stothart-Harbach-Hammerstein)-Fox-trot-Orchestral Arrangement by Walter Haenschen For Dancing, Carl Fenton's Orch. 10
 Wildflower-Introducing "April Blossoms" from "Wildflower" (Youmans-Stothart-Harbach-Hammerstein)-Fox-trot-Orchestral Arrangement by Walter Haenschen-For Dancing, Carl Fenton's Orch. 10
 2423 Memphis Blues-Fox-trot (Norton-Handy)-Fox-trot-For Dancing, Isham Jones' Orchestra 10
 Frankie and Johnnie (Leighton-Shields)-Fox-trot-For Dancing, Isham Jones' Orchestra 10
 2424 Once Upon a Time-Introducing "The Clinging Vine" from "The Clinging Vine" (Sears-Levey)-Fox-trot-For Dancing, Joseph C. Smith and His Orchestra 10
 Argentine (From "Caroline") (Smith-Kunneke-Goodman)-Fox-trot-For Dancing, Joseph C. Smith and His Orchestra 10
 2426 Gone (Ley-David)-Fox-trot-For Dancing, Arnold Johnson and His Orchestra 10
 Dreams of India (Wenrich)-Fox-trot-For Dancing, Arnold Johnson and His Orchestra 10
 2428 Dreamy Melody (Koehler-Naset-Magini)-Waltz --For Dancing Oriole Orchestra 10

CHORUS

On the Isle of Wick-i-Wack-i-Woo Trick-y check-ee Kitch-ee catch-ee

THE SONG THAT MAKES 'EM SMILE

ON THE ISLE OF WICKI-WACKI-WOO

AHAWAIIAN MELODY THAT MAKES 'EM DANCE

FOX TROT BALLAD BY DONALDSON & KAHN

JEROME H. REMICK & CO. CHICAGO-NEW YORK-DETROIT

Good - night - dear, good-night; — There's a light in your eyes shin-ing bright, —

GOOD NIGHT

The New Novelty Waltz
With the Bugle Call Effect

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"You can't go wrong — with any FEIST' song"

ADVANCE RECORD BULLETINS FOR JULY—(Continued from page 190)

<p>A Kiss in the Dark (De Sylva-Buck-Herbert)—Waltz—For Dancing—Orchestral Arrangement by Walter Haenschen, Carl Fenton's Orchestra</p> <p>2435 Some Day You'll Cry Over Someone (Charles-Osterman-Crilly)—Fox-trot—For Dancing, Bennie Krueger's Orch.</p> <p>Don't Be Too Sure (Billings-Cohen)—Fox-trot—For Dancing Bennie Krueger's Orch.</p> <p>2436 When Will the Sun Shine for Me? (Davis-Silver)—Fox-trot—For Dancing, The Cotton Pickers</p> <p>Down by the River (Creamer-Layton)—Fox-trot—For Dancing—Vocal Chorus by Ernest Hare, The Cotton Pickers</p> <p>2429 Red Moon (Traver-de Martini-Kortlander)—Waltz—For Dancing Hawaiian Novelty Orch.</p> <p>After Every Party (Freud-Burnett)—Waltz—For Dancing Hawaiian Novelty Orch.</p> <p>15003 Souvenir (Drda)—Violin Solo—Pianoforte by Frederic Persson Max Rosen</p> <p>La Gitana (Kreisler)—Violin Solo—Pianoforte by Frederic Persson Max Rosen</p> <p>13069 I'll Take You Home Again Kathleen (Westendorf)—Tenor and Male Trio with Orch., Theo. Karle and Crescent Trio</p> <p>Lass O'Killeen (Stickles)—Tenor with Orch., Theo. Karle</p> <p>25016 Barbieri Di Siviglia (Una voce poco fa) (A Little Voice I Hear)—Act I, Scene II (Rossini)—Soprano with Orch. (In Italian), Virginia Rea</p> <p>Dinorah (Ombra leggiera) (Shadow Song) (Meyerbeer)—Soprano with Orch (In Italian), Virginia Rea</p>	<p style="text-align: center;">INSTRUMENTAL</p> <p>14570 The World Is Waiting for the Sunrise (Seitz) Violin Solo—Piano Accomp., Marie Dawson Morrell 10</p> <p>Gypsy Love Song (from "The Fortune Teller") (Victor Herbert)—Violin Solo—Piano Accomp. Marie Dawson Morrell 10</p> <p>14580 American Fantasie (Part 1)—Intro. "Hail Columbia"; "Old Folks at Home" (Victor Herbert) Vocalion Concert Band 10</p> <p>American Fantasie (Part 2) Intro. "Dixie"; "Columbia, the Gem of the Ocean"; "Star-Spangled Banner" (Victor Herbert), Vocalion Concert Band 10</p> <p style="text-align: center;">NURSERY RHYMES</p> <p>14569 Mother Goose Song Medley, No. 3—Intro. (1) Humpty Dumpty; (2) Jack and Jill; (3) Three Blind Mice; (4) Tom, Tom, the Piper's Son; (5) Little Boy Blue; (6) Oh Dear! What Can the Matter Be?—Tenor—Orch. Accomp. Lewis James 10</p> <p>Mother Goose Song Medley, No. 4—Intro. (1) Alphabet Song; (2) Sing a Song of Sixpence; (3) We Come to See Miss Jenny Jones; (4) Ride a Cock-Horse to Banbury Cross; (5) Polly, Put the Kettle On; (6) The Frog's Wooing; (7) Hey, Diddle Diddle—Tenor—Orch. Accomp. Lewis James 10</p> <p style="text-align: center;">VOCAL</p> <p>14571 Mother in Ireland (Griffen-Kahn-Lyman)—Tenor—Orch. Accomp. Charles Harrison 10</p> <p>River Shannon Moon (Smith)—Tenor—Orch. Accomp. Charles Harrison 10</p> <p>14577 Carolina Mammy (James)—Tenor—Selvin's Orch. Accomp. Irving Kaufman 10</p> <p>When Will the Sun Shine for Me? (Davis-Silver)—Tenor—Selvin's Orch. Accomp., Irving Kaufman 10</p> <p>14579 Yes! We Have No Bananas (Silver-Cohn)—Comedy Song—Orch. Accomp. Billy Jones 10</p> <p>Don't We Carry On! (Friend-Clare)—Comedy Song—Orch. Accomp. Billy Jones 10</p> <p>14578 When the Gold Turns to Grey (Eichert-Abrahams) (Ballad)—Tenor—Orch. Accomp., Charles Hart 10</p> <p>Faded Love Letters (of Mine) (Pascoe-Moore-Dulmage)—Ballad—Orch. Accomp., Criterion Quartette 10</p> <p style="text-align: center;">DANCE SELECTIONS</p> <p>14575 Roses of Picardy (Wood-Weatherly)—Fox-trot, The Bar Harbor Society Orchestra 10</p> <p>March of the Manikins (Onivas-Hirsch)—Fox-trot The Bar Harbor Society Orchestra 10</p> <p>14565 That Red Head Gal (Van-Schenck-Lodge)—Fox-trot Emil Coleman 10</p> <p>and His Montmartre Orchestra</p> <p>Snake's Hips (Williams)—Fox-trot, Emil Coleman and His Montmartre Orchestra 10</p> <p>14563 Old Time Waltzes (Part 7) (1) Sunshine of Paradise Alley; (2) She May Have Seen Better Days; (3) Take Me Out to the Ball Game; (4) Maggie Murphy's Home—Vocal Chorus by Billy De Rex Selvin's Orchestra 10</p> <p>Old Time Waltzes (Part 8) (1) Daisy Bell; (2) Bird in a Gilded Cage; (3) Molly O; (4) My Sweetheart's the Man in the Moon—Vocal Chorus by Billy De Rex, Selvin's Orchestra 10</p>	<p>14586 Blue Hoosier Blues (Friend-Heskill-Baer)—Fox-trot The Broadway Syncopators 10</p> <p>Louisville Lou (Ager-Yellen)—Fox-trot, The Broadway Syncopators 10</p> <p>14585 Henpecked Blues (James Buffano)—Fox-trot, Ben Bernie and His Orchestra 10</p> <p>Railroad Man (Blues) (Schoebel-Erdman-Mayer) Fox-trot Gene Fosdick's Hoosiers 10</p> <p>14584 Beside a Babbling Brook (Donaldson-Kahn)—Fox-trot Ben Bernie and His Orchestra 10</p> <p>Gone (But Still in My Heart) (David-Ley)—Fox-trot Ben Bernie and His Orchestra 10</p> <p>14583 A Kiss in the Dark—Intro. "Weaving My Dreams" (Victor Herbert)—Waltz, Selvin's Orchestra 10</p> <p>Broken Hearted Melody (Jones-Kahn)—Waltz, Selvin's Orchestra 10</p> <p>14561 Lenine and Trotsky (Tessler-Schwartz) (In Jewish)—Character Song—Orch. Accomp., Morris Goldstein 10</p> <p>The Wise Jew (Myerwitz) (In Jewish)—Orch. Accomp.—Comedy Song Nellie Casman 10</p>
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OKEH RECORDS

<p>4811 Prince Cutey (Gulick)—Monologue, Betty Gulick 10</p> <p>My Mother's Lullaby (Gulick-Heagney)—Contralto with Orchestra Virginia Burt 10</p> <p>4817 Aggravatin' Papa (Don't You Try to Two-Time Me) (Turk-Robinson)—Contralto, Accomp. by Rega Orchestra Sophie Tucker 10</p> <p>You've Got to See Mamma Ev'ry Night (Or You Can't See Mamma at All) (Rose-Conrad)—Contralto, Accomp. by Rega Orch. Sophie Tucker 10</p> <p>4818 Seven or Eleven (My Dixie Pair o' Dice) (Brown-Donaldson)—Contralto, Accomp. by Rega Orch. Sophie Tucker 10</p> <p>Come On Home (Young-Lewis-Meyer-Akst)—Contralto, Accomp. by Rega Orch., Sophie Tucker 10</p> <p>4822 Who's Sorry Now? (Kalmar-Ruby-Snyder)—Tenor with Orch. Billy Jones 10</p> <p>You Know You Belong to Somebody Else (So Why Don't You Leave Me Alone?) (West-Monaco)—Tenor with Orch. Billy Jones 10</p> <p>4823 It Takes Money to Cure My Blues (Brooks)—Baritone, Accomp. by Ricketts' Harmony, Shelton Brooks 10</p> <p>When the Dixie Sun Goes Down (Brooks-Cramer)—Baritone, Accomp. by Ricketts' Harmony Shelton Brooks 10</p> <p>4828 Barney Google (Rose-Conrad)—Tenor-Baritone Duet with Orchestra. Billy Jones-Ernest Hare 10</p> <p>No One Loves You Any Better Than Your M-A-Double-M-Y (Nelson-Link)—Tenor-Baritone Duet with Orch. Billy Jones-Ernest Hare 10</p> <p>4831 Believe Me If All Those Endearing Young Charms (Moore)—Tenor with Orch., Gerald Griffin 10</p> <p>My Snowy Breasted Pearl (Vere-Robinson)—Tenor with Orch. Gerald Griffin 10</p> <p>4832 Honolulu Hula Girl (Kaai)—Tenor, accomp. by Dave Mauaku's Hawaiians Prince Lei Lani 10</p>

(Continued on page 192)



THE OVERNIGHT SMASH!

LONG LOST MAMMA

DADDY MISSES YOU

THE BLUEST OF FOX-TROT BLUES

By HARRY WOODS

M. WITMARK & SONS, NEW YORK

ADVANCE RECORD BULLETINS FOR JULY—(Continued from page 191)

- One, Two, Three, Four (Kalama-Alau)—Tenor, accomp. by Dave Mauaku's Hawaiians, Prince Lei Lani 10
- PATRIOTIC SELECTIONS**
- 4834 The Star-Spangled Banner (Key)—Male Quartette with Band Shannon Four America (My Country 'Tis of Thee)—Male Quartette with Band Shannon Four 10
- 4835 The Red, White and Blue (Shaw-Becket)—Con-tralto with Orchestra Virginia Burt Hail! Columbia (Hopkinson-Fayles)—Baritone with Orchestra Chester Strong 10
- DANCE RECORDS**
- 4810 Think of Me (Eldridge)—Fox-trot, Vincent Lopez and His Hotel Pennsylvania Orchestra 10
- Without You (Hickman-Moret-Black)—Fox-trot, Vincent Lopez and His Hotel Pennsylvania Orchestra 10
- 4812 Aggravatin' Papa (Turk-Robinson)—Fox-trot, Vincent Lopez and His Hotel Pennsylvania Orchestra 10
- Sugar Blues (Williams)—Banjo Solo, Piano Accomp. by Frank Banta Harry Reser 10
- 4813 Wildflower (From the musical show "Wild-flower") (Youmans-Stothart)—Fox-trot, Markel's Orch. 10
- Bambalina (From the musical show "Wild-flower") (Youmans-Stothart)—Fox-trot, Markel's Orch. 10
- 4814 Japanese Moon (Huntley)—Fox-trot, Rega Dance Orchestra 10
- Dreams of India (Wenrich)—Fox-trot, Markel's Orchestra 10
- 4815 After Every Party (Freed-Burnett)—Waltz, Ferera Waikiki Sextette 10
- I'm Just a Little Blue (For You) (Van Alstyne)—Waltz Ferera Waikiki Sextette 10
- 4816 Keep Off My Shoes (Tobias-Bennet)—Fox-trot, Tampa Blue Jazz Band 10
- Railroad Man (Schoebel)—Fox-trot, Tampa Blue Jazz Band 10
- 4819 You've Got to See Mamma Ev'ry Night (Or You Can't See Mamma at All) (Rose-Conrad) Fox-trot Vincent Lopez and His Hotel Pennsylvania Orch. 10
- Sweet Lovin' Mama (Please Come Back to Me) (Wagner-Lockard)—Fox-trot, Vincent Lopez and His Hotel Pennsylvania Orch. 10
- 4820 Lady Luck (From the musical comedy "Up She Goes") (Tierney)—Fox-trot Markel's Orch. 10
- Liza (From the musical comedy "Liza") (Pindard)—Fox-trot, Glantz and His Orchestra 10
- 4821 Georgia Cabin Door (Young-Squires)—Fox-trot Markel's Orchestra 10
- Blue Eyes (You Make Me Blue) (Auerbach)—Fox-trot Markel's Orchestra 10
- 4826 By the Shalimar (Magine-Delbridge-Koehler)—Fox-trot Markel's Orchestra 10
- Mavis Jones (Clark-Leslie-Wendling)—Fox-trot, Tampa Blue Jazz Band 10
- 4827 Don't Be Too Sure (Billings-Cohen)—Fox-trot, Markel's Orch. 10
- If Any One Can Steal You (Then You're Not the Man For Me) (Talmadge-Laska)—Fox-trot Markel's Orch. 10
- 4836 Tut-Ankh-Amen (In the Valley of Kings) (Sanders)—Fox-trot Vincent Lopez and His Hotel Pennsylvania Orch. 10
- When Will I Know? (Nager)—Fox-trot, Vincent Lopez and His Hotel Pennsylvania Orch. 10

ODEON RECORDS

- 3047 Three o'Clock in the Morning (Robledo)—Waltz, Marek Weber and His Orchestra 12
- Delilah (Nichols)—Waltz, Marek Weber and His Orchestra 12
- 3048 La Serenade (Dordany), Marek Weber and His Orchestra 12
- La Lune Qui Danse (The Dancing Moon) (Aubry) Marek Weber and His Orchestra 12
- 3049 Ballade Argentine (von Malderen)—Tango, Marek Weber and His Orchestra 12
- Tango Pervers (de Rhynal)—Tango, Marek Weber and His Orchestra 12
- 3050 Peer Gynt—Suite—Part I, "Morning" (Grieg), European Symphony Orchestra 12
- Peer Gynt—Suite—Part III, "Anitra's Dance" (Grieg) European Symphony Orchestra 12
- FONOTIPIA RECORDS**
- 53302 Lucia Di Lammermoor—Tu Che A Dio Spiegasti L'Ali (Thou Hast Spread Thy Wings) (Donizetti)—Tenor with Orch.—Sung in Italian Giacomo Lauri-Volpi 12
- 33003 Rigoletto—La Donna E Mobile (Woman Is Fickle) (Verdi)—Tenor with Orch.—Sung in Italian Giacomo Lauri-Volpi 10
- OKEH INSTRUMENTAL RECORDS**
- 4824 That Da-Da Strain (Medina-Dowell)—Instrumental Trio, Blue Ribbon Trio (Green-Wiedoeft-Briers) 10
- Aggravatin' Papa (Turk-Robinson)—Instrumental Trio, Blue Ribbon Trio (Green-Wiedoeft-Briers) 10
- 4825 Corn on the Cob (Hess)—Piano Duet, Frank Banta-Cliff Hess 10
- Slipova (Bargy)—Piano Duet, Frank Banta-Cliff Hess 10
- 4829 Turkey in the Straw—Banjo Solo Harry Reser 10
- Down South (Myddleton)—Banjo Solo—accomp. by Orch. Fred Van Eps 10
- 4830 La La (Glantz)—Saxophone Solo—Piano Accomp. by Justin Ring Nathan Glantz 10
- Gladioli (Glantz)—Saxophone Solo—Piano Accomp. by Justin Ring Nathan Glantz 10
- 4833 Humoresque (Dvorak)—Violin Solo—Piano accomp. by Justin Ring Hugo Kortschak 10
- Souvenir (Drdla)—Violin Solo—Piano accomp. by Justin Ring Hugo Kortschak 10

EMERSON RECORDS

- LATEST DANCE HITS**
- 10623 Yes! We Have No Bananas—Novelty Fox-trot, Arthur Fields, with Vocal Chorus, Pennsylvania Syncopators 10
- Papa, Better Watch Your Step—Blues—Fox-trot, Emerson Dance Orch. 10
- 10626 I Ain't Had Nobody Crazy Over Me—Novelty Fox-trot Harry Stoddard and His Orch. 10
- Long Lost Mama—Blues—Fox-trot, Harry Stoddard and His Orch. 10
- VOCAL**
- 10622 Barney Google—Comic Character Song, Billy Jones and Ernest Hare

- Yes! We Have No Bananas—Comic Character Song Billy Jones 10624
- Triffin' Blues—Characteristic Blues Song, Maude Mills 10625
- Tired of Waiting Blues—Characteristic Blues Song Maude Mills 10626
- Midnight Blues—Characteristic Blues Song, Hannah Sylvester 10627
- I Don't Let No One Man Worry Me—Characteristic Blues Song Hannah Sylvester 10628
- The Boll Weevil Blues—Blues Novelty Song, Noble Sissle and His Sizzling Syncopators 10629
- Low Down Blues—Blues Novelty Song, Noble Sissle and His Sizzling Syncopators 10630
- STANDARD AND NOVELTY SELECTIONS**
- 10629 Macushla—Tenor Solo—Orch. Acc., Walter Scanlan 10631
- Nora—Tenor Solo—Orch. Acc. Walter Scanlan 10632
- Witch of the Waves—Medley of Irish Horn-pipes Briers and Samuels 10633
- Miss Johnson's Party—Medley of Irish Horn-pipes Briers and Samuels 10634
- HAWAIIAN**
- 10175 Kaiwi Waltz—Ukulele and Guitar, Toots Paka Hawaiian Co. 10207
- Maui Girl—Ukulele and Guitar, Toots Paka Hawaiian Co. 10273
- Wailana Waltz—Ukulele and Guitar, Ferera and Franchini 10274
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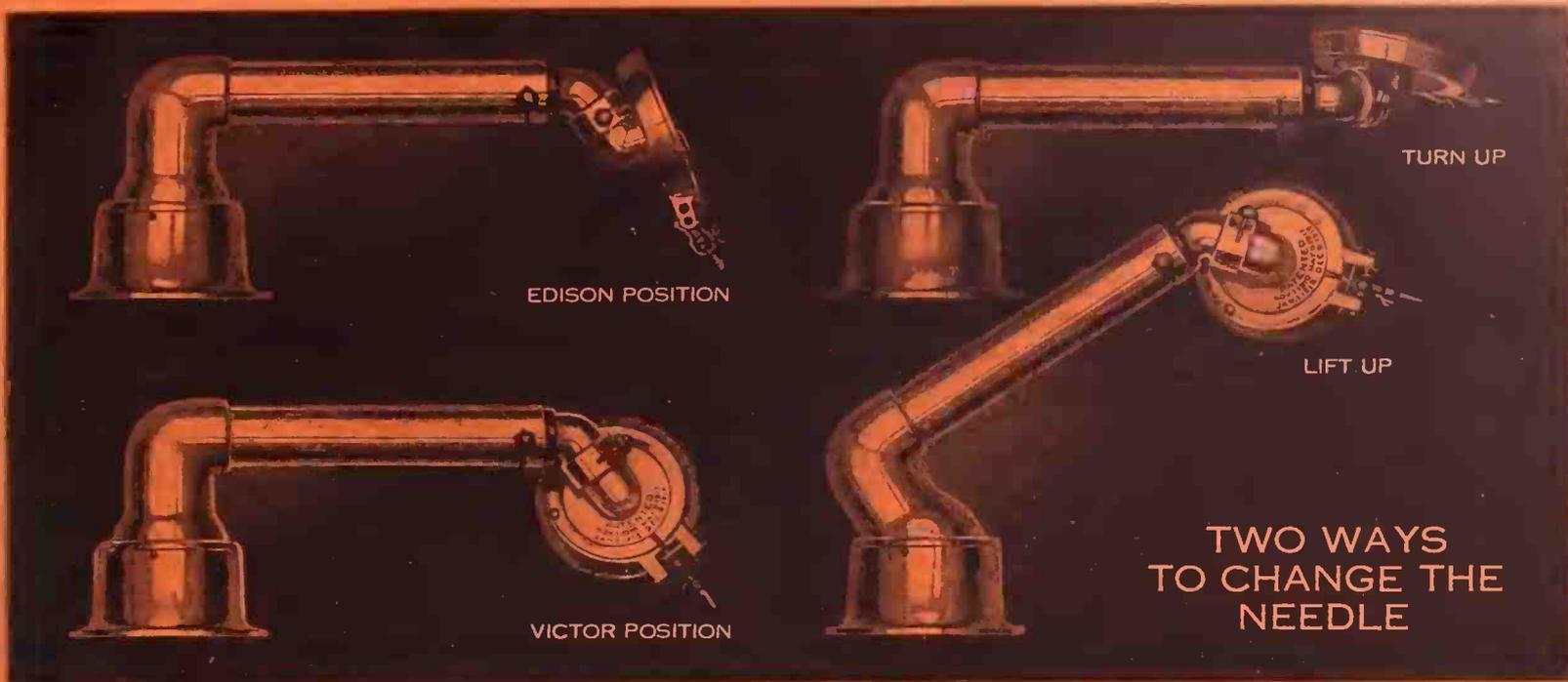
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TWO WAYS TO CHANGE THE NEEDLE

The SCOTFORD TONEARM & SUPERIOR REPRODUCER

HOW TO SELL A PHONOGRAPH

To the Dealer or Salesman:

The Scottford Tonearm and Superior Reproducer are used by a number of manufacturers of high grade phonographs. If your store handles any one of these instruments you can increase your sales and profits by thoroughly learning and then informing the customer of the "Twelve Points" of superiority given below. Remember it is no proof of selling ability to take an order for a phonograph, the preference for which has been fixed in the customer's mind by big national advertising campaigns. Such order taking proves the power of advertising—not the sagacity of salesmanship. The saving in advertising cost is made up for by extra quality and extra profit for the store in the Scottford equipped instrument. There is a better future for the business in the lasting satisfaction of the purchaser who takes an instrument of genuine music into his home. Give the customer a comparison of tone on all the different makes. If he is not deaf, he must appreciate the extraordinary difference in tone—the Scottford's genuine musical reproduction, without the metallic sharpness, and without the scratch. Then prove yourself not an ordertaker but a salesmaker by continuing with a detailed explanation of why the Scottford is better as analyzed in the "Twelve Points."

Keep the tonearm unscrewed at the base, so you may lift it off in your hand for thorough examination inside and out—not necessary to screw it down until sold and ready to deliver

TWELVE POINTS

- 1—Its good looks. A neat, trim, tailormade appearance. Nicely proportioned lines which any artist will approve. Not the swollen appearance of the continuous taper nor angular lines in conflict with the cabinet design.
- 2—The substantial, simple construction—cast parts of solid white brass, long straight tube of yellow brass, hard rubber bushing to prevent metallic vibration at the reproducer connection elbow.
- 3—No obstruction anywhere inside—an absolutely clear passage, with the approved two-inch inside diameter at base, and a solid 45-degree deflecting plane at the turn to direct the sound waves straight downward into the amplifying chamber.
- 4—The simple swinging movement of the tonearm base—how freely it floats when lifted up onto the record—but how a supporting lug inside the base at back prevents the arm from swinging when off the record and does not allow the needle point to let down so low as to mar the cabinet.
- 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 sensitiveness 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 sound boxes.
- 12—Perfect insulation—a rubber gasket entirely separating the reproducer frame from the back plate, 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.

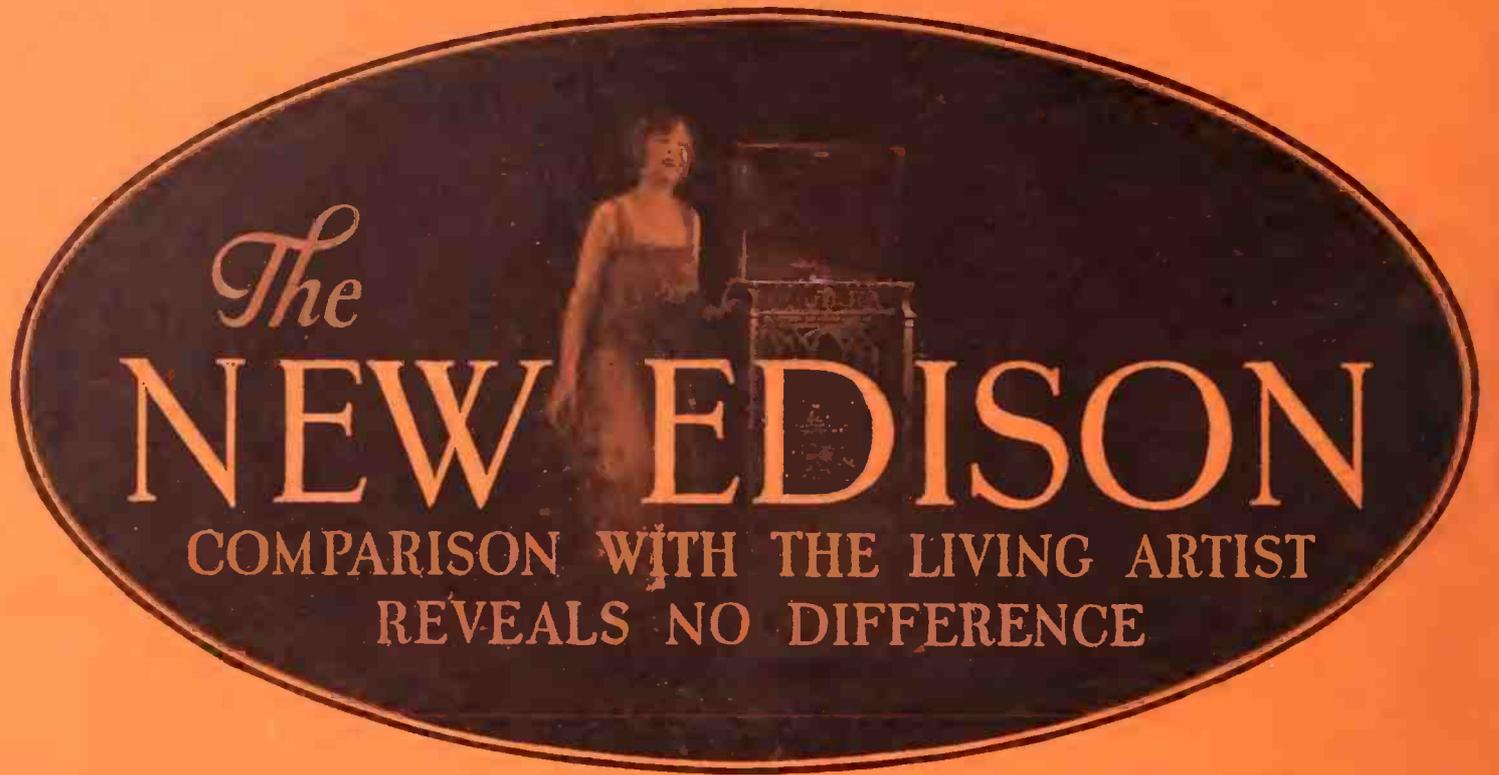
We are prepared to supply this Tonearm and Reproducer to a number of additional manufacturers of phonographs in certain parts of the United States, and contracts remain open for some foreign countries. Write us for particulars and prices.



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



THE ever-increasing demand for the New Edison is a public expression of appreciation for a phonograph that is meeting with the complete satisfaction of the user and dealer alike.



See Pages 26, 27 and 62, 63 inside.

JOBBER 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.

COLORADO
Denver—Denver Dry Goods Co.

GEORGIA
Atlanta—Phonographs, Inc.

ILLINOIS
Chicago—The Phonograph Co.
Wm. H. Lyons (Amberola only).

INDIANA
Indianapolis—Phonograph Corporation of Indiana.

IOWA
Des Moines—Harger & Blish.

LOUISIANA
New Orleans—Diamond Music Co., Inc.

MASSACHUSETTS
Boston—Pardee-Ellenberger Co.
Iver Johnson Sporting Goods Co. (Amberola only).

MICHIGAN
Detroit—Phonograph Co. of Detroit.

MINNESOTA
Minneapolis—Laurence H. Lucker.

MISSOURI
Kansas City—The Phonograph Co. of Kansas City.
St. Louis—Silverstone Music Co.

MONTANA
Helena—Montana Phonograph Co.

NEBRASKA
Omaha—Shultz Bros.

NEW JERSEY
Orange—The Phonograph Corp. of Manhattan.

NEW YORK
Albany—American Phonograph Co.
Syracuse—Frank E. Bolway & Son, Inc., W. D. Andrews Co. (Amberola only).

OHIO
Cincinnati—The Phonograph Co.
Cleveland—The Phonograph Co.

OREGON
Portland—Edison Phonographs, Ltd.

PENNSYLVANIA
Philadelphia—Girard Phonograph Co.
Pittsburgh—Buehn Phonograph Co.
Williamsport—W. A. Myers.

RHODE ISLAND
Providence—J. A. Foster Co. (Amberola only).

TEXAS
Dallas—Texas-Oklahoma Phonograph Co.

UTAH
Ogden—Proudfit Sporting Goods Co.

VIRGINIA
Richmond—The C. B. Haynes Co., Inc.

WISCONSIN
Milwaukee—The Phonograph Co. of Milwaukee.

CANADA
Montreal—R. S. Williams & Sons Co., Ltd.
St. John—W. H. Thorne & Co., Ltd.
Toronto—R. S. Williams & Sons Co., Ltd.
Vancouver—Kent Piano Co., Ltd.
Winnipeg—R. S. Williams & Sons Co., Ltd.
Babson Bros. (Amberola only).