VICTROLA

The word "Victrola" as well as the picture "His Master's Voice" is an exclusive trademark of the Victor Talking Machine Company. Being registered trademarks they cannot lawfully be applied to other than Victor products.

"HIS MASTER'S VOICE"

Victor Talking Machine Company, Camden, N.J.
Look Below the Surface!

Cash In on Sonora's Fall Advertising Campaign

ABOVE is shown a half-tone reproduction of the illustration used in the first ad of Sonora's "Look Below the Surface" campaign, now running in city newspapers throughout the United States. Beginning with September, Sonora ads will appear regularly throughout the fall. These newspapers have a combined circulation of more than twelve million each week. Think what this means to Sonora dealers, and what it can mean to you.

The campaign is based on Sonora's interior construction features, the most thorough and costly of any phonograph made, and is bound to stimulate a tremendous and universal demand for Sonora. Cash in on this demand. Wire today for our proposition.

Sonora Phonograph Company, Inc.
279 Broadway, New York

Canadian Distributors: Sonora Phonograph, Ltd., Toronto

Sonora

The Highest Class Talking Machine in the World
A. H. CURRY RETIRES FROM HIS IMPORTANT EDISON POST

Chas. Edison Pays Tribute to His Work as Vice-president and Manager of Edison Photograph Industry for Past Two Years—Will Concentrate on Edison Jobbing Business in Dallas

Chas. Edison, chairman of the board of di-
erets of Thos. A. Edison, Inc., on September 8, 1923, recently announced that he will resign his position as vice-president and manager of the Edison phonograph industry during a successful two years' regime. Mr. A. H. Curry, who has been vice-president and manager of the Edison phonograph industry for the past two years, was appointed to the helm of any manufacturer's business by Mr. Edison's clean fighting qualities, hitting ability and business sagacity have been of inestimable aid and attraction for the Edison phonograph industry, and the company's present healthy condition. Mr. Curry leaves on October 1, approximately in accordance with his original idea. A successor to Mr. Curry will be introduced shortly.

"Obviously, the Edison phonograph business was never on a more solid foundation and never so well equipped to forge ahead to a lofty pinnacle of lasting prosperity. In fact, it is safe to predict that it will continue to improve from year to year for the next decade at the same rate it has grown in 1923 as compared with 1922."

Regarding his plans for the future, Mr. Curry stated that he has some rather revolutionary merchandising ideas which, when applied to Edison dealers, will double or perhaps treble their sales of Edison phonographs and probably as a reduced cost of selling. At the moment Mr. Curry declined to discuss these plans in detail. He said, however, that it is his intention to diligently devote himself to the Edison jobbing business and asserted that he will find an unbounded pleasure in renewing direct contact with all of his old dealer friends in Texas and Oklahoma and will interest himself in their welfare as heretofore. In this connection Mr. Curry wisely insists that unless the dealer profits no one in the industry profits and the industry is weakened thereby. Consequently, Mr. Curry's interest is always centered in dealer welfare.

Having made many personal friends in the Edison organization while directly connected there, and his affection and respect for Mr. Edison made more profound during the two years of personal association, there was a note of sadness in Mr. Curry's voice when he spoke of his departure. He found consolation though in the fact that he will visit Orange and "the Wizard" several times each year in accordance with his usual custom as an Edison jobber.

VICTOR MEETING IN JACKSONVILLE

Dealers in Florida and Neighboring States to Attend Convention Under Auspices of French Nestor Co. on October 10 and 11

JACKSONVILLE, Fla., September 7.—A majority of the Victor dealers in Florida, southern Georgia and South Carolina are expected to attend the Victor sales convention to be held in this city on October 10 and 11, under the auspices of the French Nestor Co., when business problems of general will be discussed and new selling plans analyzed. One of the speakers will be Martin L. Pierce, of the Hoover Sweeper Co., who will explain successful canvassing methods, and another of the Victor factory officials is also expected to attend and speak. An elaborate program is now being prepared by the company.

Mr. Curry's resignation from the vice-presidency of Thomas A. Edison, Inc., was announced in the foregoing official communica-
tion, has been the manager of the Edison phonograph industry for the past two years. On the headquarters in Dallas, Tex., Mr. Curry kindly agreed to review for The World some of the many progressive accomplishments of the Edison Co. during the past two years—improve-
ments which have been apparent to the entire phonograph industry. He modestly disclaimed any individual responsibility for these developments, and insisted that he was merely of assistance because of his practical knowledge of general business principles and his long experience as an Edison dealer, Edison traveler, Edison jobbing house manager and Edison jobbing house proprietor. He said in part:

"A few years ago the phonograph industry was in the grip of the greatest business depression it had ever known. The men selected to the take the helm of any manufacturer's business had a man-size job cut out for them. The buyer orgy was over; sensible conservative business policies were needed—selling methods and expenses had to be tempered with veteran busi-
ness judgment.

"The progress of Thomas A. Edison, Inc., in the last two years, and during the past two years is found in such noteworthy accomplish-
ments as the reduction in the prices of records, both disc and Amberol; the reduction in the prices of certain disc phonographs, both Edison and of Amberol phonographs; and the introduction of a new line of low-priced disc models of remark-
able value. Needless to say, these price reductions and the corresponding additions to the Edison line have greatly reduced the selling re-
sistance offered to Edison dealers. Better trade discounts have been passed along to jobbers and dealers. The dealer's margin of profit was never so great, and there is, therefore, now a much greater incentive for dealer activity.

"A safe and sane phonograph order system has been installed which is advantageous to the dealer, jobber, Edison sales division and the Edison production division. Over-stocks, the constant danger signal in the phonograph industry, are prevented by this shrewd system, which, nevertheless, provides for excellent service.

"One year ago the Edison Co. conceived and launched its famous recording setup, which has proved a boon to the entire phonograph industry. This clever plan prevents over-
stock anywhere along the line and insures rapid turnover of goods, and the facts eloquently illustrated by the foregoing record of accomplishments were made possible, to a great extent, by de-
cided economies in the Edison phonograph in-
dustry, economies which have been reflected in the various discounts passed on to the Edison trade and in improvements in the Edison product.

DESCRIPTIO NEW ZEALAND METHODS

L. Alfred Eady, Whose House Handles a Sub-
stantial Talking Machine Business in That Country, Offers Some Interesting Views

A trade visitor of unusual importance dur-
ing the past month was L. Alfred Eady, manag-
ing director of Louis R. Eady & Son, of Auckland, N. Z., who came to the United States with Mrs. Eady to attend the International Con-
vention of Rotary Clubs in St. Louis, and then made an extended visit to England and Ger-
mamy, stopping off in New York and Chicago, both going and coming.

Mr. Eady's company is very active in the talking machine field in New Zealand, han-
dling both "His Master's Voice" and Columbia lines of machines and records. He stated that the assumption of the Edison phonograph business in New Zealand is in a par-
ticularly prosperous condition and is enlarging its field for dairy products, exporting them to many parts of the world. He stated that 90 per cent of the country's dairy products were processed in the factories set up of the handling of agricultural products, for which good prices were being realized.

Incidentally, it is interesting to note that many machine dealers in this country who are straddling the fence on the interest question to learn that in New Zealand, under what is known as the "hire purchase" system, interest is charged on all time sales. The interest is taken on a flat basis. In other words, if a machine is to be paid for in twenty months 5 per cent interest is added to the total price. If it is to be paid for in twenty-four months 5 per cent per year, or 10 per cent in all, is added to the original cash price, and the principal and interest divided into regular monthly payments. This is done because under the "hire purchase" law interest does not figure, the customer simply hiring the machine for twelve months after which period the purchase is completed, when the title changes. If he defaults on a payment the contract is broken automatically and the dealer can recover the instrument without further ado.

Mr. Eady spent some time calling on the various manufacturers of talking machine prod-
ucts and accessories in New Zealand and then left for Boston on his home trip. He stated that business methods in New Zealand were distinctly similar to those followed in the United States and that they were, in fact, pat-
terned largely after our most successful systems.

E. BLOUT INCORPORATES BUSINESS

Talking Machine and Piano Dealer of New York Head of New $500,000 Corporation

Emanuel Blout, of 2786 Broadway, New York, for many years a large wholesaler of Victor talking machines and records, and who still continues to handle that line at retail, and in his stores in this city, in Bayonne, N. J., and in Poughkeepsie, N. Y., having recently installed pianos and departments, incorporated business last week with a capital stock of $500,000.

The new company will operate under the name of E. Blout, the incorporators being Emanuel Blout, E. Blout and E. R. Bye, Inc., with S. M. Kronheimer as legal representative. Mr. Blout, who was for many years located at the corner of Broadway and 108th street, sold the property and retired from the wholesale business, which was incorporated under the laws of this State, with a capital of $25,000. Incorporators are Hugh Hovey, Ralph J. Stauss and A. H. Nemitz.

MILWAUKEE CONCERN CHARTERED

MILWAUKEE, Wis., September 6.—The North Avenue Music Shop, of Milwaukee, has been incorporated under the laws of this State, with a capital of $25,000. Incorporators are Hugh Hovey, Ralph J. Stauss and A. H. Nemitz.
Delivery Service as a Business Builder

Problem of Speedy, Economical Delivery Service Solved by the Use of Motorcycle—Increased Business Justifies the Expense

A Western dealer writes in to state that he contemplates establishing a special delivery service for records and for musical merchandise with a view to making more rapid deliveries to customers, but has hesitated taking the final step in the belief that possibly the expense of the service would outweigh any increase of business that might be traced thereto.

As a matter of fact there are a number of talking machine retailers in various sections of the country who credit no small part of their business increase to the fact that they put such a service in operation, gave it full publicity in their newspaper advertising and circulars and gave the public the impression that, if they wanted anything in the record or accessory line, they could get it quickly from that particular store.

Better Service Means More Business

It is generally recognized by the average dealer that in sections where competition is strong about the only thing he has to offer the customer that is individual and which cannot be offered in the same way by a competitor is better service. He cannot always do this through the operation of a wagon delivery, no matter how earnest the attempt, for the reason that a truck or wagon must be routed carefully to cover definite sections and as much ground as possible during the day if delivery costs are not to prove prohibitive.

In the routing of the wagons it is sometimes necessary to hold up special deliveries for several hours until there are a sufficient number of orders from a certain section to warrant a trip. It is here that the special messenger service proves of value, whether the messenger travels by street-car or whether he uses a modern conveyance, the motorcycle—preferably one equipped with a commodious box as a side-car. Not only is the cost of maintaining a motorcycle very small, but it is also calculated in many cases to save the cost of an extra wagon or truck for the reason that good-sized machines, as well as records, accessories and musical merchandise can be carried about with it with little difficulty.

Speed Results in Economy

In a number of cases all record deliveries, with the exception of those made in company with a machine, are handled by motorcycle and side-car, for it can get about quicker and can leave the wagon free to deliver machines only and deliver more of them within a given time. The selling argument for the special delivery is that customers may phone for any desired records and have them delivered within the city limits within an hour or so. On the face of it it looks as though the offer was overliberal and liable to prove costly, but the fact is that only about 10 per cent of those who phone are in any particular hurry for the records and hardly one in a hundred complaints if they are not delivered within an hour or so. In the case of the other 10 per cent, however, it is quite possible that sales may be lost through slowness.

If a youth on a motorcycle were kept waiting it cheaper to

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If a youth on a motorcycle were kept waiting it cheaper to
Victor supremacy is the supremacy of performance

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

Victrola IV, $25
Oak

Victrola VIII, $50
Oak

Victrola No. 80
$100
Mahogany or walnut

Victrola No. 125
$275
Electric, $315
Mahogany

Victrola No. 215
$150
Mahogany or walnut

Victrola No. 230
$375
Electric, $415
Mahogany

Victrola No. 400
$250
Electric, $290
Mahogany

"HIS MASTER'S VOICE"

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
Sales Arguments That Win the Customer

Every Dealer From Time to Time Must Cope With the “Difficult” Patron—Frank H. Williams Cites Methods of Several Retailers

A talking machine dealer in the Middle West had been spending almost an entire morning demonstrating various instruments in his store to a man and a woman, both of middle age, who were unable to make up their minds to buy. In fact, as it drew on toward the noon hour it became evident that the prospects were going to leave the store without anything definite having been accomplished at all toward closing the sale. Upon seeing this intention on the part of the prospects the dealer determined to put the sale over if it was the last thing they ever did. He did some rapid thinking on the proposition and just as the prospects, after the usual line of excuses and statements about coming back again, were turning to leave the store he said:

"Mr. Jones, you've told me that you are in the furnace business. You have had a wide experience in selling and so perhaps you can help me out. I'm up against a certain difficult selling proposition and I don't quite know what to do about it. Will you help me out in it?"

Mr. Jones looked somewhat flattered at this.

"Sure, I'll help you out, if I can," was the reply.

"Well," said the dealer, "the proposition is this: Two prospects come into the store, show an interest in all the machines I have for sale, and are very evidently going to buy a machine. But—I can't sell them! What sort of an argument can I put up to these prospects to make the sale? Why is it that I can't put the proposition across?"

Mr. Jones, you've told me that you are in the furnace business. If I was in your place and had spent the greater part of a busy afternoon in one of the hearing rooms and who then bought only one $1.25 record. The dealer naturally cast about in his mind for some way of increasing sales to this customer. It was, really, a puzzling proposition and, for a moment or so, the dealer felt that the best thing to do would probably be to let the customer get away without trying to sell her any more goods. He finally hit upon a plan, however.

Accordingly, when putting the customer's one lone purchase into an envelope the dealer said:

"Mrs. Brown, I notice that all of the records you have been trying this afternoon have been classical records and I have been wondering what you and your children like among the more popular selections we have on hand. I know that you have a musical family and that the members of your family are all splendid judges of music and so I would much appreciate it if you'd let me pick out some popular selections to try out at your home tonight and then tell me to-morrow which of them you like the best and which your family likes best."

Mrs. Brown agreed to this proposition and the dealer accordingly gave her a dozen of the newest and most popular selections handled by the store. Then the next day he went around to Mrs. Brown's house and she bought eight of the records!

In explaining this sale the dealer said:

"When I was figuring out ways and means of selling more records to Mrs. Brown I happen to remember that she has three lively young children who, naturally, would be greatly interested in dance music. So I thought that if I could get some popular selections into her home and get her to try them out on their own instrument the children would demand their purchase and the sale would be made. And this is just exactly what happened. And it is my opinion that numerous sales of popular selections could be made by dealers to families which have concentrated too heavily on classical selections if the dealer would only recall which families these are and then get the popular selections into their homes.

Sales Arguments That Make a Machine Sale

And here is the way that another dealer put over a difficult sale:

A rather elderly man and his wife came into the store to look at talking machines and right away the dealer saw that the man wanted to buy a machine, while the wife was hanging back.

"We're looking around for a wedding present for our youngest daughter, who is going to get married soon," the man explained, "and I say we ought to get her a phonograph, while my wife says that her mind all set to buy them a washing machine."

Of course, upon hearing this the dealer realized that he was up against a hard sales proposition and that the phonograph must be sold was the wife, as the husband was already sold on the proposition.

Consequently, as the dealer showed and demonstrated various kinds of machines he was busily thinking of sales arguments.

"Of course," he said, "you want to give them something they will appreciate. With a full equipment of motor boats and other seashore accessories, has entertained a number of the members of the Victor family during the past month. The visitors included Mr. and Mrs. L. W. Collings, of Collings & Co., Victor wholesalers, of Newark, N. J.; Charles K. Bennett, general manager of the George C. Beckwith Co., Victor wholesalers, of Minneapolis; Harry Goldsmith, general manager of the Badger Talking Machine Co., Milwaukee, and several others.

REMODELED QUARTERS IN MEMPHIS

Memphis, Tenn., September 1.—Witzman Strohfeld, who features the Brunswick phonographs and records in a big way in this city, are now settled in their handsome remodeled quarters at 99 North Second street, where a concert hall has been fitted up for recital purposes and a full equipment of booths installed.
Victor supremacy is the supremacy of performance

The universal recognition of Victor supremacy makes the Victor the safest, most reliable and so most profitable line for music dealers to handle.

Victrola

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

Victor Talking Machine Company
Camden, New Jersey
Principles of Retail Advertising Success

Some of the Many Angles of Advertising Which Dealers Must Consider in Preparing and Placing Copy Analyzed by W. Braid White

Advertising is called "salesmanship on paper," and, in a large sense, the name is not inaccurate. In a more restricted and special sense, however, there is a vast difference between the sort of salesmanship which works through the medium of print, illustrations and paper and that which depends upon the personal contact of the salesman with his prospective customer. In the talking machine business the difference is so complete and the distinctions so clear that there never need to be the confusion which constantly exists as to the functions of the two.

Articles from my pen in The Talking Machine World have often stressed various sides or facets of the art of salesmanship, always from an analytical point of view. The aim has always been less to give concrete rules than to stimulate thought; for salesmanship, as William Maxwell has said, is much like acting. All the lessons in all the dramatic schools in the world can do no more than instruct the student actor or actress what not to do. Only natural feeling for the art can never teach one, on the contrary, what positively to do. The salesman, therefore, in his individual contact with the prospect, will be able, if he has the natural flair for his work which marks out the man destined for success, to treat each problem as it comes along. The more he has learned what not to do the more he is likely to do positively the right thing at the right time. On the other hand the salesman in print (the advertising man) cannot make the definite individual contact. He cannot deal with the complex personality of each person who is likely to read his advertising copy. He is, therefore, driven to base his appeal on the ideas or beliefs which appeal to the largest number of people; that is to say, to the largest number of those who read, or are likely to read, the media in which the advertising is inserted.

What Is the "Largest Number"?

This elementary truth is, however, likely to be obscured by the pestiferous notion so prevalent among certain advertising men that the "largest number" always means the same thing, no matter in what medium the advertising is done. The "largest number theory" does not mean always the same thing. On the contrary, there is a largest number of average newspaper readers, a largest number of readers of the Saturday Evening Post mentality and a largest number of readers of the Atlantic Monthly and Harpers' type. Each of these artificial classes corresponds, moreover, with an actual class of existing tastes and mentalities; so that if salesmanship in print is to meet all requirements it must take on diverse shapes and be embodied in as many forms as may be needed to reach each of the classes aforesaid.

The Newspaper Argument

Obviously the largest number of those who read the daily newspaper is only average in point of education and ability to think, while at the same time every other class is represented. And this is not the part of wisdom not to have key newspaper advertising too low. The highest type of mentality will respond to reason and so should be catered to by seriously written and rational arguments. On the other hand, the lower mental type, representing the majority, will respond to prestige and this should be capitalized to the utmost in all newspaper advertising.

The only appeal which is sufficiently broad besides these is the appeal based on price and terms. Newspaper advertising is immediately for important results, and to this extent must be based upon arguments which make for immediate action. Prices and terms are, of course, the most powerful of these.

Nevertheless, even in the most ephemeral rapid-fire sort of newspaper advertising the prestige argument should always be made. It is necessary to leave out any distinctive motto, name or symbol which has become identified with the article of sale in the public mind. That is why the Victor dog is always shown in every advertisement relating to Victrolas and records, no matter how small and ephemeral.

Such mottoes as "The Re-creation of Music" (Edison), "The New Hall of Fame" (Branswick), "Plays All Records Better" (Cheney), are not only useful, therefore, but absolutely essential. They help to build up in the minds of readers of advertising (which means everybody) mental pictures which make the work of the human salesman easier. And it is this making easier the work of the human salesman which the advertising on paper can best—and, indeed, can only—accomplish.

Advertising Not Direct Seller

There may be some articles—such as ready-made foods and other things of the kind—which can be sold directly by advertising. In fact there are such articles. Chewing gum is one of them. But talking machines cannot be sold in this way; there is no sense in trying to sell them. Advertising can and will put a prospective customer inside a store door and can, and will, cause that customer, in some cases, to ask to see a certain machine; but that is all. So long as selling has to be done through retail merchants—in fact, so long as there is any kind of competition between machines of anything like similar styles and price—the decisive battle will be in the minds of the salesman, or at least will be between the salesman and the prospect. It is the mission of advertising to prepare the way for the salesman, and this mission it can most effectively perform by impressing in the minds of as many readers as possible the idea of Prestige as indelibly associated with that kind of advertising.

Copy Varies With Medium

Here comes in the question of class of medium. When I spoke above of the theory of the largest number I also said that there are classes, and that "largest number" must mean, for our purpose, the largest number in each class.

This is undoubtedly true, and requires to be thoroughly grasped and practiced. The community as a whole is made up of many types and classes of mentality, varying in natural gifts, in educational opportunity and in cultural background. To each and every one of these, however, the most powerful argument which can ever be made is the argument of Prestige, for it is this argument which, when assimilated and made its own by the members of each class of readers, delivers them, as it were, into the hands of the salesman. Prestige, however, has to be translated into as many tongues as there are classes in the community, if maximum results are to be achieved in talking machine or any other advertising.

It might be said, very roughly, that there are four classes thus to be dealt with, which, for purposes of illustration, may be divided as follows: The Atlantic Monthly class, the New Republic class, the Saturday Evening Post class and the daily paper class. These, in rough classification, may be called the Solid, the Radical, the Intellectual, the Main Street and the Mob classes. Of course, there are divisions even in the last-named, which in its largest sense means all of us; at least, all of us some time each day. Even among daily paper readers there are, of course, many different strata, and what will please the reader of the New York Times will probably not please the reader of the New York Journal, General Electric, however, can, and with due regard to the grand division between high and low in the newspaper class, one may say that in the four classes of media mentioned there is ground for the argument of establishment, solidity of position and social favor, (2) the argument of tone, (3) the argument of what all the better people in town are doing and (4) the argument of bargain, price and sensation.

NATURELLE

For Portable and Cabinet Phonographs

The Naturelle Co.
120 East 23rd St.
New York, N. Y.

"I will push the instruments as I am personally quite enthusiastic over their merits and am very pleased with the tone and distinctness of undertones produced by use of the instrument."

"It will drive the competitors.
Here's How!!

**PEERLESS ALBUMS SELL RECORDS**

If you are curious to know how many people in your neighborhood have $10.00 to spend in your store—try this sales plan:

Place a sign in your window reading—

**PEERLESS DANCE ALBUM**

* "24 Dances in a Book"
* $10.00
* INQUIRE WITHIN

Take a 10-inch Peerless Album and insert 12 10-inch 75c records and label it, using the Peerless Classification Label, "Dance"—all ready for the home record library.

On the authority of one of our Mid-West dealers, "You'd be surprised." It’s worth trying.

P. S.—Somebody has a birthday every day in the year and, after all, $10 isn't so much money nowadays.

**PEERLESS PRODUCTS**

- DeLuxe Record Albums
- All Grades of Record Albums
- "Big Ten" Albums
- Record-Carrying Cases
- Interiors for Victrolas
- Interiors for Phonographs
- Classification Systems for Albums
- Record Album Sets for All Make Machines
- Record Stock Envelopes
- Record Delivery Bags
- Supplement Mailing Envelopes
- Photograph Albums

*Write us for Quotations on Special Grade No. 6 Album*

**PEERLESS ALBUM COMPANY**

PHIL. RAVIS, President

636-638 BROADWAY

NEW YORK

WALTER S. GRAY CO., San Francisco and Los Angeles.
A VIGOROUS POLICY IN RETAILING NEEDED

THE business outlook, as far as any reasonable deduction can be made, promises well for the Fall and Winter seasons of activity upon which the trade is now entering. The leading authorities are a unit in declaring that with the settlement of the strike in the anthracite coal regions—one of the most disturbing factors in curtailing prosperity—we may reasonably expect a considerably larger volume of business for the remaining months of 1923 than for the same period of 1922.

How much of this business will come to the talking machine dealer rests largely with himself. The keen competition in the retail field to-day calls for the utilization of every new idea possible in interesting the public in the products handled. The dealer who can get away from the beaten track is the man who is going to win. The time is past when a man can depend upon the public coming in voluntarily to buy his goods. The talking machine man who thinks thus is not in touch with the times. Business can be had if it is sought—that is, if it is sought intelligently and strenuously. There is still a big, unexplored field in which to operate. The public has plenty of money to spend if convincing arguments are presented whereby it can be demonstrated that a talking machine and a goodly library of records are essentials.

Judging from the report of the New York Savings Banks Association there is a veritable reservoir of wealth in this State alone, a fair portion of which is available to the talking machine trade. It is noteworthy that the savings deposits in this State alone have now passed the three billion mark by a considerable amount. Even in New York City, where money is spent so lavishly, there are more than 2,800,000 savings deposits representing the largest share of the State’s savings. In the United States at large savings deposits amount to practically $17,500,000,000. Bear in mind that these savings accounts are largely in the names of salary and wage earners, who after all are the biggest purchasers of musical instruments of the talking machine type. These “Franklinites,” or any other people in the United States for that matter, will not spend money willingly, but they can be induced, if dealers go after them intelligently and persistently, to spend a reasonable proportion of their surplus savings for the tremendous enjoyment which the talking machine affords in the home.

The prosperity of the talking machine industry rests entirely in the hands of the dealers, and they can, if they will, make it more prosperous than it is to-day. In this campaign they will have the unlimited and enthusiastic support of manufacturers and jobbers who are always aiding them in a most effective way to acquaint the people with the merits of the products which they are handling. From now until the Spring of 1924 we should witness in this country the greatest and most successful campaign of retail selling ever recorded, and we hope that every talking machine dealer will recognize his importance in achieving this end.

NEW CAMPAIGN TO DEVELOP RECORD SALES

A ANNOUNCEMENT of new developments in the marketing of standard and classical records by prominent artists that have already been made, and moves that are in the offing, lead to the belief that the coming months will show a substantial increase in the demand for records of the better sort—the kind that are calculated to form the basis of permanent libraries and keep the talking machine owner more keenly interested.

The issuance of double-faced records of a high-class order and the reorganization of list prices give the dealer the necessary stimulus to go after this sort of business with the confidence that he can capture a very substantial share of it. Certainly a great many retailers have been inclined to follow the easiest way in handling record business by catering only to popular demand and it is believed that even these individuals will see the possibilities of the reopened channel for record sales. The fact is generally accepted that popular records seldom sell themselves in a large measure—that the current advertising by the record companies and the popular dealer; of the records keep them moving without any great effort on the part of the dealer or his salesman. In fact, it often happens that the problem is to get the hits soon enough and in sufficient quantities to meet the ever-present demand.

With this condition existing, it would seem as though any business that may be built up with better class records means that much more profit for the dealer. It may require a little selling effort, but if the customer will buy a few popular numbers voluntarily, it is worth the extra effort to persuade him to try one or two records of the better class at the same time. With these new inducements in the record field and with lines of machines that have been rounded out during the past few months with numerous desirable models there is no reason to believe but that the Fall and Winter business will be just what the dealer cares to make it. He has the best opportunity offered in many years to capitalize on the progressive methods of the manufacturers by going after prospective customers more aggressively and consistently with more convincing arguments.

The element of competition will, of course, enter as it always does, but if the selling system is right that fact is not going to keep even the average dealer from getting his share of business.

CAUTION IN EXPANDING IS ADVISABLE

T HERE is evident at times a tendency on the part of many talking machine dealers, whose business has been exclusively devoted to dealing in talking machines and records, to stock other lines of goods in an endeavor to increase the volume of their business and consequently their profits. A number of the dealers who have spread out have done so with distinct success largely as a result of confusing themselves to a line of goods of musical character, such as musical merchandise, sheet music, band instruments, and recently radio equipment. If the lines are properly selected and produce a rapid turnover, the move is certain to give the dealer increased income without making any great inroads into the capital necessary to the conduct of his principal business.

It happens, however, that some dealers have seen fit to tie up money in lines not even indirectly associated with music and the result has been disastrous in some cases. It is logical to assume that a talking machine or record buyer is interested in music and that eventually he or some member of his family may be inclined to buy a band or orchestra instrument of some sort or, perhaps, even a piano and will come to the store that he regards as his music center to make the purchase.

It is not logical for the dealer, however, to expect that regular
Likewise there is the individual who invested in one of the non-descript models, and, finally, to owners of upright cabinet models who have invested in 99 cases out of 100 the result of bad salesmanship somewhere. Perhaps certain dealers may not feel that their talking machine business is producing all the income they desire and see no immediate way of expanding it to the desired proportions, but it is much better to go slow in adding other lines foreign to their established calling than, perhaps, jeopardize their entire business career.

**PROBLEMS ASSOCIATED WITH REPLACEMENTS**

With the introduction of elaborate new models of talking machines, particularly of the period, console or horizontal types, there has developed in the trade a substantial replacement business which has given rise to a number of problems associated with the handling of instruments taken in trade and which have long been familiar to other lines of business, including the piano industry.

In view of the used machines that are piling up in warerooms and storehouses of some active dealers, there arises the question as to just how energetically this replacement business should be followed or, rather, how it can be handled profitably rather than as a result of gathering trade-in stock.

There is without question a logical field for replacements. The vacationist who has bought a portable or cheap table model for bungalow use is a logical prospect for the sale of a large cabinet instrument for his permanent home when the summer season is over and to neglect such a prospect is poor business. Likewise there is the individual who invested in one of the non-descript "bargains" that were offered so generously a few years ago and who, becoming dissatisfied with his purchase, is a ripe prospect for a standard machine of guaranteed quality.

If the average dealer follows up his regular prospects for new machines energetically and conscientiously and in addition gives attention to the two profitable fields for replacements mentioned above, he should, under ordinary conditions, have a distinctly satisfactory volume of business without being forced to take in exchange cabinet machines more or less modern in character for the sake of placing in the home a console model. There should be, and in a number of cases there is, a distinct line of demarcation between replacement business that helps the dealer by giving him a direct profit on the resale as well as opening up a fresh channel for record sales, and the replacement that calls for a trade-in that, unless a quick turnover is made, cuts the profit to the quick and means the piling up of dead new stock.

In accepting trade-ins of any sort the dealer might well follow the methods utilized successfully in other trades and allow only as much for the old machine as can be realized when it is resold, deducting from the allowance, of course, repair and reselling costs. It must be remembered that as soon as a new machine leaves the dealer's store it becomes a used instrument and suffers an immediate depreciation in value. According to some automobile men this depreciation amounts to 25 per cent of the retail price to cover the selling cost and expenses incident thereto. If the dealer, therefore, first deducts the 20 or 25 per cent selling cost from the purchase price of the used instrument and then deducts a proper amount for depreciation, due to age, wear and tear, he is going to arrive at a valuation that may not always prove pleasing to the customer, but will at least be fair to himself.

If the average dealer gives proper attention to new prospects and, in order, to former purchasers of portable and non-descript models, and, finally, to owners of upright cabinet models who can be persuaded to buy consoles, he is not likely to handle a sufficient amount of the latter class of business to cause him embarrassment. And it might be said right here that the taking of a portable model in exchange for one of the cabinet types is in 99 cases out of 100 the result of bad salesmanship somewhere. Keep the portable sold for next summer's vacation.

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**Watch Our Smoke**

When your record order arrives on time—ahead of time—it's Pearsall, of course!

Ask any Pearsall dealer, he'll tell you.

"Desire to serve, plus ability."

10 EAST 39th ST. NEW YORK CITY

SILAS E. PEARSSALL COMPANY DISTRIBUTORS

THOMAS F. GREEN, President
Management Reflected in Sales Results

Sales Manager Largely Responsible for Achievements of Salesmen
—Too Much Managing Curtails Initiative and Business Declines

Upon the sales manager of the talking machine establishment or the proprietor, if he acts in that capacity, depend the results obtained from the sales organization. In other words, getting maximum results as represented by volume of sales from the selling force is no sinecure and keen foresight and knowledge of the business and the various characteristics of each member of the staff are necessary. There are some sales managers who have the happy faculty of keeping their men on their toes all of the time and who, through scientific handling, consciously or unconsciously, are able to keep the enthusiasm of the men for the line and concern they represent to a high pitch. There are also sales managers who, in the belief that they are all-wise and infallible, are constantly rubbing the "fur" of their men the wrong way. This constant friction creates a dissatisfaction and multiplicity of other feelings on the part of the men, kills the real enthusiasm for the house and for the merchandise which is most necessary to the maximum sales results and, consequently, sales are nowhere near what they would be if harmony existed and the best was encouraged and brought out in each individual.

Must Consider Individuals

The sales organization consisting of several or more men should not be looked upon as a mass, but the sales manager should consider each man as an individual. The most successful sales managers in the country in all lines of business realize this fundamental of good management. They are aware of the fact that, while one man produces the best results through driving, another will not respond to this treatment at all. On the contrary, there is a certain type of salesman who, if driven, will become nervous, irritable and dissatisfied, when, if different tactics were used, this type could be made an enthusiast and consistent producer. It depends, in a large measure, on the sales manager.

Too Much Management Harmful

There are many other considerations involved in the efficient handling of the sales organization. Probably one of the greatest faults in management to-day is too much management. In short, unintentionally, initiative and independent thinking, to a large extent, are discouraged and the result is that many salesmen who could go out and clean up if they were given wider scope refrain from doing so. The sales manager of one of the largest and most successful sales organizations in the East stated the same facts in slightly different language to the writer recently. "Those salesmen who are made to realize that they must use their own wits and skill to deliver the goods will produce the best results," he declared. "I do not mean that the house and the sales manager should not do everything possible to help the men, but what I do mean is that the average salesman will not progress as rapidly as he might if his abilities are not recognized and he is not given a chance to display them. A long time ago we corrected one of the worst mistakes a house can make and as a result our sales increased steadily. The situation was this: We have a large outside sales organization and these men are responsible for bringing many people into the store. Now it was formerly the practice for the salesman to deliver his sales talk to the customer up to a certain point and then turn him over to one of the floor managers to close the sale. Now, you know as well as I do that every salesman should have the ability to close his own sales, but this had been the method with this house and it was continued until sales dropped to such an extent that something had to be done. As soon as the salesmen were placed on their own responsibility they went to work with renewed enthusiasm and confidence in their ability, which was reflected in an immediate increase in business."

Sales Conferences Helpful

Fortunately this is a very rare condition in the talking machine business, but it serves to illustrate how overmanagement can do more harm than good. To overcome any possibility of overmanagement, especially where a considerable force is employed, there is nothing quite so effective as sales conferences where salesmen and their manager can discuss and suggest freely and frankly. It must be remembered that the men on the outside come in contact with many prospects each week and they have the opportunity of observing conditions and problems which are seldom encountered in the store. Open discussions of those problems in which all of the men have an opportunity to voice their opinions often bring about a solution and, consequently, pave the way to more sales. It is, indeed, a wise sales manager who realizes that the men under his direction can help him to achieve greater results and that, after all, is what he is or should be most concerned in. Indeed, his reputation depends to a large extent on the performance of his men.
---AND THE AVERAGE PRICE IS LOWER

HONEST QUAKER
MAIN SPRING
TEMPER-LENGTH-WIDTH
GUARANTEED

Reg. U. S. Patent Office and Canada

A SIZE FOR EVERY PHONOGRAPH MOTOR

A Complete line of Talking Machine Repair Materials

Everybody's
TALKING MACHINE CO.
PHILADELPHIA, U.S.A.

Make of Honest Quaker Main Springs
& Oramo Tone Needles
The importance of a consistent direct-by-mail drive for business has been stressed many times in the columns of The World and many talking machine retailers are finding this a prolific source of business and live prospects. However, a large percentage of the members of the trade are skeptical of the power of such a campaign and, consequently, this medium for bringing the sales message of the dealer to his patrons is too often neglected. Of the live and successful concerns who are realizing excellent results from direct mail, refuting the contentions of those who believe these drives represent money wasted, is the Sterling Piano Corp., 81-87 Court street, Brooklyn, N. Y., which is constantly extending its business by this means. This concern, by the way, is one of the most successful in the entire metropolitan territory, not only in the merchandising of talking machines and records, but in the sale of pianos and general musical instruments as well.

The latest piece of direct mail literature which is being sent out by E. L. LeTore, the aggressive manager of the talking machine department, is an unusually effective folder setting forth the merits of the Victor and Sonora machines, which it handles, and an extensive line of radio merchandise, including the Kennedy Intermediate receiver, and the R. C. A. line of radio outfits.

The side of the folder on which the address of the prospect appears bears the legend: "Happiness Right Out of the Air for You." This curiosity stimulator impels the recipient to open the folder, where the true message strikes the eye. On the right-hand margin of the opened piece of publicity appear reproductions of various models of Victor and Sonora instruments, and on the left-hand margin are pictured several models of the radio receiving units handled by the firm. Below a large heading: "Phonograph or Radio Offers Perfect Enjoyment," there are two columns of text, one devoted to talking machines and the other to radio, as follows:

"The wealth of happiness and pleasurable satisfaction that a phonograph brings to your home!"

The Sterling Piano Corp., in addition to selling many talking machines, does a large business in pianos and E. L. LeTore, manager, believing that these satisfied piano customers are good talking machine prospects, has reached out after this business by sending the piano customer the following letter on its regular stationery and signed by the manager of the talking machine department:

"Some time ago we had the pleasure of selling you a Piano. The transaction was mutually satisfactory from every standpoint, and we hope from yours as well, that we are anxious to extend these pleasant business relations.

"You have undoubtedly found a great deal of pleasure in your piano, but even a piano has its limitations."

"What if you could enjoy such artists as Caruso, Galli-Curci, McCormack and Melba, and also have Strauss's Band, Victor Herbert's Orchestra and other famous musical organizations. These artists are under exclusive contract to perform only for the Victor.

"Then there is the little dancing party, in your own home, with perfect dancing music from your phonograph, brought to you by such great exponents of modern music as Paul Whiteman. These are just a few of the possibilities of the Victrola. Allow us to convince you at our expense of the pleasure you can obtain from this wonderful musical instrument."

"May we have the pleasure of seeing you in our Victrola Department someday? We wish to explain to you our easy method of purchasing a Victrola on the deferred payment plan. We would like to show you the beautiful instrument upon which you may be able to build a complete permanent music library."

"This tie-up with piano customers has resulted in the sale of many talking machines, the sales coming the more easily because these prospects were already satisfied customers of the house."

Another clever piece of direct-by-mail work, designed to interest people who are already customers as well as those who have never purchased from the Sterling Piano Corp., which has been productive of big results, is the following letter:

"Everyone loves Music! That is why we feel that you, as a valued patron and friend of our store, will be interested in knowing about our Victrola Department, to which we cordially invite you.

"You will find this Department splendidly equipped with all the latest Victorias and thousands of Victor Records. You will also find an intelligent sales force anxious and willing to assist you in every possible way in selecting the Victrola or records you may desire.

"Won't you come into our Victrola Department the next time you are in our neighborhood? You will be surprised at the easy terms of payment we will be happy to make you on any instrument you may select.

"If it is not convenient to come into our store mark on the enclosed post card the outfit you particularly interested in, Mail it to us. Full information will be sent you immediately and without any obligation on your part. Very sincerely yours,"

"E. L. LeTore, Manager"

"If you own a Victrola and are not keeping your records from us, begin now to use our service. Our stock is complete. Each record we send you is guaranteed to be in perfect condition and we will be pleased to open a check account for you in purchasing music."

"As has been mentioned in the introductory paragraph the Sterling Piano Corp. is one of the successful music houses in the metropolitan territory and what is of greater significance is the fact that this firm's business is steadily increasing. Direct-by-mail has played an important part in the development of this business and it is certain that what has been accomplished by one live dealer can be duplicated by others. There are several important factors which must be considered by the dealer who contemplates a drive of this character. These include the type of people to whom the literature is to be sent and preparation of copy according to appropriation (if the appropriation is very small do not send out cheap literature in your prospecting).

"Ernest J. Lavagnino has purchased the music store operated in Souther, Cal. by A. McDowell under the name of the Oakdale Music Co.
THE KENNEDY MODEL X

THE COLIN B. KENNEDY COMPANY
SAINT LOUIS  SAN FRANCISCO

New Kennedy Radio Sets
In Beautiful Furniture Models

THIS is the first of the new Kennedy Furniture Model radio receivers—of particular interest to music dealers. They mark the perfection of radio sets, for, added to their appealing exterior beauty—their purity and harmony of design—are many other characteristics which make them especially desirable as radio furniture.

Each is a completely self-contained unit, with ample internal space for all dry batteries. The absence of “extras” makes stocking, displaying and selling easy.

And, added to the profit and prestige in handling Kennedy radio sets is the assurance of perfectly satisfied customers. Far-reaching music houses, recognizing the value to them of being appointed exclusive dealers for Kennedy sets are applying for exclusive territories.

If interested in a profitable radio business, whether or not you are in a position to assume exclusive agency, write for further details of the new sets and merchandising policy.

THE COLIN B. KENNEDY COMPANY
SAINT LOUIS  SAN FRANCISCO

KENNEDY
The Royalty of Radio
The new Columbia in a complete line

In addition to the consoles, The New Columbia comes in a wide range of upright styles—each a masterpiece of the cabinetmaker's art—each with the mechanical refinements which place The New Columbia in a class by itself.

The motor is new. It runs with the precision and accuracy of a fine watch. An ingenious system of oil tubes lubricates all the important bearings. Highly tempered steel springs deliver an even flow of power, which gives the motor an unvarying rate of speed.

The new non-set automatic stop is sure in its action. The automatic tone-arm start is another brand new Columbia feature. The motor starts as soon as the tone-arm is moved over to place the needle on the record.

The new reproducer, with its patented cushion springs, eliminates the blast and blurred tones from the reproduction, even on the highest soprano notes and on the heavy instrumental bass.

The tone leaves, an exclusive Columbia feature, scientifically control the volume of the music without losing the value of the different tones.

The New Columbia, both in console and upright models, is an instrument which you can enthusiastically present to your customers.
the most perfect phonograph ever built
of upright models

New Columbia
MODEL 450—$175
New four-spring motor with New Non-Set Automatic Stop and new 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.

New Columbia
MODEL 430—$125

New Columbia
MODEL 440—$150

New Columbia
MODEL 460—$225
New four-spring motor with New Non-Set Automatic Stop and new Reproducer. Records are stored in novel filing device, with an extra record capacity in the back of the cabinet. Finished in Brown Mahogany or Walnut, with all exposed metal parts in gold finish. Exclusive tone-control leaves.

New Columbia
MODEL 140—$50
The album method excels all other record filing systems ever tried

To the trade:

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

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

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

Our albums are made to contain Victor, Columbia, Edison, Pathé, Vocalion and all other disc records

Selecting their favorites


New York office, 54 Franklin Street, Telephone, Franklin 1227, James E. Maguire, representative

C. C. Alexander with J. K. Polk

Becomes member of sales staff of wholesale phonograph division of Atlanta distributor

Atlanta, Ga., September 5—P. C. Brockman, sales manager of the wholesale phonograph division of James K. Polk, Inc., Southeastern distributor of Okeh records, Honest Quaker main springs and repair parts, and other talking machine accessories, announces the recent appointment of C. C. Alexander as a member of the company's sales staff.

Mr. Alexander, who has been connected with the Polk organization for the past year, is thoroughly familiar with the many lines distributed in the Southeast by this company, and it is expected that he will make many friends among the talking machine trade within a short time. He is now on an extended trip in Alabama and Florida and reports business as being good in this territory, stating that prospects are very bright for the big Fall and Winter season, for which the trade in this territory is making preparations.

New Edison franchises granted

Phonograph corp. of Manhattan, Edison Jobber, predicts busy fall season

Among the new Edison accounts established by the Phonograph Corp. of Manhattan, Edison jobber in the metropolitan district, are Roseville Music House, Newark, N. J.; George Brooks & Co., Sommerville, N. J., and Graham Music Shoppe, Jersey City, N. J. This company reports a good business among its dealers for the month of August and an excellent outlook for the Fall. In the mining districts of eastern Pennsylvania the dealers are exceedingly well pleased over the settlement of the coal strike and, as a consequence, wholesale orders are coming in far in excess of those placed a year ago at the same time.

Kochanski to tour country

Popular Polish violinist and Vocalion record artist to make recital tour

Paul Kochanski, popular Polish violinist, whose first Vocalion record was released recently and who is to record for this company exclusively in the future, has completed plans for a transcontinental recital tour, upon which he will start early in October. An interesting feature of the tour will be the use by Mr. Kochanski of an inlaid Stradivarius violin declared to be one of three made by the great master for the Court of Madrid, and which was used at one time, it is said, by the famous Ole Bull.

Kochanski’s full itinerary will be announced shortly and dealers in Vocalion records will have an excellent opportunity for tying up directly with his appearances in the various cities.

J. Riesenburger retires as dealer

Popular Victor merchant sells business to Jack and William Abrams—store redecorated

Irving Riesenburger, furniture retailer in flushing, L. I., for about twenty-five years and exclusive Victor retailer, has decided to retire from active business and enjoy life. In pursuance of this idea he has sold out his entire business at 27 Main street to Jack J. and William Abrams, brothers, who conduct eighteen furniture stores in New York City and nearby towns. They have been in business for the past twenty years, and are well known in retail circles.

A new double-deck front is being added to the store occupied by Mr. Riesenburger, which will add materially to the window capacity. The new owners plan to institute an aggressive campaign, featuring the Victor line, and their long experience in the retail field will undoubtedly enable them to attain pleasing success in their new proposition.

Mr. Riesenburger is retiring with the good wishes of a host of friends. He was recently elected a director of the Queensboro National Bank of Corona, and he is also a director of the Business Men’s Division of the Flushing United Association. According to his present plans Mr. Riesenburger will visit California this winter, accompanied by his wife and son.

A new talking machine store was recently opened in Broughton, Pa., by Harry Goldman.
The Aeolian Company produced the first period phonographs, which set a standard in the phonograph field that demanded that these instruments be as beautiful to see as to hear.

The Aeolian-Vocalion, constructed on principles developed by the world's leading experts on reproduced tone, had gone a long way to banish mechanism in favor of music. The Aeolian classic period styles set this instrument in a worthy, artistic cabinet and a new era began for phonographs.
THINK what it means when you use the superlative sales phrase—"The World's Most Beautiful Phonograph"—to have your statement endorsed by the greatest designers, craftsmen and decorators.

This innovation gives Aeolian representatives an unquestioned lead in the luxury market. Think of the many homes where an ordinary phonograph case would be out of keeping with elaborate plans of decoration. Think of the many anniversaries, weddings, etc., when an ordinary cabinet would seem inappropriate.

These are the opportunities which are open to Aeolian-Vocalion dealers through the creation of these classic period models, designed by the world's leading decorators and craftsmen.
STUDY these authoritative art models and you will realize that the Aeolian Company has again pioneered in creating a new standard of perfection by placing the Aeolian-Vocalion in the lead as the most musical and the most beautiful of phonographs.

During 1925 still another stride has been taken, and to fill the demand for a musical instrument which would grace the most magnificent home, the Aeolian Company ordered designs from the World’s Leading Interior Decorators and Designers.

The results are an artistic triumph and include models conceived by—


Aeolian-Vocalion (Florentine). The exquisite technique of the Italian master craftsmen will exemplified. In walnut, with polychrome band decoration.
The AEOLIAN-VOCALION

The phonograph which offers the dealer the advantage of exclusive distribution in each city.

The only phonograph which has the sales advantage of being manufactured by the world's leading musical instrument manufacturer.

The increased demand for Aeolian-Vocalion Phonographs offers several opportunities for representatives in newly opened territory.

Write for Our 1923-24 Proposition

THE AEOLIAN COMPANY
AEOLIAN HALL - NEW YORK

LONDON PARIS MADRID SYDNEY MELBOURNE
Undeveloped Fields in "Talker" Selling

New Opportunities for Making Sales Await Alert Retailers—Possibilities in Group Sales of Instruments—Men as Prospects

One of the most vital considerations in the talking machine retail business is the securing of new live prospects. Every member of the trade must be on the alert for new avenues of sales and a never-ending campaign is necessary to make the prospect list worth while. It is astonishing how few merchants really make any serious effort to secure new potential customers. In a canvass made by the writer covering about a dozen dealers only one made any effort to get prospects and three utilized the services of skilled outside salesman to make the personal contact which so often leads to sales. Another significant factor was the assertion by these three dealers that they only occasionally made personal outside calls or had their salesmen do so; nor did any of them utilize direct-by-mail to come in contact with their prospects. According to their own statements they made no effort to secure new prospects, but depended chiefly upon the recommendations of former purchasers and their advertising for new business. It is significant that all of these dealers with the exception of the one who made an effort to dig up new prospects and then followed the matter up in an aggressive manner were more or less affected by the summer slump.

Time and time again The World has published articles showing how live dealers have achieved success and done a large business through some systematic method of adding new names to the prospect list and then going after this potential business through direct contact, direct-by-mail, etc., etc. There are any number of ways in which the dealer can keep his list up-to-the-minute with comparatively little trouble. Of course the real stunt is making the sale and here the dealer must use his own initiative.

Making Group Sales of Machines

There is nothing new in the group sales plan in other lines of business and it has been tried in the record end of the talking machine business. Many factories and business houses these days provide them with music, etc. Even children to increase their enjoyment of life by listening to music. A man will often offer a machine on the strength of the argument of the salesman that he owes it to his wife and children to increase their enjoyment of life by providing them with music, etc. Then, again, many factories and business houses these days provide rest rooms for their women employees and in a large number of business organizations there are recreation rooms. A canvass of the large factories and business houses in the community where the dealer has his establishment and adjacent territory will add many fine prospects to his list. The head of a business to-day realizes that happy employees are the best producers and the business man has intelligence enough to see the point when the salesman for a talking machine house points out that music is one of the best means for insuring happiness and contentment on the part of employees. In addition, through the sale of an instrument to a business house, the fact that employees see and play the instrument constantly impresses on their minds whether the instrument is good, bad or indifferent. If the dealer handles a standard line of goods there is no reason why other sales should not be made to employes, the instruments to be used in their homes, of course.

Only a Few of Many Opportunities

There are only a few of the many opportunities which await the live dealer and, moreover, these fields have been largely neglected. There are many other methods of securing new business which the dealer will unearth if he sets his mind to it. Thought translated into action is the thing. With the keen competition existing in the talking machine business to-day the dealer, if he desires to grow, must not let any opportunities slide for securing new prospects and then following up energetically until the sale is made or lost. Remember, every sale of a machine means just so much gain in record and accessories business. Before this can be realized, however, the machines themselves must be sold and it is absolutely certain that the dealer who does not have energy enough to go after business will not expand to any great extent, considering present competition.

JOINS OKLAHOMA T. M. CO.

R. A. Hickerson Elected Secretary and Treasurer of Victor Wholesale House

OKLAHOMA CITY, OKLA., September 1—R. A. Hickerson, who has had long experience in the retail field and in the promotion of sales generally, has joined the executive staff of the Oklahoma Talking Machine Co., Victor wholesale house, with headquarters in this city, in the capacity of secretary and treasurer. Mr. Hickerson will devote his efforts especially to cooperating with Victor dealers in this territory in the arrangement of their stores and in their selling campaigns.

THE SUPREME TONE AMPLIFIER

Adaptable to all 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!"

Mr. Herman Sreel, Universal Reproduction Co., New York City, N. Y.

Dear Mr. Sreel:

Thanks very much for your promptness in sending to us the 50 Add-a-Tones ordered. We understand, of course, that you were closed Saturday and were very glad to receive the merchandise Tuesday, enabling us to fill some serial rush orders.

While business is extremely slow in Philadelphia due to the extreme heat, the Add-a-Tone is still sounding strong. It seems to be a year round seller of a type of music that never goes out of season.

Yours very truly,

FOX PHILADELPHIA COMPANY.

L. R. Fox.

UNIQUE REPRODUCTION CO., Inc.

Cable Address, "Addatone" N. Y.

32 Union Square, New York
Making Every Employe a Prospect-Getter

How Lyon & Healy, Inc., Enlisted Every Employe As a Prospect-Hunter. Realizing 6,000 New Names and $450,000 in Business

In every retail music house there is a latent selling force which too oftens the head of the concern fails to encourage, to the detriment of his sales volume. That force is the personal contacts of all employees on the payroll. Whether that latent force be brought into play every day depends on the head of a department or some other equally important executive, each one of them has a large number of personal contacts which, if properly utilized, can be made to create sales. A store having any number of employes can thus reach a considerably large number of people who in many cases are not touched by the regular sales force and a considerable number of sales can be made that otherwise would go to competitors, or not be developed at all.

But this latent sales force does not spring into activity of its own volition. It must be brought into existence, that is, active experience, through the action of the house itself. Many of the employes in large retail houses are able to sell from 200 to 400 per month and were the names of 6,000 prospective customers developed plans whereby this auxiliary selling force could be utilized in creating a better spirit in the house and extend the action of the house itself.

But this latent sales force does not spring into activity of its own volition. It must be brought into existence, that is, active experience, through the action of the house itself. Many of the leading music houses have studied this question carefully and have developed plans whereby this auxiliary selling force has been a consistent factor in creating volume. Such houses as Sherman, Clay & Co., of Denver, Col., have worked out and have in operation plans which make practically all employes on the payroll a constant source of sales. During the months of March, April and May, the greatest development and which have thus reached a considerably large number of people who in many cases are not touched by the regular sales force and a considerable number of sales can be made that otherwise would go to competitors, or not be developed at all.

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Lyon & Healy, Inc., of Chicago, is one of those houses which have carried this system to its greatest development and which have thus received the greatest results from it. It is stated that the "Inner Sales Division," as it is termed, has received $25,000 in commissions since August, 1921, which represents a great total of sales directly traceable to that work. During that time the names of 6,000 prospective customers were turned in, of which 20 per cent were sold $450,000 worth of merchandise. Names, it is stated, come in from this division at the rate of from 200 to 400 per month, and the percentage of those who are sold is high, as any music man can see. C. H. Anderson, secretary of the company, recently described this system in the Retail Ledger as follows:

"It never seemed good business to ignore the fact that our 1,000 employes continually come in contact with relatives and friends who need pianos and other musical goods, or hear of strangers who might be interested."

"This idea, growing all the time, caused the president, Marquette A. Healy, to inaugurate a plan in the early part of 1921 which would offer an incentive to employes of the non-selling division to use their eyes and ears for the benefit of the sales staff. Mr. Healy gave the crude idea to a member of the sales staff and myself to develop."

"At the start there were arranged thirty teams of eight employes each, including a captain for each team, the team captain selecting his own members. Individual meetings were held each day until all had been instructed as to how to obtain prospect names and the amount of the commission."

"Captains" on Each Floor

"Since then a more practical and more successful arrangement has been made. Now the Inner Sales Division is divided into floors, one team to a floor, because of the fact that each floor is devoted to one line of goods or closely related lines in one group. One employe on each floor is responsible for instructing new people as to the system and the general history of the division. He also accepts prospect cards. If the floor carries a large number of employes the captain will have a sub-captain to assist him. In addition to this instruction, the personnel department assembles employes who have joined our organization during the last few months, and I give them a short talk on the history of the Inner Sales Division and the benefits they may derive.

"We allow a captain a commission of one-half of 1 per cent on all sales secured from prospect cards turned in by employes on his floor and the commission to the employe who turns in the card amounts to 5 per cent of the net amount of the sale."

"This plan has proved to be most satisfactory to both employes and the store. Where we had only forty-six prospect cards in three months, the first tryout, they jumped to the higher figures mentioned at the start of this article. This is due partly to the fact that the team captain in position of importance, the employes felt that the captains being chosen because of their interest in the plan, their ability and the attitude of all the other employes toward the plan.

"Team captains make it a point from time to time to ask their team-mates about prospect cards and in this way the stream of cards is not broken. When sales show the need for a stimulant they can be helped by using effort along this line.

"How about filling out a card for us to-day?" a team captain asked a young woman in a department on his floor a few months ago when the prospect were not coming in as they should. This young woman did not like to fill out a card. She took out to hold until she could think of a name. Later she recalled that a few days previously she had heard a woman mention the fact that a relative of the woman would have purchased a second-hand piano of a neighbor had she known of the instrument being for sale. The young woman lost no time in getting the required information over the telephone from her relative. She filled out and filed a card and the salesman did the rest. This opportunity might have been overlooked.

Commissions Paid Cheerfully

"This organized effort to solicit prospect names from employes was not used much prior to August, 1921. As a matter of fact, very little encouragement was given the employes to seek business on their own time."

"We found it to be of sufficient interest to employes for them to know that they would receive their commission without any difficulty and that they would not have to resort to argument to prove that they were entitled to the commission. Lyon & Healy let them see that the store was glad to pay the commission. Employes were assured that every effort would be made to close the sale for them.

"One of the strongest factors in retaining the support and interest of the employes is that the department is directly controlled from the executive office. It assures the employes a fair deal and, from the other angle, serves as a lever on our sales departments to give the proper attention to prospects filled.

"A glance at the prospect card shows it to be self-explanatory. As soon as an employe hears of a prospect for any of the merchandise that we sell he secures a card from his team captain or sub-captain and fills it out in duplicate. When he receives this pair of cards the captain makes out one for his own file, sending the first two to the executive office, which is the headquarters for the Inner Sales Division.

"John Johnson," filed the specimen card reproduced on May 15th, is a prospect for a piano. On the reverse side of this card appear notations showing the progress of the follow-up and the results of the case. The employe and the brightness with which the prospect于是 secured are handled impresses the employes with the fact that it is an important part of the business.

"These notations, typical of many actual cases, show that on May 16 and 17 our sales department called on this prospect. On May 25 we had not received a further report on this prospect, so a tracer from the executive office was sent out. The final form shows the result of the tracer—on May 27 a piano was sold for $1,425, less the credit from an old piano accepted in trade for the purchase price of $1,250. The commission of 5 per cent would amount to $65, which would be due on or before June 15, as this was a cash sale.

(Continued on page 22)
Read What This Progressive and Highly Successful Merchant, Operating Several Stores, Has to Say About

REduCING COST
of Selling Records
—HE KNOWS

The Audak Co.,
565 Fifth Ave.,
New York, N.Y.

Gentlemen:

This is to acknowledge receipt with thanks of the AUDAK roller-weights with this morning's mail.

The thirteen AUDAKS we have since last April are giving excellent service and we are now interested in purchasing additional ones for our other stores.

Eliminating as it does the excessive cost of retailing of records, the AUDAK is bound to have the serious attention of every progressive dealer.

Very truly yours,

SAUL BIRNS

SB:JD.

SAUL BIRNS service means QUALITY and SATISFACTION

AUDAK IS Recognized as the greatest modern step forward toward the reduction of the cost of selling records and bringing the increased profit to the Dealer, which, today, he must have.

Write for Details of This Modern System for Selling Records Without the Use of Booths

AUDAK CO., 565 Fifth Ave., New York
Gilt Edge Dealers Can Easily Double, Even Triple, Last Year's Business

Our sales in the past six months have quadrupled last year's entire total.

What other item can boast of such success? It proves conclusively that wherever introduced the public wants it.

GILT EDGE

The Needle That Plays 10 Records

The Counter Display Stand is the salesman's tool that does all the talking. It will stand out above any other display. With it comes an assortment of 40 Loud, 20 Extra Loud, 20 Medium, 20 Dance Tone needles, 100 packages of 10¢ needles, total $10.

The entire display costs you $5.00, a profit of 100%.

Reflexo Blue Steel Needles Are an Innovation for Music Lovers

Plays any tone (soft, loud or medium) with a little twist of the needle. Order a sample Display Stand of 100 packages. Sells for 10¢—total $10.00.

The floor manager is then notified that a sale has been made for one of his members.

"At the end of the month the young man delivers the cards to the accounting department where the number of payments made on each account during that month are listed. Thus this office learns when 25 per cent of the net sales amount is reached. We do not ask the employee to call at the cashier's desk to ask for his commission, nor is he compelled to put any argument with his sales manager due him. As soon as the required 25 per cent is reached we bring the money to him."

Helps in Selling Employees

"Running back to the early part of 1921 many firms doubtless will recall that when salaries were necessarily reduced it became difficult to retain the loyalty of employees. It was then that the first of our Inner Sales Division plans was launched. As the first prize a two weeks' vacation on full pay was awarded to the employes that could bring in the highest sales for the month of May, and the old type will be too large.

The members of our tuning department had to think. The members of our tuning department had to think."

EMPLEYS AS PROSPECT-GETTERS

(Continued from page 20)

"On term sales, as soon as 25 per cent of the net sale has been paid the commission of 5 per cent is paid to the employee turning in the prospect card that led to the sale.

No Duplication of Prospects

"Before a card is turned over to the sales department—such as pianos, phonographs and so on—a search is made to learn whether or not a prospect card has been turned in previously covering the same prospect by another salesman or non-selling employe. If the prospect has already been handed in the card is returned to the Inner Sales Division and the employe who turned it in is told immediately that in the probable future the same name will be already on file. This forestalls any feeling of unfairness and gives early opportunity for any adjustment of the matter.

"If no record is found in the name as a prospect it is given to the sales department interested and followed up as closely as the example mentioned previously.

"The Counter Display Stand is a list of the sales made in each department and a young man in this office compares the names on these lists with the prospect card file, in order to pick out the sales that are the result of these Inner Sales Division prospect cards. In each case the young man makes a notation on the reverse side of the prospect card and places it in the file. The floor manager is then notified that a sale has been made for one of his members.

At the end of the month the young man delivers the cards to the accounting department where the number of payments made on each account during that month are listed. Thus this office learns when 25 per cent of the net sales amount is reached. We do not ask the employe to call at the cashier's desk to ask for his commission, nor is he compelled to put any argument with his sales manager due him. As soon as the required 25 per cent is reached we bring the money to him."

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"Running back to the early part of 1921 many firms doubtless will recall that when salaries were necessarily reduced it became difficult to retain the loyalty of employes. It was then that the first of our Inner Sales Division plans was launched."

Prizes Stimulate Effort

"Last year, during the month of May, as a special inducement to the employes we offered the prizes that stimulated prospect-getting! As the first prize a two weeks' vacation on full pay was awarded to the employe having the highest amount of sales as the first, second, third, and fourth, four days' vacation. In order to participate an employe had to file at least five bonus fide prospect cards. The employes were instructed that they must sell twice as much as an employe of any other department. Our sales chart for that May showed a substantial increase in sales and the effort and prizes were justified."

"Sometimes prospects come far in advance of the time that employes are called to the store."

"When the 'experience meetings' of the employes begin to bring out the methods that have produced commissions for the successful, all of the employes can see that they come in contact with live prospects almost every day.

"For instance, a friend with an old piano that has outlived its usefulness can get a credit for it upon the purchase of a new one. But the employe that brings in a prospect interested in one piano is more likely to bring in another."

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The CAMP-FONE at $25.00

Provides the retailer with a quality portable at a popular price. Three new factories were recently added to take care of the exceptional demand for the Camp-Fone.

The portable has proved an all year 'round seller and an excellent holiday number. The Camp-Fone provides a particularly attractive number for the Fall and Holiday seasons.

Our increased facilities enable us to sell more dealers. Write to us today for full details.

The Camp-Fone is a quick easy sale at $25 because it looks like a lot more money. Handsome mahogany finish, hardwood case, trimmed in silver nickel, comfortable leather handle, 10 inch turn table, heavy-duty noiseless motor, triple weight governor, speed adjuster, needle cup with safety cover, sturdy 10 inch piano hinge with strong top holder catch. Equipped with album holding 6 records. The first high-class small portable ever produced.

HEALTH BUILDERS, Inc.

334 FIFTH AVENUE

DEPARTMENT W 9

NEW YORK, N. Y.
TO FEATURE RED SEAL RECORD LIST IN FALL CAMPAIGN

Victor Co. Announces List of 140 Red Seal Records by Noted Artists That Will Be Featured Specifically in October and November Magazine Advertising

CAMDEN, N. J., September 4.—In announcing to Victor dealers its advertising plans for the remaining months of the year, and particularly for October and November, the Victor Co. calls attention to the fact that in the October and November issues of the magazines which it customarily uses there will appear groups of records by twenty-seven of the leading Red Seal artists, the single and double-faced records of each selection being featured with equal prominence in the copy.

In view of the readjustment of Red Seal prices and the announcement of the double-faced Red Seal records this advertising program should serve to stimulate materially Red Seal business throughout the remaining months of the year, and for that matter, during the opening months of 1924.

As has already been announced, the new double-faced Red Seal records will be offered to the public formally on or about September 21, and the daily newspapers will be used to carry the message to record buyers at that time. However, the October issues of a number of the national magazines featuring the special series of Red Seal records will in many cases be for sale on newsstands on the fifteenth of September or before.

One hundred and forty records in all have been selected for the special exploitation. They are divided into nine groups and the artists represented in the list include Paderewski, Melba, Kreisler, McCormack, Gluck, Rachmaninoff, Gigli, Galli-Curci, Elman, Chaliapin, Jeritza, Scotti, Martinelli, Bori, deLaca, Werrenrath, Alda, Heifetz, Schumann-Heinck, Farrar, Homer, De Gogorza, Samaroff, Zimbali, Stokowski, Coates and Mengelberg.

CONDUCTORS’ BATONS FOR TEACHERS

S. V. Goddard, of the R. S. Williams & Sons Co., Makes Some Interesting Suggestions for the Benefit of Music Merchants

S. V. Goddard, manager of sales and sales promotion for the R. S. Williams & Sons Co., Ltd., musical instrument manufacturer and importer and Edison distributor, of Toronto, Ont., makes the interesting suggestion that dealers handling band instruments and musical merchandise might take profitable advantage of the growing importance of music in the schools by going after teachers to develop the sales of conductors’ batons.

Various boards of education, of course, provide long pointers for the use of teachers, these pointers being used for beating time to music, as well as for indicating items on the blackboard. Mr. Goddard maintains that the ordinary baton might prove much more convenient than a ruler, not only in connection with musical work, but in carrying on general classroom work where the teacher in moving about desires to point out errors.

Certain a baton of convenient size would prove much more acceptable to the teachers than does a long ruler that for ordinary work is awkward to handle. It might be well for music dealers to give thought to the suggestion, for the sale of batons would not only mean a certain percentage of direct profit, but might be calculated to lead to a closer contact with the teachers and therefore to subsequent sales.

JOHN CARTWRIGHT ENTERS FIELD

GREENCASTLE, IND., September 4.—An attractive talking machine store and gift shop has been opened here by John Cartwright, of Delphi. This is the only establishment of its kind in the city and the Victor line of machines and records are featured exclusively.

The Violin Spruce Reproducer Offers Two-Fold Sales Possibilities

ARE you taking advantage of the sales opportunity offered by the Violin Spruce Reproducer? Replace the present reproducer on your demonstrating machine with this beautiful instrument of Violin Spruce from far Alaska. The improved tonal qualities of your records will astonish your customers. The perfect reproduction will increase your record sales and create a demand for this wonderful replicator.

Write us today for a trial instrument and allow us to tell you about our money-making sales franchise.

THE DIAPHRAGM COMPANY
1836 EUCLID AVENUE, CLEVELAND, OHIO.

New York Representa-tive:
LOUIS JAY GERSON, 63 Rodeo Street

Chicago Representative:
ILLINOIS DIAPHRAGM CO., 208 N. Wabash Ave.

CONFIRMS DE FOREST RADIO DEAL

Dr. DeForest Disposes of $1,000,000 of His Stock to a Syndicate Headed by E. H. Jewett

Dr. Lee DeForest last week confirmed a report of the sale of approximately $1,000,000 of his stock in the DeForest Telephone & Telegraph Co. to a syndicate headed by Edward H. Jewett, of the Jewett-Paige Motor Car Co., Detroit. Mr. Jewett was elected president of the DeForest Co. about three weeks ago. The option held by the syndicate on the DeForest stock since last April was taken up at a conference in New York on August 25.

Besides Mr. Jewett, who also is the head of the Jewett Phonograph Co., the syndicate includes Frank W. Blair, president, Union Trust Co., Detroit A. C. Allyn, and Theodore Luce, of A. C. Allyn & Co., New York; William H. Priest, engineer of the DeForest Co.; Mr. M. V. C. Vender, banker, Cincinnati, and Bird & Sykes, brokers, St. Louis.

Dr. DeForest now holds 6 per cent of the DeForest Co., as against 86 per cent up to the completion of the deal. The company will compete with the Radio Corp. of America. Dr. DeForest said he would devote his time to his inventions. Under a contract these inventions will go to the company for a period of ten years.

PLAN EXHIBITS FOR TRI-STATE FAIR

MEMPHIS, TENN., September 4.—Talking machine dealers throughout the city are beginning to consider plans for exhibits at the Tri-State Fair which will be held here during the last week of this month. The Fair is always a big event in this city and from past experience talking machine merchants have found that these exhibits invariably are profitable. The Fair this year is expected to be the biggest ever held and the trade is anticipating big results from the displays.

WILMINGTON, DEL., FIRM CHARTERED

WINDELING, DEL., September 4.—The Automatic Repeating Phonograph Co., of this city, was recently granted a charter of incorporation under the laws of this State to engage in radio transmission. The concern is capitalized at $1,000,000.

KNEISSEL MUSIC CO. BANKRUPT

TORONTO, O., September 3.—The Kneisell Music Co., of this city, band instrument and talking machine dealer, recently filed a petition in bankruptcy with assets given as $12,900 and liabilities at $8,453.

COTTON FLOCKS

FOR...

Record Manufacturing
THE PECKHAM MFG. CO., NEWARK, N. J.
Create Interest in New Phonograph Styles

Dealers Can Find a Profitable Field for Sales Among Owners of Talking Machines Bought Years Ago—Some Plans of Procedure

One great field for sales of talking machines which is neglected by too many dealers is that composed of people who already own instruments. It is safe to say that in every community there are many people who own talking machines which are of a type not suited to their needs. In other words, instruments that have become old, that were purchased when the family purse was smaller than at present, that do not harmonize with the rest of the furnishings of the home, etc. Proper canvassing and publicity methods will, no doubt, give the dealer a profitable return in sales of new instruments.

Opportunity in Selling Owners

Take the case of people who own old, and now obsolete, models of talking machines, or instruments which are not of standard make, discontinued models, etc. The very nature of the machine owned gives the dealer an entering wedge of the best kind for a good sales argument on why the latest model instruments are best. In the first place, the instruments produced to-day are more beautiful as regards cabinet work than ever before and in the last few years improvements have been made to the mechanical parts of the machines which make for much better musical reproduction. Here is an argument which few music lovers who own old types of machines will be able to resist if it is presented strongly enough. The arguments in favor of well-known talking machines of standard make over those of doubtful quality and discontinued models are too obvious to need repetition.

Then there are the large number of people who managed to scrape enough money together to purchase a cheap instrument in the days when they were not so well off financially as they are at present. Now, it is a well-known fact that during the past year, at least, labor has never been so well paid nor so steadily at work. It necessarily follows that all classes of mechanics and tradesmen are now prosperous and well able to afford good instruments. The dealer can easily determine just what models of talking machines have been purchased from him in the past by inspecting his books and records. Every customer who has an instrument which, in the opinion of the dealer, might be replaced with a better one should be solicited.

Question of Trade-ins

In this connection the question of trade-ins assumes considerable importance and there are some members of the trade who try to steer customers that they could realize a much greater price for the old machine.

When customers objected he pointed out to them that, although the instrument was probably worth more than he offered, he was not in a position to offer a greater sum, due to the fact that the overload involved in bringing the instrument to the store, reconditioning it and finally selling it was so great that a loss would be sustained by the firm. In every case he suggested to prospective customers that they could realize a much greater price by selling the instrument themselves. He pointed out that a small advertisement in the classified columns of the local newspaper would most readily accomplish this result and the cost would be very little. The result of this was that the firm in very few cases was compelled to take in old instruments in exchange and, when it did take them in, the allowance was small enough to make the resale yield a profit, a small one to be sure, but, nevertheless, a half loaf is better than none, as the saying goes.

Re-creates Interest in Records

Then, too, it must be remembered that every time the dealer succeeds in selling a new instrument he re-creates the interest of that customer in the talking machine and the music it can produce. Thus, he opens the way for record sales and still greater profits. A campaign of the sort suggested is not expensive and, if properly carried out, the results should be very satisfactory from the standpoint of profit and stimulated business.

MUSIC ACTION COLOR GAYETY

The "PHONO-VAUDETTES"

Bring into the home all of the joy-giving pleasures of a choice seat in the theatre.

Entertainment is provided to delight all ages and add immensely to the enjoyment of the phonograph.

There are four dancing characters which suit for a diversified class of music, therefore the acts are different and the programme extended.

A well constructed, artistically designed, brightly colored instrument. The entire outfit is compact, comes "set up" in a strongly made box and is ready to entertain the moment it is opened.

The "PHONO-VAUDETTES" as the front of the phonograph and the revolving turntable gives the acts.

The entire outfit is compact, comes "set up" in a strongly made box and is ready to entertain the moment it is opened.

Dealers are furnished with effective advertising circulars and a special offer awaits all who write for particulars.

COMMERCIAL ART SHOP

Dept. "W"

COVINGTON, KY.
You SEE the

THROUGH the New Edison Phonograph, the world's richest, rarest musical treasures have been brought into the homes of people everywhere.

And the ever-increasing demand for this foremost phonograph of all time is the surest possible testimonial to genuine worth.

The cabinets which encase the New Edison are in keeping with the superior reproducing qualities of the instrument itself. The wide variety of artistic models, the broad price-range and the superior Re-Creating qualities are the factors which influence the preference of music lovers for the New Edison.

The New Edison Baby Console Model wins the approval of music lovers because it Re-Creates the exact tones of the original artists; is of conservative, artistic design; and is moderately priced at $175.

THOMAS A. EDISON, Inc.
ORANGE, NEW JERSEY
Instrument, But—

EDISON

GRAPH
You HEAR the

FROM that immense group of world-famous artists—who have truly perpetuated their art by recording for the only phonograph that dares compete with them—one may select those who shall furnish an evening of really great music.

The New Edison actually Re-Creates the voice of the living artist, with every golden tonal quality, every delicate shading—unimpaired. You see the instrument; but you hear the artist's true performance.

And it is this absolutely faithful Re-Creation which is responsible for the ever-growing demand for the New Edison.

THOMAS A. EDISON, Inc.
ORANGE, NEW JERSEY
Living Artist

EDISON

GRAPH
Another Superior Point for THE NEW COLUMBIA

The line of New Columbia Upright Models is all-inclusive. There is an instrument for every purse and a cabinet for any taste. Each has the mechanical refinements that make the New Columbia the most perfect phonograph ever built. And all the models are most satisfactorily priced to the dealer and to the public.

COLUMBIA GRAPHOPHONE CO.
New York

BRUNSWICK RECORD PRESSING PLANT IN LOS ANGELES

Move Made to Meet Big Demand for Brunswick Records in Pacific Coast Districts—Closing Great Recording Expedition—A. J. Kendrick, General Sales Manager, a Visitor

Los Angeles, Cal., September 6.—One of the most important developments of the month has been the announcement to the effect that plans are being made by the Brunswick-Balke-Colender Co. for the establishment of a permanent record-pressing plant in this city to take care of the steadily increasing demand for Brunswick records throughout the Pacific Coast districts. A. J. Kendrick, general sales manager of the Brunswick Co., accompanied by S. K. Darby, W. G. Hassenclerk, director of popular music, and other members of the music department staff in Chicago, were in this city recently making records of local orchestras and artists, including Lyman’s Coconut Grove Orchestra.

From here the party, which is equipped with a complete recording outfit, moved to San Francisco and later planned to go to Seattle and Portland for the purpose of making records of local orchestras and artists, including Lyman’s Coconut Grove Orchestra.

Another angle of the move is that the company will be able to offer to its dealers on the Pacific Coast the numbers that are particularly strong hits in that section of the country. The records made by the expedition will be pressed in Chicago, but, after the pressing plant in this city is completed, all the work will be handled here.

In discussing the move Mr. Kendrick stated: "We have found that Los Angeles and the Pacific Coast have originated a large part of the fine and popular musical numbers which are so much after for recording purposes and feel that the time is rapidly approaching when it will be found more economical to make our own records here than to defray the expenses of orchestras and artists in bringing them East for recording purposes."

CASHES IN ON DOLLAR-DAY DRIVE

BANGOR, ME., September 4.—The Andrews Music Co., one of the leading concerns of this city, received considerable publicity recently through its co-operation in helping to make the Dollar Day staged in Bangor a success. In order to stimulate the interest of the public in the event the company donated a portable talking machine and a piano as gifts to lucky shoppers on that day.

BRUNS MADERITE

Phono Moving Covers

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, phone distributor or write us for literature and prices.

A. BRUNS & SONS
Manufacturers of Canvas Goods
50 Ralph Avenue
BROOKLYN, N.Y.
Concentrated Canvassing Insures Results

Many Retailers Pay Too Little Attention to the Possibilities of the Canvassing Drive—Some Attendant Problems and Solutions

A recent survey of the talking machine trade in greater New York and the cities immediately adjacent thereto disclosed the fact that comparatively few dealers realize the benefits of canvassing and outside selling. A personal visit to the home of a prospect is the exception, rather than the rule. This applies particularly to exclusively talking machine stores. Where pianos and other lines are handled in combination personal visits and canvassing are resorted to much more often. In fact, the consensus of opinion among retailers who handle both pianos and talking machines seems to be that canvassing and personal outside contact with live prospects is the most effective manner in which to bring about a sale. However this may be, the fact remains that in many instances talking machine dealers pay too little attention to the possibilities of getting business through ringing door bells.

Advantage of Outside Workers

The fact that a salesman or canvasser covers intensively a territory surrounding the store—with a radius from which customers may logically be drawn—is bound to be beneficial. These workers come in direct contact with the prospect and merely by delivering the sales talk they impress on the minds of the potential customers the name of the store and the line featured. While the immediate effect of a canvassing drive may not be entirely up to the most sanguine expectations of the retailer the cumulative returns are almost certain to result in a substantial dividend.

Bearing out this point is a little story by C. C. Casey in the current issue of Printers' Ink Monthly. Although the instance mentioned relates to another business where the sales talk impressed on the minds of the potential customers the name of the store and the line featured. While the immediate effect of a canvassing drive may not be entirely up to the most sanguine expectations of the retailer the cumulative returns are almost certain to result in a substantial dividend.

Collecting Data for Later Use

It is important that the canvassers turn in a report to the dealer: each evening of each individual prospect called upon. These data should include all possible information which will be of help in deciding whether the person called upon is really a live prospect. Once the dealer has this information properly classified into groups composed of live prospects, owners of instruments, record prospects, etc., he can get busy with his direct-by-mail work, and his regular salesmen can also get busy in making personal calls on the live machine prospects with the intention of making sales. Of course, those people upon whom the canvassers have called and who do not offer any possibilities for sales are immediately eliminated from the list. To do anything else would be wasteful and foolish.

Now is the Best Time for a Canvassing Drive

The vacation season is now ended and Fall is with us once more. The average family is again settled at home preparing for the Winter season, and whether these preparations and plans include talking machines and records depends to a large extent on the retailer. This is the ideal season for a canvassing and outside sales campaign and it behooves those members of the talking machine trade who desire to make capital of this opportunity to take action at once by carefully mapping out their campaigns.

TO BUILD NEW HOME IN MEMPHIS

Four-story Building To Be Erected for Reinhardt's, Inc., on South Main Street

MEMPHIS, Tenn., September 4—Reinhardt's, Inc., the well-known piano and talking machine house of this city, which handles the Columbia line, has arranged for the erection of a new home on South Main street between Union and Dayoara streets. The new building, which will be constructed with a special view of meeting the requirements of the company, will be four stories high and it is expected to be ready for occupancy some time during the Fall.

HERALD MUSIC SHOP OPENS

The Herald Music Shop, which recently opened in the old Herald Building, corner of Thirty-sixth street and Broadway, and which runs through to Sixth avenue, will feature Regal records and "Little Tot Nursery Tunes." Upon the opening of this new store the management hung two large posters carrying the Regal record announcement over the Broadway side of the building. These new warerooms are adjacent to the shopping center and several of the largest department stores and should attract many visitors musically inclined.

Phonograph

REPAIR MEN

—This Book Will Interest You!

The PLAZA MUSIC COMPANY has issued a complete catalog of "CERTIFIED" repair parts, main springs, talking machine supplies. This book also contains reference to a very complete line of phonograph accessories. If you have not received your copy, write us. TO-TAY!

PLAZA MUSIC COMPANY

18 West 20th St., New York, N. Y.
BAGSHAW NEEDLES

are Supplying the Increased Demand!

If your fall and holiday orders have not been placed for BAGSHAW Needles we urge immediate action. We have done our utmost to avoid last year's difficulty in meeting the demands of the trade. To prevent an advance in prices we have contracted for an immense supply of raw materials, but orders this year are four times as heavy as last fall and while we can take care of orders received now, we can make no promises regarding either price or delivery, beyond materials we have on hand.

You realize that we cannot control the cost of steel and raw materials when our present supply is exhausted. Prices may advance, the steel mills may not give us all the material we require, therefore you are urgently advised to order your entire season's needs of BAGSHAW Needles Now, At Once, so that you may be reasonably sure of having your complete order filled at present prices.

W. H. BAGSHAW CO.

Factory, Lowell, Mass.

370 SEVENTH AVENUE

NEW YORK

Pacific Coast Distributor:
Walter S. Gray Co.
1054 Mission St.
San Francisco, Cal.

Canadian Distributor:
The Musical Mfg. Sales Co.
79 Wellington St., W.
Toronto

Western Distributor:
The Cole & Dumas Music Co.
430 S. Wabash Ave.
Chicago

Foreign Export:
Chapman, Ltd.
8-10 Bridge St.
New York City
The Present is Certain!
The Future is Not!

During the Fall and Holiday seasons of last year we could not keep pace with the tremendous demand for the famous Brilliantone Needle. Dealers throughout the country were disappointed.

This year the future is still an unsolved problem. To avoid a predicted advance in price, we have arranged for twice the quantity of this superfine quality needle over last year, but our business has more than doubled and the demand is still increasing.

Right now we can fill all orders for Brilliantone needles, but we can make no promises for the future.

We urge all Brilliantone dealers to send in their orders now for the Fall, Winter and Holiday seasons.

Play safe! Stock up now—at present prices—while you can be assured of prompt and complete deliveries.

BRILLIANTONE
STEEL NEEDLE COMPANY of AMERICA, Incorporated

370 SEVENTH AVENUE, at 31st St., Suite 1214, NEW YORK

Dance, Extra Loud, Full, Penumbral, Light, Halftone, Medium

In Tins of 200
Dance, Extra Loud, Full, Light, Halftone

In Tins of 300
With your name on each can—all tones

Combination Record Cleaner and Container of 500 Needles
Dance, Loud, Medium

GERTRUDE SCHORR
370 7th Ave.
New York City
Another Superior Point for THE NEW COLUMBIA

The Console Models of the New Columbia are the finest examples of the cabinet-maker's art. The lines are unrivaled in simple elegance. The woods are the choicest, painstakingly selected for natural beauty. The finishing, without exception, is as perfect as skill or experience can direct: The price completes their immediate appeal to customers of every class.

COLUMBIA GRAPHOPHONE CO.
New York

GIVES RECORDS TO DANCERS
San Francisco Dealer Conceives Unusual Manner of Securing Record Distribution
SAN FRANCISCO, Cal., September 3.—J. Allen Grisham, who was formerly connected with the Caree Music Shop, Golden Gate avenue, this city, has now taken over the talking machine and record concession in the Fillmore Drug Co., 1641 Fillmore street. Mr. Grisham will devote the entire mezzanine floor to the display of talking machines and records and is planning to introduce a novel sales stunt which bids fair to be a master stroke in record sales promotion. He has fitted up a dance floor to which admission of 75 cents will be charged. This permits visitors to dance as long as they wish and for the charge of 75 cents each visitor is given a record valued at that price.

WHISTLING IN DANCE RECORDS
An interesting novelty among the recent Vocalion records is the bird whistling of Sibyl Sanderson Fagan as a part of the dance record of "Tweet Tweet," played by Albert E. Short and His Tivoli Syncopaters. The whistling effects by Mrs. Fagan, well known in musical circles, are excellent.

A live dealer increased his record sales by placing cardboard discs (imitation records) on the turntables of machines on display. These bore titles and prices of records.

KOCCHANSKI RECORDS FOR VOCALION
First Records by Noted Polish Violinist to Be Released This Month by Aeolian Co.

The latest addition to the growing list of noted artists recording for the Vocalion records is Paul Kocchanski, the prominent Polish violinist, two of whose Vocalion records will be released this month. The first bears on one side Kocchanski's rendition of "La Gitana," a Spanish gypsy song of the eighteenth century, arranged by Kreisler, and on the other side the Hungarian Dance No. 1 by Brahms-Joachim. The second record bears on one side Kocchanski's playing of "Le Carval Russe" and on the reverse side Sarasate's "Malaguena."

Kocchanski is generally accepted as being one of the leaders among the later Polish school of violinists, and has achieved genuine triumphs in European capitals as well as having won success in the United States. Arrangements have been made to release several other records by this violinist following his introductory number.

NEW BRADFORD CO. BRANCH
Milwaukee Piano House to Open New Store in That City With 8,000 Feet of Floor Space

MILWAUKEE, Wis., September 5.—Announcement has been made by the Bradford Piano Co. that a lease for a large branch store in the new building at Seventh avenue and Mitchell street has just been obtained. The new quarters will afford nearly 8,000 square feet, and will be ready for occupancy about October 15. The stock in the new store will include such makes of pianos as the Mason & Hamlin, Schohmer, Weber, Conover, Steck, Kingsbury, Wellington, Brambach and Remington. In addition, the Brunswick and Vocalion phonograph lines will be carried.

The main store of the Bradford Piano Co. has been established for 52 years at 411 Broadway, and has a South Side branch temporarily located at 431 Mitchell street until the new store is ready for occupancy.

SAN ANTONIO MERCHANTS MEET
Consider Means for Co-operating With National Association of Music Merchants

DALLAS, Tex., September 1—Robert N. Watkin, president of the National Association of Music Merchants, recently presided at a special meeting of members of the music trade held at San Antonio for the purpose of developing plans for co-operating directly with the work of the national body. The meeting was called by L. N. Walthall, of the Walthall Co., San Antonio, who succeeded in turning out a large group of music tradesmen to greet the national president.

One little spring of Hustle is worth more than a whole garden full of four-leaf clover.

TO REPRESENT CHENY IN IOWA
G. W. Guess Appointed Representative for Eastern Iowa of Cheney Sales Co. of Omaha —Trade Conditions Reported Good

OMAHA, Neb., September 3—H. H. Heintzelman, manager of the Cheney Sales Co., distributor for the Cheney phonograph in this territory, announces that he has appointed G. W. Guess, of Cedar Rapids, la., to represent his company throughout the eastern half of Iowa, making his headquarters in Cedar Rapids.

Mr. Heintzelman recently returned from an extensive trip through Colorado, Wyoming and western Nebraska and states that business conditions generally throughout that country are much better than a year ago, particularly in the phonograph trade. Every indication points to an active Fall and Winter business.

NEW STORE IN NEW ALBANY, IND.
Montford Music Shop to Handle Pianos and Talking Machines in That City

NEW ALBANY, IND., September 4.—The Montford Music Shop has just been opened at 143 East Market street and will handle Victor, Columbia and Edison talking machines and records. Pianos and players will also be carried in stock. Don Montford, proprietor of the new store, was for many years the manager of the Gable Furniture Co., of this city. When that concern sold out recently to the Huff Furniture Co., Mr. Montford took over the entire stock of the music department for his own store.

NEW COLUMBIA CONSOLE
The general sales department of the Columbia Graphophone Co. of New York has just announced the addition to the new Columbia line of phonographs of a console which will be known as No. 520. This new console, which will retail at $125, fills out the console line in the new Columbia product, and at the present time there are five consoles in the line, consisting of models ranging from $100, $125, $150, $175 and $200. The new console is ready for delivery to the trade.

SECOND YEAR SUCCESSFUL LEADER
Canada Patent Applied

The Most Dependable and Inexpensive Lid Support on the Market

The console is constructed of numerous metal and is worked automatically. No parts in the console are replaceable. The parts on the left side are made in two sizes—delicate and heavy.

COLUMBIA MANTEL CO.
175-177 Powers St. Brooklyn, N. Y.
Real Merit Wins — The "Recordion" has it

REG. U. S. PAT. OFF.
5 Upright
3 Console
1923 Models
of Standard
Value Always
Offering the
greatest oppor-
tunity to dealers
Also Radio Cabinets

WANTED—Jobbers and dealers to han-
dle this long-established line. Reputation, quality and service responsible for past suc-
cess, locally. Sales plans to include entire coun-
try. Write to-day for full details and secure exclusive territory rights now being awarded.

COLUMBIA MANTEL CO.
175-177 Powers St.
Brooklyn, N. Y.
Real Merit Wins—The "Recordion" has it
Radiola Grand

WITH the Radiola Grand, radio takes on new meaning. The simplicity of tuning in—just a knob or two to turn. The big distances it covers—picking up far-away stations with volume enough to fill a room. The perfection of tone with which the loudspeaker—carefully built in like the horn of a fine phonograph—gives forth the music and speech. All this—combined in a cabinet of skillful workmanship and tasteful design—places radio in the home where beauty counts—and performance.

Points to note:
All the batteries—dry cells—are hidden away inside.
You can regulate the volume of sound by a control that governs the loudspeaker.
For long distance, plug in the headphones. Coast to coast reception is no unusual record for Radiola Grand!
Famous for true reception, undistorted. For keen sensitivity. And for beauty.

"There's a Radiola for every purse"

Radio Corporation of America
Sales Department
Suite 2804
231 Broadway
New York

District Sales Offices
10 So. LaSalle Street
Chicago, Illinois
433 California Street
San Francisco, California

This symbol of quality is your protection
REG. U. S. PAT. OFF.
Van Veen Equipment for Phonograph and Musical Merchandise Dealers Is a Permanent Investment

The truth of this is thoroughly known to our customers who have had occasion to enlarge, remodel or remove their establishments. Van Veen products are built to be efficient as long as the dealer stays in business. Their moderate cost will please you, their drawing power makes them self-paying.

Your inquiry for catalogues and prices will receive immediate attention. All material held in stock ready for shipment.

In Yonkers, New York, a city of 100,000 population, almost every progressive dealer has Van Veen equipment in his store. The following list, all Yonkers dealers, proves the retailers are almost unanimous in their choice of Van Veen products because of the value, quality and service:

Broadway Music Shop, 17 Main St.
Azzara's Music Shop, 155 New Main St.

These business men get together often and compare notes. Does this mean anything to you?

VAN VEEV & COMPANY, Inc.

Offices and Warerooms: 413-417 East 109th Street 'Phone Lehigh 5324 NEW YORK CITY

ENDORESSES "CONSTITUTION WEEK"

Music Industries Chamber of Commerce Pledges Industry's Support to Movement

The Music Industries Chamber of Commerce has pledged the support of the industry at large to furthering the observance of "Constitution Week," September 16-22, 1923, which has been inaugurated by the citizenship committee of the American Bar Association, "to re-establish the Constitution of the United States and the principles and ideals of our Government in the minds and hearts of the people." It is planned to make the celebration national in scope, and it is expected that music will have a prominent place on every program of observance, as it deserves in such a celebration.

NEW QUARTERS IN SALAMANCA

SALAMANCA, N. Y., September 3.—The music store of Frank A. Forness has just been opened at the new location in the Strand Theatre Building. Mr. Forness has announced that he will maintain an automobile business at his old stand.

The Hayes Music Co., of Yonkers, N. Y., has filed an application in the County Clerk's office for a voluntary dissolution of the company.

GET THE HABIT

For Quality Use "Specialty Brand" Products

MAIN SPRINGS - REPAIR PARTS - MOTORS

Write for our descriptive catalogue and price list which will be of great interest and value to you

(SOMETHING NEW)

The Specialty Phonograph and Accessories Co.

210-212 EAST 113th STREET NEW YORK, N. Y.
A NEW IDEA IN RECORDS

Well Known Fairy Stories
Set to Music

Triple Your Record Sales with
"Triple Records"

Here's a brand new idea in record selling—sell three records instead of one. "Junior Operettas" are Fairy Stories that everyone knows—set to attractive music—reproduced in six parts on

THREE 10 INCH
Unbreakable Records

These new records will not break with ordinary handling or dropping—safe for the children. This is one of the advantages that will sell the records to every father and mother.

Little Red Riding Hood
First JUNIOR OPERETTA

The first Junior Operetta sings the story of Little Red Riding Hood. You can hear the wolf growl, dog bark, birds chirp, tuneful solos, duets and choruses of wood cutters sung and played by 20 well-known artists directed by Chas. A. Prince.

The Junior Operettas are not nursery rhymes for babies, but stories and music that appeal immensely to children of all ages—to grown-ups, too.

Other JUNIOR OPERETTAS Coming Soon, Such As
Cinderella
Goldilocks
Snow White
The Three Bears
Jack and the Beanstalk, etc., etc.
The JUNIOR OPERETTA Series

The Complete Operetta—Three Records
IN A NEW PATENTED CONTAINER

Each Junior Operetta is reproduced on three double-faced 10-inch records, packed in a patented container, attractively illustrated and printed in six colors, convenient for any record library.

This container, as illustrated below, makes a beautiful counter or window display and will help sell these Operettas on sight.

Lower part of picture shows container opened as a display—Right and left illustrations are front and back of container when folded, making a compact unit.

RETAILS FOR
$2.50

Only $2.50 for the complete Operetta—3 double-faced, 10-inch records. Easier to sell the complete set for this price than three individual, ordinary records. And the discount to the trade is exceedingly generous.

Ready for Delivery NOW
Little Red Riding Hood is ready for immediate delivery. Wire for sample order direct.

VULCAN RECORD CO., 15 East 40th St., N. Y. C.
Another Superior Point for THE NEW COLUMBIA

Every exposed part of the New Columbia motor is heavily nickel-plated. This means that where the motor is subjected to the severest tests of use and climate, there will be found a protective armor that greatly prolongs its life. Just another refinement that makes the New Columbia an instrument not duplicated for merit.

COLUMBIA GRAPHOPHONE CO.
New York

WATCH REGISTERED LIBERTY BONDS

Treasury Department Holds That Parents Cannot Transfer to Merchants Registered Bonds of Minors in Payment for Merchandise

Talking machine dealers who have made a practice of accepting Liberty Bonds in full or part payment for machines or record purchases have been warned by the Music Industries Chamber of Commerce to observe carefully in accepting bonds from minors or registered bonds owned by minors and transferred to the dealer by the parent.

Having learned of dealers who met with difficulties and loss in handling such transactions the Chamber took up the question with the Treasury Department at Washington, which held that the transfer of a registered bond of a minor could only be made to prevent actual hardship or deprivation. The Chamber claimed that to deprive a child of a musical instrument to avoid a small hardship or deprivation is illegal and that the above registration in the name of the minor or in a guardian is not Transfer to Merchants Registered Bonds of Minors in Payment for Merchandise. Treasury Department must constantly he home in mind: First, that the above registration in the name of the minor or in a guardian is not Transfer to Merchants Registered Bonds of Minors in Payment for Merchandise. The Chamber of Commerce to observe carefully in accepting bonds from minors or registered bonds owned by minors and transferred to the dealer by the parent. Treasury Department must constantly he home in mind: First, that the above registration in the name of the minor or in a guardian is not Transfer to Merchants Registered Bonds of Minors in Payment for Merchandise. The Chamber of Commerce to observe carefully in accepting bonds from minors or registered bonds owned by minors and transferred to the dealer by the parent.

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That where the gross estate of the minor does not exceed $500 in value and where the parents are financially unable upon the evidence submitted to furnish proper support and education from their own funds the Department will, upon a proper showing, permit the sale of registered securities in the name of the child upon assignment by the parent as natural guardian. This provision is intended to relax the strict requirements of the law where the requirements would entail actual hardship or deprivation as the result of the expense incident to the appointment of a legally qualified guardian. It cannot be taken advantage of unless it can be definitely shown, first, that the parents are financially unable to furnish support and education in accordance with the child's station in life; second, that the proceeds of the sale are actually necessary in order that the child may receive the support and education to which he is entitled, and that such proceeds are actually to be used for that purpose. In general the Department will require evidence which would justify a judge of a court of probate in authorizing the sale by a legal guardian of the principal of the child's estate for the purposes of support and education.

"I recognize that it is not inconceivable that cases might arise where a musical education is sought as a direct means of livelihood and certain cases of this description might come within the provisions of that portion of the Sixth Supplement to which I have referred. Where, however, as in most cases which have been presented to the Treasury, a musical education is sought principally or entirely for the purpose of social or cultural benefit, I am unable to concur in the view that such education is actually necessary, within the meaning of the regulations."

SHOW DURING "BETTER HOMES" WEEK

Among those who made displays at the "Better Homes Week" celebration held recently in Pocatello, Idaho, was the Bruce Music Co., that city, which made an excellent showing of Brunswick and Sonora phonographs, which lines are featured by the company. It is reported that a substantial number of sales were booked and many prospects listed and in addition considerable publicity resulted.

INCREASES CAPITAL STOCK

Glick's Talking Machine Shop, Inc., Chicago, has increased its capital stock from $100,000 to $200,000, at the same time decreasing the par value of the shares from $100 to $10 per share.

HANDBOKE NEW STORE IN OMAHA

Branch of the Rialto Music Shop at 4907 South Twenty-fourth Street, That City, to Handle the Brunswick Phonographs and Records

OMAHA, Neb., September 4—R. S. Pribyl, district manager here for the phonograph division of the Brunswick-Balke-Collender Co., announces that the Rialto Music Shop recently opened at 4907 South Twenty-fourth street as a branch of the store of the same name on Douglas street will handle Brunswick phonographs and records exclusively and has already placed a substantial order for those goods.

J. Himelstein is owner of the store, which is under the direct management of A. Kostka, who has had wide experience in the phonograph field. The store is one of the handsomest in the city and is fitted with a full equipment of Unico record demonstration booths and record racks finished in old ivory.

NEW PLAZA CATALOG FOR TRADE

The Plaza Music Co., 18 West Twentieth street, New York, is now forwarding to the trade a new and comprehensive catalog containing complete lists of talking machine supplies and repair parts and other accessories, including record brushes, record envelopes, steel needles, mica, player rolls, toy novelties and sheet music. The catalog contains many illustrations, dimensions of various products and parts and an up-to-date price list.

NEW STORE IN HERMOSA, CAL.

The Redondo Brunswick Shop has been opened in Hermosa, Cal, by C. C. Criswell. The new store is located on Hermosa avenue, near Thirteenth street, and is fully equipped with sound-proof booths, record racks and other modern accessories.

A FEW JOBING 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.
No. 4 Tone Arm  
No. 4 Reproducer

Introducing Number Four

The phonograph world moves in common with the rest of the universe. People are trying to get away from the conventional, always in quest of things new and better. Realizing this our engineers set to work to design a Tone Arm and Reproducer that is original, attractive and good.

The result is our No. 4 Throw-back Tone Arm with Swelled Base and No. 4 Pentagon-shaped Sound Box—a welcome relief from the staid equipment used heretofore. Its pleasing appearance lends an air of distinction to the best of phonographs, and appeals to the taste of the purchaser.

But the real achievement of our engineers was not alone in the design, for a phonograph cannot sell solely on its outward aspect. After weeks of experimenting they perfected a full, resonant-toned reproducer which defies comparison.

Samples can be obtained at the following prices:

<table>
<thead>
<tr>
<th>Product</th>
<th>Price</th>
</tr>
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<tbody>
<tr>
<td>Tone Arm No. 4, with Reproducer No. 4</td>
<td>$4.50</td>
</tr>
<tr>
<td>Tone Arm No. 4, only</td>
<td>2.75</td>
</tr>
<tr>
<td>Reproducer No. 4, only</td>
<td>2.25</td>
</tr>
</tbody>
</table>

MUTUAL PHONO PARTS MFG. CORP.
149-151 Lafayette Street  
New York City

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

INDUSTRIAS UNIDAS, S. A,  
Balderas 110, MEXICO CITY,  
Exclusive Distributor for Mexico
A NEW FIELD FOR WOMEN'S WORK

Howard, Farwell & Co. Use Woman to Adjust All Complaints and to Follow Up New Sales in Order to Keep the Customers Satisfied With the Musical Instruments Sold Them

MINNEAPOLIS, MINN., Sept. 4.—Tell your perplexities to the attractive young woman in the picture Miss Myrtle McLaughlin or "Mac."

Myrtle McLaughlin

as she is known, smooths out perplexities and adjusts complaints for purchasers from the St. Paul, Minn., store of Howard, Farwell & Co. Her position is quite unique, representing service in one of its most attractive forms.

Shortly after a piano or high-grade Victrola is purchased "Mac" and her smile appear at the customer's door, ready to help in player-piano operation, Victrola operation and to assist in solving every difficulty the purchaser expected it to be. Her services are particularly appreciated by player-piano purchasers.

Her prompt appearance and her offers of continued help from Howard, Farwell's service department are winning many friends for the store, as well as the many live new prospects. When a prospect materializes into a purchaser, Miss McLaughlin introduces the friend who suggested the prospect to a wonderful array of premiums, including 1947 Rogers' silverware, a set of dishes, a half dozen Phoenix hose, watches, clocks, cigarette cases, etc. These premiums are available to anyone who has suggested a prospect who buys either a piano or Victrola.

When not engaged cementing the company's and customers' good-will, Miss McLaughlin takes a musical census which yields the firm a list of prospects.

Charles P. Wagner, assistant treasurer of the company, heads the service department and was chiefly responsible for the creation of the post of field representative which Miss McLaughlin fills so capably and successfully.

It is possible that some other concerns have carried out the idea to a greater or less degree in certain instances, but it is doubtful if in any single instance the policy has been followed out as consistently as in the case of Howard, Farwell & Co. The plan has passed the experimental stage and has proved of definite value not only in cementing friendship between the house and its customers, but in bringing in actual business through direct sales and the securing of actual prospects as well as satisfying the customers.

The success of the work is due in no small measure to the pleasing personality of Miss McLaughlin, who has firmly established her faculty for securing satisfaction for the complaining customer and turning him into a firm friend of her company.

JOHN CHAS. THOMAS IN LONDON

Well-Known Tenor Sails to Fill Special Engagement at Albert Hall

John Charles Thomas, the well-known tenor and Vocalion record artist who recently completed his work as movie star in the new Cosmopolitan film "Under the Red Robe," has sailed for England for a short rest prior to his appearance in recital at Albert Hall, London, on September 30. Mr. Thomas will sail from New York to open an engagement at the Alamac Hotel, Seventy-second street and Broadway, New York, beginning September 15.

At the dinner E. C. Mills, chairman of the M. P. F. A., officiated as toastmaster, and among the guests were many prominent members of the theatrical and musical worlds. Bird S. Coler, Commissioner of Welfare of the City of New York, represented the city administration, and George W. Hopkins, vice-president and general sales manager of the Columbia Phonograph Co., was also one of the speakers of the evening. Paul Specht and His Orchestra make Columbia records exclusively.

ARMSTRONG CO. DAMAGED BY FIRE

Newark Piano House Suffered Smoke and Water Loss—Reconstruction Under Way

A considerable part of the stock of the Armstrong Piano Co., 587 Broad street, Newark, N. J., was damaged by smoke and water in a recent fire, which started on the floor above its showrooms. According to estimates, the total damage, which affected two or three adjacent stores, exceeded $15,000, but that suffered by the Armstrong store was covered in the main by insurance. The stock destroyed included many expensive Knabe grands and Ampiccos, has been transferred to the stockroom of the Lauter Piano Co., at 14 Central avenue. Workmen are already busy repairing the damage caused by the fire, the ceiling of the establishment having been considerably damaged. The work is being rushed and the store will be reoccupied in a month or so.

ROY L. ALEXANDER TO OPEN STORE

Salinas, Cal., August 26.—Arrangements are now being made by Roy L. Alexander to establish himself in a music and stationery business here about September 1. He recently leased the premises on the easterly side of Main street, near Gabilan, and his stock and fixtures have already been ordered.

A Dancing Song

"You can't go wrong, With any FEISTSong"

Work by GUS KAHN Music by WALTER DONALDSON

JOHN CHAS. THOMAS IN LONDON

Well-Known Tenor Sails to Fill Special Engagement at Albert Hall

John Charles Thomas, the well-known tenor and Vocalion record artist who recently completed his work as movie star in the new Cosmopolitan film "Under the Red Robe," has sailed for England for a short rest prior to his appearance in recital at Albert Hall, London, on September 30. Mr. Thomas will sail from New York to open an engagement at the Alamac Hotel, Seventy-second street and Broadway, New York, beginning September 15.

At the dinner E. C. Mills, chairman of the M. P. F. A., officiated as toastmaster, and among the guests were many prominent members of the theatrical and musical worlds. Bird S. Coler, Commissioner of Welfare of the City of New York, represented the city administration, and George W. Hopkins, vice-president and general sales manager of the Columbia Phonograph Co., was also one of the speakers of the evening. Paul Specht and His Orchestra make Columbia records exclusively.

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PHONOGRAPH CASES

Reinforced 3-ply Veneer

The Standard Case for Talking Machines and Radio Sets

MADE BY

PLYWOOD CORPORATION, Goldsboro, N. C.

Mills in Va., N. C. and S. C.
TIME THE LITTLE "BIG MAN" HAD RECOGNITION

By A. M. BURROUGHS
Accounting Specialist, Burroughs Adding Machine Co.

It is high time that the little "big man" had his inning.

All those fine things that have been said and written about the captains of industry and finance are well deserved. But for every big figure in national life who has directed his million-dollar corporation wisely and profitably there are dozens of smaller business men—retail merchants, retail distributors of every conceivable kind of manufactured commodity—who have done fully as well in their more limited fields.

There comes to mind that type of merchant who handles his thousands with the same wisdom, the same foresight as the merchant prince his millions.

In every community there is one or more men of that type. Business comes to his store in panicky times as well as in boom times. His store is a clearing house for goods. His purchases and sales over a year bulk large. Wholesaler and manufacturer value a connection with him. His business yields a steady stream of profit. His banker welcomes his visits.

What is the difference between John Small and John Big? Size only. For their methods are pretty much alike.

John Small's store is a 1923 model. Next year it will be a 1924 model. Small never condemns an innovation simply because it is new. Nor does he rush in headlong after some untried frill.

There is this everlasting similarity between Small and Big. They think and act in the terms of "Two and two are four."

What an interesting, yet dismal, story those 22,000 merchants who failed last year would tell. It would be a composite of "I thought—I didn't think—That looked all right—This seemed to be a good way—Guess I could. My friends thought, etc.

John Small's hardest competitor can say nothing worse of him than: "John is a good manager."

Simmer it down to one thing and it is: Get the facts and use them.

We are not stripping any glamour from the crown of John Big when we reveal the secret of his success. He measures every situation in panicky times as well as in boom times. His store is a clearing house for goods. His purchases and sales over a year bulk large. Wholesaler and manufacturer value a connection with him. His business yields a steady stream of profit. His banker welcomes his visits.

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SHRINERS TO RECORD FOR GENNETT

Cincinnati Delegates Who Sang So Well in Washington to Record Their Voices

CINCINNATI, O., September 3.—Some of the Shrine members who sang so well in Washington during the recent Shrine gathering there that the late President Harding came down from his reviewing stand to meet them are to record their song on the Gennett record to-day. The men, who are well known in the musical circles of Cincinnati, are Dr. Eddie Ball, a Cincinnati dentist; Howard Heffer, of the Willis Music Co., and William Waterworth, of the Otto Grau Piano Co.

DELANEY AGAIN WITH VOCALION

T. F. Delaney, who for several years covered Washington to Record Their Voices

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Comparative Tests

Invited

Silent Motors have proved their supremacy to the satisfaction of a great number of the largest manufacturers of Machines in America and foreign countries.

Produced in Three Types

Model S. S. guaranteed to play in excess of two records, especially constructed for Portables or table machines.

Model K. K. guaranteed to play in excess of three records.

Model H. H. guaranteed to play in excess of five records.

Samples and information supplied upon request.

THE SILENT MOTOR CORPORATION

CHARLES A. O’MALLEY, President

321-323-325 Dean Street

BROOKLYN, N. Y.

THE TALKING MACHINE WORLD

SEPTEMBER 15, 1923

IALSLEY’S GRAPOLITE PHONO MACHINE LUBRICANT

Ideal for special preparation of all models

SHEPHERD-LINDBERG & CO. 229-231 Front St., New York

INTO BANNER RECORD SERIES

Sascha Jacobson, the well-known violin virtuoso who recently visited New York for the purpose of making records, had a narrow escape from death on August 24. After dinner in the evening he complained of a cold and took some tablets from a wrong receptacle and was taken immediately afterwards with violent cramps and convulsions. Antidotes were given as quickly as possible and, after a strenuous fight, he was relieved. After a short stay with his brother-in-law at the Biltmore Hotel, 707 West 180th street, New York, he left for his country home at Gansevoort, N. Y.

ENTERTAINMENTS BUILD GOOD-WILL

RIDGEWOOD, N. J., September 4.—J. A. Blesiennick, proprietor of the Ridgewood Talking Machine Co. here and one of the best-known and most aggressive merchants in this city, last week staged his second annual entertainment at the Bergen County Isolation Hospital. Music, moving pictures and refreshments were included in the program. These entertainments comprise part of Mr. Blesiennick’s plan for building goodwill and at the same time co-operating with the various local charitable institutions.

Dealers’ Repairs

FINEST SHOP IN THE CITY

Facilities for the repair of every make of sound box and motor

Special attention to out of town trade sent to us by mail

IDEAL REPAIR SERVICE

284 East Houston St.

New York City
Securing and Keeping Up the Mailing List

Pointers on How Best Results Are Secured Through a Mailing List Which Is Kept Fully Up to Date—Eliminating the Deadwood

Building up a mailing list is one of the problems that are always before the retail dealer who believes in keeping his name and the name of the product he represents constantly before prospective customers. There are some who simply handle the mailing list as a matter of course and do not give it the attention it deserves, but the merchant who seeks real success must give as much thought to his mailing list as he does to the prospect list upon which the salesman works personally.

The retailer would not think of sending his salesman to see a prospect who had died or moved away, and he should take just as much care to see that his valuable mail matter is not moved away, and he should take just as much care to see that his valuable mail matter is not moved away, and he should take just as much care to see that his valuable mail matter is not moved away, and he should take just as much care to see that his valuable mail matter is not moved away, and he should take just as much care to see that his valuable mail matter is not moved away, and he should take just as much care to see that his valuable mail matter is not moved away, and he should take just as much care to see that his valuable mail matter is not moved away, and he should take just as much care to see that his valuable mail matter is not moved away, and he should take just as much care to see that his valuable mail matter is not moved away, and he should take just as much care to see that his valuable mail matter is not moved away, and he should take just as much care to see that his valuable mail matter is not moved away, and he should take just as much care to see that his valuable mail matter is not moved away, and he should take just as much care to see that his valuable mail matter is not moved away, and he should take just as much care to see that his valuable mail matter is not moved away, and he should take just as much care to see that his valuable mail matter is not moved away.

This means constant checking and building up.

The well-known channels for getting names for the mailing list have been pretty well worked, such as the telephone directory, lists covering certain exclusive localities, the social register, etc. Likewise, an increasing number of dealers find the newspaper announcements very successful prospect sources and see to it that all newly married couples are placed on the mailing list. This same information regarding the newlyweds can be obtained from the list of marriage licenses issued by the various cities and published in local newspapers, or at least placed on file at the License Bureau, where they may be perused by anyone interested.

Real estate records also offer possibilities for first-class mailing lists, for the buyers of suburban homes make excellent prospects, provided, of course, they are not already supplied with machines. In any event, they loom up as possibilities for record sales.

New Sources for Prospects

There are now and then some original methods developed by individual salesmen for diging up prospects and in this connection a story is told of a young Italian who got a job as an outside salesman for a dealer in Brooklyn, N. Y. The new man went to work earnestly and for six months he moved five, six, ten peep, see no talking machine on truck, give me his name.

It does not happen that every salesman or every dealer lists among his friends a moving van owner who will give him the names of his original prospects. In some cases arrangements can be made with the local postmaster to revise the dealer’s mailing list so far as it covers his locality. In this way the names, however, for care must be taken to see that certain names are bona-fide and worth following up. In some cases arrangements can be made with the local postmaster to revise the dealer’s mailing list so far as it covers his territory, bringing it up-to-date at a nominal charge for clerical work. But even when such service is not available the dealer can have a fairly accurate check on his list by imprinting his envelopes with a return postage guarantee and then seeing that the returns are not simply thrown aside, but are checked up very carefully against the list.

In addition to those who die each month, it often happens that a certain portion of the people on the mailing list have succumbed to the wiles of competing salesmen and bought machines and records of other makes. For the purpose of checking up these lists it is well occasionally to send out a “ticker” in the form of a return post card to be filled in by the recipient stating what kind of machine he owns, if any, what kind of records he uses and whether or not he is interested in continuing to receive bulletins and other printed matter.

Checking Up From the Recipient's End

While on the subject of mailing lists, it might also be apropos to suggest that the dealer check up occasionally to see how his printed matter is being received by his prospects. This applies particularly in cases where the dealer goes to considerable expense in preparing original forms of mail matter in the hope of arousing special interest. A big user of mail matter suggests that before any new mail matter is sent out, particularly material printed on cardboard more or less delicate in character, the dealer have several samples mailed to himself from various localities. When it is received he can inspect it and see whether it has been properly packed or whether the envelope used is of the right sort to give full protection. Should anything be wrong he can remedy it before sending the material out to the full list.

It happens very frequently that expensive calendars printed on cardboard, and with considerable filigree work, are received by prospects in so mangled a condition as to be useless and the story is told of a manufacturer who conceived the bright idea of having his message recorded on small records and sent them to his clients. In order to attract attention he left the envelope blank and included no literature. Even the record did not bear his name, simply the fact that it bore a message of interest to the client. The trouble came when a large number of records through improper packing were all smashed up when they reached the recipient. In all such cases the important message on the record remained a secret. The unfortunate part was that in his eagerness to be original the manufacturer placed so much emphasis on the envelope or contents that would permit of the recipient writing on it for another record to be more securely packed.

Soliciting by mail is, at best, a more or less expensive practice and it stands to reason that a piece of literature to be sent by mail, if it is worth preparing, is worthy of careful attention in the matter of shipping as it certainly should contain the name of the sender.
Sonora Dealers Are Profiting Through High Quality NOW

ALREADY early September sales to Sonora dealers are acting as sales barometers, showing the extent to which they are going to profit this fall through handling "The Instrument of Quality."

Their customers, everywhere affected by country-wide prosperity, are in the market for high quality merchandise. And these people, many of them with the actual cash in hand for their purchases, are making this demand known in no uncertain terms.

Sonora dealers are in better position than all others to satisfy this demand. Handling "The Highest Class Talking Machine in the World" and backed by Sonora's comprehensive national advertising and effective dealer helps, their fall season is going to be the largest they have ever enjoyed.

You, too, may cash in on this Sonora demand, which is increasing by leaps and bounds. Wire or write the local distributor listed on the page opposite for full details.

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.

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

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

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

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

Washington, California, Oregon, Arizona, Western Nevada, Northern Idaho, Hawaiian Islands
Sonora Phonograph Co. of Pacific Coast, 115 Jesse St., San Francisco, Cal.

Lower Michigan, Ohio and Kentucky
Sonora Phonograph — Ohio Company, 417 Bulkley Bldg., Cleveland, Ohio.

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

Missouri, Northern and Eastern Part of Kansas, and 5 counties of N. E. Oklahoma

States of Montana, Colorado, New Mexico and Wyoming East of Rock Springs
Moore-Bird & Co., 1720 Wazee St., Denver, Colo.

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

Illinois and Eastern Iowa

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

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

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

All of Brooklyn and Long Island
Long Island Phonograph Co., 17 Hanover Place, Brooklyn, N. Y.

New York City, with the exception of Brooklyn and Long Island
Counties of Westchester, Putnam and Dutchess; all Hudson River towns and cities on the west bank of the river, south of Highland; all territory south of Poughkeepsie.
Greater City Phonograph Co., Inc., 234 W. 39th St, New York
OUR EXPORTS OF TALKING MACHINES

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

WASHINGTON, D. C., September 8.—In the summary of exports and imports of the commerce of the United States for the month of June, 1923 (the latest period for which it has been compiled), which has just been issued, the following are the figures bearing on talking machines and records:

The dutiable importations of talking machines and parts during June, 1923, amounted in value to $168,503, sent abroad in the same period of 1922.

The twelve months' total ending June, 1923, showed importations valued at $913,425, as compared with $528,203 worth of talking machines and parts during the same period of 1922. Talking machines to the number of 5,795, valued at $243,117, were exported in June, 1923, with a "Lady Churchill" phonograph, one of the new artistic Emerson period models. In addition the young lady was the recipient of numerous household gifts.

Progressive Arkansas Dealer Acquires Talking Machine Stock of Davidson Furniture Co.

CARMEN, ARK., September 1.—G. J. Bensberg, proprietor of Bensberg's Music Shop on South Adams street, has purchased the stock of phonographs of the Davidson Furniture Co., which recently opened a store in Carmen.

The Bensberg Music Shop is one of the leading dealers in musical instruments in Arkansas and is the largest dealer in Edison phonographs in the State. In addition Victor and Columbia machines and pianos are handled.

MISS DOROTHY SILBERT WEDS

Miss Dorothy Silbert, cashier in the accounting department of the Emerson Phonograph Co., Inc., became Mrs. Herman Sanders on August 26. As a mark of appreciation of the many years of amiable association with her co-workers Mrs. Sanders was presented by them with a "Lady Churchill" phonograph, one of the new artistic Emerson period models. In addition the young lady was the recipient of numerous household gifts.

N. COHEN ENDS SUCCESSFUL TRIP

N. Cohen, president of the Wall-Kane Needle Mfg. Co., Brooklyn, N. Y., returned from a very pleasant and successful trip across the continent. Due to the illness of Mrs. Cohen, who accompanied him, the trip was concluded before all the cities on the itinerary were reached. Mr. Cohen reports that a general spirit of optimism was manifested everywhere and orders for Wall-Kane and concert needles were plentiful.

9,000 PATENTS EVERY MONTH

WASHINGTON, D. C., September 4.—The most important events in the world is he who insists "there is nothing new under the sun," according to officials of the Patent Office. For the last two years applications for registry of patents and trade-marks have averaged 9,000 per month. Despite the increased flow of new ideas the clerical work of the bureau has kept entirely up with it.

G. J. BENSBERG EXPANDS

Zimmerman-Bitter Co. Closing Many New Contracts—Dealers Getting Ready for Fall

Among installations recently completed by the Zimmerman-Bitter Construction Co. is that of Landay Bros., consisting of the remodeling of the entire ground floor, in both the Fifth avenue and Forty-second street stores, New York City; also the additional of new musical instrument cases.

A number of new contracts have been received lately, including that of the Greeky Music Shop, New York City, consisting of six hearing rooms, record racks, service counters and redecorating the entire store in colonial period design. Another large installation, which when completed will be one of the best in the State, is that of Dunkerley & Co., of Passaic, N. J. This installation will consist of fifteen hearing rooms, piano warerooms, record racks with a capacity of 25,000 records and new show windows. The store will be redecorated throughout and the entrance will consist of an ornamental arch being finished in French period design. Radel's Music Shop, New York City, has contracted for the remodeling of its store and the installation of musical instrument and sheet music departments.

CASH IN ON ARTISTS' APPEARANCE

SPRINGFIELD, O., September 4.—The L. C. Gor- ruch Co., Columbia dealer, of this city, made capital of the local appearance of Lasses White's Minstrels, Columbia artists, by featuring the records of these artists in an unusually attractive window display.

ITALIAN POPULAR MUSIC

Distributed by ITALIAN BOOK CO.

145 Mulberry St. New York, N. Y.

MONTHLY RELEASES

WRITE FOR CATALOG

Out-of-Town Agents Wanted

DISTRIBUTED BY

ITALIAN BOOK CO.

145 Mulberry St. New York, N. Y.
25 YEARS OLD AT BIRTH!

The Progressive Musical Instrument Corporation is not “just another” jobber of musical instruments, nor is it a newcomer in the musical instrument field. It is composed of men who have been actively engaged in this business for 25 years—in other words Progressive is 25 years old at its birth!

New Ideas - New Merchandise - New Prices

To outline the Progressive policy is to say: “Our Name is Our Slogan!” It has taken considerable time to assemble such a complete line of musical merchandise as is in our stock. Nor have we completed the list of products we are to be distributors of. The selection of the lines was governed first by quality, then standing and then price. In each instance we have considered the dealer’s viewpoint, remembering he must make a fair margin of profit and at the same time make a customer.

It is only natural that our “service” policy should also be in accord with our name. There will be no delays in delivery—our speed autos will take care of that! Out of town orders will be shipped within 24 hours after receipt. Music merchants everywhere will welcome the rapid service and exceptional attention their orders will receive at the hands of Progressive!

Our showrooms and lines of merchandise are now open for your inspection. Progressive is conveniently located in the musical merchandise center of the city. Drop us a postal card for our catalog ready for distribution shortly. Dealers now being appointed in some of our exclusive territories.

Wholesalers of Musical Merchandise of Every Description

Progressive

MUSICAL INSTRUMENT CORPORATION

319 Sixth Avenue (Bet. 19th and 20th Streets) New York

Telephone Nos. Watkins 4297, 4298, Chelsea 9237
Making Small Advertisements Effective

Originality in Lettering and the Use of Small Cartoons Make the Copy Stand Out From Straight Type Ads and Get Attention

The talking machine dealer who handles any one or several of the established lines of records has at his command probably more free publicity matter of high quality than is to be found in any other line of business, for not only do the manufacturers themselves spend hundreds of thousands of dollars each year in supplying window cards, bulletins, cut-outs, etc., for the use of dealers, but many distributors follow the same practice and many music publishers, as well, have also seen the possibilities of having their songs in record form suitably featured in the public of the new features among the records. Either they neglect to display some of this material entirely or they display it in a way that shows lack of thought in its arrangement. This criticism, of course, does not apply to those retailers who believe in individuality in presenting the record hits to the public and who arrange individual window displays to attract attention either to a single record or to a special group.

There are a class of dealers, fortunately, who not only make full use of the advertising equipment supplied by the manufacturer, but who also create individual advertising to give additional punch to the publicity. They realize that, with a half dozen or more dealers in their own section handling the same line and using the same publicity, the passer-by is not likely to be attracted particularly to their own store, even though he may become interested in the record itself. In other words, the general publicity is just as likely as not to bring a certain amount of the business to competitors.

In the preparation of the individual advertising, the dealer can offset this tendency to a certain degree. When the record buyer has seen the record featured in the same way in a half dozen stores and then comes across an original presentation of it he is very likely to find his curiosity developing into a buying urge and to give his business to the retailer who has had gumption enough to go after it in a new way.

This originality in advertising can be adopted in newspaper advertisements as well as in show window cards and the idea has been carried out successfully in numerous cases. In other words, instead of simply publishing the same of the record, something of its history and perhaps a picture of the orchestra playing it or the artist singing it, the dealer uses a cartoon or special type arrangement that is distinctly out of the ordinary run.

A case in point is found in the series of specially lettered record advertisements used in the local newspapers by the Jackson Talking Machine Shop, of Rockford, Ill. Appearing in conjunction with straight type advertisements the special lettering stands out like a sore thumb and the campaign has reached a point where many record buyers admit that they look for the advertisements just as they do for the other special features of the newspapers. Certain results of the campaign indicate that it has gone over.

E. H. Jackson, owner of the Jackson Talking Machine Shop, makes excellent use of the cartoon in giving character to many of the advertisements. It might be said here that the cartoon has also been used effectively by other dealers, among them Ned Straus, manager for the A. B. Clinton Piano Co., Hartford, Conn., whose cartoons were reproduced in The World some time ago. Mr. Straus, as well as Mr. Jackson, has a belief that the tired business man and his wife like a little humor in the advertisements, with the result that most of the cartoons are calculated to develop a smile on the reader's face, as well as to attract his attention to what the announcement is all about.

The sum and substance of the matter is that anything that makes for individuality in publicity, whether in the newspapers or in the store, is likely to elevate that particular dealer above the general run of his fellows and concentrate on his store the interest that ordinarily might be divided among a half-dozen competitors.

It is natural to assume that no one dealer can get all of the business, but if he does things a little differently in his advertising and his selling and service methods he is liable to get sufficiently out of the rut to be able to capture more than his proportionate share of business.

NEW DEPARTMENT IN BILLINGS

H. E. Nielsen has been appointed manager of the new Edison phonograph department opened recently by the Lee Warren Drug Store, 2703 Montana avenue, Billings, Mont. The department is located on the balcony of the store and has been fitted out in a thoroughly up-to-date manner.

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—closest adherence to the needs of raw materials which will produce the best books and records. No manufacturer is profiting by the cleanliness and uniformity of our product through reduced costs. Are you one of these manufacturers?

CLAREMON T WASTE MFG. CO.

Claremont, N. H.
LITTLE TOTS' NURSERY TUNES
SONGS, GAMES, STORIES -- ON RECORDS

Juvenile Records—
in a LOOSE LEAF album

Outstandingly Superior.

Six different selections. On SEVEN-inch DOUBLE-FACED records. With picture and verse cards. All in a beautiful LOOSE-LEAF album. $1 retail.

Simply wonderful.

See the book and look at the beautiful pictures. Above all, play the wonderful records. Marvelously clear. Unusually strong. You hear every note. You understand every word.

Individual records also. At 25c each. SEVEN-inch DOUBLE-FACED (2 selections). With picture and verse cards.

Things are humming. Everybody is ordering. Everybody is re-ordering. Write TO-DAY.

$1.00 Complete Book
The appearance of the LITTLE TOTS' BOOK is its own best salesman. The covers are of a heavy blue Buckeye stock finished in full color Mother Goose designs. The inside record pockets are also of a heavy blue stock pictured with typical children's settings.

Each album contains six picture and verse cards, beautifully illustrated and process printed in colors. The book is attractively bound in loose leaf style with telescope eyelets and colored silk cord. It is finally packed in a glassine wrapper.

Individual Records 25c
Two selections on a 7-inch double-faced record, with picture and verse cards in a printed envelope —ready for insertion into the loose leaf book.

Liberal Discounts to Jobbers and Dealers!

REGAL RECORD CO. Little Tots' Record Division
20 West 20th Street, New York
Recording for the Phonograph Trade

The best equipped and efficient—low cost—laboratory in the industry.

Our success in recording for some prominent makes of records assures you a high-class product.

A visit or telephone call will give you the details.

Let us solve your technical problems.

We will be glad to send samples of late recordings.

A. J. BAUM, Manager
ARTHUR BERGH, Musical Director
FRED OCHS, Recorder

INDEPENDENT RECORDING LABORATORY, Inc.
102-104 West 38th Street New York

A FACTOR IN AUGMENTING SALES

How the Audak Demonstrating Device Operates in Making the Dealer’s Sales Department More Effective in Service to Customers

In these days of modern merchandising with heavy overhead, due to increased costs for salaries and the demand of customers to be waited on promptly and efficiently, with all that this means in extending service, the retailer willingly grasps at any proved plan that aids in the future, be known as the Lankershim Brunswick Shop, and recently organized a band at Culver City.

T. A. EDISON’S RECENT DISCOVERY

A new artist is likely to be added to those making records for Thomas A. Edison, Inc., as a result of the vacation motor and camping trip recently taken by Mr. Edison and his friends, Henry Ford and Fred Firestone. It seems that while in Paris, Mich., Mr. Edison heard of the skill of a local “fiddler,” Jasper E. Bisbee, and, after hearing him play the music in vogue for dancing fifty years ago, Mr. Langlands has been assistant manager of the musical merchandise department of the Southern California Music Co. of Los Angeles for eleven years, and recently organized a band at Culver City.

MARKET FOR AMERICAN “TALKERS”

We are in receipt of a copy of the Australian Manufacturer, published in Sydney, a most interesting magazine, by the way, in which appears a three-page illustrated story of the construction of the Rexonola talking machine, which is made by the firm of Jackson & Macdonald in Sydney. This instrument is a complete Australian product and the writer of the article, who describes its manufacture in the fullest detail, naturally expresses pride in the fact. Two illustrations of recent Rexonola styles also appear.

MARKET FOR AMERICAN “TALKERS”

WASHINGTON, D. C., Sept. 6.—A firm of importers in Melbourne, Australia, is in the market for American talking machines, according to advice received by the Bureau of Foreign and Domestic Commerce, this city. Complete details may be secured by communicating with the Bureau or any of its district offices and mentioning File No. 7241.

The Texas Music Co., Breckenridge, Tex., has been damaged by fire to the extent of $3,500.
VINCENT LOPEZ
AND HIS
HOTEL PENNSYLVANIA ORCHESTRA

Creators of a new
style of dance music

A LITTLE over one year ago Vincent Lopez and His Hotel Pennsylvania Orchestra boldly departed from the beaten paths of mere syncopation and created a new style of dance music.

It was startlingly unusual—oddly original. It was daringly different from anything the dancing public had previously heard. Soon, by means of nightly playing at the Hotel Pennsylvania, the world's largest hotel, wireless broadcasting and phenomenally successful, record-breaking Keith vaudeville tours, the fame of this delightfully novel dance music spread far and wide. Today, this very same style of inimitable dance music, coupled with superb musicianship, has attained for Lopez and his talented organization a tremendous popularity that is unparalleled by any other dance orchestra. Their exclusive OKeh recordings are acknowledged to be the finest dance records obtainable.

As an OKeh dealer, your share of the ever-growing demand for Lopez's exclusive OKeh Records is assured. Get it more quickly—make it as big as possible. Get behind these incomparable dance records and give them some real, honest-to-goodness sales effort. Let the public know you have Lopez records. Talk them up. Play them for your customers at every opportunity. Give your neighborhood the Lopez habit. Dealers all over the country are doing it—and steadily cashing in big as a result of their sales efforts.

Your share of this Lopez boom is there for you to get. Why not go after it?

Four of the Latest Lopez Hits

4861 SWINGIN' DOWN THE LANE 4878 WONDERFUL ONE
10 in. 10 in.
75c 75c

4878 WHEN YOU'RE NEAR 4857 ON A MOONLIGHT NIGHT
10 in. 10 in.
75c 75c

4869 BESIDE A BABBING BROOK 4857 DOWN AMONG THE SLEEPY HILLS
10 in. 10 in.
75c 75c

4865 BLUE HOOSIER BLUES 4857 MARCH OF THE MANNIKINS
10 in. 10 in.
75c 75c

Recorded Exclusively for

OKeh Records
The Records of Quality

VINCENT LOPEZ
(Exclusive OKeh Artist)
Another Superior Point for THE NEW COLUMBIA

The new reproducer is the most satisfying ever constructed. It has the most natural tone of any reproducer on the market today, and an unequalled capacity for volume. Freedom from blast has been accomplished by a unique system of "shock absorbers." Every musical tone, whether vocal or instrumental, is given with beautiful fidelity.

HARRY CUDDEBACK WELL AGAIN

Head of Da-Lite Co. Back at Desk—Company Revises Schedule of Panel Distribution to Comply With Victor Record Release Plan

TOLDEO, O., September 6—Harry Cuddeback, head of the Da-Lite Electric Display Co., in this city, well-known manufacturer of electric display signs for the Victor dealer, is back at his desk after a six months' illness. Mr. Cuddeback has resumed activities with his usual energy and is now making plans for an aggressive Fall campaign.

Coincident with the recent Victor announcement to the effect that Victor records will hereafter be released weekly the Da-Lite Electric Display Co. will issue one panel each week, featuring the outstanding record of each particular list. This arrangement will provide for fifty-two panels per year, instead of forty-eight as heretofore, thereby giving the dealer a complete series of timely, effective displays that will undoubtedly act as a most effective sales stimulant the year round.

H. LAUTER CO. ADDS NEW MODELS

INDIANAPOLIS, IND., September 6—The H. Lauter Co., of this city, well-known manufacturer of talking machines and furniture, has just added six new console models to its talking machine line. The company is preparing an attractive circular featuring these models, emphasizing the fact that the cabinets are made at the Lauter plant and that the equipment includes well-known standard products. The six new models in the Lauter line are known as Models D, E, F, G, H and I and are manufactured in combination American walnut and combination brown mahogany. The cabinet designs are distinctive and the company is preparing to take care of the active Fall demand which present conditions indicate.

BLOOMINGDALE DEPARTMENT MOVES

Talking Machine Quarters Now in Fine Location on Third Floor—Audaks and Other New Equipment Add to Department's Efficiency

In order to take care of its increased business the talking machine department of Bloomingdale Bros., Inc., has moved to new quarters on the third floor directly in front of the elevators. The department took possession of its new home on September 4, and H. G. Berkeley, manager of the Bloomingdale phonograph division, states that his department is making plans for the greatest Fall trade in history.

The present home of the department is new in practically every sense of the word, as almost all of the old equipment was discarded in order to introduce new ideas to cope with changing conditions and modern requirements. A battery of Audaks is being used instead of booths, as only a few of the latter were retained. Unique display fixtures for presenting machines are located at vantage points in the department and maximum service is offered the store's clientele. Mr. Berkeley states that no change is contemplated in the lines to be handled by the department, which now comprise Victor, Sonora, Brunwick and Pooley.

OPEN WHOLESALE ESTABLISHMENT

The Specialty Phonograph & Accessories Co., manufacturer of "Specialty Brand" phonograph products, recently opened a wholesale establishment at 212 East 113th street, New York, N. Y. This company will manufacture the "Specialty" motor, suitable for portable and small talking machines, and will also be a jobber of parts and accessories, including needles, tone arms, main springs, sound boxes, tools for repair work, etc. The concern, which is well equipped to efficiently serve a large clientele, is planning a vigorous drive for business.

OKEH ARTISTS COMBINE IN TOUR

Dealers in Cities in Which Sara Martin and Handy's Band Are Scheduled to Apprear Taking Advantage of Opportunity by Tie-ups

Two prominent Okeh record artists, Sara Martin, well-known blues singer, and Handy's Band, popular New York organization, have joined forces and are now on a concert tour. Under the direction of the National Music League, Inc., of New York, these artists are booked abroad through the South until October 1, after which they are planning to go to the Pacific Coast. They are playing to capacity audiences and attracting considerable attention on the road. The itinerary to date has included such well-known cities as Raleigh, Durham, Greensboro and Charlotte, N. C.; Columbia and Greensville, S. C.; Augusta and Atlanta, Ga.; Birmingham, Ala.; Memphis and Nashville, Tenn.; Paducah, Louisville and Lexington, Ky., and Cairo, Ill.

Sara Martin has won considerable popularity through her distinctive rendition of colored melodies and her Okeh records have won favor from coast to coast. W. C. Handy, leader of the band bearing his name, is well known as a publisher, composer and orchestra director and constitutes a perfect accompaniment for Miss Martin's singing. The artists sing and play all of the selections they have recorded for the Okeh Library, and Okeh dealers in the cities where the company appears are using a great deal of very effective publicity featuring the concerts to excellent advantage.

FIELDS SONG SHOP BANKRUPT

A petition in bankruptcy has been filed against the Arthur Fields Song Shop, talking machine dealer, with a store at 2094 Seventh avenue, New York City. The liabilities of the concern are placed at $14,973; assets unknown.

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.
OGDEN

THE TALKING MACHINE WORLD

September 15, 1923

OGDEN, UTAH, September 5—Prospects for brisk Fall trade are exceedingly bright in this district, according to George S. Glen, of the Glen Bros.-Roberts Piano Co. "Already we have felt the influence," said Mr. Glen, "and if present indications may be taken as a criterion we have reason to believe that a decided impetus will be given the talking machine business in northern Utah, southern Idaho and western Wyoming. Particularly gratifying are the sales of higher-priced console Victor machines, which seem to be the most popular right now. The home-building movement is reacting in our favor. Many of the home buyers are young folks who are furnishing their places completely and we are benefiting by the sale of pianos, talking machines and small goods."

Thomas J. Holland, sales manager of the Glen Bros.-Roberts Co., reports an unusually brisk Fall trade for the company has put men in these territories permanently." Already we have felt the influence," said Mr. Holland, "and we benefited very materially."

Mr. Holland recently returned from a tour of southern Idaho and the prospects of bumper crops this Fall have put the farmers in a very optimistic mood, he said. "The outlook in southern Idaho and northern Utah appears so bright that the company has put men in these territories permanently."

Ezra Jones, of the Jones Phonograph Shop, Brunswick and Sonora dealer, has returned from a business trip to Wyoming with Leroy Madsen, of the Lyric Music Co. They arrived at Kemmerer, Wyo., just after the explosion in the Frontier mine that killed ninety-eight men. The trip took the two into the Jackson's Hole country of Wyoming, where they sounded business conditions. The abundant rain has benefited the dry land crops and lifted the ranchers out of the depression they have been in for the past two years. Mr. Jones said he sold a number of phonographs on the trip and at Big Piney, Wyo., a ranching town, he sold talking machines to the two hotels. He remarked that local business has improved and that he is preparing for a very active Fall season.

Glen Thomas, of Browning Bros., Brunswick dealers, who has returned from his vacation spent in Jackson's Hole, Wyo., says that business, although quiet during the Summer months, has picked up materially. The demand for popular records is still good and business in the more classical numbers is improving. The Proudfit Sporting Goods Co., distributor for the Edison, states that indications point to the resumption of active business that has been in a slump. The outlook has improved to such an extent, the company said, that Thomas S. Hutchinson, field representative, is being kept the greater part of the time in southern Idaho, where prospects for the sale of machines and records are unusually good.

The William Music Co., Steger and Pathé dealer, reports a revived interest in talking machines.

C. E. Armstrong & Co. report that business is keeping up well in view of the usual slow season. "Better business than usual" is the report of this concern. The company handles Edison and Pathé.

NEW MUSIC HOUSE IN NORFOLK, VA.

The Foreman Music Co., Inc., Norfolk, Va., has been incorporated with a maximum capital stock of $25,000 and a minimum of $1,000. E. C. Foreman is president of the company; C. B. Foreman, secretary, and V. L. Page is the other incorporator. The company will deal in musical instruments and supplies of all kinds.

BLATT BACK AT OLD LOCATION

COLUMBUS, O., September 6—The Blatt Music Store has resumed business at its former location, 133 South High street, after four months of building and repairing following the fire.

 "RED HEAD GAL" CONTEST

Hallett & Pierson, Brunswick dealers in Rut- erford, N. J., have achieved considerable publicity recently by asking who is the most popular "Red Head Gal" and offering a reward for the answer. Announcements over the signature of Hallett & Pierson, giving the details of this unique contest, read as follows: "To the auburn-haired lady receiving the most votes between now and September 10 we will present a beautiful ukulele. Ten votes are given with each purchase of Brunswick records, regardless of selection, but if you want to get enthused over auburn hair hear 'That Red Head Gal' by the Isham Jones Orchestra on record No. 2412, and by Marion Harris on record No. 3444." The contest provided a number of interesting questions, particularly as to just what shade of hair may be called auburn and not red.

FRANK ELMER TO OPEN NEW STORE

WATERTOWN, N. Y., September 7—Preparations have just been started on a new music store at No. 4 Paddock Arcade, which Frank M. Elmer will occupy in a few weeks. Mr. Elmer already has a store in the Paddock Arcade and also conducts a branch on Arsenal street. Victrola, records and phonograph supplies and accessories are handled.

The demand of the public for the NEW EDISON was never greater. The models never more artistic. The records never better. The service in record releases never so prompt. These with the new low level in prices on instruments and records make Large Profits Certain.

We have a few towns open for dealers. Write for particulars.

Proudfit Sporting Goods Co.

OGDEN, UTAH

Intermountain Distributors
Utah, Idaho, and Part of Wyo. and Nev.
The "Treasure Chest," beautifully printed in full color, comprises six ten-inch double-face records (12 selections) of the choicest instrumental music of foreign lands. The Chest and envelope of each record has on it a spirited and effective drawing appropriate to the music, together with an interesting and vivid annotation.

"Add to Your Treasure"

The "Treasure Chest" is not a thing that happened over night, nor through accident. Nor is it the result of a pet idea. It is the "brains" of merchandising experts, keen minds in the talking machine business; men who have had years and years of thorough, hard and practical schooling—yes, those who know what will "go over" with the public.

Not only was matured thought necessary to create the "Chest" but it required the outlay of a large sum of money.

And what was all this done for? To profit in selling "containers and record envelopes" to Victor Dealers? No indeed!

Mr. Victor Dealer, the "Treasure Chest" itself returns no profit whatever to us nor any other Victor Wholesaler. It was not gotten up with that thought in mind. The "Treasure Chest" was made solely for one purpose—to produce greater record sales for Victor Dealers. And it does precisely that.

Dealers who are handling this wonderfully attractive offering well know its value—and equally appreciative is the public who have seen it.

The BRUNO organization sincerely works in the interest of all enterprising Victor Dealers. What it creates or produces is for the sole benefit of those Victor Dealers everywhere.

Now's the time to "add to your treasure" by adding the "Treasure Chest" to your stock.

Ask your Wholesaler for the "Treasure Chest."
He will serve you.

C. Bruno & Son, Inc.
351-353 Fourth Avenue
New York
Victor Wholesalers to the Dealer Only
NOVEL RECORD ADVERTISING STUNT THAT WENT OVER BIG

So-called Talking Machine Salesman Works Fast in Ohio and Multics Dealer of Money, Machine and Records

It sometimes happens that a talking machine dealer is called upon to guard against dead beats within his own establishment, as well as those outsiders who make a practice of endeavoring to get something for nothing. A case in point has come up in Ohio where a so-called salesman has developed a somewhat new form of swindle, which is described in a letter sent to Secretary Hyre of the Music Merchants' Association of Northern Ohio as a warning to other merchants in that section of the country. It might be well for trade members to study the case in order to be on their guard against a similar experience, which is described in a letter as follows:

"One of the things our Music Merchants' Association is for in the protection of its members, and we feel it our duty to pass along the benefit of a recent experience, which is described in a letter sent to Secretary Hyre of the Music Merchants' Association of Northern Ohio as a warning to other merchants in that section of the country. It might be well for trade members to study the case in order to be on their guard against a similar experience, which is described in a letter as follows:

"A good-looking stranger with a foreign accent came to town and asked for a job selling machines on a commission basis, stating that he could pick up a few orders among the Polish people who preferred to deal with one of their own countrymen.

"Agreeing that no results, no pay was the contract, we let him have catalogues, and later in the day he phoned in that he had a sale for a portable Victrola, asking that it be gotten ready for him to demonstrate to a customer. Later, still, he came for a machine, with a list of Polish records, stating that he had a prospect for a larger machine, also.

"A few minutes before closing time he rushed in with a check purporting to be given by a local Polish resident and made out for a few dollars more than the price of the Victrola and records.

"We cashed back the balance plus 10 percent commission and the good-looking gentleman departed with a promise of 'More business tomorrow.'

"Of course the check is no good, so the loss is machine and records plus a few dollars of real cash.

"The name of John Piotrski was given, the man being about forty years old, five feet eleven inches tall, well dressed and well posted on phonographs and piano."

Autograph Souvenir Record Distributed

The wording on the label above the signature and address of the Fitzgerald Co. reads: "Souvenir autographed Brunswick record commemorating Marion Harris' Club Royale appearance; July-August, 1923. Sincerely yours, Marion Harris (Signature)." Sitting at the Club Royale, Los Angeles, the Fitzgerald Music Co. posted the label on the bottom. The background of the label was the name of the Club Royale and Miss Harris' own personal signature just above and the Fitzgerald Music Co.'s name on the bottom. The background of the label was white with crimson and gold letters.

In the lobby of the Club Royale Café the Fitzgerald Music Co. placed a table with a display of Marion Harris' souvenir records and had in attendance at this table a very attractive young lady dressed in Spanish costume who sold the records. Attractively engraved cards announcing the sale of the records were placed on each table in the café.

Miss Harris sang twice during each evening; first at 10 o'clock and the second time at 12 o'clock, and directly after each one of Miss Harris' appearances the young lady in charge of record sales would go around among the tables with a tray of souvenir records and sell or take orders for them.

The records delivered to the customers in the café were enclosed in an envelope specially designed and printed for the occasion, but in most cases the young lady merely took orders and had the records delivered to the customers the next day, thus saving the purchasers the trouble of carrying a package of records with them and demonstrating the firm's service.

The idea was entirely new and novel, but went over in the biggest sort of way—the first week or ten days the record sales at the café averaged almost one hundred per night—and this in view of the fact that the price of these souvenir records was raised from 75 cents to $1 each, but the actual sales made at the café were really one of the smallest benefits derived. The great advertising and publicity received by the Fitzgerald Music Co. from this unusual sort of tie-up have been inestimable.

As the Club Royale Café is one of the largest and highest class "dance palaces" in Southern California, and as some six to eight hundred better-class, amusement-loving people visit this café each night, the value of the "stunt" in an advertising way can readily be seen.

FULL LINE of HARDWARE
FOR UPRIGHT, CONSOLE AND PORTABLE PHONOGRAPHs. IN NICKEL, GOLD AND SPECIAL FINISHES.

H. A. GUDEN CO., Inc.
227 CANAL STREET
NEW YORK, N. Y.
The INSTRUMENT FOR PARTICULAR PEOPLE

Three Reasons Why the Kimberley is a Sales Leader

1. DISTINCTIVE CABINET DESIGNS
2. HONEST VALUES
3. UNUSUALLY LIBERAL DISCOUNTS

Distinctive Cabinet Designs
Every cabinet in the Kimberley line was designed by experienced cabinet draftsmen and represents the last word in modern cabinet construction. Designed to satisfy the requirements of the most discriminating purchasers, Kimberley cabinets are noteworthy for their artistic lines, superb finish and superior workmanship.

Honest Values
The Kimberley phonograph is manufactured in its entirety in our modern, up-to-date plant at Perth Amboy, N. J. We are not attempting to produce a cheap, inferior product of the commercial type, but on the contrary are offering the trade and public honest values that challenge comparison. Every piece of material entering into the construction of the Kimberley phonograph is the best the market affords, and for this reason we do not hesitate to market Kimberley phonographs on a basis of guaranteed satisfaction to the purchaser.

Unusually Liberal Discounts
The discounts we offer to the trade are exceptionally liberal, but we are not sacrificing quality to provide for this discount. By cutting down our overhead to a minimum, by manufacturing in large quantities and by reason of unusually favorable factory and shipping facilities, we can give the dealer or jobber far larger discounts than the recognized trade figures.

You Need the Kimberley Agency Now
The Fall season is here, and you must have a recognized sales leader to get your share of the business. Write today for our illustrated catalog, showing the complete Kimberley line, consisting of seven models, retailing from $100 to $275. Let us tell you all about our special dealer proposition. It will mean money in your pocket.

There is limited territory open for a few jobbers. If you are interested write today

The Kimberley Phonograph Company of New Jersey
Perth Amboy, N. J.
RICHMOND

Jobbers Are Rushed Supplying Retailers — Plenty of Employment and Good Crops Create Optimism

RICHMOND, Va., September 7—The fact that there is plenty of employment for everybody who wants to work, coupled with the fact that crop prospects in the Richmond territory are declared to be better than they have been for several seasons, is helping to stimulate business greatly.

Indications point to an exceptionally good Fall business, according to Richmond machine jobbers and retailers. H. Wallace Carner, Starr jobber, says that orders are coming in so fast that he is finding it difficult to supply the demand in the Virginias and Carolinas which he covers. Demand is particularly brisk for console models which, he says, are now selling 50 per cent better than cabinet, whereas the latter used to be the leader in demand. While he has appointed no new dealers in recent months, he has been having his hands full keeping up with the business coming in from those already appointed. Record business is also brisk, having doubled within the past year. The new Gennett record, "Cut Yourself a Piece of Cake," gives promise of equaling, if not surpassing, the famous Victor trade-mark. The dealer is the Greensboro Music Co.

In Charlotte Mr. Gentry and several other Victor salesmen chanced to come together and were thus enabled to exchange views on business, all being pleased with prospects.

In the group besides Mr. Gentry were Dave Pruitt, Victor factory representative; Clem Salter, Parker Gardner, Charlotte, and C. H. Ray, Elevation Talking Machine Co., Atlanta.

Live "Vctor" Dog in Window Attracts Brisk Demand for the Edison

Medium-priced consoles are the leaders throughout the territory, Mr. Gentry ascertained, in calling on various dealers. In Greensboro he came upon one dealer who has devised a novel advertising scheme to exploit the Victor. The advertisement consists of the display of a live fox terrier in a front window that is a facsimile of the famous Victor trade-mark. The dealer is the Greensboro Music Co.

The Corley Co. announces the appointment of Winstead's, of Conway, S. C., as a new Victor dealer. This firm reports that colored artist records are going best in Virginia and the Carolinas.

Walter D. Moses Co., Victor dealer, reports brisk business having been from 10 to 20 per cent better in August than in the corresponding month of last year. This is taken as an indication that September and the other Autumn months are going to be better than the same period in 1922.

Brisk Demand for the Edison

The C. B. Haynes Co., Edison dealer, found August a better month than July and the company is anticipating greatly improved business during the Fall. Substantial sales have already been made and in addition there has been an extra number of inquiries. Encouraging reports were brought in recently by the following dealers visiting the Richmond house: Bernard Alsbrook, Dixie Furniture Co., Scotland Neck, N. C.; George I. Allen, Worley Furniture Co., Wilson, N. C.; N. Strauss, Benettnsville, S. C.; C. D. Hubert, Hubert Jewelry Co., Smithfield, Va.

Edisons as Charity Contest Prizes

The C. B. Haynes Co. announces that the Methodist Orphanage of Richmond won first prize in the charity contest. The set of eleven Edison machines were offered as prizes, that institution polling a total of 5,992,969 votes. As it was already equipped with a talking machine, the set was used for the radio set. Sheltering Arms Hospital came second with 4,149,759 votes and St. Joseph's Orphanage third with 3,197,184 votes. The Baptist Home for Aged Women captured fourth place with 2,220,452. Twenty-nine Richmond business houses participated in the contest. Under its terms a vote was allowed for each penny's worth of Music Co. Incorporates, and all participating houses expressed themselves as well pleased with results achieved.

The Haynes Co. thinks so well of it as a sales promotion idea that it has circulated its dealers suggesting that they endeavor to have similar contests staged in their communities.

Goldberg Bros. Busy in New Home

Goldberg Bros., Pathe jobbers and dealers, who recently moved from 1211 East Main street, this city, to more spacious quarters at 5 North Thirteenth street, report a brisk business in Pathe concert models designed for use in dance halls and other public places. One of these models was recently sold to the Lakeside Country Club. Another country club of this city has asked that one be placed on display.

The Petersburg Music Co., Inc., Victor dealer, which recently took out papers of incorporation, had been previously operating as the Petersburg Music Co., with offices at George B. Carter and J. K. Fletcher as partners. Officers of the incorporated firm are: George B. Carter, president; F. N. DeLuca, vice-president, and J. K. Fletcher, secretary. Mr. Carter is an automobile dealer and is not actively identified with the firm. Mr. Fletcher has been its manager and will continue in that capacity. Mr. DeLuca is well known in Petersburg musical circles. The firm handles general musical merchandise lines. Maximum capital is limited to $50,000 and minimum to $5,000.

J. W. Ainsheim, field representative of the C. B. Haynes Co., has returned from a successful trip through North Carolina. Mr. Dan- ner has turned in an exceptionally large volume of business from the dealers he called on and reports that dealers are preparing for a large Fall business.

\[\text{SEPTEMBER 15, 1923}\]
Jewel Tone Arm No. 3
Base made reversible to avoid Glued Joints in Motor Board

Original and Exclusive Features

Play 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.

Jewel Tone Arm No. 4
Note handsome Bell-Shaped Base without Flange showing

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.
NEW PHONOMOTOR CO. CATALOG
Various Talking Machine Accessories Manufactured by Prominent Rochester, N. Y. Concern Described in Attractive Booklet

ROCHESTER, N. Y., September 5.—The Phonomotor Co., of this city, has just issued an attractive catalog featuring its various products—the Phonomotor, the Phonostop and the Need-A-Clip. W. F. Hitchcock, proprietor of the Phonomotor Co., is responsible for the preparation of this catalog, which can, undoubtedly, be used to splendid advantage by the trade.

The Phonomotor, which is an electric equipment complete in every detail, is illustrated and described effectively. Particular attention is paid to the fact that this product is guaranteed perfect from all defects, except those caused by its abuse by the owner. The Phonostop, which is an automatic stop well known throughout the trade, is also described briefly, and the Need-A-Clip, a fibre needle pointer that has attained considerable popularity, is interestingly featured.

The text of the book calls attention to the salient points of the Phonomotor, giving details regarding the frame, bearings, worm gear, the number of moving parts, etc. There are also presented several letters that Mr. Hitchcock has received regarding the satisfaction the Phonomotor has given its purchasers.

TO MAKE RECORDS IN LOS ANGELES

LOS ANGELES, Cal., September 4.—The Harris Record Co. has been organized in this city, with Jess M. Harris, vice-president and musical manager, and Arthur H. Walbridge, secretary and treasurer. The company has secured a plant in Hollywood and has begun manufacturing operations. The records will bear the trade-mark name "Triumpha."

The Munholland-Dawitz Furniture Co., Columbia dealer, Monroe, Pa., has moved into a new building at 349-351 De Siard street, and the firm now operates one of the finest music stores in this vicinity.

BANNER RECORDS

a famous 50c record

YES!

WE HAVE

NO DANANAS

BARNEY GOOGLE

BANNER RECORDS

on EVERY ONE of these hits!

Proof that BANNER releases the hits FIRST! Assurance that BANNER brings extra profits!

HOT ROASTED PEANUTS

(A NUTTY SONG WITH A CRACKIN' GOOD Tune)

Cut Yourself A Piece of Cake

And Make Yourself At Home

Can you afford to overlook this service?

PLAZA MUSIC COMPANY

18 West 20th Street

New York City

REPAIRS

TALKING MACHINE TROUBLES AND HOW TO REMEDY THEM

Conducted by Andrew H. Dodin

THE SALESMAN AND THE MACHINE

In the construction of a talking machine there are any number of important little facts that a salesman should make himself thoroughly conversant with, so that, when a customer wants to know this or that about this machine being demonstrated, he will be able to answer accurately and promptly.

The placing on the market of so many different machines in the last ten years has put the salesman in a different position than he held formerly, when he sold his goods by name only, the customer never asking, or, for that matter, caring, what was on the inside of the machine.

To-day one must show what merit the motor has in comparison to another, what the good points of the sound box and tone arm are and how the cabinet is made and finished to be equal to, or better than, another make.

The salesman should first get all the information he can from the manufacturer of his particular machine, particularly in relation to the motor construction, and then he should make his own comparisons with the machines of the same type and price in other makes.

He should acquaint himself with the different parts of the motor, the width and length of the main springs and the number of records it will play with one winding.

He should be able to point out to the customer the proper places to oil and grease the motor and should make it very plain that it is to their benefit to oil the motor every few weeks to prevent wear of parts and to insure perfect running.

He should be able to point out the construction of the governor and explain the actions of the governor regulator, how by moving the speed screw in turn moves the governor lever and friction pad, allowing the governor to go faster or slower, which raises or lowers the pitch of the voice or music, as the case may be.

The sound box is most important and the customer is always very much interested in how the voice is obtained from it. Get acquainted with its construction. Is the diaphragm made of mica, paper, aluminum or some special composition? Are the balancing weights of solid rubber or tubing? Has the tone arm a universal joint enabling you to play any make of record, and can you regulate the volume of sound in any other way than by changing to a softer-toned needle?

Are the panels of the cabinet made of three or five-ply material, which parts are of solid wood and which veneer, has the cabinet been given two coats of varnish or three; how many records can be placed in the record compartment? These are some of the numerous questions which the average customer asks and for which the salesman should have ready, intelligent answers.

SOME GOOD COLUMBIA PUBLICITY

The Columbia Graphophone Co. is receiving timely publicity through the use of a Columbia phonograph in one of the acts featured in "George White's Scandals," at the Globe Theatre. The phonograph plays a prominent part in the skit and so far has not been afflicted with stage fright.

GILSENAN OPENS IN PERTH AMBOY

PERTH AMBOY, N. J., August 14.—The Gilsenan Piano Co. has just opened a store here at 284 State street, and has inaugurated a special sale of uprights and players by way of introduction to this community. This concern also has a store in New Brunswick.
TALKING MACHINE MEN’S OUTING

Sports and Sail on Long Island Sound Contributing to Enjoyment of Gotham Dealers and Friends at Annual Outing of Association

With perfect weather as an added attraction, the members of the Talking Machine Men, Inc., thoroughly enjoyed their annual outing held on Tuesday of this week. This year’s event took place at Karatsos’s Hotel, Glen Cove, L. I., where last year’s outing was held, but the entertainment committee provided a program that made the 1923 outing the best ever.

Instead of using buses, the dealers and their friends assembled at Pier A on the North River, where the steamer “Seagate” was waiting for their special accommodation. A delightful two and one-half hour sail up the Sound provided the necessary incentive for an enjoyable “shore breakfast,” subsequent to which various athletic games were scheduled. Sol Lazarus, chairman of the entertainment committee, was in charge of the field sports.

An interesting baseball game between teams captained by “Jim” Donnelly and “Jim” Davin resulted in a victory for the former by the score of 6 to 5. In the swimming and diving events O. P. Graffen proved the champion, winning several prizes after keen contests. In the three-legged race H. E. Speare and “Chick” Mariniss, representing the Musical Instrument Sales Co., were the winners. Mrs. Norman won the ladies’ race on the cinder track and also the ladies’ swimming race. The prize fox-trot was captured by “Jim” Davin, with Mrs. Sidney Coleman as his partner. Otto Goldsmith, dancing with Sol Lazarus’s daughter, Ethel, was the winner in the lucky number guessing contest. The fat man’s race was won by one of the members of Selvin’s Orchestra, which furnished music during the outing.

After the games were finished the members of the party did ample justice to an excellent shore dinner, and the ride home by moonlight was a fitting climax to a day of enjoyment.

PLANS “PHONO-VAUDETTE” CAMPAIGN

Commercial Art Shop, Covington, Ky., Arranging for Drive on Clever Phono-entertainment Device—Excellent Window Attraction

The Commercial Art Shop, Covington, Ky., is making plans for an energetic sales campaign in behalf of the “Phono-Vaudettes.” This unique product consists of a miniature stage which is just large enough to stand on the phonograph in front of the table. It is artistically designed and brightly colored, furnishing a realistic setting for the performers, who dance to the record as it plays.

The operation of the Phono-Vaudette is very simple, but unusual effects are received by reason of the fact that the performers are constantly going through new and original evolutions while keeping step to the music. The dancing characters presented in Phono-Vaudettes include “Shuffling Sambo,” “Scotch Lasies,” “Hawaiian Dancer” and “Tramp Comedian.” The Commercial Art Shop has suggested to the dealers that Phono-Vaudettes can be used to advantage as a window attraction to draw the attention of passers-by, and this can be used to advantage as a window attraction to draw the attention of passers-by, and this

OUTING GREETINGS FROM THE AIR

At the recent outing of the Talking Machine Men, Inc., held at Glen Cove, L. I., one of the interesting features was the appearance in the skies of the “Brunswick Aeroplane,” from which were scattered greetings to the outing visitors from the Brunswick-Balke-Collender Co. The aeroplane “Brunswick” is maintained in Jamaica, L. I., by Archie Smith, of Smith’s Brunswick Shop, and under an arrangement with H. A. Beach, Eastern sales manager of the Brunswick Co., it appears frequently over the Polo Grounds and at other outdoor sporting events in Greater New York.

L. HOCHBERG BUYS BUSINESS SITE

GREENSBURG, Pa., September 5.—The new quarters at West Otterman street and Pennsylvania avenue here of L. Hochberg, prominent local music and jewelry dealer, are being remodeled and renovated to meet the needs of Mr. Hochberg’s business. In addition to jewelry a complete stock of talking machines and pianos is handled by this enterprise dealer.

HUDSON MUSIC CO. INCORPORATED

The Hudson Music Shop, of Hastings, N. Y., has been granted a charter of incorporation under the laws of this State. The concern is capitalized at $10,000. Incorporators are A. Burchas, R. Lorie and P. Block.
TAX PROBLEMS ARE AGAIN TO THE FOR IN WASHINGTON

Coming Session of Congress Likely to Take Up the Entire Tax Situation Once More—President Said to Favor Such Action—Strong Move Likely to Enact a General Sales Tax

WASHINGTON, D. C., September 8.—With the return from Europe of Senator Reed Smoot, of Utah, who will be chairman of the Senate Finance Committee in the next session of Congress, plans are taking shape for the reopening in December of the tax question. During the coming session of Congress there is no doubt but that energetic efforts will be made to secure the repeal of all remaining war taxes, with which will be coupled, in one form or another, a sales tax which is expected to furnish the revenue which would be lost by the elimination of the other levies.

It is understood that President Coolidge is in favor of the opening up of the tax question in a general way, so as to bring about a reduction in income taxes, particularly in the lower brackets and the surtaxes on large incomes. At the same time the Administration is on record as favoring a constitutional amendment under which bonds now exempt from tax would be reached. It is estimated that more than $10,000,000,000 have been invested in such bonds, and that money returns no revenue to the Government. On the other hand, Senator Smoot is opposed to the opening of the question because of the fear that the radicals will take advantage of the opportunity to slip in legislation providing for a return of the excess profits tax and other features that the leaders are side-stepping.

Thy House of Representatives, generally speaking, favors tax reduction and tax revision. A big fight will be waged, if the opportunity is afforded, for a return of the excess profits tax. The sales tax will be seriously opposed, and it is doubtful if it can be put through, especially in view of the many changes in the House membership just brought about at the last elections. The farmers are antagonistic to this proposal, and the farming interests will wield far-reaching influence in the next Congress. Senator Smoot, however, will again push his sales tax plan, and expresses optimism as to the result, and the United States Chamber of Commerce, representing about half of the business men of the country, has gone on record as being in favor of such a tax. The Chamber has carried its recommendation to President Coolidge. The Chamber advocates the repeal of all remaining war excise taxes, with any revenue which might be needed as a result of their elimination to be collected by the tax on sales, making all share the burden equally.

Tax legislation, under the Constitution, must originate in the House. President Coolidge will talk with House leaders on the matter of revenue, but Senator Smoot and his Senatorial colleagues will have a great deal of influence with the Administration in mapping out the kind of legislation to be sought. While this legislation must originate in the House, it is generally in the Senate that the final pruning is given to bills, and it is in the upper branch of Congress that undesirable legislation is most often defeated. The Finance Committee is the most powerful body in that respect, and with a decided Republican majority there would be little doubt as to the fate of legislation introduced by opponents of the Administration. However, the Republican majority in the Senate, which was twenty-one at the last session, has been cut to six, and of the ten Republican members of the old Finance Committee only five will be in Congress this year. It is probable that with the reduced Republican majority, that there will be a demand for increased Democratic representation on this committee, and also for more complete representation of the so-called farm bloc.

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No Better Tone Instrument In the World

TWO

High Grade Lines of Phonographs With a Price That Will Sell

Every instrument on this page is exceptionally good, regardless of price, with the house back of it for years.

We offer you phonographs that are masterful in their perfection of high grade cabinet work, exquisitely finished by skilled workmen, and when you sell one of these perfect tone producing instruments, you prepare the way for another sale.

The more closely you analyze our high grade construction, combined with perfect tone quality, the more fully will you realize its unqualified value.

Write for our booklet and net prices, which are exceptionally low, in large or small quantities of either line.

Player-Tone Talking Machine Co.
Office and Salesrooms

632 Grant Street
Pittsburgh, Pa.

Model 40
All gold equipment, with 5 record filing albums. $150.00

Model 30
All gold equipment, with 5 record filing albums. $135.00

Model 310
Mahogany and Oak

Model 311
Oak, Mahogany or Walnut

Model 314
Oak, Mahogany or Walnut

Model 316
Oak or Mahogany

Model 318
Oak or Mahogany

Model 321
Oak or Mahogany

Model 323
Mahogany Only

Model 325
Brown Mahogany or American Walnut

Model 327
Brown Mahogany Only

Model 329
Music Master Horn No. 41 Motor, record album filing device. All exposed parts gold-plated.

Model 331
Height, 36"; width, 36"; depth, 24". Adam Brown Mahogany or American Walnut.
Concert Plans of Famous Record Artists

Judging from the announcements that have already been made regarding the plans of prominent musical artists for the coming season and the additional tours that are now being arranged, the season will undoubtedly be one of the most interesting in a number of years. Not only are those artists who make annual tours of the country arranging to do so again this season, but there are several who have never been heard in America or who have not been here for a number of years.

From the angle of the talking machine dealer who realizes the permanent good that comes from featuring high-class records by well-known artists, the elaborate plans for the new season of the most interesting in a number of years. In such cases the contact recitals developed through the local recitals makes the artist realizes the permanent good that comes from featuring high-class records by well-known artists. The local appearance of a great record artist can be capitalized most successfully by the retailer who thinks clearly and can arrange his plans well in advance. It is conceded that no amount of selling talk can be made quite so effective as personal contact with the artist and no amount of selling talk can be made well in advance and the dealer can get them delivered the advance program can be obtained, which is generally the case. The local itineraries are always published well in advance and the dealer can get them from the record company whose product they carry. The opportunity is here; the next question is to capitalize it.

The first announcements of the Fall plans of the artists notable in the field of recording appear herewith and are worth close study:

Among the Singers

Mane. Schumann-Hensik, Victor artist, now at her California home, will come East to sing in Carnegie Hall on Sunday, October 14, starting from New York her new tour under S. Huron's direction.

Merle Alcock, Edison artist, who has been engaged for the Metropolitan, will return from France in October.

Paul Althouse, Edison artist, arrives in New York late this month to prepare for a long concert tour.

John Charles Thomas, Vocalion artist, who is to give a recital at Albert Hall, London, September 30, will sail for home on October 3 and open his concert tour at Aeolian Hall, New York, October 14.

Frieda Hempel, noted soprano and Edison artist, arrives in New York late this month to prepare for a long concert tour.

More than one dealer has added materially to his record-buying clientele by giving a recital or two at his store a few days before the appearance of an artist, or, for that matter, an opera company, playing over and explaining at the recital the selections that are to appear in the regular concert program. A surprising number of music lovers will take the opportunity of refreshing their memories regarding certain numbers that they may enjoy the work of the artist himself more intelligently and cases are known where confirmed opponents of music in record form—fortunately they are growing fewer each year—have had their prejudices removed by just such recitals.

The main thing is that several scores of artists whose names stand high in the musical world are going to tour the United States during the coming season and there will be hardly a city or town of even moderate size where at least one or several artists will not appear. Even when the recitals are held in neighboring cities and towns the small-town dealer can still capitalize the event possibly as some Western houses do it—by arranging personally conducted excursions to the largest center for the benefit of their friends and patrons. The opportunity is here; the next question is to capitalize it.

(Continued on page 64)
Announcing the New Pathe Models

The Queen Anne Model illustrated above is furnished in brown mahogany and walnut; exposed metal trimmings in antique silver finish; universal tone arm; Pathe perfect tone control; Pathe reproducer; nickel fittings; new oval horn; double spring motor or noiseless electric motor; automatic stop; size 35\% inches high; 35 inches wide; 20\% inches deep.

**PRICE**
- With spring motor: $125.00
- With electric motor: $140.00

Every detail is perfectly carried out in this luxurious model No. 15. It is furnished in mahogany; all exposed parts nickel plated; universal tone arm; Pathe perfect tone control; Pathe reproducer; new oval horn; double spring motor or noiseless electric motor; automatic stop; size 44 inches high; 20 inches wide; 21 inches deep.

**PRICE**
- With spring motor: $100.00
- With electric motor: $115.00

This handsome model is furnished in brown mahogany and oak; exposed metal trimmings in antique silver finish; universal tone arm; Pathe perfect tone control; Pathe reproducer; nickel fittings; new oval horn; double spring motor or noiseless electric motor; automatic stop; size 35\% inches high; 35 inches wide; 20\% inches deep.

**PRICE**
- With spring motor: $110.00
- With electric motor: $125.00

The New Pathe Portable

A complete phonograph with an automatic stop and a perfect filing device holding ten records, furnished in Waxed Golden Oak; Fumed Oak; Mahogany Finish; or covered with DuPont Fabrikoid leather; interior in natural wood finish; nickel plated hardware; universal tone arm; Pathe reproducer; double spring motor; size 14 x 15\% x 8; weight 20 pounds.

<table>
<thead>
<tr>
<th>Finish</th>
<th>Price</th>
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<tr>
<td>Mahogany</td>
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<td>Golden Oak</td>
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<td>Fumed Oak</td>
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PATHE—a name famous the world over is indeed dignified by this really wonderful new and complete line of Phonographs. Every model priced right, artistic in design, beautifully finished and of course equipped with new and exclusive PATHE features.

All the new models are equipped with the New PATHE automatic stop.

Pathe the World Over

Pathe Phonograph and Radio Corporation—20 Grand Ave., Brooklyn, N. Y.
artist, who has been re-engaged for a Jenny Lind concert at Albert Hall, London, on October 7, will sail for New York soon after and resume her concert tour of the United States.

Lucrezia Bori, the popular Victor artist, is booked for a concert tour starting in September and lasting until the opening of the Metropolitan.

Sophie Braslau, Victor artist, who has been singing in the West, will be heard again in New York, her home town.

Mme. Emma Calvé, Victor artist, who will start her season this Fall with a concert in New Orleans.

Feodor Chaliapin, Victor artist, who sings at the Manhattan on October 7, sails for New York after appearing at the Town Hall in her forty concerts from here to the Pacific Coast.

Mabel Garrison, Victor artist, who has been filling Summer concert engagements, will be heard again in recital.

Mme. Louise Homer, Victor artist, begins in September an all-season concert tour, interrupted only by her appearances with the Chicago Civic Opera.

Maria Iovgou, Brunswick artist, will start her third American concert tour in January.

Nina Koshetz, Brunswick artist, lately singing in South America, is to reappear with the Philadelphia and New York Philharmonic Orchestras.

Mme. Emma Calvé, Victor artist, has been re-engaged as a guest of the Chicago Civic Opera.

Geraldine Farrar, Victor artist, will again devote herself to a transcontinental concert tour.

Emilio de Gogorza, Victor artist, will come from Maine to start his concert tour early in October.

Amelita Galli-Curci, Victor artist, has prepared the leading soprano rôle for the Metropolitan revival of Rimsky-Korsakov’s “Coq d’Or.”

Mary Garden, Columbia artist, includes an appearance at the Town Hall in her forty concerts from here to the Pacific Coast.

Reinald Werrenrath, Victor artist, began his season early with a Summer concert arranged by the Lakeside Association of Ohio.

With the Wielders of the Bow

Joscha Heifetz, Victor artist, who goes for a tour of Japan, will return to begin his American concerts on New Year’s Day at Carnegie Hall.

Albert Spalding, Edison artist, is bringing some new compositions with him from England for his recitals and orchestral engagements.

Fritz Kreisler, Victor artist, has been making a long concert tour of the Orient.

Paul Kochanski, Vocalion artist, will return shortly to begin a concert tour.

Hans Kindler, cellist and Victor artist, will be heard again in recital and as soloist with the Philharmonic Orchestra.

Maurice Dambois, cellist, is arranging for an extensive concert tour.

Celebrated Pianists to be Heard

Ignace Paderewski, Columbia artist, has been spending the Summer in Spain. Toscha Seidel, another Columbia artist, will be heard in recital this season.

Renée Chemet, Victor artist, will return to America for a full season of concert engagements.

Carl Flesch, Edison artist, after eight years will reappear as soloist with the Philharmonic, Philadelphia and Cincinnati orchestras.

Paul Kochanski, Vocalion artist, will return for a busy concert season.

Elly Ney, Brunswick artist, has just returned from Europe, has started preparations for a busy concert season.

Percy Grainger, Columbia artist, who has just returned from Europe, will be heard November 7 at Aeolian Hall in her first program of the season.

Olga Samaroff, Victor artist, early in the Fall will play at the “All American” music festival in Buffalo.

E. Robert Schmitz, Edison artist, is preparing a program for a December recital at Aeolian Hall.

Mischa Levitzki, Columbia artist, will go to Havana in January for concerts arranged by the Sociedad Pro Arte Musicalear.

Benno Moiseiwitsch, Victor artist, will return from Australia in November.

Hulda Lashanska, Victor artist, absent from the concert stage for a year, will be heard with the Philadelphia Orchestra.

The plans of John McCormack, Victor artist, call for seventy American concerts, after which the tenor will go to Japan and China.

Gerald Johnson, Victor artist, after singing in England, will return in concerts prior to the opening of the Metropolitan.

Barbara Maurel, Columbia artist, is to give a recital in Paris and two in London before returning to fill American engagements.

Sigrid Onegin, Brunswick artist, starts her second American concert tour at Brockton, Mass., on September 30.

May Peterson, Vocalion artist, will return in October, after appearing at the Paris Opera Comique.

Virginia Rea, Brunswick artist, will give her first New York recital in October.

Helen Stanley, Edison artist, is to make an appearance as soloist with the State Symphony Orchestra.

Oda Slobodskaya, last heard with the Ukrainian National Chorus (Brunswick), will appear in recital.

Marie Tiffany, Brunswick artist, will make a concert tour before the opening of the Metropolitan.

Reinhard Werrenrath, Victor artist, began his season early with a Summer concert arranged by the Lakeside Association of Ohio.

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DECREASE CAPITAL STOCK
Clothes Make the Man

—and Good Equipment "Makes" the Store—
Increasing Its Value as a Profit Producer

The reason that attractive stores make more sales is simple enough. A Music Store sells to the best homes in town—homes where quality is appreciated.

A Quality Atmosphere in your store, in line with the Quality Product you sell, begets confidence—and that lessens sales resistance, increasing sales.

Unico Service specializes in attractive Equipment, creating an environment that instills confidence.

Take advantage of Unico confidence building, sales increasing service now. Prices are moderate, and deferred payment plan enables you to pay out of profits.

SPECIAL PRICES ON TWO UNICO PRODUCTS
Unico Efficiency Bench—especially manufactured for Phonograph Repair Service—accommodates all necessary repair parts, eliminates loss, promotes efficiency.

Former Price $135.00, Special Price on Limited quantity $50.00.

Special Price solid mahogany Unico Stand for Victrola No. 50—$5.00. Less in quantity lots. All prices f.o.b. Philadelphia.
DEALERS INSPECT CHENEY FACTORY AT GRAND RAPIDS

Cleveland, Toledo, Akron and Pittsburgh Retailers Spend Two Days at Cheney Plant Inspecting Manufacturing Process—Address by Prof. Forest Cheney and Banquet Features of Trip

Cleveland, Sept. 1.—Recently Cheney dealers from Cleveland, Pittsburgh, Toledo and Akron journeyed to the Cheney factory at Grand Rapids, Mich., on a trip of inspection. The group was personally conducted by C. B. Hammond and Miss N. M. Smith, of the Cheney Phono Sales Co., Cleveland, the first stop on the tour being at Detroit, where a theatre party greeted the trip. The two days' stay in Grand Rapids was devoted almost entirely to business, with just enough relaxation mixed in to prevent the gathering from becoming boresome. In addition to a careful inspection of every manufacturing process and acquainting the merchants with the complete Cheney service, which consumed considerable time, Prof. Cheney delivered an address on acoustics.

A banquet was tendered the visitors on Tuesday night and on Wednesday, after the business sessions, a motor trip around the city was a feature of the visit.

Those attending stated that it is seldom so much instructive and helpful service is crowded into so short a period. They came away better Cheney dealers and more enthusiastic retailers.

A photograph of the group as they were leaving the factory is herewith presented.

DEALERS INSPECT CHENEY FACTORY AT GRAND RAPIDS

Cheney Dealers Who Visited Factory

Hammond and Miss N. M. Smith, of the Cheney Phono Sales Co., Cleveland, the first stop on the trip being at Detroit, where a theatre party was given for the guests. After that they boarded the Pullmans for Grand Rapids, arriving on Tuesday morning, when they were greeted by H. A. Ackerman, Howard Jackman, M. D. Green and Prof. Cheney, of the Cheney organization.

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One of the features of the day was the giving of a small Victor Dog to the first ten customers each hour, during the afternoon. A musical program during the entire day added greatly to the enjoyment of those present.

The Cartwright Music Shop is one of the most attractive business stores in town. The place has been remodeled and beautified, and with its stock of Victor talking machines and Kimball pianos is most attractive.

OPEN S NEW SONORA ACCOUNTS

Greater City Phonograph Co., Inc., New York, N. Y., Sonora distributor, has opened a number of new accounts recently, among these being Joseph Isaacs, 176 Sixth avenue; Resnik & Ray Furniture Co., 1967 Third avenue; Abelowitz Phonograph Co., 1353 St. Nicholas avenue; and Frank Mandel, 366 Canal street, all of New York City.

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CARTWRIGHT MUSIC SHOP OPENS

Musical Program and Distribution of Victor Dogs and Gifts Featured the Formal Opening of Fine New Greencastle, Ind., Store

GREENCastle, Ind., September 6.—The formal opening of the Cartwright Music Shop was held here on Saturday, August 25.

One of the features of the day was the giving of a small Victor Dog to the first ten customers each hour, during the afternoon. A musical program during the entire day added greatly to the enjoyment of those present.

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Arthur Morris, of the company's sales staff, states that an excellent Fall business is anticipated and that the company enjoyed a substantial increase in August business as compared with August of last year. Maurice Landay, president of the company, recently returned from a two weeks' vacation, which he spent at Lake George.

COPLIN OPENS STORE IN LOUISBURG

LOUISBURG, Kan., Sept. 6.—Harry M. Coplin, director of the Louisburg Concert Band, has opened a music store in the Hind's Building, of this city. He will handle the Victor and Edison lines of talking machines, the Frank Holton band instruments, records, sheet music and other instruments.

UNIVERSITY STORE IN NEW HOME

SEATTLE, Wash., September 1.—Merrier Menny will be in charge of the service department of the University Music Store, which is now moving to its attractive and advantageous new location at 4311 University Way.
Imported **ODEON** Recordings

of

**Franz Schubert's**

**Symphony In B Minor**

*The first, complete recording of this famous masterpiece*

**EVERYONE** who is at all interested in music knows of the famous Symphony In B Minor—the supreme accomplishment of the musical genius, Franz Schubert. Only certain parts and selections from it, however, are really familiar to the general music-loving public. A complete rendition of this masterpiece is a musical treat that is rarely heard.

For this reason we have pressed three double-face records, from matrices imported from Europe, of the entire Symphony exactly as it was written by Schubert, note for note. To the best of our knowledge, these records are the only ones of their kind in existence.

No finer organization than The Orchestra of The German Opera House, Berlin, under the direction of Eduard Moerike, could have been chosen to render the complete Symphony. Moerike is today recognized as one of the foremost conductors of music in Europe and became very popular in New York, where he conducted last March. Every member of his orchestra is an accomplished musician of note on the Continent.

These unusual records are released under the ODEON label and are sold in sets only. Each set consists of three double-face records contained in a handsome black leatherette album imprinted in gold and bearing on the inside cover the history of "The Unfinished Symphony." The complete set retails for five dollars.

By special arrangements with the leading record manufacturers of Europe, we alone are able to offer the American public, on ODEON RECORDS, a notable repertoire of rare record importations that feature the foremost artists of Europe. The steadily increasing demand for these records is a clear indication of public approval and appreciation. ODEON RECORDS are

*Pressed by the Manufacturers of*

**Okeh Records**

*The Records of Quality*
DALLAS

Improving Business Conditions Create Optimism in Local Territory—Trade Happenings of Month

Dallas, Tex., September 6.—The Summer lethargy in Texas, so far as the music trades are concerned, is about ended, and stores everywhere are reporting improving business conditions. Recent general rains over Texas have improved the crop outlook and restored confidence, and rural merchants are looking for a good Fall trade.

The recent two weeks' buying season in Dallas, which marked the formal Fall opening of the wholesale drug and clothing stores, brought merchants and buyers from all over the Southwest to Dallas, and greatly stimulated business in the music trade. Jobbers and distributors of musical instruments of all kinds, notably of talking machines, report a marked stimulus to their business.

Lester Burchfield, manager of the talking machine department of Sanger Bros., distributors of Victor machines, reports satisfactory business. The rural merchants bought liberally during the recent two weeks' market opening in Dallas. Mr. Burchfield said that reports everywhere indicate a return of normal business conditions. The Southwest seems to be prosperous and a heavy Fall business in talking machines is expected, he said.

The Texas-Oklahoma Phonograph Co., distributor of Edison phonographs and records, finds a greatly improved condition of business in the very important territory to which it caters. O. G. Feltner, secretary and treasurer in charge of sales, remarked that conditions throughout the Southwest are picking up and that a decided spurt has been noticed by dealers for the last two weeks. Coincident with the Fall season this activity should be increased materially. The Texas-Oklahoma Phonograph Co. is well prepared to cater to its clientele, and has arranged for a stock of machines and records to meet all demands.

A company is being organized in Dallas to finance the erection of a Fine Arts Building, which will contain a large auditorium, studios for music teachers and stores for music merchants. The building, as plans prepared by R. H. Hunt & Co., architects, show, will be a six-story structure of artistic design to cost approximately $750,000.

The Haverty Furniture Co., which recently purchased the entire store of the Columbia Phonograph Co. here and placed this stock on sale at its Elm street store, has already disposed of the larger part of this stock and business continues to improve.

Sanger Bros., Victor distributors of this city, have received a letter from one of their dealers, the Walter Piano & Auto Co., Waxahachie, Tex., under recent date, which reads: "Would you not get out a bulletin at once warning all your dealers against a swindler that on yesterday (Saturday) evening late put up a smooth job on us. He is medium height, neatly dressed in light or brown Summer clothes, straw hat, about thirty to thirty-five years old, smooth shaven, slightly stooped, head leans forward, about 140 pounds, very quiet in talk and manner. His scheme is to come in and engage with a salesman about a phonograph, saying he worked in Dallas (in this case) for Higginbotham-Bartlett Co., builders' materials, and that his father and mother, who live here (in the place he happens to be) are alone and getting old and that he wants to send them some music, but he can not pay cash for the instrument; in fact, could not pay anything to-day as he has not cashed his check which he has in his pocket, says he will come back to-morrow or Monday and, although he does not want to put the salesman to the trouble to cash the check, finally agrees to get him to do so and draws out a check from the above firm made out by typewriter on one of firm's regular printed named checks for $60. A protectorograph being used on check and everything seeming regular, agrees to pay $35 down and signs the contract for the balance and gets the rest $25 in money, leaves some number on a well-known street to have the instrument sent and that is the last of him. After not being able to find any Rev. King, who he said was his father, we got suspicious and found it was a swindle. He gave his name as A. N. King. We thought you might do this in the interest of all and with the hope that we might catch him working the scheme on some other talking machine dealer and, if detected, have him arrested and notify you. If you would act promptly getting out the bulletins immediately he may be caught in this territory."

NEW OKHE JOBBER DOING WELL

Texas Radio Sales Co., Dallas, Tex., Meeting

With Success in Distribution of Okeh Records—Plans Addition of Important New Lines

Dallas, Tex., September 5.—The Texas Radio Sales Co., of this city, which was recently appointed a jobber for Okeh records, is meeting with very pleasing success in the introduction of this well-known line to the trade in this territory. The company's sales force is establishing dealers in the leading cities and the general publicity used in behalf of Okeh records is helping these dealers stimulate sales. The Texas Radio Sales Co. is admirably equipped to develop Okeh business, as it is well known throughout this territory. For some time past it has been a distributor for the Radio Corp. of America and, according to its present plans, several other taking machine products will be handled in addition to Okeh records.

"We Serve the Southwest"

As new distributors for "The Records of Quality" in the Southwest, we plan to play no small part in aiding hundreds of dealers to reap the benefits that come from handling the famous, fast-selling Okeh Records.

We have gained the invaluable reputation among our dealers that comes only through handling their orders—large or small—with unfailing promptness and absolute dependability, and offering them our hearty co-operation in the solution of their merchandising problems.
CINCINNATI, O., September 7.—Cincinnati dealers have been experiencing a period of unusually good business during the last month. This good trade is in rolls and records as well as in talking machines. In fact, those dealers who did not place their orders early have been unable to get records for several weeks after they should have been issued. Every available means is being employed to get a greater turnover, with the result, according to Mr. Purnell, of the Starr Piano Co., that the number of records being made this year will be double the output of last year.

Trade Stimulated by Festival and Exposition—Outlook Bright—Dealers Face Trade-in Problem—L. L. Harding Dead—The News

One possible reason for the present good trade in the city is the great Fall Festival and Industrial Exposition which brought thousands of strangers to the city. Some of these people are here on pleasure, but most of them are here with business in mind and the music merchants are reaping some of the benefits. A few of the dealers, with this in mind, are running the following thought in their ads: "The pleasure-seeking people are invariably lovers of music, and some of them will want to buy musical instruments to send or bring back to their loved ones at home." Several of the dealers have very attractive booths at the Festival. The Brunswick Co. is represented by a display of upright and console models of Brunswick phonographs; the Pandorf Music Shop and the Vocalstyle Music Co. combined to produce a very effective booth displaying console and upright models of the Brunswick, Victor and Strand instruments, and Vocalstyle records. The festival extends from August 25 to September 8 and the outlook is that it will have a stimulating effect on trade.

Uses Airplane to Advertise Brunswick

Other of the Brunswick dealers are doing some unique advertising. J. P. Riddle, of Pikeville, Ky., has just moved into his new home on Second street and it is expected that he may try some more sensational stunts like the one which he tried recently. Mr. Riddle, the president of the Riddle Co., is an ex-aviator, and to advertise his instruments he excited the whole town of Pikeville by making some risky tail spins and barrel rolls above the town in an airplane. He scattered pamphlets as he flew near to the ground.

Edison Popularity Grows

The demand for Edison phonographs and records continues to grow throughout this territory, and as a result the Phonograph Co., Edison distributor, with offices in this city and in Cleveland, is kept busy supplying its large clientele with a sufficient quantity of stock. Most of the Edison dealers hereabouts are live wires and they lose no opportunity of bringing the merits of the Edison to the public. Window displays, volubility and personal solicitation are all playing an important part in bringing the sales volume of individual dealers to a very satisfactory figure.

Harmonize Instrument With Home

There seems to have been a slight increase in the percentage of trade-ins which have come in recently. To dispose of these used instruments many local stores are now conducting an exchange on used instruments. It is the general opinion that these sales have been a great factor in stimulating business. Even those sales which did not turn out as well as was expected have brought about a noticeably increased trading. On the whole, business is about 20 per cent more than that of this time last year. There has been a gratifying increase in the number of inquiries for high-priced talking machines, with a much greater number of these inquiries convertible into orders than heretofore.

Investigate the Edison Dealers' Proposition

The policy of the Chubb-Steinberg Co. is to harmonize the instrument with its surroundings in the home, and, with this in view, it has a mechanic-artist follow up the delivery to so adjust the machine to its surroundings that it will look and sound best. It is felt that this plan has stimulated the sale of more expensiveupright, which are about 30 per cent of the current trade.

Death of L. L. Harding

L. L. Harding, vice-president of the Vocalstyle Music Co., this city, died recently at his home in Canon City, Colo. Mr. Harding had not visited the city for several years, but for a long time he used to visit Cincinnati semi-annually to take care of his business. He is survived by a son and five daughters. He was seventy-two years old when death overtook him.

Local Men to Visit Brunswick Plant

J. E. Henderson, sales manager of the Cincinnati Brunswick store, and U. S. Carter, of Ashland, Ky., a dealer, with two of the city salesmen, T. Tooke and C. T. Kelly, are now taking an auto trip to Michigan, and while in Muskegon they plan to go through the Brunswick factory there.

Mr. Hess, of the Hess Printing Co., W. Va., and J. D. Haggard, musical instrument dealer of Ravena, Ky., stopped in to see Ben L. Brown, of the Sterling Roll & Record Co. of this city, while they were here. Over on Huron Road B. L. Brown went to Louisville to attend the concert given there by Sara Martin, an exclusive negro Okeh artist, and Handley's Orchestra, who are making quite a bit on their trip.
specially designed for the Talking Machine Trade

Cutting and Washington Radio Receiver 11C—cabinet design console type. Completely self-contained, a three-tube set that has proved in comparative tests to have higher selectivity and volume than any other instrument in its class.

A moderate-priced Cabinet Receiver—Console Type

Here at last is the instrument which enables the talking machine dealer to enter confidently into the radio business, feeling that he is now assured of success.

Designed by Cutting and Washington, two of America's best-known radio engineers, pioneer manufacturers of radio equipment—a concern with strong financial backing that has a reputation for service. This new instrument is the leader of the C. & W. line, which covers all ranges of price. All sets licensed under the Armstrong Patents—admittedly the best for radio reception.

Dealers securing the C. & W. franchise are given territorial protection and backing by a comprehensive advertising campaign.

Secure the details at once and be in position to profit by the radio business this Fall and Winter.

Cutting and Washington Receiver 12A—"Town and Country" model (portable type). A two-tube set which makes an ideal receiver both for the home and for outing use. For either single circuit or double circuit.

TALKING MACHINE DEALERS & DISTRIBUTORS


Cutting and Washington Radio Corp.
Operating Station WLAG—"Call of the North"
Minneapolis Minnesota

Cutting and Washington
America's oldest manufacturers of commercial radio
At Last!

A Perfect reproducing phonograph to retail at $10

Strong, easy running motor with spring of best material—
one winding plays entirely any

Jos. Howard's Unique Production

fact that this theatre is the leading vaudeville house in America.

The Brunswick phonograph, which is de-

signed after the Stratford model, is finished in

gold and black, with the name Brunswick promi-

nently featured, and a handsome black curtain

setting off to advantage the entire display.

When the curtain rises the music from an organ

emerge from the phonograph. After a few strains Mr. Howard and Miss Clark

emerge from the phonograph. The complete

scene is entitled "Brunswick Town" and is

without question the most important factor in

the new production.

Harry A. Beach, Eastern sales manager of the Brunswick Co., co-operated with Mr. How-

ard in handling the details incidental to the introduction of the Brunswick phonograph in

the new revue. To properly celebrate the week at the Palace Mr. Beach was the host at

a formal dinner given to Mr. Howard and James J. Morton, one of the members of the

revue, on Monday evening, August 27. Among the Brunswick executives who were present at

the dinner was Mr. Howard and his produc-

tion. It is planned to feature the use of the

Brunswick to excellent advantage, as the pro-

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Special Release of Three Records by Colored Artists Is Particularly Timely

In view of the apparently growing interest in records by colored artists, termed by some manufacturers "race" records, a special release of three new records of that type by the Victor Co. is most timely. The first of the new records bears on one side "If Anybody Here Wants a Real Kind Mama" and on the other side "Memphis, Tennessee," both sung by Ethel Rid-

ley, accompanied by Bradford's Jazz Phools. The second record is of "Bleeding Heart Blues" and "You Can't Do What My Last Man Did," two piano numbers played by James T. Johnson, and the third record is of "Midnight Blues," sung by Rosa Henderson, and "Cotton Belt Blues," sung by Lizzie Miles.

Represent Thorens Products

L. H. Junod & Co. American Agents for Swiss Motors, Tone Arms and Sound Boxes—Fall Sales Campaign Is Now Under Way

L. H. Junod & Co., 104 Fifth avenue, New York, are making plans for an energetic Fall campaign in behalf of Thorens motors, tone arms and sound boxes. These products, which are manufactured by the Herman Thorens organization at Ste. Croix, Switzerland, are well known in the talking machine industry, as they were introduced in this country many years ago. L. H. Junod & Co. have been appointed American representatives for the Thorens organization and complete sample lines are now on display at their wareerooms.

Although a newcomer in the talking machine field, Mr. Junod is well known in general busi-

ness circles. A number of years ago he became identified with the export industry, representing the firm of Steiger & Co., and later becoming American agent for Eisenhut & Co. and other prominent houses. Since 1909 Mr. Junod has represented the Swiss Government in consular affairs in New York, beginning as vice-consul, and in 1912 becoming Swiss consul here for New York and the New England States. As he is a native of Switzerland, Mr. Junod is thoroughly familiar with the economic and commercial conditions of his home country and has rendered invaluable service to the Swiss Government in many ways. He also has the unique record of having crossed the Atlantic Ocean on seventy voyages during his business career to date.

Incorporation papers have just been filed for the Hudson Music Co., Hastings-on-Hudson, N. Y. A. Barchas, R. Lurie and P. Block are the officers of the company, which will be capitalized for $50,000. Acting as legal representa-

tives will be the firm of Kaplan, Kosman & Steurand, 1540 Broadway, New York. The concern will deal in musical instruments.

B. D. COLEN RETURNS FROM EUROPE

B. D. Colen, president of the Musical Products Distributing Co., New York, manufacturer of the "Standex" display stands and jobber of Vocalion records, returned recently from a trip to Europe. Mr. Colen visited several countries abroad, spending about three weeks in Berlin, making an investigation of commercial and economic conditions. Upon his return to New York he was glad to find that his company's activities during the Summer months were well ahead of all expectations and at the present time he is busy making plans for the Fall trade.

NEW STORE IN SAND SPRINGS, OKLA.

SAND SPRINGS, OKLA., September 5.—A music store has been opened here at the former loca-
tion of the Star Cafe by Daltry and DeArmand, of Hugo.

Yale PhonoGraphs

For trade prices and details, write to

Davis Mfg. & Sales Co., 763 State Street, New Haven, Conn.
SEPTEMBER 15, 1923

THE TALKING MACHINE WORLD

71

FLETCHER UNIVERSAL TONE ARM and REPRODUCER

Gives Proper Playing Weights for All Records. No Adjustment Screws or Springs
SAMPLES $8.00
Specify 8 1/2" or 9 1/2" arm
FLETCHER-WICKES CO., 116-122 West Illinois Street, Chicago, Illinois

FLETCHER REPRODUCER

Scientifically Constructed

Gives Perfect Reproduction of Voice or Instrument
Volume and Perfect Detail

ACTUAL SIZE

Reproducer and Connection for NEW EDISON
Plays all Records

Carried in Stock for Victor and Columbia

THE FLETCHER "STRAIGHT"

Design Patented November 29th, 1921

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

It is universal and equipped with the Regular Fletcher Reproducer, giving the same natural tone quality as heretofore
Made in two lengths, 8 1/2" and 9 1/2"

SEND FOR PRICES AND TERMS

FLETCHER-WICKES COMPANY
116-122 WEST ILLINOIS STREET
CHICAGO

THE MCLAGAN PHONOGRAPH CORPORATION, LIMITED, STRATFORD, ONTARIO, EXCLUSIVE CANADIAN AGENTS
PAUL WHITEMAN AND HIS ORCHESTRA RECEIVE UNPRECEDENTED WELCOME ON RETURN FROM EUROPE

Many Prominent in Talking Machine, Musical and Theatrical Circles Meet Leviathan at Quarantine—Musical Program and Airplane Play Part in Welcome—Guests at Banquet and Reception

Paul Whiteman and His Orchestra, exclusive Victor artists, arrived in New York a few weeks ago on the "Leviathan" after a triumphal season at the London Hippodrome. The "Leviathan" was met down at the Quarantine station about twenty miles below the city by a boat load of talking machine, musical and theatrical people. A band on the guest boat serenaded Paul Whiteman and His Orchestra all the way to the "Leviathan" dock, while overhead a big army bombing plane carried Charles Dornberger and His Orchestra from "George White's Scandals," who also serenaded the returning orchestra. A third band in life-saving suits played in the water at the side of the "Leviathan" at the Quarantine station and, upon arrival at the dock, a fourth band of serenaders appeared and played until Paul Whiteman and His Orchestra had disembarked.

By prearrangement among the representatives of the music industries in New York a reception was held on the "Leviathan" dock, in the course of which Paul Whiteman was crowned "King of Jazz." The crown for the coronation was made by the Buescher Band Instrument Co., Elkhart, Ind., to the specifications of the reception committee. The Buescher Band Instrument Co. made the set of instruments used by Paul Whiteman and His Orchestra and the crown bore replicas of these various instruments, including, of course, the popular saxophone. The coronation address came over the long-distance telephone from Elkhart, being sent by F. A. Buescher.

The golden crown is inscribed "To Paul Whiteman in appreciation of his art and artistry and his aid to self-determination in the music of the nation."

The day following their arrival Paul Whiteman and His Orchestra were the guests of honor at a banquet and reception given at the Waldorf-Astoria. Many well-known members of the music publishing and allied industries were present, together with half a dozen bands, which alternated in playing for the assembled guests. The entire program was broadcasted by radio and, under the direction of William Collier as toastmaster, the event was a decided success. The guests of honor at the dinner comprised the following: Victor Herbert, Senator E. I. Edwards, S. J. Kaufman, Jules Glaenzer, Frank Crowninshield, Murray Hubert, George S. Kaufman, Irving Berlin, Congressman Sol Bloom, Com. Richard Enright, George M. Cohan, Marc Connelly and Capt. Herbert Hartley. Murray Feil officiated as stage director and the Paul Whiteman Welcome Home Com-
PAUL WHITMAN AND HIS ORCHESTRA

will devote several weeks to the making of
NEW VICTOR RECORDS

in which will be embodied the greatest musical thrills ever recorded

The foremost musical critics and writers have acclaimed Paul Whiteman as an important factor in America's musical life

An extract from Gilbert Seldes’ article in the August issue of “The Dial,” one of America’s leading literary magazines

"Today I know of no second to Whiteman in the complete exploitation of jazz. Like Karl Muck and Jim Europe, Whiteman is a bit of a 'kapellmeister'; his beat is regular or entirely absent. He never plays the music with his hand or designs the contour of a melody, or otherwise ACTS. I know that people miss these things; I would miss them gladly a thousand times for what Whiteman gives in return. Indeed, I mean that a sudden bellow or a groan is all very well, but the real thrill is in such a moment as the middle of Whiteman's performance of a 'Stairway to Paradise,' when the 'Beale Street Blues' occur. That is real enjoyment and the rest is nowhere. He has arrived at one high point of jazz, the highest until now material in the music is provided for him."

Watch for Paul Whiteman's New Records

UNITED ORCHESTRAS

Incorporated

160 W. 45th Street

New York City

Buddy de Silva, E. C. Mills, Jules Gleesner, Hon. Sol Bloom, Walter Douglas, Dan Winkler, Hugh C. Ernst, Saul Bernstein, Otto Jonas, the leading modern interpreters of music lovers and musical fraternities. And enthusiastic praise of the English public, stay abroad this organization won the approval of tremendous success achieved by Paul Whiteman many years, was in thorough accord been given a member of the music industry for instilled one of the greatest ovations that have been paid to any orchestra. Mr. Whiteman is a Kapellmeister, at one high point of his work, the highest until now new material in the music is provided for him.

L. D. ROSENFIELD IN NEW POST

Has Joined Staff of the Regal Record Co., Inc.,

—Now in South Appointing Jobbers for “Lil' Tots' Nursery Tunes”

Louis D. Rosenfield, who has been connected with some of the most successful record manufacturing companies in the sales and advertising departments, has joined the staff of the Regal Record Co., Inc., and will give particular attention to the "Little Tots' Nursery Tunes" division of that company. Mr. Rosenfield has a wide acquaintance in the talking machine field, both among distributors and retailers. He recently returned from a several weeks' trip through New England territory, where he found a great deal of enthusiasm among retailers for these new records. Mr. Rosenfield is now traveling through the South and Middle West, where he is appointing jobbers for the distribution of these records.

MISS LILLIAN GUTH BACK AT DESK

Miss Lillian Guth, secretary and credit manager for the Emerson Phonograph Co., returned to her office early in September following an auto trip to Maine and other New England territory. The trip was made for a much-needed vacation, following an unusually active Spring and Summer in Emerson business. Miss Guth recently reported that, since the reduction of the model Victrola departments, the activities of all departments of the company have been greatly enlarged. The addition of several models to the Emerson line of machines has also added to the activities of all departments of the company.

BUYS CHILD MUSIC CO. STOCK

Louie Harter has bought the stock and equipment of the C. L. Child Music Co., Victor dealer, of Maplewood, Mo. Mr. Harter will move the stock to his new store in Webster Groves, Mo.

W. C. FUHR returns from coast trip

Okeh General Sales Manager Appointed Two New Okeh Jobbers—Opened New Branch in San Francisco—Found Conditions Satisfactory

W. C. Fuhr, general sales manager of the General Phonograph Corp., manufacturer of Okeh and Odeon records, returned to his office recently from a trip to the Pacific Coast, during which he called upon Okeh jobbers in various cities and made a number of important Okeh jobber appointments. At Dallas, Tex., the Texas Radio Sales Co., Inc., was appointed an Okeh jobber. This company has leased a large building at 2005 Main Street and is making plans for an aggressive Fall campaign.

After leaving Dallas Mr. Fuhr visited Los Angeles, where the former General Phonograph Corp.'s branch is now conducted by the Okeh Smith Co. as a jobber of Okeh records. C. N. Smith, head of this concern, is keenly enthusiastic regarding the future outlook for Okeh records in this territory.

W. E. Henry, formerly manager of the Los Angeles branch, accompanied Mr. Fuhr to San Francisco, and a new branch of the General Phonograph Corp. was opened at Third and Mission streets, San Francisco, under Mr. Henry's capable direction. From San Francisco Mr. Fuhr journeyed to Portland, Ore., establishing as an Okeh jobber in that city L. D. Heater, one of the best-known wholesale phonograph men on the Pacific Coast. Following the establishment of these new jobbers Mr. Fuhr called on several Okeh jobbers in the Middle West, stopping at Salt Lake City, Denver, St. Louis, Minneapolis, Kansas City, Detroit, Chicago, Cincinnati and other trade centers. He reports business conditions as looking very favorable and that Okeh jobbers are in the midst of preparations for a banner Fall trade.

DEATH OF CONNELLSVILLE MERCHANT

CONNELLSVILLE, PA., September 1.—I. Aaron, head of Aaron's, operating large department stores in Uniontown and Connelsville, died at his home here a short time ago. Mr. Aaron was a native of Germany and located in America at an early age. He had just reopened the Uniontown store, which had been remodeled and reequipped for the Spring and Summer in Emerson business. Miss Guth recently reported that, since the reduction of the model Victrola departments, the activities of all departments of the company have been greatly enlarged. The addition of several models to the Emerson line of machines has also added to the activities of all departments of the company.

At Last! A Perfect Repeating Device

CESCO Repeater

Price $1.00

Here at last is a perfect repeating device—absolutely new in principle, new in construction and far more valuable than any other repeating device. Unique and novel in operation. Decidedly simple. Needs no adjusting whatever. Just sets in the center of the record. No break or pause between ending and starting—no action is instantaneous.

SEND FOR SAMPLE

The CESCO Repeater is sold to the trade through jobbers and distributors. Samples furnished to dealers on receipt of jobber's name.

THE RAPID REPEATER COMPANY

260 Van Alst Ave., Long Island City
BROOKLYN MERCHANTS
PLACING FALL ORDERS

End of Vacation Season Finds Retail and Wholesale Trade Busy With Plans for Fall Campaigns—Trade Expansions—Sonora

The usual Window Displays—Other Interesting News and Activities of Long Island Trade

Among talking machine jobbers and dealers in the Brooklyn and Long Island territory there is an increasing evidence of optimism regarding the outlook for Fall trade. Dealers are ordering stock to meet their demands in a liberal way, and with the Summer vacations almost over, and the sales staffs of the various jobbers once more at the helm, we can expect marked sales activity in the Brooklyn and Long Island territory around the middle of September.

Opportunity for Portables Sales

That the season for portable talking machines does not end with the Summer months is noted by a prominent Brooklyn dealer. The Fall months, particularly those just preceding the Christmas season, have been found to be, among a certain class of prospects, a good time for the sale of portable machines. These prospects are the parents of children and young people who attend schools and colleges away from home. It is possible to sell the machine with the idea in mind that they make a very acceptable gift for the students, and can be easily transported back and forth at the close of the scholastic year.

Magers Music Shop Expands

Benton's Mistic Shop, Central avenue, Cedarhurst, L. I., Victor dealer, has sold out to Magers Music Shop, and business will continue under that name at the above address.

Praver Merch Music Shop Adds Sonora

The Long Island Phonograph Co., Sonora distributor of Brooklyn and Long Island, has secured as a new account the Praver Music Shop, 331 Sitter avenue, Brooklyn. A sales drive by this new addition will soon be started.

Vorbach Bros. Help to Lower the Temperature

Vorbach Bros., 10927 Jamaica avenue, Jamaica, L. I., recently opened a larger and better store at 10927 17th Street, accompanied by a noticeable advertising campaign, which included a full-page ad in the local daily.

This window display attracted unusual attention inasmuch as it represented a Winter scene. A partition was built play, considering the time of the year. It consisted of a Winter scene. A partition was built in the window representing a house. Snow covered the ground and the roof of the house. Several small evergreen trees appeared in the foreground. A caption was printed which insisted of a Winter scene. A partition was built play, considering the time of the year.

Several small evergreen trees appeared in the foreground. A caption was printed which consisted of a Winter scene. A partition was built in the window representing a house. Snow covered the ground and the roof of the house. Several small evergreen trees appeared in the foreground. A caption was printed which consisted of a Winter scene.

The interior of the store was arranged to represent the living-room of a house, several talking machines being displayed on the floor and also a piano and musical merchandise. This window display attracted unusual attention inasmuch as it appeared during the hottest months in Summer, namely, July and August. Mr. Vorbach attributes the sale of at least ten talking machines to this display.

Noting and Acting on an Opportunity

This concern is quick to take advantage of local happenings and did so during the recent automobile show held in the neighborhood. An automobile firm had displayed large signs inviting the public to come and view the 1924 models of cars. Accordingly Vorbach Bros. displayed a similar sign which read "Come and see our 1924 model," and had on display a number of talking machines of the latest models.

It has always been the policy of this store to make its customers feel at home. Often a number of young people will come in and play pieces on the piano, and in some cases even dance. The good-will that is built up in this manner has led to a number of sales.

American Talking Machine Co.
Brooklyn, N.Y.
Victor Wholesalers

The Victor Dealer
WHO DELAYS PLACING HIS ORDER FOR MACHINES FOR FALL REQUIREMENTS WITH HIS DISTRIBUTOR, IMMEDIATELY, IS MAKING A MISTAKE.

DO NOT BLAME ANYONE BUT YOURSELF AT A LATER DATE IF THE FAULT IS YOUR OWN.

AMERICAN TALKING MACHINE CO.
BROOKLYN, N.Y.
VICTOR WHOLESALERS

THE HIGHEST CLASS TALKING MACHINE IN THE WORLD

Now for a Bigger Fall Business

THE INSTRUMENT OF QUALITY
SONORA
CLEAR AS A BELL

SERENADE

Here is the whole story of our attractive proposition to dealers—in a paragraph.

The SONORA, with its mechanical and artistic perfection; and our service which is uniformly active, satisfactory, smooth running and profitable, place you in a position of utmost satisfaction season after season.

Let us explain more fully-write

Long Island Phonograph Co., Inc.
17 Hanover Place, Brooklyn, N. Y. Telephone Main 1217-18
Sonora Distributors for Brooklyn and Long Island

SEPTEMBER 15, 1923
Another Superior Point for THE NEW COLUMBIA

Each individual model of the New Columbia has been thoughtfully and artistically designed. The lines are charming in their simplicity and quiet elegance. Only the choicest woods are used, with their natural beauty brought out to best advantage. The hardware and other minor details make a harmonious whole unsurpassed in the realm of furniture.

LONG ISLAND PHONO. CO. HOLDS FIRST DEALER MEETING

Constructive Addresses by Executives of Prominent Brooklyn Sonora Wholesaler and George E. Brightson, President of the Sonora Co.

The Long Island Phonograph Co., Brooklyn, N. Y., Sonora Jobber for Brooklyn and Long Island, was the host at a convention of Sonora dealers in this territory held at the Hotel Bosser, Brooklyn, N. Y., on August 30. The meeting was a decided success and, in all probability, similar gatherings will be held in the near future in order to give the company and its dealers an opportunity to exchange ideas.

Before luncheon was served the Sonora dealers, with their friends, were invited by R. H. Keith, president of the Long Island Phonograph Co., to inspect the new "Argyle" Sonora console which was recently added to the line. This instrument met with the enthusiastic approval of all the visitors and it was predicted that the "Argyle" would prove to be one of the leading sellers during the coming season.

In a brief address of welcome Mr. Keith told the dealers that the meeting was theirs and during the course of the luncheon an interesting musical program was presented, including several selections by Miss Alexander, a well-known Spanish soprano. Mr. Keith officiated as toastmaster and seated at the guests' table were the following executives of the Sonora Phonograph Co.: George E. Brightson, president; S. O. Martin, vice-president and general manager, O. S. Keyes, treasurer; L. C. Lincoln, advertising manager; Frank Goodman, assistant general sales manager, and E. D. Coors, dealer service manager. Other guests at the speakers' table were E. S. White, Sonora Co. of Philadelphia; Herbert G. Young, assistant sales manager, Sonora Sales Co. of New Jersey; C. W. Keith and J. J. Scharweiser, of the Long Island Phonograph Co.

Mr. Brightson favored the dealers and their friends with one of his usual interesting addresses, stating that the Sonora Phonograph Co. has sufficient orders on hand at the present time to keep the factories working to capacity until March. Mr. Martin, who has won considerable store be or she has an unlimited collection. The display in this case consisted of a motor and turntable; on the latter there was a dancing doll. Besides this there was one cabinet talk.

DOEHLER.

The World's Largest Producer of

DIE-CASTINGS

DOEHLER DIE-CASTING CO.
BROOKLYN, N. Y.
TOLEDO, OHIO.

A Centonze Music Co.
PUBLISHERS

Distributors and Jobbers in

RECORDS and PIANO ROLLS

174 JOHNSON AVENUE
BROOKLYN, N. Y.

ing machine displayed in the window. The motor revolved continuously, and the movement of the doll attracted the attention of many people as they passed the window. Analyzing the orders placed by Sonora dealers last Fall and pointing out that practically every dealer could have used at least 25 per cent more merchandise last year than the company was able to furnish. At this point order blanks were distributed among the dealers and the suggestion was offered that wherever possible the dealers anticipate their requirements for the next three months. This plan met with an enthusiastic response from the Sonora merchants present and orders were placed at the meeting which called for considerably more Sonora instruments than the sales totals presented by Mr. Keith in his address.

Quite a number of the dealers took advantage of R. H. Keith's invitation to join an open forum and brief talks were made by the following Sonora retailers: C. S. Hammond, manager music department, Frederick Loeser & Co.; James Quinn, C. J. Iannelli, manager of phonograph department, H. Batterman & Co.; S. M. Creedman, Leon Beck, Mrs. Albert Berzin and other well-known Long Island dealers.

DOEHLER.

The World's Largest Producer of

DIE-CASTINGS

DOEHLER DIE-CASTING CO.
BROOKLYN, N. Y.
TOLEDO, OHIO.

Doepler engineers and metallurgists— in the Doepler laboratories—are constantly engaged in research and development work in metal alloys for die-castings. And they are in constant touch with progress and discovery in other metallurgical and chemical fields.

As a result, Doepler customers are assured the full advantages of the very latest practice, and may feel the confidence that every Doepler Die-Casting is up-to-the-minute in the best metallurgical knowledge.
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: 103 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 handicraft 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 $90 to $260.
San Francisco, Calif., September 1—The calamity-bowers will be disappointed again, for there will be no period of depression this Fall. Business conditions on the Coast have been improving steadily, and as far as the talking machine trade is concerned most of the dealers report a big increase in sales over last month. The reduction in price on Victor Red Seal records has stimulated record business on high-class records and the volume of sales on Columbia records is unprecedented. Edison, Vocalion and Brunswick records are growing steadily in popular demand out this way and the prospects are for a revived interest in Okeh records now that the General Phonograph Corp. has extended its Coast representation.

Popularity of Period Models

"The fine art models of talking machines," says Robert Bird, Pacific Coast sales manager of the wholesale-Victor department of Sherman, Clay & Co., "have undoubtedly done much to raise the average price paid for talking machines these days. Even in the neighborhoods inhabited almost entirely by wage workers the demand for period styles is insistent."

This would seem to indicate that public taste is becoming elevated to a higher plane in the matter of machines as well as in record selections. Some claim the more fastidious popular taste is directly due to the influence of the luxurious interior furnishings exhibited in the motion pictures. Surely the increased appreciation of good music is largely due to the excellent programs of the movie orchestras.

Trade and Public Welcomes New Edison

The educational work of Edison Phonographs, Ltd., in promoting a critical valuation of fine art in music is approved by the trade, no matter what line it is carried. The Edison re-creations represent the highest achievement and consequently there is no wonder Edison fans are multiplying all over. The Coast trade certainly welcomes the recent splendid additions to the Edison record library and the fine line of Edison phonographs now available.

Work Starts on New Victor Plant

Excavation work for the new pressing plant of the Victor Co. in Oakland is about to commence. The plant is expected to be ready for use within a year.

New Sherman, Clay Building Soon Ready

The new wholesale building of Sherman, Clay & Co., on Mission street, this city, is nearing completion and plans are being made to occupy it before October 15. The Stockton store of Sherman, Clay & Co. was completely destroyed by fire a few weeks ago and the company is now occupying temporary quarters in Stockton. The company will rebuild bigger and better.

The big talking machine sale at Kohler & Chase is over and Jack Bray, manager of the talking machine department, has fled the city to take care of much business accompanied by Mrs. Bray, he is exploring northern California. The General Phon. Corp. Opens Offices

The General Phonograph Corp., of New York, manufacturer of Okeh and Odeon records, has just opened a branch at 86 Third street, this city. The office is in charge of Bob Koltart, who was formerly with the Columbia Co. in San Francisco, and who later engaged in the talking machine business in Honolulu and Australasia. W. E. Henry, better known as "Pop" Henry, is the Pacific Coast manager of the General Phonograph Corp. He recently opened up the main office in Los Angeles. "Pop" is also an old Columbia representative and at one time was in charge of the San Francisco office.

Quarq Music Shop Is Expanding

William Quarq, manager of the Quarq Music Shop, as "The Phonograph Studio" is now re-named, is taking a business trip to Los Angeles. The shop was started a few years ago as an exclusive talking machine store, but gradually it has expanded until now several lines of musical merchandise are carried. A special show window this week is devoted to featuring Victor and Columbia records of the popular song, "Cut Yourself a Piece of Cake and Make Yourself At Home." A huge wedding cake is the piece de resistance of the display. The window was put in co-operation with the Leo Pest Co., publisher of the selection in sheet music form.

Hazel Rae Love, of the Quarq Music Shop, the all-round authority on talking machine merchandise, is back at her post after a vacation trip which extended from Fresno on the south to Eureka on the north.

Frank B. Long Moves

Frank B. Long, inventor and manufacturer of the Melodious phonograph, has moved into a new and handsomely equipped establishment at 463 O'Farrell street.

To Move Brunswick Department

The Sterling Furniture Co., on Market street, is to come down to the main floor with its exclusive Brunswick department some time before the close of the year. The company has such faith in the line that it wishes to give it greater prominence in display and the sales department.

F. Travers on Business Trip

F. Travers, manager of the Sonora Phonograph Co., of the Pacific Coast, is making a business trip through the Northwest during which he will visit a number of the Sonora dealers. O. N. Reiblin, manager of the Phonograph Shop, on Stockton street, dealer in Victor and Sonora merchandise, finds interest in period styles more keen than ever before.

New Brunswick Accounts

The Alexander Music House, of Salinas, and the Pierce Piano House, of Eureka, are two new California agencies for the Brunswick line.

The Brunswick Co. has completed making a series of Paul Ash jazz and semi-standard records which will shortly be placed on the market. The records were made in the room of the San Francisco branch of the Brunswick Co.

Miss Bessie Lee, of the talking machine department of the Nathan-Dohrmann Co., San Francisco, is on her vacation. Incidentally it is her honeymoon, for she deserted the ranks of single blessedness on August 18.

W. A. Carroll Visits Emerson Co.

Detroit Emerson Jobber Makes Encouraging Report on Business Conditions and Prospects

One of the recent visitors to the offices of the Emerson Phonograph Co., Inc., was William A. Carroll, president of the Emerson Record Sales Co., Detroit, Mich., distributor of Emerson phonographs and records in Michigan and Ohio territory.

A. Abrams, president, and Arthur H. Cushman, sales manager of the Emerson Co., were quite gratified at Mr. Carroll's report of sales activities in the Middle West. Emerson sales have shown substantial increases and all indications point to a most active Fall season. Mr. Carroll, who has been an Emerson distributor for over seven years, stated that the reduction in the retail price of Emerson records has influenced many responsible dealers to stock the product.
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

TRADE REMAINS IN OPTIMISTIC MOOD DESPITE LABOR TROUBLES IN COAL MINING CENTERS

Growing Demand for Records Features Trade—Fall Prosperity Depends in Large Measure Upon Satisfactory Settlement of Coal Controversy—News and Activities of the Month

PHILADELPHIA, PA., September 7.—Sultry August days and pleasant September weather in the Philadelphia district both brought with them many inquiries of a character suggesting orders to follow later on and, better still, a little more than the usual amount of mid-Summer business. The wholesale distributors of records are particularly enthusiastic over conditions as they exist and as indications portend they will be. The outstanding feature of the wholesale trade is the very large amount of business conditionally placed by retail distributors of records throughout the State and particularly in the hard-coal regions, which during August remained a storm center of agitation between mine owners and miners. These orders were placed subject to the results of the negotiations over wages and other matters at issue between employers and employes and, in the event of a successful termination of them, indicated by the late intervention of the Governor of the State, a certainty of a splendid Fall business was arrested and sales attributable solely to the effective display were made. In the opinion of Manager R. L. Perrett it was most effective. The displays were made only at the week-ends.

City trade among the distributors of records, both in a wholesale and in a retail way, was seasonably draggly, but there is not a note of doubt as to its future brightness. Reduction in price of Victor Red Seals had the effect of considerably stimulating sales of these products. The trade understands that the new double-faced Victor Red Seals will be placed on the market September 23 and, in view of that fact, ordering of old records was held back to some extent. A very large increase in Victor record sales is anticipated when the new records are offered to the public. The market for talking machines was merely seasonably quiet. That, too, with the coming of the cooler months, in dealer opinion, largely will increase. As a matter of fact, August of this year was decidedly more satisfactory in the volume of sales than the corresponding month of a year ago.

Clever Display Emphasizes Service

A novelty in sales promotion and which resulted most satisfactorily was staged during the month at the Widener Store, 1109 Chestnut street. At the close of each week there were hung in the Chestnut street show windows, past which thousands of shoppers go, two immense reproductions of clock faces. On the left-hand face the hands indicated 8:30 o'clock and on the right-hand 1 o'clock. An explanatory note emphasized the point that orders received for machines as late as 8:30 o'clock on Friday would result in positive deliveries by 1 o'clock on Saturday, giving a seventeen-hour guaranteed service. The diagrams so vividly brought home this lesson that attention performed was arrested and sales attributable solely to the effective display were made. In the opinion of Manager R. L. Perrett it was most effective. The displays were made only at the week-ends.

C. Bellak Defers Retirement

It was officially announced during the week that the negotiations which had for a long time been pending over the disposal by sale of the piano and talking machine business of Jas. Bellak's Sons, Twelfth and Chestnut streets, finally were off and that the business would continue under the present management. This firm enjoys the reputation of being the oldest in continuous business history in Philadelphia, the establishment dating back to 1874. It is in the intention of the present owner, Charles Bellak, to retire and for a time it looked as if he would do so, but at the last minute the negotiations fell through and for the present at least he will continue to direct its affairs as he has been doing for several decades.

Champion Phonograph Globe-trotter

The local branch of the Columbia Graphophone Co. believes that it has located the champion phonograph globe-trotter. The following letter was received recently by the branch and is the basis for making this claim for championship:

"During my army career, 1917-21, the phonograph has been round the world with me three times and, when surgeon on the U. S. Trans. (Continued on page 80)
THERE IS NO SUBSTITUTE FOR THE NEW EDISON.

GIRARD PHONOGRAPH CO.

Edison Distributors Exclusively

1819-1859 NORTH 10th STREET

PHILADELPHIA, PA.

THE TRADE IN PHILADELPHIA AND LOCALITY—(Continued from page 79)

Port ... it accompanied me to Finland on the famous Bolshevik deportation trip. Your phonograph has had a stormy, strenuous and stirring existence. Crossing the ocean it has been left out on deck during a hurricane, yet it never failed to operate, whether in Northern or tropical latitudes. I would not part with it at any price."

Organize the G. F. Fields Music Co.

G. F. Fields has announced in a general communication mailed to the trade that he has disposed of his interest in the United Music Stores, Philadelphia, and has formed the G. F. Fields Music Co., which will act as wholesaler and retailer of music rolls, musical merchandise and radio sets. Mr. Fields has also announced that he has secured the exclusive jobbing of International player rolls for Pennsylvania territory. A location has been secured at 269 South Eleventh street, Philadelphia.

Everybody's T. M. Co. in New Home

In the new warehouse recently acquired by Everybody's Talking Machine Co., Inc., 810 Arch street, there will be opened an addition to the mail order department for the purpose of enlarging that division to take care of increased business which the firm enjoys nationally. Crossing the ocean it has been left out on deck during a hurricane, yet it never failed to operate, whether in Northern or tropical latitudes. I would not part with it at any price."

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Displays Boost Victor Record Sales

H. Royer Smith, who conducts a retail store at Tenth and Walnut streets, has had a record month in sales of Victor Red Seal records, which he featured in store and window displays. Miss Madeline, record buyer for the Smith store, left the first of September for a two weeks' vacation trip to New York, where she visited the various Victor dealers, getting ideas from the biggest promotions throughout the sales and display methods employed.

Inaugurates Drive on Records

Owing to the large number of Red Seal records which will be stocked in the Talking Machine Co., 1025 Arch street, it has arranged for the remembering and redistribution of these lines in the shelving accommodations at the headquarters. The latter part of August clerks were kept busy rearranging the stock racks for the purpose of classifying the serial numbers and to make way for the incoming orders of double-faced Victor Red Seal records which will be carried during the coming season. The firm is prepared for a prosperous season in the new double-faced Victor Red Seals and expects that these will outsell the old single-faced record because of the comparatively low price. The firm announces that many dealers are awaiting the exchange proposition which shortly is expected from the Victor headquarters and which will deal with the returnable numbers of Red Seals. It is holding off orders for the new Red Seal records, expecting to clean up the old stock before placing orders for the new requirements. The entire sales force of the company started out on September 4 in order to clean up the Fall business. E. M. Stern, president of the company, is on an extended automobile trip through Canada and is expected to return by the middle of September.

Victor Dealers Ordering Fall Stock

Orders for the Victor machines placed with H. A. Weymann & Son, Inc., 1115 Chestnut street, cover September, October and November deliveries. Owing to the large number of orders on hand the firm is making every effort to speed up deliveries but feels that some dealers' wants will remain unsatisfied the next three months because of the demands on the output of the Victor factory, and the accumulated orders are far in advance of the number of machines to be had in stock. It is sending out announcement to the trade that concentration is being made on speeding up deliveries from the factory. Harry W. Weymann, president of the company, left the latter part of August for an auto trip along the St. Lawrence River and...
VELVALOD RECORD CLEANERS

Dealers—Advertise direct in the home thru the best advertising medium on the market. Jobbers—Get your samples for your salesman. Prepare for the Holiday Trade. We will help you get it. Write at once.

Philadelphia Badge Company
Manufacturers and Patents
942 Market Street
Phila., U. S. A.

other Canadian points. He was accompanied by Mrs. Weymann and their son, Herbert W. Weymann, in charge of the publicity end of the business. During the absence of Mr. Weymann C. W. Babb, general manager, is taking care of the talking machine department.

Louis Buehn Travelers Out

The four members of the sales force of the Louis Buehn Co., 835 Arch street, who have been on vacation, returned to headquarters the latter part of August preparatory to starting out after Labor Day on the Fall trip, visiting the dealers in their territories. C. E. Shepard will spend the month visiting northeast Pennsylvania. Frank R. Ransey will look after Philadelphia. Harry Pierce will visit the southern New Jersey and southern Pennsylvania districts, while Thomas Hower makes the rounds of central Pennsylvania. Louis Buehn, head of the firm, has returned to headquarters from an extensive automobile trip to New England. While in the New England States he visited several of the golf courses for the purpose of training up for the big game to be played at the Seaview Golf Club near Absecon, just outside of Atlantic City. Mr. Buehn will enter the contest for the Blackman cup, to be held on September 15 on the Seaview golf course, and is expected to make a good showing because of his prowess in the game.

Girard Co. Planning Tone-tests

Plans for a series of tone-tests to be given during the coming Fall season are now under way at the Girard Phonograph Co., 1819 North Tenth street, co-operating with the dealers who feature the Edison phonographs and records, for which the Girard Co. is the local distributor. The series of tests will be featured in the eastern Pennsylvania, southern New Jersey, Delaware and Maryland districts, which come under the local territorial rights, where the dealers have arranged, in conjunction with the Girard and the Edison Co., to give concerts in halls, churches and other public gathering places, where the artists will personally appear and give concerts, while the vocal selections will be duplicated on the Edison. A. W. Rhinow, of the Girard Phonograph Co., is now perfecting plans with the dealers and the Edison Co., so that an early listing by the dealers will give ample opportunity for securing such talent as may be desired in the territory in the immediate future.

Concludes Sale of Old Columbias

During the month there were closed out at the Gimbel store the last of the special lot of Columbia cabinets of which this establishment had secured a very large proportion. Manager G. F. Wurtele, of the record department, enjoyed a brief vacation during the month and fully prepared himself for the big season ahead, which traditionally opens about September 15. New Cheney Model Makes Debut

In the recently acquired home of the Cheney Sales Corp., in the Jefferson Building at 1015 Chestnut street, there is being featured the newest addition to the Cheney family of phonographs. It is listed as No. 119 and it was placed on the market the middle of August. It is a console constructed of mahogany, with an attractive and artistic grilled door, and retails at $165. Customers who have viewed the new model in Room 808 in the Jefferson Building, to which the firm removed from its former quarters in the Story & Clark Co. Building at 1105 Chestnut street this summer, have placed large orders for the new model and dealers find little effort necessary to dispose of them; consequently, generous repeat orders are being received. The new location of the Cheney Corp. is used as display room and sales offices and is the executive headquarters of G. Dunbar Shev- ell, president of the corporation. The local offices are under the management of D. H. Fal- nor. G. Dunbar Shevell, Jr., advertising man- ager and son of the president, spent August on a vacation trip to Maine.

Wanamaker Makes Drive on Brunswicks

The John Wanamaker Store conducted an extensive Brunswick newspaper campaign, employing the use of every paper in Philadelphia, with the exception of one, in advertising these machines and, as a result, found business for the Brunswick greatly increased. Under the direction of the Philadelphia Brunswick manager, O. F. Jester, there is being conducted from the local headquarters at 1002 Arch street a full-page newspaper advertising campaign, with the Sunday Ledger, one of the best-known and leading Quaker City news journals, as the medium for getting the Brunswick be-

Unrivaled Clarity!

MUSIC MASTER'S clean-cut, scratchless reproduction of tone is the marvel of all who hear it. It does not imitate the singer's voice; it gives forth the voice ITSELF, without distortion.

It always speaks highly for itself when attached to any demonstration set. Put one on your show outfit now and DRAW THE CROWDS! Dealers who have sold it know MUSIC MASTER to be one of the quickest turning-over items in radio.

Send for full description of the entire line of GERACO Proven Radio Products and prices.

VELBALOD RECORD CLEANERS

Dealers—Advertise direct in the home thru the best advertising medium on the market. Jobbers—Get your samples for your salesman. Prepare for the Holiday Trade. We will help you get it. Write at once.

Philadelphia Badge Company
Manufacturers and Patents
942 Market Street
Phila., U. S. A.

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Philadelphia Badge Company
Manufacturers and Patents
942 Market Street
Phila., U. S. A.
NOW EXCLUSIVELY WHOLESALE
but with the advantage of many years of retail experience.

The Talking Machine Company
Victor Wholesale Exclusively
1025 Arch Street

THE TRADE IN PHILADELPHIA AND LOCALITY—(Continued from page 81)

fore the public. The object of this newspaper campaign is to co-operate with the dealers in preparation for the Fall and holiday business. The series will include not only the Brunswick machine advertisement, but the records as they are issued monthly. The newest console model, the Raleigh, was introduced to the local trade the last week in August and many advance orders were placed.

On the Brunswick line and will handle these instruments exclusively.

R. O. Lambirth, who for more than a decade has been connected with the talking machine business and recently manager of the talking machine department of The Fair, in Chicago, Ill., is now covering the coal regions of Pennsylvania as representative of the Brunswick Co.

Remodeling and Expanding

Remodeling and redecorating of the talking machine department of the Estey Piano Co., Seventeenth and Walnut streets, is now under way in preparation for the opening of the busy season and the warerooms will be in readiness by the middle of September. The department recently was enlarged, part of the main floor rear being devoted to the record department, while the entire second floor is given over to the display room for the Victor, Cheney and Senora machines which the firm handles. The booths are being decorated in a scheme of gray and blue and this is followed out in the upholstering of the newly installed wicker furniture, and every comfort for the service to customers is to be had in the new department. With the confinement of machines to the second floor on a greatly enlarged space there was provided room for an enlarged stock of records and for the stocking of a greater number of machines. Four new salesmen will be added to the forces during the coming month.

Entering Radio Field

One of the newest departments which is being featured especially for service to the music dealers, and particularly for those carrying talking machines, is that of radio equipment. The new department now occupies six rooms on the mezzanine floor, where are carried a line of the new department is to co-operate with the dealers in the manufacture of radio equipment, will provide the Estey Co. with a wholesale center for radio equipment, and, when completed, announcement will be made of the firm's purpose to manufacture its own parts and radio sets under the Estey brand. This factory, one of the best-known devoted to the manufacture of radio equipment, will provide the Estey Co. with wicker furniture, as the big Fall campaign which has been planned has not as yet been put into effect. An analysis of the business attended to the forces to take care of the territory included in the Eastern States. They are J. A. Bailey, Jr., Gilbert Farrell, George Rieger, Jr., and J. W. Mackin. A special department of the music industry, featuring "Music Master" horns and "Geraco" radio parts, is being added to the forces to take care of the territory included in the Eastern States. They are J. A. Bailey, Jr., Gilbert Farrell, George Rieger, Jr., and J. W. Mackin.

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Clever Exploitation of "Music Master" Horn

The idea that the Summer months must necessarily be quiet months for the radio industry is disproved by the experience of the General Radio Corp., of this city, has become a Victor wholesaler exclusively. The sales of the other stores were chronicled in this World, produced figures which showed that August has proved the biggest month in the history of the business. Mr. Eckhardt contributes this large volume of business almost entirely to the quality of the products, as the big Fall campaign which has been planned has not as yet been put into effect. An analysis of the business conducted during August shows that the greatest volume of business was done on the "Music Master" horn and "Geraco" radio parts. An augmented staff has been put into effect in the factory at Putnam and Mr. Eckhardt is working towards the goal of a quarter-million dollars' worth of business each month.

An effective stunt, showing the enterprise of Mr. Eckhardt and his associates, has been put into effect, featuring "Music Master" horns and the services of an aviator and his plane have been secured to fly over cities east of Pittsburgh, featuring this horn. The words "Music Master" appear on the entire spread of the wings, as well as the tonneau of the plane, and are distin-

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On Guard

Penn-Victor Dogs are the best watchmen of Victor Welfare in the Home.

Sold by most Victor Distributors.

Write them or us for prices.

Penn Phonograph Company
913 Arch Street

Victor Wholesale Only
NEEDLES—those important trifles—can make or mar your record sales. Perfect reproduction and satisfied record buyers are synonymous with—

O'Ke

QLITY

NEEDLES

General Phonograph Corporation
OTTO HEINEMAN, President
25 West 45th Street New York
guishable at a great altitude. While flying the
aviator releases books of literature on the "Ma-
sie Master" horn. This literature itself is
printed on cardboard cut in the shape of an
aeroplane. The opening gun in the big Fall
consumer campaign will be found in a full-page
ad in the Saturday Evening Post in the first
issue of October.

The New York territory has shown won-
derful progress during the past month, many sub-
stantial dealers having been added in this ter-
ritory during that period.

Talking Machine Demand Is Active

Mr. Eckhardt also reports that the talking
machine business has shown steady increase and
looks forward to excellent Fall business in this
line. In spite of the fact that the export busi-
ness of this company has never been gone after,
A "nobilis" carriage has grown of its own accord.
In the past month merchan-
dize has been shipped to Chile, Mexico, China, 
Argentina, Republic, Australia, South Africa, 
Canada, Japan and England.

The remainder of the capital stock of the
General Radio Corp. has been sold, making a to-
otal of $250,000 paid into the treasury of the com-
pany.

Following Mr. Eckhardt's well-defined plan of
gathering about him associates of particular ability it is announced that Henry E. Marshall, for many years with the Columbia Graphophone Co., has joined the staff of the General Radio Corp. to take up special executive work.

Buehn's Red Seal Campaign

The reduced price on single-faced Red Seal
Victor records was broadcasted to the buying
pany of $250,000 paid into the treasury of the com-
ditors announcing the reduction in price.

and other means of publicity.

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A "nobilis" carriage has grown of its own accord.
In the past month merchan-
dize has been shipped to Chile, Mexico, China, 
Argentina, Republic, Australia, South Africa, 
Canada, Japan and England.


"All that the name implies"

THE windows are washed, the floors are scrubbed! we are all
set for a real-honest-to-goodness Fall business.

Our new building is all ready with its shelves and bins bulging
with complete stocks, at your service all the time.

Look over your stock now, and let us fill your wants.

GUARANTEE TALKING MACHINE SUPPLY CO.
109 N. TENTH STREET, PHILADELPHIA
OMAHA

Business Holds Its Own—Water Shortage Causes Unemployment and Hurts Business—The News

OMAHA, Neb., September 6.—In spite of a tendency on the part of the many talking machine dealers during the late Spring to look forward to a dull season during the months of July and August, they have been agreeably surprised by the fact that trade has held its own, and in some instances has surpassed the volume of business done during preceding months. A slight falling off was noticeable in the city of Omaha during the last two weeks of August, although this did not affect the outlying territory controlled by Omaha wholesalers. Dealers attribute the diminution in the retail business to the fact that Omaha was in the clutches of a water famine for a period of ten days. The Missouri River, always erratic in its course, washed away one of its banks at a point where the deposit was swept into the city water supply. The sediment basins and the filtration plant were unable to take care of this extra burden, and the result was that the city water contained nearly a 25 per cent content of mud, rendering it unfit for use and necessitating the pumping plants and many other large business interests in the city to close down. Unemployment is always reflected in curtailing the purchase of other than necessities, and, as a consequence, talking machines were out of the running for a time.

Business has been very satisfactory during the greater part of the Summer, according to Schutt Bros., Edison jobbers, and, judging by the way orders are coming in, the Fall trade bids fair to break the record.

The Ed. Patton Co. is now the only exclusive Victor dealer in Omaha. This company has just taken over the entire retail Victor business of the Mickel Music House as well as its line of small musical instruments. The Conn saxophone, formerly featured by the Mickel Music House, is now carried by the Patton Co. A. O. Topping, manager of the phonograph department of the Ed. Patton Co., has recently returned from a vacation and business trip to St. Louis, St. Joe and Kansas City. He reports himself well pleased with prospects for a splendid Fall and Winter trade.

J. H. Nicklensen, who has charge of the record department of the Patton Co., states that it is prepared to push its campaign of educational records. He expects the new double Red Seal Victor records to be very popular due to their combination of merit and economy.

The Cheney Co., which has a branch office in Omaha, reports a good season. The Salisbury model has proved a good seller throughout the territory, and dealers are sending in orders that augur well for the September trade.

The Brunswick-Balke-Collender Co. is busy preparing for a great trade this Fall. R. H. Pribyl, district manager, is most enthusiastic in his report, and declares himself highly pleased with the outlook.

William H. Schmoller, senior partner of the Schmoller & Mueller Music Co., who makes an annual visit to his birthplace in Eisenach, province of Thuringen, Germany, writes that reports of distress in Germany are not exaggerated.

S. S. Oakford, president of the Oakford Music Co., Sonora dealer, has returned from a three weeks' trip to the West Coast, having visited San Francisco, Los Angeles and Long Beach. Mr. Oakford visited relatives and transacted business on his trip.

The "Playon" record repeater, made by the continuous Phonograph Player, Inc., of Philadelphia, has been featured during the Summer months at Atlantic City, where it attracted much attention.

EXHIBIT AT KUTZTOWN FAIR

I. E. Albright & Son, of Allentown, Get Excellent Results From Annual Exhibit

ALLENTOWN, PA., September 5.—I. E. Albright & Son, music dealers, of 129 North Eleventh street, this city, following their custom for the past fifteen years, had an elaborate display of pianos and talking machines at the Kutztown Fair held recently in Kutztown, Pa. The display, which was in charge of Claude T. S. Albright, consisted of Becker Bros. pianos and player-pianos, Columbia talking machines and records, etc. Considerable business resulted.

HACKETT TO SING FOR KING ALFONSO

The New York Tribune carried a cable announcement recently to the effect that Charles Hackett, famous American tenor and exclusive Columbia artist, would sing during the present San Sebastian opera season before King Alfonso of Spain by special command. American Ambassador Moore is expected to introduce Mr. Hackett at a special concert to be devoted to songs of American composers. Mr. Hackett will tour with the Chicago Opera Co. after the San Sebastian season.

ODEON RECORDS AVAILABLE

The foreign language division of the General Phonograph Corp. has suggested to its dealers that they take advantage of the concert tour of Erno Kiraly, Hungarian artist, who arrived recently in this country. A. H. Thumlmaier, manager of the company's foreign record department, states that Mr. Kiraly's records under the Odeon, Bela and Favorite labels, which he made in Europe, are available to the General Phonograph Corp.'s dealers through the company's contract with the Carl Lindstrom organization in Berlin.
Two-tone finish has the call
(Beautiful two-tone effects in this new Strand)

There is sure to be a shortage
(Write your order while delivery is dependable)

The dealer’s discount does the rest

These Direct STRAND Representatives Are Ready to Serve You:

R. H. ARNAULT, 95 Madison Avenue, New York City.

ARTOPHONE CORPORATION, 1213 Pine Street, St. Louis, Mo.

ARTOPHONE CORPORATION, 317 Kansas City Life Bldg., Kansas City, Mo.

CONSOLIDATED TALKING MACHINE CO., 337 W. Washington Street, Chicago, Ill.

OTIS C. DORIAN, 121 King Street, E. Toronto, Ont.

A. C. EVANS, 1/4 Tremont Street, Boston, Mass.

W. L. ECKHARDT, (General Radio City), 19th and Cherry Streets, Philadelphia, Pa.

W. S. GRAY, 1504 Mission Street, San Francisco, Calif.

W. S. GRAY, 536 Midway Place, Los Angeles, Calif.

L. D. REATER, 357 Ankeny Street, Portland, Ore.

IROQUOIS SALES CORPORATION, 219 Franklin Street, Buffalo, N. Y.

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

M. E. LYLE, 675 Walton Street, Atlanta, Ga.

SICKEN, SEEGER & WIRTS, Globe Bldg., Des Moines, Iowa.

STERLING BOLL & RECORD Co., 110 West Fourth Street, Cincinnati, Ohio.

GENERAL RADIO CORP., 100 Liberty Avenue, Pittsburgh, Pa.

L. C. LE VOIE, 622 N. 20th Avenue, Minneapolis, Minn.

SHARP MUSIC COMPANY, 323 Fifteenth Street, Denver, Colo.

W. J. CARDELL, 310 Magazine Street, New Orleans, La.

H. J. IVEY, Box 375, Detroit, Mich.

MANUFACTURERS PHONOGRAPH CO., INC., GEO. W. LYLE, President, 93 Madison Avenue, NEW YORK
BUFFALO

Retailers and Wholesalers Preparing for Busy Fall and Winter Seasons—Activities of the Trade

BUFFALO, N. Y., September 7—Preparations are being made by dealers in talking machines in the Buffalo and western New York districts for a record-breaking Fall trade. At present dealers throughout this district are enjoying a business of unequaled proportions for this season and indications point toward an exceptional Winter trade.

C. E. Seigismund, of Curtis N. Andrews, Victor wholesaler, says the demand for higher-priced Victrolas is prevailing in this district. Dealers are receiving favorable results with the new Victor console models 400 and 405. Present indications are that it will be difficult to meet the holiday demand that is certain to come. Instruments retailing from $100 to $150 are in a greater demand than can be supplied.

The decrease in price on Red Seal records is going to be an unprecedented demand for Victrolas 400, 405 and 410 are the finest instruments ever presented to the trade, and will be important factors in making 1923 "A VICTOR YEAR."

Victor products will be at a premium this Fall. There is going to be an unprecedented demand for Victrolas and Victor records, and orders placed now will enable you to meet this demand.

We are at your service

CURTIS N. ANDREWS
Victor Distributor
BUFFALO, N. Y.

The veritable network of shipping facilities which Buffalo offers to Victor dealers—is the answer why the Buffalo Talking Machine Co. service is reaching a larger number of dealers each year.

This is unquestionably a real service which builds long-lasting friendship with a better and more efficient business for all. Why not try this service? It will pay you.

BUFFALO TALKING MACHINE CO.
Victor Wholesalers
BUFFALO, N. Y.

A Victor Year

Victor weekly releases, coupled with the double facing of Victor Red Seal records, means unlimited sales possibilities for the aggressive Victor retailer. The new Victrolas 400, 405 and 410 are the finest instruments ever presented to the trade, and will be important factors in making 1923 "A VICTOR YEAR."

Victor products will be at a premium this Fall. There is going to be an unprecedented demand for Victrolas and Victor records, and orders placed now will enable you to meet this demand.

BUFFALO, N. Y. SEPTEMBER 15, 1923

CURTIS N. ANDREWS
Victor Distributor
BUFFALO, N. Y.
W. L. Fordeley, of Hamburg, who lost his
stock of talking machines in the $20,000 fire
there, has taken temporary quarters with John
B. Guetting.
Victor Smotch, talking machine dealer at 169
Niagara street, recently retired from business.
Henry Poucher, of Fairport, N. Y., dealer in
musical instruments and furniture, died recently.
He was ninety-two years old and remained
active in his business until a few months before
his death. He had many friends in the trade.

At a recent meeting called by the Buffalo
Better Business Commission with representa-
tives of the Buffalo daily press advertising of
two local music dealers was discussed. It was
charged by the Better Business Commission
that these dealers used misleading advertising
to make sales. Chief among the charges was
the misuse of the word “Free,” used in adver-
tising talking machines. These dealers had
been warned by the Better Business Commis-
sion to change their policy of advertising, it
was claimed, but continued their old methods.
The Buffalo newspapers have been asked to
refuse copy from these houses until they change
their advertising policy.

COLUMBIA DEALER USES TIMELY “AD”
Selden Drug Co., Lewistown, Mont., Repre-
sented in Co-operative Ad Campaign
Lewistown, Mont., September 5—On August 24
the second page of the Lewistown-Denver News
carried a full-page spread headed “Yes, We
Have No Bananas. But—“ and after the word
“but” came the advertisements of eleven dif-
f erent merchants, telling of the many things
that had to sell as substitutes for the much-
lamented bananas. Only one phonograph mer-
chant, the Selden Drug Co., Columbia dealer,
was represented. His message stated that the
public demand for the popular banana song had
sold out the first shipment of Columbia records,
but that other new hits were in stock, includ-
ing three popular selections that were listed.
The famous Columbia trade-mark was used to
advantage by the Selden Drug Co. and the ad-
vertising produced splendid results.

STARTS DRIVE ON FOREIGN RECORDS
Harris, Ill., September 6—Miss Fleata Trout,
of the Victoria department of Clive’s Drug
Store, is making a special drive for
foreign business in her locality. One large booth
has been set aside exclusively for her foreign
customers. In this booth are located the files
for the foreign records and the walls are cov-
ered with foreign hangers, photographs of for-
gain patriots and foreign scenes. Miss Trout
has had exceptional success with the foreign
population of this mining district.

Walter Scanlon, a popular Irish tenor and
Edison artist, is touring the country this year
with a new Irish play, “The Blarney Stone.”
New Victor Records Stimulate Sales

G. A. Zoller, manager of the Golden Rule phonograph department, says that his business is fairly brisk, largely due to the introduction of the double-face Red Seal records, which is rapidly clearing out his stock of single-face numbers. Miss Edith Clark has returned from Chicago, where she continued her study of voice training, and is back as saleswoman in the Golden Rule-Victrola section.

Brunswick Activities

Eugene F. O'Neill, veteran talking machine man with Brunswick-Balke-Colfenders, says: "Every report indicates that the Northwest is convalescing. While there are some sections where the returns will be light, due to low grain prices and poor yields, yet the situation is more encouraging than last year. Collections are improving and merchants are now ordering for their Fall requirements. As a section, however, the Northwest is very 'spotty.' Among recent visitors at the Brunswick office have been William Hardt, of Winona; Syd Sather, of Grand Rapids; R. E. Hamlin, of Moose Lake, and W. H. Scheunley, of Durand, Wis.

The new full-page advertising campaign of the Brunswick made its initial appearance in the Minneapolis Sunday Tribune, August 26, and has been favorably commented upon by the trade. A car of the new Brunswick 'Raleighs,' retailing at $280, is in transit and will be sent out on orders when received.

Harry I. Davis, southern Minnesota and South Dakota Brunswick traveler, is back from an extensive tour of his territory. He reports conditions fair, with South Dakota badly 'spoiled' in sections.

Sam Hilde, of the Brunswick Co., who travels in Montana territory, reports that there are encouraging prospects, but North Dakota merchants, he says, are not optimistic. Fred Nelson, of the Brunswick Co., has just returned from his vacation, motoring in Wisconsin, and is setting up his Eclair for a trip among the northern Minnesota dealers.

Radio and phonograph combined are displayed in the combination radio and Brunswick which Boutell Bros., furniture dealers, are displaying under the auspices of Mr. H. Lucker Co. Keeps Open House.

The Laurence H. Lucker Co., Edison distributor, is doing a nice business, according to J. Unger, who says the company is holding open house all week for State Fair visitors. September 16, the booth in which the Edison line is very attractively displayed has been one of the most popular stopping places at the Fair.

One-third above last year's figures is the expectation of the Sonora jobbers, Doerr-Andrews & Doerr, according to John E. Date, who reports: "Business in the fall market has made a phenomenal return. Reports from South Dakota show that dealers there are looking for a good Fall business. Personally, we have larger gains than we have ever had at any time in our history. We will be able to furnish all dealers with console models." Mr. Date finds that these models constitute 90 per cent of the demand, which is in line with a prophecy he made a long time back.

Near the advertising booth, "Look below the surface on quality merchandise," supplied by the home office advertising department, will start in the Twin City and Duluth press Wednesday, September 15, the campaign continuing throughout the remainder of the year.

Harry J. O'Connor, sales manager for the Sonora Co., accompanied by Mr. Date, has been touring a fortnight with the territory. He is the guest of Mr. Date at his Summer home at Tonka Bay, Lake Minnetonka. Mrs. Mary Leonard, of the Leonard Piano Co., of St. Paul, made a visit to the Date Summer home recently.

Visitors Order Fall Stock

Visitors at the Doerr-Andrews-Doerr offices include: A. L. Miles, of the Miles Music Co., Sonora dealer in Duluth; and his assistant, manager of the phonograph department; E. D. Wetzel, Little Falls; H. Hall, of the Hall Music Co., Brainerd, and John B. Christeau, of Oswego, one of the largest and most progressive phonograph dealers in southern Minnesota, all of whom placed substantial Fall orders.

Odeon Records Sells Quickly

Mrs. B. C. Egger, manager of the Consolidated Music Co., says: "Business is much better, although sales in North and South Dakota are going slowly, the best territory being the iron ore towns in northern Minnesota. At the Consolidated Co. the foreign records are exceptionally popular, especially the line of instrumental Odeon records. It seems to be more or less even among the various nationalities, some territories being partial to the Scandinavian, German or French, while others favor the Polish, Russian, etc. E. A. Fearn, president of the Consolidated Co. in Chicago, arrived Tuesday morning to visit the Minneapolis branch.

Miss Edna Baer Goes West

Miss Edna Baer, who has been in charge of the record ordering at the Cable Piano Co. for some years, left late last month for San Diego to reside. She has been succeeded by Miss Dos.

Interesting News Gleanings

John Lang, manager of the Dayton Co.'s phonograph department, and Neil Schumacher, phonograph manager of the Cable Company, have returned from vacation.

John J. Roden, of Dayton's, surprised his friends among the phonograph trade by his recent marriage to Miss Lucille Conley.

Big Victor Demand Presages Shortage

"Business is starting with a bang," according to John K. Bennett, manager of the Consolidated Co., to Mr. H. Lucken Co., Victor jobber. "Our men on the road have sent in most encouraging orders. We expect to be up against a machine shortage. We do not have a large Red Seal record to prevent a tremendous stimulus to sales and our dealers have started replenishing their stocks with the new records."

Mr. Bennett is back at his desk after a fort-night in the East, visiting at Chicago, Philadel-
Another Superior Point for THE NEW COLUMBIA

Maximum storage capacity for records is an outstanding feature of every New Columbia. Especially noteworthy is the ingenious use of excess space at the back of the $225 Upright Model for convenient storage of surplus numbers. Even the Portable Model has a special drawer with a capacity of eight records.

COLUMBIA GRAPHOPHONE CO.
New York

phia and New York, and spending some time with Harry Goldsmith, of Milwaukee, as the guests of W. T. Haeburn, Island Heights, N. J. Mr. and Mrs. H. J. Jeronimus, of Duluth, exclusive Victor dealers, spent August 27 at the Beckwith offices and Monday evening were entertained at dinner at the Nankin by Mr. and Mrs. Bennett, in company with Miss Aileen Stanley, "The Phonograph Girl," appearing at the State Theatre, and her manager, after which the Jeronimuses and Bennetts attended the theatre to hear Miss Stanley.

Keep Your Wife at Home With Music

The phonograph has a new function if an incident reported by Mrs. Flygen, in charge of the Central Furniture Co.'s Victrola department, is a criterion. A much-worried man approached Mrs. Flygen, explaining that his wife had deserted him and their two small children. Knowing her whereabouts, he thought to soften her heart and speed her return by sending her some appropriate records. Mrs. Flygen finally helped him select "the Twenty-third Psalm," "Psalm of Life" and one of Rodeheaver's revival hymns. At his next appearance the customer was radiant, reporting that his wife had played each piece three times and decided to return home.

Do Record Machine Business

Whitney-McGregor's phonograph department, under the management of Mr. Rosenstein, had a red-letter day recently when the department did four times as much business as any previous day this year. By featuring a low-price machine many prospects were entertained, most of whom bought a more expensive instrument than the advertised product. As a consequence, Mr. Rosenstein disposed of his old-style Victrolas.

Cheney Shortage Probable

"Our business for Fall is assured," Edward G. Hoch, head of the Edward G. Hoch Co., Cheney distributor, said, "and it will be ahead of last year. We are advised by our central office that some models are sold out until February of next year." The Cheney line has just been taken on by the Emporium department store in St. Paul. The first ones are now on display there. Foster & Waldo, who handle the Cheney in Minneapolis, say they have a list of Cheney customers who are so well satisfied that they bring in their friends as prospective purchasers.

The trade, says Mr. Hoch, is most enthusiastic about the Cheney sales manual, recently issued, probably the first of its kind in the talking machine trade. This book, in the form of a questionnaire, is an excellent aid to selling.

MUSIC STORES FOR NEW ARCADE

CANTON, OHIO, August 27.—Applications have been received from two music dealers for space in the new Piper Arcade, Tuscarawas street, to be completed by September 15. The Piper Arcade is one of the finest in this section of the country and is modeled after the Taylor Arcade in Cleveland.

THE WOLF MANUFACTURING INDUSTRIES
MAKERS OF MASTERCRAFT PHONOGRAPH
QUINCY, ILLINOIS
Brunswick

Brunswick's precedent-shattering evolution of the talking machine field gives you genuine selling points which make profitable sales. Have your clerks familiarize themselves with the Brunswick story. You'll find it translates into greater profits.

The New Hall of Fame

MICHAEL BOHNEN
MARIO CHAMILE
GIUSEPPE DANISE
CLAIRE DUX
FLORENCE EASTON
LEOPOLD GODOWSKY
JOSEF HOFMANN
BRONISLAW HUBERMAN
MARIA IVOGUN
THEO KARLE
GIACOMO LAURL-VOLPI
ELLY NEY
SIGRID ONEGIN
MAX ROSEN
MARIE TIFFANY
Establishes Precedents in the Phonograph Field

It was Theodore Roosevelt who said: "We do not go by precedents. We make them."

This saying might be applied to the Brunswick policies. From the start Brunswick phonographs and records have established precedents, have blazed new trails in the reproduction of music.

Here are four Brunswick revolutions in the history of talking machines that upset all precedent and created new possibilities in the field. These precedents have helped Brunswick dealers to gain a commanding position in the musical field.

All Records Playing

Brunswick Precedent No. 1—The advent of Brunswick introduced the perfected reproducer that plays all makes of records. The Brunswick reproducer opened to owners of Brunswick phonographs all the music of the world on records. It was a sensational success from the start.

Consoles

Brunswick Precedent No. 2—The first console models, with flat and split tops, with balanced lids, were made by Brunswick. Brunswick console models are the most popular made—and much imitated.

Double-faced Operatic Records

Brunswick Precedent No. 3—Before Brunswick began marketing its double-faced Gold Label operatic and classic records great artist records were generally single-faced. The Brunswick supremacy in interpreting the art of great artists, combined with two records on one disc, established these Gold Label records as the greatest value and the best phonograph music to be had.

Continuous Record Service

Brunswick Precedent No. 4—Until Brunswick blazed new trails—records were released once a month, with an occasional "special" release. Brunswick instituted the revolutionary policy of "Always Something New on Brunswick Records," keeping new records flowing from the factory to the dealer in a ceaseless stream, enabling dealers to provide new Brunswick records, the latest and best music, day by day.

All For Greater Profits

The Brunswick method of merchandising records, with its quick turn-over, together with a carefully limited catalog, and consequent low inventory, has meant ever mounting profits for Brunswick dealers. They no longer have to keep a heavy stock of slow moving records to meet the possible demand, and quick selling records have meant quicker and greater profits.

Brunswick's first consideration is the success of its dealers. The progressive policies enumerated above, the careful guarding of dealers' interests through our own branch offices and distributors working in close harmony with our methods, have given Brunswick dealers significant advantages, and the prestige of an unexcelled popular prestige.

Prestige, profit and protection are the cardinal points of Brunswick service.
The End of a Costly, "Mussy" Job

Replacing a broken phonograph spring in the customer's basement or backyard is about "zero" in employment from the repairman's viewpoint.

The savage way the caged derelict springs out the instant the barrel is opened, spattering dirty oil over the premises seems to shout its revenge for a long imprisonment at hard labor.

And the labor of coiling a new spring into the old grimy casing is far from child's play.

Both these disagreeable costly, time-eating, profitless jobs are hereby abolished for users of "United" Motors

For we have instituted a new system, by which we supply our trade with complete spring assemblies—spring, barrel, shaft and gear—ready to slip into the place of the old barrel.

Read the short paragraphs under the cuts—they tell the whole simple story.

You need never open a barrel. We do that for you at the factory. Just send us from time to time, your accumulation of old barrels; we put new springs into them and return them to you, charging only a few cents a piece to cover our actual material and labor cost.

You can make the replacement for your customers at a lesser charge, because the labor involved is a matter of minutes instead of hours—and yet pile up a nice yearly profit, instead of a deficit for your service department.

Cast Iron Motor-Housing "United" motors are the only ones in which the entire mechanism is completely housed in, and protected by, a dust-proof, oil-tight cast iron housing. This is a permanent safeguard against injury to motor during the assembly, shipment, demonstration, delivery and operation of the instrument. It multiplies the life of the motor and enhances the reputation of every United-equipped phonograph.

Automatic Wick-oiling Exclusive with us. An oiled pad in the bottom of the sealed cast-iron housing feeds lubricant, by capillarity through cotton wicks, to the moving parts—automatically, continuously, uniformly, and for years without re-oiling. A phonograph motor that must be oiled by Mrs. Brown or daughter Bess—just isn't oiled! And when Mr. Brown gets on the job, he floods it by main strength. None of this with a "United" motor.

Send for our book—"The Heart of the Phonograph"

UNITED MANUFACTURING & DISTRIBUTING CO.
9705 COTTAGE GROVE AVE., CHICAGO, ILL.
Des Moines, Ia., September 7.—August business closed and September business opened as good or a little better than any of the dealers or distributors expected for this time of the year. Most distributors report that business for this Summer has been somewhat better than for several years past and attribute this to the fact that business in general is coming back to a state of prosperity.

Des Moines dealers are reporting a record business that is unusually good. Much of this increase, it is pointed out, is due to the discontinuance of the "records on approval" which went into effect August 1. People no longer take out records, tire of them and return them at the expense of the dealer. Des Moines dealers are unanimous in their approval of the "cash and carry" plan. Other plans for the betterment of the talking machine business in Des Moines are said to be under consideration by the Des Moines Dealers' Association.

Mickel Bros., Victor distributors, have planned their advertising helps for dealers in conducting "Victrola Clubs." Under the direction of H. E. Sixsmith, sales manager, a campaign of advertising displays, letters, copy, blotters, tags, etc., has been prepared for the dealers at nominal cost. Dealers who have tried the "Victrola Club" plan have found it to be very successful, and many are planning to use it again this Fall and Winter to stimulate business. According to Mr. Sixsmith, dealers have shown a tendency this year to place their orders for Fall and Winter goods very early.

George E. Michel, president of Mickel Bros., visited Des Moines September 1 on business, returning the following week to his home in Omaha.

Harger Blish, of Harger & Blish, Edison jobbers, left August 20 with the winning dealers of the contest promoted by the company on a trip through the East. The winning dealers were: F. N. Cooper, Woodward, Iowa; Harry Shryrer, Bethany, Mo.; A. L. Hegglund, Pierre, S. D.; Paule Jewelry Co., Burlington, Iowa; and the Odell Jewelry Co., Keokuk, Iowa. The latter dealer was the winner of the "lucky" trip. According to H. H. Blish, the contest was very successful in stimulating Summer business for dealers. Sales during the period of the contest were 100 per cent better than during any previous year's contest.

A. L. Hegglund, the winning Edison dealer from Pierre, S. D., made a spurt in his sales efforts in the last twenty-four hours before the close of the contest and turned in orders amounting to over $3,900. Considering the fact that Hegglund is a mail carrier in Pierre and is able to work at sales only in evenings and spare time, the record is remarkable. The Paule Jewelry Co. raised the highest in sales and points of any firm entering the contest.

Harger & Blish report that orders for Fall and Winter goods are coming in earlier than usual this year. Dealers' stocks are very low, according to Mr. Blish, but most dealers are buying early and showing very good judgment in their buying.

During Iowa State Fair Week, August 22-31, Joe Thomas' Saxatet was one of the popular bits of entertainment on the program. During their stay in Des Moines, the members of the organization were frequent visitors to the Duning Co., distributor of Starr phonographs and Gennett records. Two records, "Anabelle" and "Barney Google," by Gennett, featuring the Saxatet, have been very popular locally.

Ralph Lohr, Victrola dealer at Muscatine, Iowa, did some effective advertising of his own at the West Liberty fair. Dressed in rustic attire and carrying a portable Victrola under his arm, he attracted the attention of the crowds when he seated himself in the shade, started the Victrola and proceeded to eat his lunch. The stunt was repeated at various points of the fair ground and Lohr never failed to draw an interested crowd.

Russell Eliam, formerly in charge of the piano department of the Scurgas, Vaudvoort & Barney Co., St. Louis, has just been appointed sales manager of the Massey Piano Co. here.

The Iowa Victor Dealers' Association will hold its annual convention at the Hotel Savery here September 17-18. The meetings will be given over to talks by dealers and a program arranged by President L. A. Murray, of Davenport, Iowa. Professor Bristol, of Iowa State College, will be one of the principal speakers at the meeting. G. L. Richardson, district representative of the Victor Co., will attend.

The Massey Piano Co., which recently bought out the stock of the Haddorff Piano Co., held an effective clearance sale the first part of September.

Grohberg's Furniture Co. will handle Victor products exclusively in the future.

Chapman Bros. Furniture Co. has been moved to its new location at Fifth and Walnut streets, and a large new stock of talking machines is being received. The entire balcony of the new store will be given over to the talking machine and record departments.

E. O. Rockwood, general credit manager of the Columbia Graphophone Co., has returned to New York after a vacation at Ogunquit, Me.
The CHENEY
THE MASTER INSTRUMENT

The most perfect music-reproducing instrument

The newest CHENEY console model

The KENT
A modern day expression of Sheraton

A Beautiful Console—Low in Price

The New KENT Model Exemplifies Wonderful Values Which Are Increasing Cheney Sales

The rapidly increasing sales of every dealer who sells The Cheney are due to two things—a very high degree of intrinsic worth, and most unusual artistic value, in this "master instrument."

There could be no better demonstration of the wonderful values which every Cheney dealer offers than this new model which fills out the line with a low-priced console.

Though its retail price is so low that it comes within the range of popular demand, The KENT has the characteristics of many instruments much more expensive. There is both distinction of design and beauty of finish to add materially to any setting in which it is placed.

Above all, this instrument is a Cheney—endowed with the Cheney Acoustic System. That is a distinction which is coming to mean much, for the public is learning that no other phonograph can match the fidelity and beauty of Cheney reproductions.

While our stocks are full at present, there is such a growing demand for The Cheney that we urge all dealers to place orders for their fall requirements immediately. Dealers who look forward to adding The Cheney to increase their phonograph volume should let us know immediately.

THE CHENEY TALKING MACHINE COMPANY  ·  CHICAGO
WHOLESALERS URGE DEALERS TO PLACE EARLY ORDERS FOR THEIR FALL AND WINTER STOCKS

Plans for National Music Exposition Maturing—Hallet & Davis Travelers Hold Conference—Many Dealers Add New Lines—Machine Shortage Feared—Other Important Trade Activities

Boston, Mass., September 5—There has been very little complaint about Summer business, now at end, on the part of the talking machine trade. The early weeks of the season found many good prospects, and these were "worked" vigorously during the Summer with the result that, on the whole, a good many instruments have been sold. The demand for records has kept up pretty well also. And the popular hits which all of the leading houses carry have been very much in demand. There is a general feeling that business for Fall and the rest of the year is going to go big, and jobbers everywhere are urging the dealers to place their orders early, else there is sure to be a shortage such as they will regret later on in the season.

Plans for National Music Exhibition

Plans continue to mature for the National Music Exposition to be staged at Mechanics Building the week of November 26 under the direction of the National Exhibition Association, Inc. On the whole, the trade is taking kindly to the proposition, but in order that local dealers may be better informed a circular bearing the signature of Secretary William B. Merrill, of the New England Music Trade Association, has just been sent out—nearly 300 of them to the trade throughout New England—giving definite information of what the exposition really proposes to be. In a few days it is planned to get the Association together so that the thing can be talked over man to man, after which it is believed there will be little difficulty in getting pretty nearly all the music trade into line insofar as taking space is concerned.

Hallet & Davis Co. Travelers Convene

At this writing there is a very interesting conference at the Hallet & Davis Co. warerooms and factory in which the road men of this house are participating. Considerable attention is being given to the merchandising and advertising of the company's talking machine, and those who are addressing the conference at the wholesale warerooms are E. E. Conway, C. C. Conway, John L. Cotter and R. O. Ainslie. Mr. Cotter, who is in charge of the sales and advertising division of the company's business, has prepared a most comprehensive campaign which he is to present to the roadmen. On Thursday evening, September 6, the program calls for a dinner at the engineers' club. Some of the traveling men who have come to Boston for this Hallet & Davis conference include P. A. Weeks, of Atlanta, Ga.; H. E. Morrison, of New York City; J. A. Stitt, of Los Angeles, Cal.; R. F. Clark, of Dallas, Tex., and A. J. Cullen, of Chicago.

Sonora Officials Enjoy Vacation

Joe Burke, of the Sonora Co. of New England, is on the job again after a vacation in the White Mountains, where he and his family were registered at the Alpine House at North Woodstock, N. H. For a part of the time with Mr. Burke was Frank Coupe, vice-president of the Sonora Phonograph Co. of New York, who had with him Mrs. Coupe and their daughter, Miss Norma Coupe. Mr. Coupe and his family remained somewhat longer than Mr. Burke and when they finally returned to New York City they carried back with them the young son of the household, Bennett Coupe, who had been at a Summer camp in the mountains.

Manager Burke says the prospects for September are splendid, but that while machines are coming through pretty well they are not fast enough to take care of the trade which has largely increased of late through many new men. The chants taking on the Sonora line. Raymond Burke, Joe's brother, has been on a business trip through western Massachusetts and Vermont, and the reports he sent home were of the most encouraging character.

Remick Manager on Motor Tour

Lee Myers, manager of the Boston stores of the Song and Gift Shop of Jerome H. Remick & Co., is home from his vacation. He spent two weeks touring through central and northern New York State, going over the Mohawk trail to Albany, through the Berkshires and later into the Adirondack Mountains. But all the while he could not forget the latest Columbia hits which he had been doing out to his customers before he left his store duties.

New Okeh Dealers Listed

Two new accounts just signed up for the representation of the Okeh and Odeon records are the L. M. Pierce Co., of Hartford, Conn., and Pittsfield, Mass., which were arranged by P. J.

Buy Now For Fall

Exclusively

The Eastern Talking Machine Co.
85 Essex Street
Boston, Mass.

Fall Business Is Here Are You Ready for It?

Are your Victrola and record stocks complete and ready to meet the demand? Are your sales policies for the coming months fully settled upon? Have you arranged for wholesale service that is dependable in a pinch?

DITSON SERVICE Victor Exclusively

will help you meet your problems.

OLIVER DITSON CO.
BOSTON

CHARLES H. DITSON & CO.
NEW YORK
F. E. Mann has just returned from Toronto, Canada, where he was the guest of Manager McMurtry of the Columbia branch in that city over the border.

Louis Ruehn, a Visitor

A welcome visitor to Boston lately was Louis Ruehn, of the Louis Ruehn Co., of Philadelphia, Victor jobber. As soon as he got in touch with Robert Steinert, of M. Steinert & Sons, of course he had to be driven out to the links for a game of golf. The Charles River Country Club was the scene of the “encounter,” but the details of the game are shrouded in more or less mystery.

Visits the Victor Factory

Nicolo Carbone, whose Fields Corner Music Shop—for he runs several talking machine establishments—is exclusively Victor, has been enjoying a trip to the Victor factory. Another Victor enthusiast, who has been a guest at the factory, is Miss Josephine Anderson, of the Steinert Co.’s Lowell establishment.

Busy Times with the Brunswick

Harry Spencer, head of Kraft, Bates & Spencer, is right on the job almost night and day lately, for there are a thousand-and-one things demanding his constant attention. He says the New England department is flooded with orders. A letter which was just received the day The World representative called on him was from a titled woman in London who asked for a catalog of the Brunswick line, and stated that she was soon to visit this country and was so much interested in this line that she wants to make a close study of it in all its branches. Mr. Spencer says that the new advertising campaign is receiving cordial cooperation from the local dealers, and that those who have been eager to tie up to the full-page idea in certain selected Sunday and daily newspapers include the Jordan Marsh Co., R. H. White Co., the Shepard Stores, the C. C. Harvey Co., Vose & Sons, Henry F. Miller Co., and a number of dealers in cities in Massachusetts, New Hampshire and Vermont.

The first of these advertisements is to appear during the early part of October.

Charles Von Euw, a Proud Daddy

Charles Von Euw, manager of the stockroom of M. Steinert & Sons, at 25 Arch street, has become the proud father of a seven- and-one-half pounds son, who was born a few weeks ago. It is understood that the youth is answering to the name of Charles Kenneth, the latter being “some name” around the Steinert establishment.

New Victor Dealer in Wollaston

A new Victor dealer in Greater Boston is Charles W. Bahr & Co., who have opened a fine five-cent store at 679 Hancock street, Wollaston, where they are carrying this line exclusively. The store was opened on August 18 and Manager Kenneth E. Reed, of the Steinert establishment, went out to assist in the auspicious event. Still another Victor establishment to open its doors is C. C. Beedle & Co., who have a new store in the center of the town of Keene, N. H. Mr. Beedle, however, is not new to the business, as he has been conducting a prosperous talking machine business in Keene at another location for twenty-five years.

Many New Edison Dealers

Frederick H. Silliman managed to get away from his many duties and went away on a pleasure trip. Mr. Silliman says he thoroughly enjoyed his vacation. He says that he will return to his duties refreshed and invigorated. He has some plans for the future which he hopes will result in the growth of his business.

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Fred E. Mann on Organ Committee

Manager Fred E. Mann, of the Boston branch of the General Phonograph Corp., has been chosen one of the committee at the Boston City Club to purchase the pipe organ during the coming Fall season. Mr. Mann has just returned from Toronto, Canada, where he was the guest of Manager McMurtry of the Columbia branch in that city over the border.

Love of Good Music Is Not Limited to Any Class, Creed or Race

The NEW EDISON, fully phonograph, The NEW EDISON, fully meets every desire of all exacting MUSIC LOVERS. It will bring increased patronage to every Edison Dealer's store.

THE TRADE IN BOSTON AND NEW ENGLAND—(Continued from page 95)

Donovan, of the staff of the General Phonograph Corp. of New England; and Henry L. Kincaide & Co., of Quincy, which deal was closed by C. E. Hodgkins, of the same staff. Manager N. B. Smith, of this New England department, was over in New York for several days visiting the home offices of the General Phonograph Corp. Just now his secretary, Miss Rose M. Gallagher, is finishing her vacation at Onset, down on Cape Cod.

Concert of Handy Band Postponed

The concert scheduled for Symphony Hall one Sunday evening in July did not come off for the good reason that the fact was overlooked by General Manager Smith, of the General Phonograph Corp., which was to father the concert, that no jazz could be played here on Sunday. "That's the last time," he says, "we'll make that mistake again." No "Handy's Famous Original Band," and as there were other impending engagements that carried this aggregation into the South the concert had to be postponed.

Manager Fred E. Mann, of the Boston branch of the General Phonograph Corporation, has just signed up several new Edison dealers. These include the Fox Furniture Co., at Newton; Miller's Music Store, at Salem; Miller's Music Shop, at New Haven, Conn.; W. G. Shaw, Quincy; J. S. Silva, Provincetown; D. Levenson, East Boston; Clinton Optical Co., Clinton; Norwood Music Shop, Norwood; C. L. McGaw, South Weymouth; Charles Stanley's Sons, Mexico, Me., and F. E. Tucker & Sons, Haverhill. Mr. Silliman is most enthusiastic over the prospects for the Fall and Winter, and he says business for this time of year was never better since he has been handling the Edison line.

F. H. Silliman Enjoys Vacation Via Auto

Frederick H. Silliman managed to get away from the daily grind of work long enough to take a delightful auto trip with Mrs. Silliman, on which they were away a little more than a week. They started out in the direction of the Adirondacks, touching Plattsburg, then headed north for Montreal, Canada, where they remained only about a day; then went over the famous high-
way to Quebec and back home by way of Sherbrooke and St. Johnsbury, Vt. They had good weather all of the time and for the most part Mr. Stillman says he found the roads in pretty good shape. He is especially enthusiastic over the country in the Green Mountain State, which he and Mrs. Stillman greatly enjoyed.

Several of the Pardee-Ellenberger staff are just finishing their vacations. F. S. Boyd has been at Duxbury for a fortnight, dividing his time between digging clams, fishing and sailing and incidentally enjoying the swimming. Guy R. Coner has been spending his vacation on motor trips to interesting places. William G. Adams took an extra week and is on his way home from Moosehead Lake, Me., where he had a fine rest in the wilds with some of his friends. E. B. Compton has been at Claremont, N. H., where he has been visiting members of his family.

Donnelly Does Business on Vacation

George P. Donnelly, the popular assistant manager of the Columbia Co.'s Boston branch, is back home from his vacation, which was spent in Maine. As he couldn't entirely get away from business, he called upon a number of the Columbia dealers in the Pine Tree State before coming home. While in the vicinity of Portland Mr. Donnelly spent considerable time in the company of Salesman Ingalls.

Cupid Busy With Columbia Staff

Cupid appears to be getting busy around the Columbia offices. Lately the engagement was announced of Peter McInerney, supervisor of orders and inventories, to Miss Bath Schubnishi, who resides in a neighboring city; and more recently the engagement was made known of Miss Margaret J. Randol, for some time secretary to Manager Fred E. Mann, to John J. Moore, Jr., who is now Columbia salesman in southeastern Massachusetts and Rhode Island; and it is rumored that there are other engagements within the Columbia ranks soon to be announced.

George W. Lyle a Visitor

President George W. Lyle, of the Strand Phonograph Co., was a Boston visitor toward the latter part of August, making his headquarters here with Arthur C. Erisman, of the Strand and Vocalion forces. Mr. Lyle left Boston for Indianapolis, Ind., for the special purpose of speeding up production, which, he says, must be hurried in order to keep up with the Strand orders, a statement that is backed by Manager F. E. Warren, who says that the business has been unprecedented this Summer and that orders ahead in the New England territory are very large, necessitating a greater output.

Visitors to Columbia Headquarters

Other visitors included R. V. Lewis, manager of the Columbia department of the Summerfield Co., at Worcester, who when here expressed himself as greatly pleased with the new Columbia models; and E. C. Edwards, manager of the Columbia department of G. H. Tilden Co., at Ithaca, N. Y., who is mapping out plans for a busy Fall and Winter season in his store.

M. STEINERT & SONS
Victor Wholesalers
35-37 Arch Street Boston, Mass.

Dealers Still Exist

The big department store of Jordan Marsh Co., of Boston, is one of the latest concerns to take on the Brunswick line in its talking machine department. The talking machine department of this large store has for some time been carried by the Victor, Sonora and Avona makes. Returns to Retail Business in Malden

M. C. Perkins, who has been with Arthur C. Erisman as an inside man for more than a year, has again gone back into the retail business and the store which he once operated in Malden is now located at 209 Pleasant street, that city, quite near to Malden square, where his many friends are hoping that he will make a big "go" of it.

Erisman Visits Widener

Arthur C. Erisman, the popular Strand and Vocalion distributor for New England, spent a week-end in August with "Jim" Widener, who has a beautiful Summer home at Megunticook, on Cape Cod, which has been the scene of much hospitality during the Summer, and where Mr. Widener manages to get in long week-ends.

C. F. De Forest With Meiklejohn Co.

An important piece of news emanating from the Pardee-Ellenberger Co., Inc., is that Charles F. De Forest, who has been with this concern (Continued on page 98)
Another Superior Point for THE NEW COLUMBIA

The New Columbia motor eclipses every other motor in use in the phonograph industry today. Amply powered, perfectly lubricated, designed by real engineers—it is sturdy as an automobile engine and runs with the precision of a fine watch.

COLUMBIA GRAPHOPHONE CO.
New York

THE TRADE IN BOSTON AND NEW ENGLAND—(Continued from page 97)

for several years, principally at the New Haven, Conn., department, has accepted a position with the well-known Rhode Island house of the Meiklejohn Piano Co., whose principal store is in Providence, but which also has establishments in Pawtucket and Woonsocket. Mr. De Forest is to have charge of the talking machine and piano departments of these stores, and as he has had wide experience in the talking machine business the Meiklejohn Co. is to be congratulated on having obtained the services of so valuable a man.

Growing Sales Force Expansion

The West End Phonograph Co., Columbia dealer, of Leverett street, this city, has been enjoying a splendid business and has been forced to increase the number of hearing rooms and display space for new Columbias in its store. The same holds true with Mr. Carbone, of the Washington Music Shop, Columbia dealer, located at 1865 Washington street, Roxbury, Mass. Mr. Carbone has set aside a large space for displaying practically exclusively the new Columbia models.

Lee Myers Enjoys Auto Tour

Lee Myers, manager of the Boston stores of the Soug and Gift Shop of Jerome H. Remick & Co., Columbia dealers, just returned from a well earned vacation. Mr. Myers spent two weeks touring through central and northern New York State.

New Columbia Agency

The East Boston Music Store, Meridian street, East Boston, has acquired a Columbia franchise and has actively started a campaign of retail distribution of Columbia products through East Boston and vicinity. Anthony Riccio is the proprietor.

Oscar W. Ray Remembers Friends

Oscar W. Ray, who is now associated with the wholesale department of the Vocation, has been heard from in Europe, whither he went early in the Summer on business for his house. Mr. Ray, in spite of the much talk about the submarine, made many friends while he was in Boston during the days that he was with the Emerson organization.

Arthur Stout Summers at Oceanside

A welcome visitor to Boston the latter part of August was Arthur Stout, who is the head of the manufacturing end of the Strand instrument factory. Early in the Summer he brought his family here from Indianapolis, and they have been guests at the Oceanside, Magnolia, for several weeks. He visited Arthur C. Erisman several times while here.

H. Rosen Joins Summerfield Co.

Harry Rosen, widely known to the talking machine trade throughout this city, and a brother of George Rosen, local Emerson record and radio distributor, recently joined forces with the Summerfield Co. in the capacity of buyer in the talking machine and related departments. This concern operates one of the largest housefurnishing businesses in the New England territory and the talking machine department is an important part of the enterprise.

News of the Vacationists

George McDonald, record supervisor for the Eastern Co., spent his vacation of two weeks at Boothbay Harbor, Me., and with him was James E. Dunn, head shipper for the same concern. E. W. Kilgore, sales manager for the Eastern Co., got back after Labor Day from his vacation, which was spent largely in New York, where he visited his family. Norman Mason, of the sales force of the Erisman Co., spent his vacation at Silver Lake, N. H., and he has been showing his friends some pictures of the big fish he caught while away.

Fred E. Mann, of the Columbia Co., Boston office, is now a proud grandfather, the sturdy youth being named Stuart G. Hall, Jr. Mrs. H. Rosen Joins Summerfield Co.

N. H., and he has been showing his friends some pictures of the big fish he caught while away.

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Mann, of the Columbia Co., Boston office, is now a proud grandfather, the sturdy youth being named Stuart G. Hall, Jr. Mrs. Hall formerly was Miss Emily Jane Mann.

Arthur C. Erisman went down to New London, Conn., a few weeks ago, where he was the guest of some of the members of the New York Yacht Club, and for several days he lived like a European potentate.

Ernest A. Cressely, of the C. C. Harvey Co., is back from his vacation, which was spent at Belgrade Lakes, Me., where he and Mrs. Cressely have been going for several Summers.

Arthur W. Chamberlain, of the Strand and Vocation staff, has returned from his vacation, spent at Hebron, N. H.

BRIGHTWOOD MUSIC SHOPPE OPENS

SPRINGFIELD, MASS., September 7.—The Brightwood Music Shoppe has opened its doors at 2255 N. Main street, in the Brightwood section of this city, with a line of new Columbia instruments. Messrs. Brodsky and Xerburg, the proprietors, have been connected with the music trade of New England for some time, and their wide knowledge of the trade as well as their aggressiveness will stand them in good stead.
**Magic-Tone**

**For Your Phonograph**

Loud Tones Instantly Modified to a Whisper and Amplified at Will

"EVERY OWNER OF A PHONOGRAPHi A CUSTOMER" Sold on Guarantee—100% Satisfaction or Money Refunded. Orders Are Coming in Hourly by Wire, Mail and Telephone.

**BE THE FIRST DEALER IN YOUR DISTRICT**

Order Sample Silent Salesman Holding 3 Dozen Magic-Tones with Booth and Window Cards and Illustrated Leaflets. By Prepaid Insured Parcel Post—SPECIAL AT $5.25

Jobbers: Write or Wire for Territory and Terms

**MAGIC-TONE SALES COMPANY**

BURLINGTON COLIVER, President

105 WEST 40th STREET NEW YORK, N. Y.

**INTRODUCTORY OFFER OF THE KRASCO ASSEMBLED UNIT**

$24.30 For a nickel-plated sample unit consisting of a powerful, silent, fourhorsepower Krasco motor containing 64 feet of spring, a perfect drawn bronze 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. Exactly as shown below. A half hour and a half dozen screws install it in any cabinet. Plays and repeats any make of record any number of times, then stops automatically with the needle suspended above record.

**WILL GO IN ANY CABINET**

**USES EFFECTIVE ADVERTISING**

Herrmann's Victrola Shop Secures a Whitman Orchestra for the Annual Baby Parade in Port Richmond—Advertising Used to Advantage

Under the direction of Herrmann's Victrola Shops, of Port Richmond and Stapleton, S. I., Paul Whiteman's Piccadilly players will appear September 15 at the Coliseum at Port Rich-

and, to furnish the musical program in cele-

bation of the annual baby parade. This baby

parade, which is held under the auspices of the Port Richmond Board of Trade, is one of the important events of the social season, and Mr. Herrmann is using generous publicity featuring the affair.

Mr. and Mrs. W. P. Manning, of the W. P. Manning Music Co., Columbus dealer, of Au-
gusta, Ga., have just returned from an extended vacation trip to the West.

**PREDICTS A TWO-TONE SHORTAGE**

Geo. W. Lyle Looks for Unprecedented Two-Tone Demand—Factories Will Work to Capacity to Handle Dealers' Requirements

Geo. W. Lyle, president of the Manufacturers Phonograph Corp., New York, maker of the Strand phonograph, who returned recently from a trip to the Pacific Coast, makes the prediction that the next twelve months will see an unprecedented demand for two-tone models. "As sure as fate," said Mr. Lyle in a chat with The World, "we are going to see a two-tone shortage. We are going to act on that estimate of the future by turning out every two-tone instrument that our capacity will permit, and if we were a retailer, I would certainly stock a substantial proportion of two-tone models. The public wants them, and we will be guided by this demand."

The manufacturers Phonograph Corp. has just issued a handsome new catalog which illustrates its complete line. Included in these instruments are a number of two-tone models, among which are the Queen Anne, Model 80; Queen Anne "Special," Model 260; Louis XV, Model 10, and the Italian Renaissance, Model 40.

**LATEST EDISON RECORD RELEASES**

Among the important recent record releases by Thomas A. Edison, Inc., are: "On the Island of Wicki Wacki Woo," by Aileen Stanley, on the reverse of which is "What You Was, You Used to Be," by Sally Collins; "Mira o Norma-Norma," by Alice Verlet and Anita Rio; "Used to Be," by Sally Collins; "Mira o Norma-Norma," by Alice Verlet and Anita Rio; "Marchetti" (A Love Song of Old Mexico), by Schertzinger, tenor, with piano obbligato, Walter Scanlan and Betsey Lane Shepherd; the reverse bearing "Say It With a Ukulele," rendered by Bailey and Bent; "Long Ago in Alcalà," and on the reverse side, "Down Deep Within the Cellar," both sung by Arthur Middleton; "Able at the Opera," by Paul Biuma, on the reverse side of which is "Goldberg's Automobile Troubles," by Dave Martin; "Finlandia" and, on the reverse side, "Babina- age," both by American Symphony Orchestra.
Mid-West Point of View

Western Division of The World, Chicago, Ill., Sept. 8, 1923.

This is not the first time we have said it, but that is because it is one of those things which need saying over and over again. It is not the first time, that is to say, that we have thought it necessary to speak the retail trade what possible benefit any one can suppose is derivable from the practice of knocking a competitor's goods. We had always hoped that the talking machine trade in the mid-West would keep itself free from a practice which has always had a blighting effect and which at one time was the disgrace as well as the misfortune of the piano industry. Unhappily there are not wanting signs of a recrudescence of this detestable practice. One begins to hear of very nasty things said by salesmen about competing machines, and even about competing recorders, though fortunately in the latter case it has proved easy to find plausible excuses for the poisoned word. After all, there may be honest differences in opinion in respect of the reproducing abilities of various talking machines, or about the comparative artistic value of records; but the true salesman devotes his time to talking about his own goods, and ignores those of his rivals. Of course he does, for at the best he cannot know much about his competitor save what rumor tells him. Even if he had once worked for a rival his knowledge is no longer first-hand. How much better it would be if every head of every retail house in our city would post up in every salesroom a replica of that significant sign which hangs in the warerooms of the Steger & Sons Pianoforte Mfg. Co., in Chicago. We have quoted it before. Let us quote it again in all its sterling simplicity: "An expression of opinion by our salesmen concerning our competitors or their goods is absolutely forbidden." There you have it. Perfectly simple, and in its import and application simply perfect. There is the only sound policy, most lucidly expressed. Why does not everybody adopt it?

The tendency to concentrate one's selling efforts upon some one style or number of talking machine in one's line, and to ignore the others, is probably almost universal; but it is none the less a mistaken and a thoroughly erroneous practice. Every established line of machines includes at least one very popular, easily-selling model. This may be either an upright or a console; but in the present day it is more likely to be a console. As things stand to-day it is a very simple matter to sell goods of that particular kind; because the public is interested in low-price consoles. That is so far to the good, but it is by no means to the good when all the efforts of a sales organization are concentrated on that one good seller. It simply means that everybody is taking the short and easy way of making a sales record, without thinking about the foolishness of such a policy. For one thing, the name of a house, which ought to be known for fineness of work and achievement, becomes associated in a community with an article not really representative of its finest ideas. For another thing, no factory force can suddenly begin to turn out unheard-of quantities of one model without inflicting upon the merchants much delay and disappointment. Again, the merchant himself gains nothing in the end by such a process, for he simply destroys the value in his community of all the reputation and character which enable that manufacturer to undertake the production of new models. The value of the line a merchant represents varies directly as its embodiment in high-class machines: but how can such production be kept up, to maintain that name value, if the merchant is doing all he can to persuade his community that the best representative of it is some low-priced model, instead of the fine and artistic models which form the backbone of the production and the foundation of the reputation? It is really just about as easy to sell the whole line, if intelligence is used, and foresight; but this means looking ahead from the chance of to-day to the event of to-morrow. And that, apparently, implies a task too big for a great many merchants.

PORTABLE machines are still generally held as mere seasonal goods, but the tradition is receiving a very hard blow this season. For manufacturers who have been making and shipping portables all Summer are continuing to receive orders for them and are finding it necessary to contemplate continuing their production all the Winter. How is this? It seems that some merchants last Christmas, being short of regular goods, disintegrated from their stockrooms some of the portables which had been left unsold from the previous rather depressed Summer, and put them on their floors. They found to their surprise that these little fellows at once sold, without any trouble and in fact with superlatively easy. At once the manufacturers were asked to supply some more. Thus the process of converting the portable from a seasonable to an all-year instrument, so quietly begun, has steadily gone on, until to-day it seems as if we shall have to consider grouping the talking machine under three standard classifications, upright, console and portable, all of which are to be considered as year-round sellers. This is a development which should be welcomed by all. It is not the easiest thing in the world to find out what people really want, and amongst one hundred and ten millions there is room for all kinds of tastes and varieties of taste. The portable is becoming important. We hope it will continue to be so. There is a place for it. It is easy to sell, its sale is profitable, and it is not a competitor with the upright or console. Its presence renders unnecessary the manufacture of unduly low-priced uprights and widens the scope of the talking machine's appeal.

LITTLE attention has been given to one of the most important events which the near future has in store for the Chicago trade. This is the opening, on January 1, 1924, of the wonder- ful new Furniture Mart on the Lake Shore Drive. Chicago has long suffered under the inflection of inadequate quarters for the semi-annual trade fairs at which the furniture manufacturers acquaint the dealers with their latest productions. Grand Rapids has for years held the primacy, with Jamestown, N. Y., in these great markets from which the public is rigidly excluded; but Chicago is only now taking her rightful place in this big movement. The country is big and no one or two cities can supply all the needs of the nation-wide furniture business. Chicago's new Furniture Mart will be interesting to our trade because it will offer to talking machine manufacturers the best of opportunities to put themselves in touch with their retailers at the two best periods of the year for wholesale buying, while at the same time offering permanent all-year-round showroom headquarters in a building specially devoted to the purpose and free from every kind of distraction, yet perfectly adapted to its own special end; which is that of bringing manufacturer and merchant together. The Vitanola Talking Machine Co. is taking space in the new building, and, in fact, its present Chicago headquarters, into which it has just moved from the Saginaw factory, are only temporary. Some may say that the talking machine does not belong in the furniture trade. It is certainly a domestic article, and one indeed which furniture dealers can handle profitably. The new Furniture Mart is likely therefore to have more than one talking machine manufacturer for a tenant.

Although the holiday season is yet afar off there is ample evidence in certain quarters that talking machine dealers who were over-careful about placing advance orders for machine stocks are going to see business go by them before the first of the year because they haven't the goods on hand to meet the demand. Each year we hear that the peak of the talking machine demand has passed and each year almost there is a scarcity of the popular machine models. It happens with startling regularity as the holiday season approaches and there is little comfort to the dealer in criticizing the manufacturer for lack of production or the jobber for lack of special service. What is needed is foresight.
DEALERS IN THE MID-WEST TERRITORY MAKE PREPARATIONS FOR A BIG FALL TRADE

Retailers Unanimous in Expressions of Prosperity in Every Branch of Trade—Heavy Ordering Indicates Determination of Dealers Not to Be Caught Short of Instruments This Fall

Chicago, Ill., September 8.—The retail trade as a whole is predicting one of the best Fall seasons that it has ever experienced and, in line with this prediction, goods are being ordered accordingly. On every hand we receive the in-blast, crack, split or warp, and are the greatest Indestructible NOM-Y-KA diaphragms

Weight is Pivotedly ball-joint insures perfect reproduction and Needle CENTERS on all records.

No adjustments necessary when changing from lateral to vertical cut records. Plays all types of records. Operates the same as "EDISON". Needle scratch almost entirely removed. Needle CENTERED on all records. Straight air-tight construction and absence of movable joints insure perfect reproduction and great volume. Pivot杆 both-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 burst, crack, split or warp, and are the greatest development in phonographic sound reproduction in years.

SEPTEMBER 15, 1923

EDWARD VAN HARLINGEN
WILLIAM BRAID WHITE
EUGENE F. CAREY
ARTHUR E. NEALY
A. SNYDER

JEWEL PHONOPARTS COMPANY, 160 W. Whiting St., Chicago
FROM OUR CHICAGO HEADQUARTERS—(Continued from page 101)

A. B. Cornell, of Jewel Fame, at Helm

After a lapse of seven weeks A. B. Cornell, treasurer and sales director of the Jewel Phonoparts Co., has returned to his desk at headquarters. During his absence he spent some of his time at his Summer home in Summerville, N. J., and the balance of the time in calling on the trade. In a chat with Mr. Cornell he reported that the trade in general has very favorably received the new Jewel line of tone arms and attachments, as well as the Jewel-Tone needle equipment. This latter product of the Jewel Co. has been constantly growing in demand since its introduction to the trade and Mr. Cornell is of the opinion that this demand will continue with increased steadiness for the balance of the year.

Lincoln T. M. Shop Opens New Store

The Lincoln Talking Machine Shop, at 3100 Lincoln avenue, is opening a new store at the corner of Lincoln and Lawrence avenues, which will be ready for occupancy about September 15. This concern retails both the Sonora and the Brunswick lines at its old locations and at the new shop will carry the same lines, as well as a well-known line of pianos, player rolls and musical instruments.

Gets in Touch With 30,000 Colored Elks

It was estimated that more than 30,000 persons rode in the gala procession put on by the Improved Benevolent Order of Elks, a colored organization which swept through Chicago's South Side streets on August 28. The organization brought 50,000 colored visitors to Chicago for the convention, which lasted from Tuesday until Friday, and the entire number of visitors as well as Chicago's own colored populace, which is said to number around 200,000, had their attention called to the colored catalog of the General Phonograph Corp. by the Consolidated Talking Machine Co., of this city.

Apeal to Those Who Demand the Best

The dealer who sells the Kimball will not only have ready sales but satisfied customers and is building future business. Compare the Kimball in Construction or visible beauty, or in TONE or accurate reproduction and there is none to excel. Exclusive features appeal to buyers.

Console and Upright Types;

Variety of designs;

Wide range of prices;

Ask about Territory and 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

Kimball Phonographs Play ALL Records
family from Philadelphia to Chicago to take up just returned from a trip through the Eastern placing very substantial orders for these new national avenue showroom of Sonora have been Sonora dealers who have come down to the Na-
porty are exhibiting considerable interest con-
temporary in this city.

Positively Eliminate All Surface Noise

Hall Fibre Needles

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 sell them.

Hall Manufacturing Co.

Successors to R & H Fibre Mfg. Co.

33-35 West Kinzie Street, Chicago, Ill.

The Oro-Tone Porto-Type

Vacation days are over but sales of the Oro-Tone Porto-Type are going right on. The attractive ap-
pearance of this new machine and the splendid tone quality, rivaling full size phonographs, make it an "all year" seller. Sample sent on approval.

Specifications

CASE—Exceptionally strong to withstand the severe out given portable machines. MOTORS—Mounted in rigid cast-iron frame and plays two records with one winding. TONE ARM and REPRODUCER is the standard Oro-Tone Equipment and plays all re-
ords. RECORDING, COMPARTMENT has two ten-track records. CONVENIENCE—All parts and records are contained within the Porto-Type.

Dimensions—Length 15 inches; Width 11 inches; Height (closed) 7 inches. Weight, 12 pounds.

List Prices

With Standard Tone Arm Shown on Porto- Type ........................................ $8.00
With Oro-Tone Automatic Equipment (see ad elsewhere) ..................................... $17.50

Do not fail to mention style or arm wanted. Usual Discount Allowed to Responsible Dealers.

Send for Sample on 10 Days' Approval

The Oro-Tone Co.

1000-1010 George St. Chicago, Ill.

The Vitanola Talking Machine Co. has, in

course of construction, a very suitable line of player roll cabinets. The line will be compre-
hensive in every detail and is expected by the officers of the Vitanola Co. to be ready for the trade at an early date. The new Vitanola player roll cabinets are in keeping with the design and construction methods embodied in the manu-
facture of the well-known Vitanola talking ma-

chine and the occasion for the introduction has (Controboard page 104)
FROM OUR CHICAGO HEADQUARTERS—(Continued from page 103)

arisen purely from dealer demand throughout the country, this demand coming from those who have long recognized Vitanola products and workmanship.

Careless Fellow Causes Small Fire

Davidson's Talking Machine Shop at 234 South Wabash avenue, exclusive Victor dealer, was the scene of considerable excitement recently, due to the breaking out of a fire, which caused a small loss. It seems that a customer carelessly threw a lighted match into a bundle of paper supplies, which in turn caused an immense amount of smoke. Luckily, however, the fire was extinguished immediately.

Mense amount of smoke.

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One of the proudest fathers in the Chicago trade is John Jaros, proprietor of the Jaros Palace of Music, with headquarters at 2813 West Twenty-second street. The reason of all this paternal proudness being his talented ten-year-old daughter, Blanche, who is speedily becoming recognized as the Child Wonder saxophonist.

Blanche Jaros, Child Saxophonist

One of the proudest fathers in the Chicago trade is John Jaros, proprietor of the Jaros Palace of Music, with headquarters at 2813 West Twenty-second street. The reason of all this paternal proudness being his talented ten-year-old daughter, Blanche, who is speedily becoming recognized as the Child Wonder saxophonist.

Merit Induces Recognition

Recognition Induces Sales Volume

Merit is recognized by leading manufacturers and Sales Volume follows as a natural consequence.

In keeping abreast of BLOOD sales volume, we find it necessary to increase our plant space from time to time.

Today we are doing practically all of our manufacturing under one roof, thereby insuring greater production, better inspection of assembly, and speedier shipment.

Blood management is doing everything in its power to expedite shipment. To farsighted manufacturers who anticipate their requirements previous to an unprecedented Fall business.

Again we caution the manufacturer to take inventory of his tone arm stock. Laxity at this time may invite future loss.

The Blood Tone Arm Company
326 River St.
CHICAGO, ILL

Secret of Success

lies in ability to make turnovers. About all you must do is to show the Triplex. It sells better than the ordinary type of talking machines.

Triplex Artistic Phono. Co.
Pershing Road and Ridgeeland Avenue
BERWYN, ILLINOIS

Miss Blanche has appeared on the programs in many of Chicago's leading theatres and, in addition to her ability as saxophonist, this versatile young miss is attracting considerable atten-

Blanche Jaros, Child Saxophonist

Blanche Jaros, Child Saxophonist

Blanche Jaros, Child Saxophonist

In connection with the popularity of the late

Columbia records.

Forster Numbers in Great Favor

In connection with the popularity of the late

(Continued on page 106)
CONSOLIDATED SERVICE

quickly earns and retains the unlimited confidence of those OKeh dealers who partake of its many merits and advantages.

Why? Because we keep on hand at all times a thoroughly complete stock of all records listed in the OKeh catalogues. Because we use only the speediest of modern methods of distribution. Because we constantly offer new and valuable sales helps. Because we are always ready and cheerfully willing to lend a helping hand in the sensible solution of our dealers’ sales and business problems. In other words, we are striving just as earnestly and just as conscientiously to maintain the present efficiency of Consolidated Service as we did to attain it.

A more reliable combination could hardly be found than that of 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.
numbers published by the Forster Music Publishers, Inc., there has been some activity among the personnel of the company. Dan Winkler, New York manager of the company, spent the week of August 15 in Chicago, while John Fink, manager of the professional department, has returned from Atlantic City, after spending the months of July and August at the seashore resort promoting the Forster publications. Maurice L. Adler, sales manager, also returned to his desk after spending a month in the East. Mr. Adler reports that the outlook for Fall is more encouraging than ever before and that the last few months have shown between 40 and 50 per cent increase in sales and there is no indication that the sheet music industry will have cause to complain over business in the immediate future.

"Oh! Harold," one of Forster's popular numbers, is now being featured at the Auditorium in connection with Harold Lloyd in "Safety Last." Other late numbers that are very popular throughout the country are "Rose of Sunny South Atlantic Export Co.

The Name "KRASCO" on a Talking Machine Motor means that you are assured of the best possible quality of high grade material and workmanship.

"KRASCO"
A Revelation in Smoothness and Quietness

Simple in design, compact, sturdy, mechanically right. Built to meet the most exacting demands for long distance playing on one winding.

Six sizes, from a double spring motor playing four 10-inch records to a four-spring playing ten.

Each and every part used in the building of Krasco Motors is produced by the Krasco Manufacturing Co. Krasco is built—not made or assembled.

May we quote you prices and send descriptive literature?

KRASCO MFG. COMPANY
451 East Ohio Street CHICAGO

Italy, "Mellow Moon," "Chinky," "Down by the Wishing Well," "Where the Sacramento River Flows" and "When Clouds Have Vanished and Skies Are Blue."

Columbia Activities

W. J. Thomas, of Davenport, Ia., Columbia dealer, ran a beautiful Columbia display at the Sangamon County Institute recently.

R. F. Perrin, Columbia dealer in Arlington Heights, is showing the new model Columbias at the Cook County Fair. He has a beautiful display of pianos, Columbia phonographs, etc.

One of the visitors to the Columbia office recently was J. C. Conner, of Farmington, Ill., who spent a week in the city, accompanied by his wife.

H. H. Barker, of the Barker Furniture Co., Indiana Harbor, visited the Columbia offices in Chicago recently and inspected the new line of Columbias. He was much pleased with business conditions and predicts an early Fall business revival.

A recent addition to the Columbia fold is the C. E. Hard Music Shop, of Freeport, Ill., which has just added a complete line of Columbia machines and new process records.

The Svaboda Furniture Co., of Kewanee, Ill., ran an interesting Columbia display at the County Fair held there recently.

H. E. Miller Visits Chicago

H. E. Miller, representative of the Aeolian Co., who travels the Eastern territory for the Melodee Music Roll Co., spent a part of his vacation in Chicago calling on his old friends in the trade. While here he spent considerable time at the Aeolian-Vocalon sales office at the Mandel Bros. department store.

Now Yahr & Lange Sales Manager

After five years of active service with the sales force of the local Columbia branch, Irving S. Leon has severed his connection with that office and is with the sales department of Yahr & Lange, Sonora distributors, with headquarters in Milwaukee. While associated with the Columbia sales office Mr. Leon traveled the northern part of Illinois and during the years of his activity in this capacity became known to
SEPTEMBER 15, 1923
THE TALKING MACHINE WORLD

"BROKEN-HEARTED MELODY"
By Isham Jones
THE MOST ORIGINAL-MOST HAUNTING-SWEETEST WALTZ PUBLISHED

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 106)

A large part of the State of Wisconsin, as well as the northern peninsula of Michigan, is
a part of the State of Wisconsin, as well as the northern peninsula of Michigan.

A Musical Trio in the North Woods
When three "good fellows" make a hasty retreat from the "Great White Way" and pitch
their tent in the northern part of Wisconsin there is bound to be something doing. Such
was the case when Dave M. Allen, of Leo
Feist, Frank Westphal and M. G. Peters found
themselves at the Little White Birch Lodge,
Star Lake, Wis., last month, for according to
these three gentlemen they found more pleasure
in the Northern woods than they ever found
along the "Rialto" or at Rainbo Gardens.

Besides the charms of nature, there was every
kind of sport to indulge in, while the three
spent several weeks visiting the Wisconsin
lakes, marking a vacation that will long be
remembered.

The first stop was the Little
White Birch Lodge at Star Lake, Wis., where
several days were spent, and then the party
journeyed to Eagle River and spent five days
at a camp with friends, who cordially provided
them with horses, boats, machines and every-
thing necessary for outdoor life.

Tonofone Head on Eastern Trip
Miss E. E. Powell, secretary of the Tonofone
Co., is making preparations to leave for a short
visit to Paducah, Ky., where she intends to re-
maintain for a few days prior to leaving for a trip
throughout the Eastern trade. Miss Powell's
plans call for business visits to Boston, New
York and other large Eastern cities and in all
probability will be away from her desk at head-
quar ters for about three weeks. Miss Powell
reports that the sales of Tonofone have been
keeping up remarkably well during the Summer
months and she has found it necessary to add
additional help in order to take care of Tono-
fone's constantly growing demand.

D. W. Kimball Marries
On Saturday evening, September 8, D. W.
Kimball, son of C. N. Kimball, president of the
W. W. Kimball Co., was married to Miss Mary
(Continued on page 108)

A Remarkable Trade Stimulator
which you can use to wonderful advantage in increasing your business. Why let your competitor get it all?
Here's a solution to your trade problems.

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.

SONATA MANUFACTURING CO., Inc.
664-66 W. Austin Ave.
Chicago, Ill.
Knox Winton, daughter of Mrs. William Crayton Winton, of Duluth, Minn., at the home of the bride. The Kimball family, consisting of Mr. and Mrs. C. N. Kimball, the Misses Mary and Elizabeth Kimball and William Wallace Kimball, were present. After October 1 Mr. Kimball will bring his bride to Evanston, Ill., where they will reside.

Both D. W. Kimball and his brother, W. W. Kimball, recently took up commercial activities when they became associated with the firm of D. W. Kimball Co., while W. W. Kimball, was present. After October 1 Mr. Kimball will bring his bride to Evanston, Ill., where they will reside.

The BROADCASTER CORPORATION

**A Bigger Plant**

**A Greater Organization**

Facilitates a larger and more Superior Talking Machine Production at LOWER PRICES.

Users of either large or small quantities of talking machines are urged to write for information regarding our line — useful for special sale purposes.

Write for price list and specifications of our other models

**The BROADCASTER CORPORATION**

(SUCCESSOR TO THE LINERPHONE T. M. CO.)

New Plant 2414 to 2430 N. Cullerton St.

CHICAGO, ILL.
gether for the purpose of organizing a talking machine golf club.

With the boys in the piano game, however, an entirely different situation exists. They have had for many years an organization known as the Chicago Piano Golf Association, whose members congregate with great regularity for the purpose of seeing who the best pili-knocker. Every couple of weeks they hold a meet and after each meet someone comes home with a nice little prize of some kind.

At last, however, many of the talking machine men are getting jealous of the piano men and they have been asserting that there are just as good players and they have been asserting that there are just as good players with a nice little prize of some kind.

Another addition to the Fletcher-Wickes plant has been the installation of a large experimental room wherein this company carries on experimental work on tone arms, sound boxes and electric motors. This room is in charge of an expert mechanic, who, with his several assistants, does nothing but research work in tone production and motor building.

The balance of the plant is given over to offices and assembly rooms and the entire equipment throughout has been designed with pains-taking care so as to eliminate every possible bit of lost motion.

Spencerian Shown at Ohio Meeting

Ben Wood, sales manager of Westphono, Inc., is among those members of the Chicago trade who is taking in the Ohio Merchants' Convention, scheduled for September 10. Mr. Wood will exhibit his product, the Spencerian portable, and immediately after the convention will make a tour of the Eastern trade.

According to Mr. Wood, indications point to a very favorable continuation of the portable business and jobbers all over the country are reporting to him that the recent slump in the sales of portables has been replaced by a brisk demand. It is expected by many men in the trade that an immense number of portables will be purchased for the Christmas trade and these will be used as gifts during the holidays.

McArthur in New Offices

R. N. McArthur, sales and advertising manager of Barnhart Bros. & Spindler, is now settled in his new office on the third floor of the Barnhart plant at Throop and Monroe.

(Continued on page 110)
FROM OUR CHICAGO HEADQUARTERS—(Continued from page 109)

ODION RECORD FEATURED AS "BLUES"

Employee Chicago Dealer Uses Unique Selling Idea Which Results in the Sale of 2,500 Records of One Selection in One Month

A. H. Thallmayer, manager of the foreign record department of the General Phonograph Corp., maker of Odeon and Odeon records, received recently some interesting figures from the Rialto Music Shop of Chicago, one of the company’s dealers. This enterprising merchant is using a megaphone attachment to increase the volume of the records that he plays in order to attract the attention of prospective purchasers, and a few weeks ago he featured Odeon record No. 10096, the title of which is "The Marechen Walker."

The peculiar melody of this waltz, played in a typical peasant style, attracted the attention of several members of the colored race who passed the Rialto Music Shop while the record was playing. Whenever this particular type of customer visited the establishment the owner of the store stated that the name of the record was the "Marechen Blues." The sale of the record was invariably made after a demonstration, although it is quite possible that the use of the word "blues" was a factor in interesting the purchaser. As a matter of fact, this record has met with such popular demand among the clientele of the Rialto Music Shop that more than 1,500 of the number were sold in one month and the popularity of the record induced the General Phonograph Corp. to publish it in its American series, where it is now listed.

SHOWS A 20 PER CENT INCREASE

CHICAGO, ILL., September 7.—According to a statement issued by M. A. Healy, president of Lyons & Healy, Inc., net sales for the period ending June 30, 1923, showed an increase of over 20 per cent over the same period last year. The sales record for six months is $3,945,809.07 as compared with $3,279,531.08, a most satisfactory increase in business.
LYMAN'S ORCHESTRA FOR BRUNSWICK

Recordings of California Ambassador Orchestra
Made in Los Angeles by Brunswick—First Records to be Released in Near Future

Los Angeles, Cal., September 4.—Los Angeles' most famous popular music organization, Abe Lyman's California Ambassador Orchestra, has just completed a number of popular recordings at recorders of the Brunswick-Balke-Collender Co. The orchestra was recently signed up exclusively by the Brunswick organization, and immediately upon the consummation of the deal the Brunswick Co. established a temporary recording laboratory in Los Angeles for the sole purpose of recording newly acquired talent.

The recording for Brunswick was done under the supervision of Skinker Darby, chief of the Brunswick Co.'s recording division, and Walter Haney, head of the recording department. Both of these men, along with their assistants and the necessary paraphernalia used in recording, came all the way from New York and spent five weeks in preparing and recording the Ambassador Orchestra. Records of the new organization will be released shortly, and the repertoire consists of such numbers as "No, No, Nora," "Cut Yourself a Piece of Cake," "Midnight Rose," and "Havana Tango." Abe Lyman himself has the distinction, besides that of a drummer, in that he is the composer of many numbers which have been popular, such as "Peggy Dear," "Apple Sauce," "I Cried for You," "In the Land of Shady Palm Trees," "Before You Go," etc., etc.

In commenting on the acquisition of Abe Lyman's California Ambassador Orchestra, the Brunswick Co. feels that in offering this orchestra to the music-loving public it is making available to the entire world the individual and characteristic music of California, which is duly becoming so popular. Furthermore, the Brunswick Co. feels confident that the popularity of these records will eventually warrant the erection of a recording and pressing plant in Los Angeles which will in turn greatly expedite recording shipments throughout the Coast territory.

LARGER QUARTERS IN SPRINGFIELD

The Brightwood Music Shoppe, Springfield, Mass., of which Ben Brodsky is manager, has arranged to enlarge its quarters to take care of the increased business in pianos and talking machines. The addition will be eleven feet wide and fifty feet deep, making this a very commodious and attractive establishment.

EDISON’S
ENViable REputation

More than four million people have been convinced beyond all question by actual test, that EDISON reproduction of music cannot be detected from the original music. If you are a live wire and if there is no Edison dealer in your town, we invite your interest in an Edison dealership.

THE PHONOGRAPh CO.
229 South Wabash Avenue
CHICAGO, ILL.

C. L. WALDO PASSES AWAY

Prominent Music Merchant of Minneapolis and a Founder of the Foster & Waldo Music Co. Dies in That City After Long Illness

Minneapolis, Minn., September 4.—C. L. Waldo, one of the founders of the Foster & Waldo Music Co., this city, died at his home here last Sunday in his seventy-first year. The end came after nearly four years of ill health. Mr. Waldo was born in Jefferson, Wis., and came to Minneapolis thirty-six years ago. Three years later he became associated with Robert O. Foster in the Foster & Waldo Music Co. and aided materially in building up one of the most prominent music businesses in the mid-West. He was a member of the Minneapolis Minikahda and Minneapolis Automobile Clubs. The funeral will be held tomorrow from his late residence.

WINTER PIANO CO. ALTERATIONS
Enola, Pa., September 4.—Alterations including the installation of racks and show cases are in progress in the Winter Piano Co.'s store on State street in order to accommodate the new line of small musical merchandise, which is to be carried this Fall. The decision to inaugurate the new department came as a result of an unusually good season in the piano and talking machine fields.

STERLING Attachments and Tone-Arms

The STERLING Edison attachment is operated by the lever, same as the Edison. The needle of the STERLING is always central, whether playing lateral or hill and dale records. STERLING Edison and Victor attachments are universally used because of their superior appearance and perfect reproduction of any make record.

It pays to be a STERLING Dealer. If your Jobber cannot supply you with STERLING write direct to factory. STERLING Tone-arms are made in different styles to suit any phonograph.

STERLING DEVICES MANUFACTURING CO., 412 Orleans Street, Chicago, Ill.
LOS ANGELES, CAL., September 3.—August proved to be another good Summer month for the sale of talking machines, although, perhaps, it did not measure up to July and, according to reports from the various departments, portables are not by any means monopolizing the types of instruments sold to the exclusion of others, many high priced period models and others previously discontinued being placed on the market day by day. Collections are good and terms on which machines are being sold, although lower than they were a year or two ago, are respectably high, and consist almost exclusively of two and a half times over those for the corresponding period of 1922. Mr. Mansfield is a great believer in using outside salesmen and employs from ten to twelve men in this way, besides the inside men; prospects are, of course, furnished to these outside men, and reports are filed and the whole matter handled in a most progressive and intelligent manner.

Double-sided Red Seal Records Please

The announcement of the manufacture of double-sided Victor Red Seal records and the issuance of the new catalog have been received with great enthusiasm by all Victor dealers, who believe that this will stimulate sales enormously. The August meeting of the Music Trades Association of Southern California was occupied with the discussion of several matters, and among them the question of music stores keeping open in the evening from 6 p.m. to 9 p.m. Several members declared that a good deal more business could be secured if all music stores kept open, while others claimed that the business which was now being obtained by the few who always kept open would be divided up in the event of all keeping open and would be reduced to an unprofitable minimum. W. H. Richardson, of Richardson's, Inc., stated that he believed the business correspondence was being divided up in many respects to the theatre and amusement business, and that the former should keep open during the evenings with the result of a greatly increased business.

New Victor Models Make Hit

A. G. Cook, manager of the phonograph department of the Geo. J. Birkel Co., expressed great satisfaction over the new Victor mahogany and walnut console models which have just been placed on the market. He stated that a present house, in common with the other Victor dealers, had been able to obtain samples only, but that a number of orders had been taken from them; the period models which the Victor Co. are making to order have also proved exceedingly attractive and can be made to match any scheme of architectural design or period.

To Open Fine New Home

The formal opening of the Southern California Music Co.'s new store at 808 South Broadway will take place on Wednesday of this week, and thousands of invitations have been sent out. Five stories of the eight are to be occupied by the music store—in fact, most of the stock has already been moved in. The eighth floor includes a beautiful auditorium with a seating capacity of 300, and the floors being level instead of sloping, can be used for dancing. The first floor is beautifully decorated, harmonizing with the Italian architecture which prevails throughout the entire building. The ceiling has been exquisitely hand-painted by special artists, many weeks being occupied with this work alone. The record demonstration rooms are each individually and collectively gems of architecture with their small Italian arched ceilings, and they number two or three dozen. The Victor and Brunswick departments and salesrooms are on the second—or mezzanine—floor, and are arranged in the most complete and admirable manner possible. Without going into details of the other departments it is sufficient to state that this new store is the most beautiful to be found in the entire country. F. L. Grannis, of the Southern California Music Co., is mostly responsible for the excellent results.

Famous Actor Buys Phonograph

Cullen Landis recently purchased a magnificent $1,200 period phonograph from the Fitzgerald Music Co. C. H. Mansfield, manager of the phonograph department of the Fitzgerald Music Co., stated that Mr. Landis had chosen this instrument for his magnificent new home in Hollywood.
THE ORO-TONE AUTOMATIC
No. 16 TONE ARM AND REPRODUCER

Plays All Records, Giving Perfect Reproduction
No Adjustments to Make—No Weights to Shift

FOR LATERAL CUT RECORDS
Gives perfect needle center, correct weight and angle automatically.

FOR VERTICAL CUT RECORDS
Gives correct Edison weight, position and needle center by a turn of hand.

Oro-Tone Leadership Is Based on the Oro-Tone Policy of Quality First

This remarkable tone arm and reproducer gives superb tone values. It reproduces perfectly. Edison records can be played with the ordinary fibre needle, producing wonderful tone and volume.

All adjustments to play either lateral or vertical cut records are automatic. Send for sample on approval.

Sectional Oro-Tone Construction

The Franchise for using the No. 16 Oro-Tone Automatic Tone Arm and Reproducer will be sold only to a limited number of manufacturers. Will you be one?

Dealers want the Perfect Oro-Tone Automatic Tone Arm and Reproducer on the phonographs they sell because by actual test the public prefers the Oro-Tone. Oro-Tone equipment will increase your sales.

The Oro-Tone Co.

1000-1010 George Street
Chicago, Illinois

Manufactured in Canada under the trade name "Oro-Tone-Banfield" by W. H. Banfield & Sons, Ltd. Distributed in Australia by United Distributors Co., Melbourne and Sydney.
Leaders in Annual Sales Contest Conducted by Harger & Blish, Edison Jobbers, Des Moines, Ia., brought their annual sales contest for 1923 to a successful conclusion the last week in August. The prize-winners at that time arrived at the Edison Laboratories in Orange, where they were conducted through the entire plant and where they also made special souvenir records in the Edison recording laboratories. During one of the evenings they spent in the East they were taken as guests to see the "Ziegfeld Follies."

The first prize in this contest was won by H. H. Blish, Jr., of the Shroyer Music House, Bethany, Mo., who sold forty-six Edison phonographs in ten weeks, and in a town with a population of about three thousand. It seems that in the contests conducted in previous years Mr. Shroyer has always won a place, so that his winning first prize this year indicates that he is setting a faster and faster pace for himself each year. His record is extraordinary for a large city, but such a record in a relatively small community is indeed unique. The other persons who won prizes in the contest and, as a result, won the free trip were: H. A. Lorenzo, Paule Jewelry Co., Burlington, Ia.; A. L. Hegglund, Pierre, S. D.; Floyd Cooper, F. M. Cooper & Son, Woodward, Ia., and A. F. O'Dell, Keokuk, Ia.

The complete trip took in Rochester, the Thousand Islands, a trip down the St. Lawrence to Kingston and Montreal, another boat trip to Quebec, a five-day cruise around Halifax, a trip from there to New York and a sojourn in New York and Orange.

In chatting with The World H. H. Blish, Jr., who accompanied the winners on the trip, stated that the records turned in this year exceeded those turned in for several years previous. This Mr. Blish considers indicative of the fact that conditions are now satisfactory in his territory and that the outlook for Fall business warrants real confidence. He added that wheat does not constitute over 8 per cent of the Iowa crop and that, therefore, it does not have a great bearing on the general prosperity of this great agricultural State.

FISCHER PHONOGRAPH POPULAR

Mayer Bros. & Bramley Report Active Dealer Demand—Two-toned Consoles Big Sellers

During the past few weeks Mayer Bros. & Bramley, New York, manufacturers of the Fischer phonograph, have added a number of dealers to their list of representatives. "We are making rapid progress," stated an officer of the company in a chat with The World. "Our company has adopted a policy of selling direct to the dealers and we are co-operating with our trade in making their turnover active.

"At the present time we are shipping our instruments to all parts of this country, Canada and abroad, with an active demand for period consoles in mahogany and walnut. The twotone effect in our Rosemary model is meeting with the hearty approval of the trade and we are urging our dealers to anticipate their orders for the coming Fall and holiday season, as there is every reason to predict a demand that will be far in excess of production."

NEW BRUNSWICK AGENCIES OPENED

Among the latest additions to Brunswick boosters announced by Percy A. Ware, sales promotion manager of the Eastern phonograph division of the Brunswick Co., are Brodrib & Blair, 12 Riverside avenue, Bristol, Conn.; Miller's Music Store, Troy, N. Y.; Morris Music Shop, 609 Lenox avenue, New York City; Krause Music House, 409 S. Main street, Phillipsburg, N. J.; Harry Fritz, Wallingford, Conn., and Harry C. Grove, Inc., Washington, D. C.

WILL OPEN NEW DAVEGA STORE

Another link in the Davega chain of stores will soon be opened at Fourth avenue and Twenty-third street, New York. This is in line with the plans for expansion announced some time ago by Ahearn Davega, of Davega, Inc. The Victor line of talking machines and various accessories will be handled.

NEW EDISON WINDOW DISPLAY

The latest Edison window display which has been issued for the use of Edison dealers is devoted to the featuring of one record, namely, the song "I'll Take You Home Again, Kathleen." The display pieces are very unusual, from the standpoint of coloring, and create an excellent window. The vocal selection featured in it is the largest selling record in the entire Edison catalog over the period of ten years.
Another Superior Point for THE NEW COLUMBIA

Tone-control leaves have long been acknowledged as an exclusive Columbia feature of highest worth. Every model of the New Columbia has this proved point of superiority, with the addition of many refinements in operation of this feature. The New Columbia, by reason of these tone-control leaves, is the only Console instrument that delivers sound on a level with the auditor’s ears.

COLUMBIA GRAPHOPHONE CO.
New York

KIMBERLEY ENLARGING FACILITIES

Well-known Talking Machine Manufacturer Getting Ready for Fall Trade—Seven Models in 1923 Line—A New $100 Console Now Being Produced—Planning Sales Campaign

The Kimberley Phonograph Co., Perth Amboy, N. J., is making plans for the enlargement of its factory facilities in order to prepare for Fall trade.

Outing TALKING MACHINE CO., Inc., Mount Kisco, N. Y.

JOBBERS

A. C. ERISMAN CO. . 174 Tremont St., Boston, Mass.
BRISTOL & BARBER CO., INC. . 3 East 14th St., New York, N. Y.
CABINET & ACCESSORIES CO., INC. . 3 West 14th St., New York, N. Y.
STARR PHONOGRAPH CO. . 514 Grant St., Pittsburgh, Pa.
J. B. FOLK, INC. . 1103 Olive St., St. Louis, Mo.
EXTRAORDINARY SALES CORP. . 235 Franklin St., Buffalo, N. Y.
VOCALION CO. OF OHIO. . 325 Superior St., W., Cleveland, O.
C. L. MARSHALL CO. . 1114 Griswold St., Detroit, Mich.
CONSOLIDATED TALKING MACHINE CO. . 301 California Bldg., Los Angeles, Calif.

USES EFFECTIVE DISPLAY SIGN

NEW STORE IN PEKIN, ILL.

Ehrlich Bros., well-known drug store operators, have opened a new music store in Pekin, Ill., at 414 Court street, where a full line of musical goods will be carried.
The Name "EDISON"

FAMOUS the world over the name EDISON in the phonograph industry stands for tonal supremacy and merchandising prestige.

The EDISON Dealer has sales arguments at his disposal that are unlimited in scope and importance. Emphasize the supremacy of the EDISON consistently and aggressively—sales will multiply steadily.

We have a few towns in our zone open for the proper Edison dealer representation

PHONOGRAPHS, INC.
EDISON DISTRIBUTORS
41 Cone Street - - - - Atlanta, Ga.
Holiday Foresight

It is not far from the facts to say that the profit shown each year by successful Victor dealers corresponds largely with the preparation they make to meet the demand during September, October, November and December.

The dealer's choice of a dependable Victor wholesaler is becoming increasingly important. On September 1st there were seven Victor wholesalers in Greater New York as compared with eleven a year ago. This increases the responsibility of the present wholesalers. They must be ready with stock, to meet the usual heavy holiday business and, in addition, a greatly stimulated demand, which we believe is inevitable.

Victor dealers who may make changes in their source of supply cannot exercise the best holiday foresight without keenly analyzing the dependability of various Victor wholesalers.

Our holiday foresight consists in having made unusual preparation to take care of those Victor dealers who have depended upon us as their main source of supply for some time past, as well as those who are arranging to do so.

We are prepared to accept the responsibility of handling a Victor dealer's entire business if within a reasonable distance of New York. There is no kind of service or support that is desirable, reasonable and dependable that we cannot give.

Blackman Dealers again are going to be in an enviable position.

Place an order now for your estimated requirements of all Victrolas for delivery during September, October, November and December.

It has always been the Blackman Policy to allow dealers to adjust advance orders according to current needs.

Our moral obligations are highly respected by us. Therefore, dealers who cooperate with us by placing advance orders promptly are entitled to first consideration during a holiday shortage.

Why take a chance when Blackman Service costs no more?
MILWAUKEE

Outlook for Fall Business Best in Years—Machine Shortage Imminent—Trade Represented at Wisconsin Fair—The Month's News

MILWAUKEE, Wis., September 7—Prospects for a big Fall and holiday trade—perhaps the biggest on record—appear before Milwaukee and Wisconsin talking machine dealers at this time. The trade has behind it a July and August volume that surpassed anything ever known in these so-called dull months and the early part of September has developed more than the accustomed volume as well.

The wholesale and manufacturing trade is entering the Fall season with more orders on the books and a larger Summer production than ever before. Operating schedules of factories call for maximum capacity until the end of the year. There is likely to be a serious shortage of instruments before December 1, it is stated, because the exceptional heavy run of orders for the console styles keeps most factories from thirty to sixty days behind on orders for immediate delivery at this early date. At this report's latest upward, records are selling well, too, but it is becoming more and more apparent that the console type is outdistancing the original "box" style.

Shipment Barriers

In the past thirty days the shortage of Victor merchandise noted at the middle of August has been accentuated by the increase in orders from the corresponding period of 1922, according to Mr. Goldsmith, secretary of the ItaldirTalking Machine Co., Victor jobber for Wisconsin and Upper Michigan. While the Victor factories are operating night and day, yet the jobbing trade is unable to secure all of the instruments demanded and dealers are obliged to take their turn in replenishing their floor stocks and accumulating warehouse supplies for later trade. The rural districts are producing a gratifying business.

Victor trade is especially good in the console styles, Nos. 400, 405 and 410 having an exceptionally good sale. Mr. Goldsmith reports that improvement in the demand for records has continued and the Red Seal numbers are moving briskly since the price was reduced. Excellent Brunswick Prospects

P. H. McCulloch, talking machine department manager of the local branch of the Brunswick-Balke-Collender Co., is happy over the prospects for more liberal shipments now that the Muskegon factories are devoting the vast space formerly given over to the tire departments to the production of Brunswick instruments and records. In view of the heavy demand for the console styles, this enlargement of output is particularly gratifying, as it has been impossible to deliver anywhere near the number of instruments called for by orders of dealers in this territory.

Milwaukee branch business so far this year runs easily 40 to 45 percent ahead of the corresponding period of 1922, according to Mr. McCulloch.

Edison Records Selling Well

Milwaukee Edison dealers are enthusiastic over current trade and look for a big holiday business. Edison records, especially the popular numbers, are selling far better than ever before and dealers find it difficult to keep their stocks rounded out.

Heavy Increase Over Last Year

Fred E. Yahrl, president of the Yahrl & Lange Drug Co., distributor of the Sonora and the Okeh record, says sales for the first eight months of the year were approximately equal to the sales of the entire year of 1922 and that prospects are for a very large increase over last year when 1923 comes to an end. Mr. Yahrl has been devoting much of his time to the development of the musical merchandise division of his house; a division which he had not previously carried. He has acquired an able assistant in the person of Irving S. Leon, an experienced talking machine man, who has been assisting Mr. Yahrl in broadening the scope of the organization to handle even a larger volume than before. Yahrl & Lange are among the very largest Sonora and Okeh distributors in the country.

To Display at Food Exposition

Nearly all of the local jobbers and many of the dealers of Milwaukee have reserved space at the annual Food and Household Exposition to be held in the Municipal Auditorium from October 15 to 21. The music industry has been given marked recognition this year and a distinct division has been given over to these exhibits. In addition the show management has arranged elaborate competitions to determine the champion pianist of Wisconsin and the champion amateur orchestra of the State. Valuable awards will be given for excellence. The second award in the pianoforte division is a $750 Sonora talking machine purchased from the Yahrl & Lange Drug Co., musical merchandise division. Third award in the orchestra competition is a $385 Bush & Lane portable phonograph and fourth award, a $175 Aeolian-Vocalion console instrument, from the Milwaukee Public Library.

Exhibitors at the Wisconsin State Fair

The talking machine trade was well represented among the exhibitors at the seventy-second annual Wisconsin State Fair during the week ended September 1 and all who participated report a relatively excellent result from sales solicitation, especially among visitors, making brisk business.

One of the newest features adopted by the Chicago, North Shore & Milwaukee Line to make its interurban electric cars more attractive and more utilitarian is the installation of row after row of all the new parlor observation cars which have recently been added to the service. It is the first electric transit line to provide such accommodations.

Now Rinzel-Tesch. Inc.

The old-established Victor house of Harry W. Krienitz, Inc., at 459 Eleventh Avenue, has been reorganized under the name of the Rinzel-Tesch. Inc., consisting of Peter J. Rinzel and William H. Tesch, former associates of Mr. Krienitz.

New Branch in Oconto

Arno Malgatter, proprietor of Malgatter's Music House at Oconto Falls, Wis., has established a branch store in Oconto, Wis., in the building recently vacated by the local post office.

Incorporated to Make New Machine

The Prairie du Chien (Wis.) Mfg. Co. has incorporated with $30,000 capital stock to engage in the manufacture of a combination talking machine and light fixture for the home. The company is to be called the Prairie du Chien (Wis.) Mfg. Co. and Edward C. Wulfman and Edward McAdams have been named as incorporators.

Death of John E. Dummer

John E. Dummer, treasurer of the Yahr & Lange Drug Co., died August 14 after a brief illness. He was fifty years of age and joined the Yahr-Lange forces in 1908.

A New Retail House Organized

The North Avenue Music Shop, Inc., is a new corporation organized with $25,000 capital stock to deal in talking machines, pianos, etc. The incorporators are A. H. Nemitz, Hugo Hocher and Ralph Strass. The store is open for business in a new building on North avenue.

Chas. J. Orth Expands

Charles J. Orth, moving Brunswick dealer, has recently made extensive changes in the store which do not only enlarge the floor space, but provide an exceptionally attractive new front. A single window, typical of the split windows originally installed. The entrance is now at the extreme left instead of the center. New demonstration and display rooms have been opened in the lower floor. The entire store has been redecorated in beautiful style. A feature of the redesigned store is an interesting arrangement whereby music from a Brunswick wirelessly fed into the store by means of pipes concealed from view. The outlet is at the base of the display window and is hidden by a shutter, which signifies passersby. The selection has none of the offensive features of loud-speaking attachments often similarly used.

The New Metal Display Stand for Universal Use in Music Shops

ECONOMICAL

ATTRACTION

SUBSTANTIAL

May be used for Displaying 10 in. and 12 in. Records, Monthly Window Service, Sheet Music, Phonograph Displays, etc.

6 FOR $275

Made in one size and finish for all purposes

Manufactured by
MUSICAL PRODUCTS DISTRIBUTING CO., INC.
37 East 18th Street New York
Attractive Offer to Distributors
For ten years we have been not only advocating but making Period Phonographs.

Our persistent and successful efforts have practically forced every well-known phonograph manufacturer to attempt imitating them.

For those who are more interested in fine cabinet construction, excelling finish and superior tonal qualities than they are in price, invariably select the Orsenigo Period Phonograph.

THE ORSENGO 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.
Cleveland, O., September 6—Jobbers and retailers of this territory have set their courses for the Fall and Winter business. Present indications are that this will be the biggest year in the history of the industry. Contrary to reports, industrial activities have not lessened. Official figures show that the Cleveland district population has increased in the last year by 90,000, which, according to the usual average, means close to 20,000 families that have to be provided with housing and the things, musical and otherwise, that make home as well.

The Eclipse Co.'s Financing Plan
The jobbing element has been extending itself to aid the retailer to cash in on the new business that the many encouraging factors will create. One of these is the new financing plan of the Eclipse Musical Co., which will give the retailer new money to do more business with, though not necessitating the acquisition of additional outside capital. This has been accomplished through a special arrangement with a financial institution by Edward B. Lyons, general manager, the Eclipse.

The plan differs somewhat from other similar arrangements in that the Eclipse, as the wholesaler, is the medium through which the deferred payment accounts are discounted. The same principle of the dealer making his collections from the customer holds in this instance, so that the contact between dealer and customer, and between dealer and jobber, is maintained. The plan has been in operation only a few weeks, but already dealers are taking advantage of it and acquainting themselves with its possibilities before the time that they will need it most—this Fall and Winter.

Artists' Appearances to Help
Another effort that will bring good results for the dealer later on is the continuation of the personal appearance of artists programmed by the Cleveland district Brunswick organization, under management of Leslie I. King. The Bennie Krueger Orchestra is being used by many dealers in the Pittsburgh territory at this time, attracting attention to stores that will make for business building during the Fall.

A like effort has been put forth by the Columbia district office here, under the management of S. S. Launon. One of the most successful ventures in this connection has been with the Lasses-Whites Minstrels, Columbia artists, operating with the I. Cersoch Co., at Springfield.

Sonora to Tie Up With Pairs
County fairs will be used extensively by the Sonora Phonograph Ohio Co. this year, with direct tie-ups for dealers. First of these was the Lake County Fair, with the McLean Music Co. participating, and another, the Montgomery County Fair, at Dayton, for the Wayne Music Co., of that city. All kinds of literature and advertising material will be supplied from the Cleveland offices, according to General Manager J. T. Pringle, with special service from traveling representatives wherever they are found to be needed.

Carola Extending Operations
Extension of its operations in this and other countries is being made by the Carola Co. Improvements in the plant will provide an additional output by 50 per cent, according to N. I. Schwartz, general manager. Improvements have been made in the models themselves, the cabinet type being finished in several colors of baked enamel and the portable in a high-grade leather finish. Not only is the entire country now covered, with 1,500 representatives in all the States of the Union, but business is being closed in foreign countries, notably New Zealand, Australia, Japan and Porto Rico.

New Brunswick Agencies
Among the Brunswick establishments to open is that of Hagemeister Bros., at St. Clair and East 139th streets. The Hagemeisters formerly were in the drug business and handled talking machines in a small way. They saw possibilities, were weaned away from the drug business and now are regular talking machine dealers. Walter Hagemeister formerly stood so strongly in drugdom that for a considerable period he was president of the Northern Ohio Drugists' Association. Other new Brunswick establishments include the Colonial Music Co., at the Cleveland "Y"; the United Music Co., in the new residential section at Kinnsman and East 123rd streets; and the Brunswick Music Shoppe at Erie St.

Wolfe Music Co. Opens Branch
Still another new establishment, but an old firm, is the uptown branch of the Wolfe Music Co., at Clair and East 125th streets. This branch has been patterned somewhat after the main store downtown, though not quite so elaborately. Souvenirs, silver needle cases, were distributed and many manufacturers' and jobbers' representatives called during opening week. The Victor line is featured at both Wolfe stores.

Letters Show Business Can Be Secured
Another aid to doubling Thomas dealers, and one that contains a punch without hitting too hard, is contained in a series of peppy letters being sent out by the Cleveland Talking Machine Co., Victor wholesaler. These letters, at the start, have told of a certain dealer, name not mentioned, who doubted that there was any business, but thought he would try to stir up some by the old reliable method of house-to-house calls. The first week brought him two sales of his effort. The next week brought a better showing, and he is keeping this program up right along. The big thing the jobber aims to show, points out Howard J. Sartori, general manager, is that the business is to be had, only it needs a little goading after to get it.

Belling Newspapers on Free Publicity
Dealers themselves are seeing the possibilities in advertising, and this is notably so in connection with the work the Brunswick district organization is doing with its dealers. In connection with the campaign on personal appearances of artists, newspapers in the different cities have been induced to run in their news columns material on the concerts. With few exceptions, according to L. S. McLeod, branch manager, newspapers have responded and dealers, in turn, have returned the favor by taking paid advertising space. Without exception all dealers can trace new business, and increased business from old clients, as a result of this publicity. The move, it seems to L. S. McLeod, is proof that newspapers can come to recognize the material that the dealer sells as music, rather than merely merchandise.

Edison Dealers Getting the Business
The sales contest which is being conducted by the Phonograph Co., Edison distributor, with offices in this city and Cincinnati, to date has been productive of much business for these dealers who are participating, and this means practically every Edison dealer served by the Phonograph Co. Points are awarded to contestants on the basis of sales, and the dealers have been placed in classes according to the populations of the communities which they serve. As a result of the contest the energies of the dealers have been stimulated to such an extent that most of them enter the Fall season with better sales totals than was the case a year ago and, from all indications, this year will be a banner one.

Schafer Handles Columbia
Additions to the Columbia family include the new establishment of the Schafer Music House, at Batavia, N. Y., and Giba's Variety Store, at Toledo, both handsome stores.

Makes Dollar Day Pay
It may be that some dealer does not take advantage of jobbers' suggestions more consistently than others, but the experience of Johnston's Music House, with two stores in Detroit, as told by H. C. Schultz, Detroit representative of Columbia, is an apt illustration. At Ferndale, Detroit suburb, merchants decided to put on a Dollar Day. Johnston's sported an empty store near the center of town, filled it up with records, machines, sheet music and the like, hired musicians in attractive costume, imported some of the music publishers' song pluggers and, in fact, became the leading music house of your community by adding the New Edison to your business.

The New Edison adds Prestige and Profits: both are essential for success.

Edison Is First In Quality, Cabinets and Late Hits. (New records are issued weekly.)

Already a machine shortage is forecasted for the coming season and it appears that we will be unable to accept new accounts (orders are issued weekly.)

THE PHONOGRAPH COMPANY
Cincinnati, Ohio: 314 West Fourth St.
Cleveland, Ohio: 1240 Huron Rd.

SEPTEMBER 15, 1923

THE TALKING MACHINE WORLD
conducted a jamboree of music for one day. This particular part of the festivities was a center of attraction through the day, many machines were sold, many more records and sheet music copies were disposed of, and the whole affair of putting in publicity effect, a considerable volume of new business at home has proved since.

Eagerly Awaits New Red Seals
Double-facing of Red Seal records by the Victor interests is one of the best gains for business and for better music, in the opinion of W. D. Sayle, executive of the Cleveland Talking Machine Co. Long before these records were ready for delivery, later in September, many dealers had anticipated their requirements and had impressed the value of the new records upon their clientele, according to Mr. Sayle. Victor jobbers here have consistently advocated better music as a powerful force in the perpetuation of the talking machine industry and this move is a step in that direction, dealers now realize.

C. L. Marshall Co. Adds to Staff
The C. L. Marshall Co., of this city, distributor of the Pooley and Outstanding phonographs and Vocalion Red records, is leaving nothing undone to prepare for a banner Fall trade. The company recently added to its sales staff Clair Osborn, formerly associated with the Stradivarius Company recently added to its sales staff Clair Osborn, formerly associated with the Stradivarius Company.

Late President's Records in Demand
Late that he is gone the words of the late President Harding are cherished more than ever and this seems proved by the large number of records made by him, which include the speech on patriotism and "Lead, Kindly Light," which were produced by Columbia. During the period of mourning and since many dealers have disposed of large quantities of these records and have used window displays with Mr. Harding's picture, flags and mourning material.

Bessie Smith selections are selling stronger than ever, according to the Frey-Magnon Co., live Columbia dealer in Ybor City, Fla. Mr. Magnon has distributed several thousand fliers recently, listing all of Bessie Smith's selections.

EDISON RECORDING STAFF BUSY
Following a week's vacation the recording staff of Thos. A. Edison, Inc., has resumed operations. Some of the most recent recordings made for early release include several by Charles Maston's Creole Serenaders for the Edison race record catalog. There are also a number of new recordings by Willie Creager's Dance Orchestra and Kaplan's Melodists, two popular aggregations of artists.

MAKES EDISON SALES AT FAIR
BURLINGTON, IA., September 7.—At the Tri-State Fair held in this city the early part of August a very successful exhibit was made by the Paule Jewelry Co., Edison dealer. Practically every one of the instruments included in the display was sold at the Fair, which is not a common occurrence at events of this character.

Caveat Emptor
Is no longer the cry
When the Roman Empire had reached the pinnacle of political achievement, its commercial structure fell for lack of business confidence.

Caveat Emptor (Let the buyer beware) was the cry of the multitude. But in those days the public had nothing by which to measure the value of goods or the integrity of the maker.

The harp was the most commonly known instrument, but there were hundreds of different harps sold at what price could be got. What the harp was to the Romans the Victrola is to America today. Caveat Emptor is no longer the cry. The Victrola is the gold standard of value in musical instruments. That is why the business of Victor dealers remains more steadfast through temporary periods of fluctuation.

Music merchants in Northern Ohio who are enjoying Victor business also know what it means to have 24-hour Eclipse Service. Are you one of them?
INDIANAPOLIS


INDIANAPOLIS, IND., September 6.—F. X. Donovan, manager of the talking machine department of the Pearson Piano Co., which handles Cheney, Victor and Vocalion machines, has just returned from the Cheney factory at Grand Rapids, Mich. The Cheney console is going well in local trade and is proving a popular type. This company is featuring a special sale of used instruments which has proved a stimulant to business. C. P. Herderman, Brunswick dealer, reports an unusual business in Sonora machines for the department of Charles Mayer & Co., reports an assistant to business.

The reduction of price in Red Seal records has ports to the talking machine department of L. S. Ayers, reports. The New York Store, is preparing for a good Fall business. R. W. Shuffebarger has been added to the sales force. Mr. Friedman, manager of the phonograph department of Charles Mayer & Co., reports an unusual business in Sonora machines for the department of Charles Mayer & Co., reports an assistant to business.

Of the Pearson Piano Co., which handles Cheney, Victor and Vocalion machines, has just returned from the Cheney factory at Grand Rapids, Mich. The Cheney console is going well in local trade and is proving a popular type. This company is featuring a special sale of used instruments which has proved a stimulant to business. C. P. Herderman, Brunswick dealer, reports an unusual business in Sonora machines for the department of Charles Mayer & Co., reports an assistant to business.

John McKenna, manager of the Chicago branch of the Columbia Co. and vice-president of the Piano Club of Chicago, along with A. B. Creal, regional representative, and C. E. Beissel, is covering the Middle Western States, interviewing dealers and displaying the new motor for Columbia machines. They are, shortly, showing all the late Columbia models. The showing was made at a local hotel August 26 to 31. The distinct features of the new motor are the three springs that work independently of each other, enabling the motor to run, although one or two of the springs may be broken; the tone arm and motor constructed all in one piece; the central oiling system from the outside; new reproducing device and automatic start and stop.

The Gennett records have sold well during August, according to T. H. Brackin, local manager of the Starr Piano Co.

One of the busiest wholesale concerns in this territory is the Phonograph Corp. of Indiana, Edison jobber, which has opened many new Edison accounts throughout this territory recently. The growing demand both for instruments and records indicates that dealers are enjoying a prosperous season and general reports from dealers in all sections show that Edison retailers throughout the district are in an optimistic frame of mind concerning Fall prospects for a satisfactory business.

ANNOUNCE NEW EDISON SUPPLEMENTS

The next record supplements to be issued by Thomas A. Edison, Inc., will be changed considerably. The new size will be 3½ inches by 6¼ inches and, hence, suitable for enclosing in the ordinary size envelopes. It will be printed in two colors on a special glossy stock. The cover page is of a striking sort and bears the title "Edison Recent Record Releases." This new style of supplement will be used hereafter as the standard form.

EDISON ARTIST BACK FROM EUROPE

Albert Spaulding, famous violinist and Edison artist, is expected back from Europe shortly. His forthcoming season will include his thirty-sixth appearance as soloist with the New York Symphony Orchestra.
New Emerson Consoles
Supreme Quality at Popular Prices

We present to the trade an entirely new line of "Period" Consoles—Each equipped with the famous straight grained spruce,

Music-Master Amplifier
The Fount of Pure Tone

The cross section of the "Music-Master" horn shows how the fibres of spruce lie parallel. Only in this manner can the rich, warm resonance of the famous Stradivarius violin be obtained.

The new improved Emerson Thrush Throat tone arm and convenient throw back reproducer and numerous other exclusive patented features.

So markedly has the demand for the New Emerson grown that our distribution has trebled in the last six months.

Entreprising dealers cannot afford to overlook the extraordinary merchandising possibilities and the greater profits in the New Emerson Console line.

Its remarkable record in sales establishes the Emerson as an unquestionable leader in the phonograph market.

Hear the unexcelled quality of tone. See the authentic period design—with their master craftsmanship and beautiful finish, and be convinced!

We invite you to participate in our special introductory offer on a get acquainted sample order. Mail coupon.

WASMUTH-GOODRICH COMPANY
PERU, INDIANA
MANUFACTURERS OF EMERSON PHONOGRAPHS

Eastern States Distributors
Emerson Phonograph Company
105 West 20th Street
NEW YORK, N. Y.

Southern States Sales Representatives
L. C. SAMS
106 Candler Building
ATLANTA, GA.

In all the world no console like this—at the price

"BERGUNDY"
"Louis XV" Period. Brown Mahogany or American Walnut finish. Width 40 inches, height 37 1/2 inches, depth 21 inches.

List $225
PITTSBURGH, PA., September 7—Talking machine dealers here are unanimous in their expressions that every indication points to a well-defined Fall and holiday season of real magnitude. Naturally this is founded on the excellent industrial conditions that prevail in the Pittsburgh and adjoining districts. In a word, busy mills mean big payrolls, and this is always reflected in brisk business, in which the talking machine trade is bound to share.

Rosenbaum Co. Adds Brunswick

One of the outstanding events of the past few days in talking machine circles here was the announcement by the Rosenbaum Co. of the taking on in its talking machine department of the Brunswick line. Chauncey R. Parsons, manager of the department, stated that the business in the Victor and Sonora lines for the past few weeks had been exceptionally good, and that with the addition of the Brunswick line there was given the buying public a choice of three of the leading talking machines. Mr. Parsons is very optimistic relative to the outlook for the Fall trade, and is making preparations for what he terms a "big business." Planning Series of Edison Tone-tests

With the usual up-to-date business methods that have always characterized the Buehn Phonograph Co. and made it one of the leading talking machine distributors in western Pennsylvania, announcement had been made of a series of tone-tests to be held in the Pittsburgh Zone by Edison dealers during the early part of October. The artists will be Miss Elizabeth Spencer, vocalist, and Harold Lyman, flutist, with a piano accompanist. A. A. Buehn, treasurer of the Buehn Phonograph Co., stated that advance notices have been placed in the Pittsburgh newspapers to that effect.

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Sell "Blossom Time" Records

During the week of September 3 the musical play "Blossom Time," a Franz Schubert interpretation, was given at the Alvia Theatre. Victor talking machine dealers had the Victor records with the music of the opera on sale. The artists will be Miss Elizabeth Spencer, vocalist, and Harold Lyman, flutist, with a piano accompanist. A. A. Buehn, treasurer of the Buehn Phonograph Co., stated that advance notices have been placed in the Pittsburgh newspapers to that effect.

Says the Tide Has Turned

John Henk, of the Columbia Music Co., Edison and Columbia dealer, reports a brisk trade for the past two weeks and stated that he was sure that a turn in the business channel had come and that from now on there would be a more pronounced demand for the Columbia and Edison lines.

Friends Seeking Newton B. Heins

Friends of Newton B. Heins, formerly engaged in the talking machine trade, with offices in the Jenkins Arcade, are eager to learn of his present whereabouts. Advertisements have been placed in the Pittsburgh newspapers to that effect. He has not been heard from for some time. Mr. Heins was, prior to engaging in business for himself, connected with the W. F. Fredrick Piano Co.

Columbia Manager Enthusiastic

S. H. Nichols, the well-known and popular manager of the Pittsburgh branch of the Columbia Graphophone Co., spent several weeks at the factory in Camden, N. J., on his vacation. Mr. Nichols is highly pleased with the trend of business in the Columbia line and says that with the new Columbia models and the new process Columbia records the Columbia dealers will be in a strong position. Mr. Nichols previously had made a trip through West Virginia and found a very optimistic spirit prevailing among the trade.

Harry Goldman, the Columbia dealer in Brougham, Pa., has completed his new Columbia Grafonola Shop—a model of its kind.

Sees Record-baking Fall

Frank Dorian, of the General Radio Corp., Strand phonograph and Okeh record distributors, wrote to this office that the Fall trade was bound to be a record breaking, basing his views on the general line of orders that had been booked. New Brunswick in Demonstrating Rooms

The Waterson, Berlin & Snyder Song Shop, on Fifth avenue, has been made more modern by the introduction of the new Columbia automatic stop and start phonographs in its hearing rooms. This feature of the new model will save much time in demonstration.

G. A. Breinin, of Volshon & Breinin, Northside Columbia dealers, has returned from a vacation trip to Lake Erie.

Planning Strong Sonora Campaign

H. Millon Miller, manager of the Sonora Distributing Co., stated that he was very much impressed that "the Sonora line will be more popular than ever this season." Mr. Miller emphasized that he had the Sonora dealers preparing for an intensive campaign for sales, in which they will have the co-operation of the company.

Progress of Star Products

Paul S. Meckling, sales manager for the Dawson Bros. Piano Co., Stark phonograph and Gennett record dealer, stated that the Starr line was meeting with notable success in its introduction into many homes of residents of the Tri-State territory. Mr. Meckling has just returned from a camping trip to Slippery Rock, Pa. C. L. Dawson, president of the firm, sent the Starr dealer in a series of long automobile trips. Mr. Dawson is very fond of automobilizing and takes advantage of every fine day that he can leave the office early to "take a spin."

Looks for Active September

R. R. Myers, the manager of the Victor department of Spear & Co., stated that there was a fair volume of business handled during August and that the indications for September were "most flattering." Mr. Myers has a fine and well-equipped department under his direction.

Department Stores Well Prepared

The large department stores such as the Joseph Horne Co., which handles Victor, Sonora, Cheney and Pooley phonographs; Boggs & Buhl, with the Victor, Cheney and Columbia; Kaufmann & Baer Co., which handles Victor, Strand and Columbia dealer, reports a brisk trade for the past two weeks and stated that he was sure that a turn in the business channel had come and that from now on there would be a more pronounced demand for the Columbia and Edison lines.

Mr. Nicholas has a fine and well-equipped department under his direction.

Mr. Myers has a fine and well-equipped department under his direction.

Carson, Pirie, Scott & Co., the Woodward's of Detroit, the Lord & Taylor of New York, and hundreds of other stores, are convinced that the Fall business will be a highly satisfactory one.

C. C. Latus to Visit Europe

C. C. Latus, Pittsburgh correspondent of The World and executive secretary of the National Piano Merchants’ Association of Pittsburgh, sails on September 12 on the steamer Paris of the French Line for a short tour of Europe. He will visit France, Switzerland, Austria, Great Britain, Germany and Holland, and will return to Pittsburgh the last week in October. He will be accompanied by Mrs. Latus.

Good Salesmanship Will Win Out

George S. Hards, the well-known Victor dealer of Dormont, a suburb of Pittsburgh, reports the outlook good for the Fall season.
In an official statement issued to the Hungarian newspapers recently Mr. Kiraly advertised the public that he had never made anything but Columbia records and was working under an exclusive Columbia contract. Simultaneously with his present concert tour the Columbia Co. has received twelve of Mr. Kiraly's recordings from Vienna, which will be released in the near future.

THOS. F. GREEN RETURNS TO DESK

President of Silas E. Pearsall Co. Recovers From Recent Illness—Welcomes Brother After Latter's Trip Abroad

The many friends in the trade of Thomas F. Green, president of the Silas E. Pearsall Co., Victor wholesaler, will be glad to know that this popular Victor executive is back at his desk after an extended illness. For the time being Mr. Green is "taking it easy," but he is fast regaining his usual health and vigor. A few days ago Mr. Green and the members of his family welcomed Mr. Green's brother, Milton C., who returned on the "Berengaria," after a trip abroad. Included in his luggage was a police dog which is now the center of attraction for the Green youngsters at their beautiful home in Great Neck, L. I.

W. D. WILEY'S WORK FOR MUSIC

ANNA, ILL., September 1.—Union County, Ill., has been much interested in music appreciation work for several years. For the fourth time in as many years a place on the program of the Union County Teachers' Institute was given to a Victor representative. Miss Golda Airy, of the educational department of the Koerber-Brenner Co., was in charge of the singing this car and gave two demonstrations each day of the teaching of music appreciation.

The Institute was held in Anna, Ill., August 21-24. W. D. Wiley is the Victor dealer in Anna and he had an extensive exhibit of Victorolas and Victor literature, as well as of school supplies, which he handles.

Mr. Wiley has used recently, with success, mimeographed copies of post-cards bearing news of new records. "Baby Sister Blues" was the occasion for a card which had the distinction of being illustrated by the famous cartoonist, Willard, of Chicago, who was visiting in his home town, Anna, opportunely.

ANOTHER OKEH WEDDING

The office staff of the General Phonograph Corp., 25 West Forty-fifth street, New York, lost one of its veterans this week when Miss Elsa Schumaker resigned as a member of the organization to prepare for her marriage to Richard Wilemborg. Miss Schumaker, who has been secretary to W. G. Pilgrim, treasurer of the organization for the past few years, joined the General Phonograph Corp.'s staff in 1915, and since that time has been one of the most popular and efficient members of the organization. She leaves with the good wishes of her co-workers, who joined in giving her a testimonial luncheon.
TOLEDO

Jobbers Rushed as Dealers Prepare for Big Fall Trade—Optimism Grows With Sales—The News

Toledo, O., September 6.—With the advent of September, dealers are turning their attention to putting over a record Fall talking machine volume. Summer sales have eclipsed the showing of any similar season within the past 3 years. Therefore, merchants are highly optimistic about the immediate future. Moreover, local retailers realize that a shortage of new console models is very probable, and many are placing orders for a sufficient number of machines to take care of Autumn needs.

The Toledo Talking Machine Co., Victor jobber, is swamped with orders for the new consoles as well as Red Seal records. Retailers are using this record shift as a talking point and urge customers to buy at what is termed a reduction in price. The weekly Victor record release, which will become effective the 21st, will have the hearty co-operation of dealers. Several are already planning to employ unusual display schemes in connection with the records announced for release on that day.

Trade during August, Chas. H. Womeldorff states, was good—recording another increase. The September outlook is bright and this month will be one of the biggest months of the year. Wm. B. Gannon, Michigan representative of the house, and family are motoring in the East this month. Leybourne, office manager, and family motored to Niagara Falls. Chas. H. Womeldorff motored to Middleport, O., for a visit with his mother.

At the J. W. Greene Co. sales continue to grow. On a recent Saturday the listening booth capacity of the department overflowed into the sales and office sections.

A direct-mail letter campaign was launched the first of the month, inviting patrons to come and listen to the better records, including Red Seal releases. Considerable business resulted. The record approval plan which is operated on a nationwide basis here has been changed to the extent that customers using this service must now return all records not retained to the store within twenty-four hours. Cheney, Brunswick and Victor rooms are being completed for the store opening, which will be an event of September. Pratt Egbert, well-known talking machine salesman, has joined the J. W. Greene sales force. Kenneth Kneisel will manage the new small goods department which will be opened this Fall.

Mr. Egbert experienced a splendid August volume. Models 400 and 405 Victrolas sold rapidly than they could be supplied. Orders are already booked for holiday delivery. The house is experiencing a great demand for Red Seal records. The twenty-three Grinnell stores throughout Ohio, Indiana and Michigan are closing a volume which exceeds that of a year ago.

At the Lima Store Music Rooms, Fall trade has opened in earnest. The sales increase here is a large one. At the present time there are six more sales ladies employed in the department than there were last year at this time.

Four girls were added the past week, A. J. Pete states. Six new demonstration booths will be added during the month and a new rapid-service elevator which will discharge and take on passengers in the department is a new service feature. John Croxton, son of Frank Croxton, of the Eight Victor Artists, has been named assistant manager of the department.

Frank H. Frazelle Piano Co., through its outside force, is bringing to the notice of prospects the Canterbury and Kenilworth Sonora models. Also the latest Vocalion phonograph.

The Goosman Piano Co. is achieving fine results with the 30 per cent record stock-buying plan. That is, next week's buying will be one-half of this week's sales. Through the system stocks are always fresh. Records are not regarded as hits, but as numbers to be sold. Hits usually last about three weeks and often leave many unsold numbers. The plan increases turnover and keeps stock assortments complete, according to Miss Grace Greenman.

Fred N. Goosman will attend the convention of the Ohio Music Merchants' Association at Cincinnati, O., September 10. The Whitney-Blaine-Wildermuth Co. is centering efforts upon the 400, 405 and 410 Victorans. The drive marks the beginning of a Fall campaign which has for its aim the building of a clientele among the middle-class buyers. The Zenith radio outfit is dealt in here. After cooler weather comes demonstrations will be carried on. David Blaine, president, and Henry Wildermuth, treasurer, have reservations at the Hotel Gibson, Cincinnati, for the Ohio convention.

The Cable Company has adopted the plan of featuring a new record every other day with good results. Victors, Brunswicks and Columbias are featured. Window displays match the newspaper and store announcements of records and machines, thus tying the three into one great business-building force. P. F. Thomas and Howard Roth, salesmen, are vacationing in northern Michigan.

H. G. Pullfrey, formerly of the Cable Company, Toledo, but now manager of the University Music Co., Ann Arbor, Mich., is moving his family to that city.

P. Q. Edwards, manager of the La Salle & Koch Co., is vacationing on Thunder Bay, Wis. Rae's Record Shop, Vocation and Columbia dealer, has inaugurated a Fall sales drive.

The Da-Lite-Electric Display Co., 316 North Erie street, starting September 21, will issue a panel a week to its service customers. This is to conform to the Victor record release. Merchants hereafter will receive fifty-two panels a year. Moreover, twelve Red Seal panels will be issued to the Victor trade October 1 as a special service to Victor dealers who desire to push records of better music.

Henry Wasserman, of the United Music Co., is convalescing at Mount Clemens, Mich., after a severe sick spell.

Another Use

For Loud Speaker

When the static is too great for radio reception your AUDIOPHONE Loud Speaker can be used with the Bristol Phonograph Record Reproducer on your phonograph. Then you may have concert with demonstrations.

Attached instantly without mutilating the instrument in any way—the Bristol Phonograph Record Reproducer can be used with any make of phonograph.

Equipped with such an outfit there are no disappointments—it is always ready—never fails. For dance music you have the equivalent of an orchestra, but without the expense.

The tone of the phonograph thus amplified thru the AUDIOPHONE has volume enough to fill large rooms and the quality is round—smooth—and beautiful—entirely free from mechanical noises.

Remember that the same AUDIOPHONE Loud Speaker is used in common for both radio reception and phonograph record reproduction.

Write for Bulletin 3007 and we will advise where you may hear a demonstration.

THE BRISTOL COMPANY
WATERBURY, CONN.

Branch Offices:
Boston New York Pittsburgh Philadelphia
Detroit Chicago St. Louis San Francisco

Here is the Phonograph Dealer's come-back at Radio. You are the logical distributors for the apparatus. Are you prepared to serve your customers? Many are now handling it. We have representatives in many of the principal cities and would like to come to you with demonstrations.

THE TALKING MACHINE WORLD September 15, 1923
DOMES of SILENCE
"Better than Casters"
Made under Patent No. 955738 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.

Furniture Footwear Should Serve—But Never be Seen

FOOTWEAR that elevates furniture destroys the beauty of its lines. Better looking furniture always sells easier.

That's why so many successful merchants always show furniture, as originally designed, resting squarely on the floor.

DOMES of SILENCE are invisible permitting furniture to rest squarely on the floor.

Yet they provide easy, silent movement without damage to furniture, floors or floor coverings. Help your dealer customers now by adopting DOMES of SILENCE as standard equipment.

DOMES of SILENCE Division
Henry W. Peabody & Co.
17 State Street, New York City

What we say above about Furniture applies also to Phonographs
BALTIMORE, Md., September 10—While the retail trade here last month was rather quiet the local jobbers report one of the biggest months in the history of the business. Fall and Winter orders have been much larger numbers than for several years, and ability to fill orders already booked is the principal cause for worry.

August is termed the “vacation month” here, and most of that fact that last month was one of the hottest Augusts experienced in many years, which accounts for the dropping off in the retail business. Another reason for the apparent lag is the number of dealers is that many of the department stores advertised sales of cut price machines, ranging in price from $49 up, which also had a tendency to curtail business of the music shops.

Managers, generally however, are optimistic over the outlook for Fall and Winter trade, and are placing larger orders than has been the rule, since the peak of “wartime prosperity,” and, as one retail dealer put it, “every cloud has its silver lining, and the silver lining to the ‘harrying months’ is the demand for the department stores last month is that we are beginning to have good results from them in the way of record sales. Since about the middle of August my orders have been almost doubled, and literally hundreds of new customers have been made for the firm. I also anticipate selling some new machines and never overlook an opportunity to demonstrate the advantage of a standard make machine over those that are manufactured for quick turnovers in the way of ‘bargain sales.’”

Visitors to Columbia Headquarters

Visitors to the local Columbia branch recently included Messrs. Funkhouser and Minion, of the M. F. Moller Co., Hagerstown, Md.; Roserich, formerly of the dealers’ headquarters; L. Harrell, Jr., of Portmouths, Va.; Fred Y. Mills, of Hagerstown, Md.; Morris Baron, of the Sheeter Music Co., Cinnerdale, Md.; Mr. Mead, of Hallet & Co., Lyneburgh, Va.; C. Phillips, of Washington, D. C., and Sol. Friedberg, of the Graafonola Shop, Norfolk, Va.

Win. Biel Returns From Europe

Wm. Biel, sales manager of Cohen & Hughes, Inc., Victor distributor of this city, accompanied by Mrs. Biel, arrived home on the Aquitania on September 6. Mr. and Mrs. Biel spent an enjoyable time visiting many points of interest in England, Ireland, Scotland and France.

C. F. Shaw, manager of the local Brunswick agency, is another jobber who is very enthusiastic over the business done last month as well as the advance orders booked for Fall and Winter. The agency has been oversold for some time on most of the popular types, especially the York machine, and he looks for even better results on their new console, the Raleigh, the advance orders on which are very satisfactory, according to Mr. Shaw.

These two reports are practically the same as are those made by other jobbers here, including the Columbia Wholesalers, Inc., distributors of the Columbia machines; Cohen & Hughes, Inc., and Eisenbrandt’s, the other two Victor jobbers.

The Voluma Corp., manufacturer of the Voluma reproducer, is preparing to put its new Voluma machine on the market after making a number of improvements in the original model.

Cohen & Hughes’ Activities

F. J. Totten, sales manager of the Baltimore and Washington branches of Cohen & Hughes, Inc., has been spending several days a week here, during the absence of T. Ralph Clark, local sales manager, who is away on vacation at Atlantic City and also paying a visit to his former home in Philadelphia. Mr. Totten said business of both houses was very good and the August business of the Washington branch was the best of any month on record.

Visitors to Columbia Wholesalers, Inc.

L. L. Andrews has been elected president of Columbia Wholesalers, Inc., and W. H. Swartz continues as secretary and treasurer. J. H. Swep, vice-president of the Western National Bank, has been elected as a director.

The executives of this institution are immensely pleased over the big increase in business being shown over the same period of the previous year. With only a slight increase in the number of dealers, there has been an average increase for the five months since organization of approximately 200 per cent. This increase applies on both phonographs and records—but especially the latter, as there is a great scarcity of phonographs.

New Columbia Dealers


A. S. Cross, former Columbia employee, has just opened a very attractive exclusive Columbia store on Patterson Park avenue, under the name Patterson Music Shop.

Bananas & Stayman are featuring a sale of Vocalions at $100 which is meeting with big success, according to Manager Turlington. J. H. Williams, who recently bought the store of the C. B. Noon Co., Inc., will discontinue the talking machine line after disposing of the stock on hand.

A good advertising stunt featuring—“Yes! We Have No Bananas” was used by Trout’s Music Shop, this city. Mr. Trout string about fifteen bunches of bananas in front of his store, and then gave one banana away with every record.
"Being there" when wanted is another attribute of Cohen & Hughes service. It is not thrust unwillingly on the retailer, but is ready at all times when and as needed.

Cohen and Hughes, Inc.
Baltimore, Md. VICTOR DISTRIBUTORS Washington, D.C.
"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"

Write for the LIBERAL Edison Agency Proposition for Your Town

Southwestern

EDISON DISTRIBUTOR

St. Louis, Mo.

SAINT LOUIS

Upright Instruments Stage Comeback—Showing Special Machines for Demonstration Purposes—News and Activities of the Month

St. Louis, Mo., September 6.—The seasonal pick-up in the talking machine business, scheduled for this month, arrived ahead of time, getting nicely under way in the latter part of August. The only trouble was that it caught distributors, in some instances, not fully prepared, and dealers have not been able to get all the models desired. The early start and the momentum that has been gained are interpreted as assurance of big business this Fall. Business was unexpectedly good throughout the entire month, both retail and wholesale, in city and country, and this condition still continues. The demand for machines has now definitely changed complexion from the cheaper machines for casual Summer use to the conventional models, in grades running over $200. There is a noticeable comeback of interest in the better qualities required for the home.

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New Brunswick Demonstration Machines

The local branch of the Brunswick Co. is getting ready to supply dealers with demonstration uprights to harmonize with fixtures—an ivory machine for an ivory booth, a mahogany machine for a mahogany booth, and so on. Seven enamels are to be supplied. The idea is to put an end to demonstrating machines that clash with the surroundings. The first machine, now on exhibition here, is finished in ivory. Style 117 is to be used for all the special demonstrating machines.

Fay-Buchanan Music Co. Enlarges

The Fay-Buchanan Music Co., recently incorporated, has taken over the St. Louis branch of the Comersoned Music Roll Co. at Thirteenth and Olive streets. The new company will continue to distribute the Starr phonographs and Gennett records. E. E. Fay, formerly manager of the branch, is vice-president and treasurer of the new firm. L. S. Buchanan, who is associated with him, was at one time connected with the Rollman Bros. Piano Co. Latterly he has been in the real estate business.

New Edison Agencies

New Edison agencies have been established by the Silverstone Music Co. as follows: At Little Rock, Ark., Bowser Music Co., which has been handling the Columbia: Pine Bluff, Ark., Teddstone Furniture Co.; Fortdore, Ark., Benton Furniture Co., which is new in the talking machine business. The accounts were obtained by G. Manne, who has just returned from a successful Southern trip. Mark Silverstone, president of the Silverstone Music Co., Edison distributor, has been invited by Thomas A. Edison to a personal conference, and will leave soon for Orange, N. J., July 1st, to attend the Musical Fair. The accounts were obtained by G. Manne, who has just returned from a successful Southern trip.

Mark Silverstone, president of the Silverstone Music Co., Edison distributor, has been invited by Thomas A. Edison to a personal conference, and will leave soon for Orange, N. J., July 1st, to attend the Musical Fair. The accounts were obtained by G. Manne, who has just returned from a successful Southern trip.


Edwin Schiele Home From Europe

Edwin Schiele, president of the Artophone Corp. and his wife, have returned from a trip to Europe. During their absence the company's place of business at 1103 Olive street was destroyed by fire. Plans are being worked out at the temporary location on Pine street, where dealers' needs are being fully looked after, for a permanent resumption, but these have not been fully completed.

The Fay-Buchanan Music Co. is enlarging its operations. They have opened new branches in a number of cities. The company has taken over the St. Louis branch of the Comersoned Music Roll Co. at Thirteenth and Olive streets. The new company will continue to distribute the Starr phonographs and Gennett records.

Miss Vivian Dewes, of the company, has returned from a two weeks' vacation. Miss Vivian Dewes, of the company, has returned from a two weeks' vacation.

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Scruggs-Vandervoort-Barney storeroom, concentrating the machines and demonstration booths from the west side of its main floor. Finding it more convenient, Mr. Geissler has just moved the Fuller talking machine department, has returned from an automobile trip through Missouri, Illinois and Iowa.

F. S. Horning, manager of the Stix, Baer & Fuller talking machine department, has returned from an automobile trip through Missouri, Illinois and Iowa.

George F. Standlee, manager of the Kieselhorst Piano Co.'s talking machine department, went to Clinton County, Mo., to spend Labor Day on his father's farm.

Baldwin Co. Moves "Talker" Stock

The Baldwin Co., in order to provide show space for grand pianos, has removed the talking machine booths from the west side of its main storeroom, concentrating the machines and demonstration booths on the east side.

Miss Aurelia Lipscomb, formerly with the Scruggs-Vandervoort-Barney Victrola department, is now with the Smith-Reis Piano Co., replacing Miss Marian Cartwright, who has returned to Kieselhorst's.

Demonstrates Victor on Vacation

Miss Wallie Griesedieck, formerly of Kieselhorst Piano Co., now at Vandervoort's, spent a long and delightful vacation at Pippin Place in the Ozarks. Miss Griesedieck has been assisting Mrs. Hill, secretary, in arranging evening entertainments for the guests. Among other pleasant evenings, Miss Griesedieck gave a Victrola concert with the Victor records on hand, showing the guests many things about the compositions which they never noticed before, drawing upon her experience before audiences in St. Louis.

Koerber-Brenner Visitors

J. W. Strain, of Carrollton, Ill., and Mr. and Mrs. Parrish, of Metropolis, Ill., Victor dealers, called recently at the Koerber-Brenner offices.

Arthur Bergh Joins Okeh Staff

Well-known Recording Director Appointed General Manager of Okeh Recording Laboratories—Ideally Qualified for Important Post—Is an Accomplished Musician and Pioneer

Otto Heineken, founder and president of the General Phonograph Corp., New York, manufacturer of Okeh and Odeon records, announced this week the appointment of Arthur Bergh as general manager of the company's recording laboratories at 145 West Forty-fifth Street, New York, succeeding Fred W. Hager, who had resigned from the company's service. The appointment of Mr. Bergh to this important position will be welcome news to Okeh jobbers and dealers everywhere, as he is recognized throughout the industry as one of the foremost members of the recording and musical worlds.

A pioneer in the record industry, Mr. Bergh was for a number of years general manager of several prominent recording laboratories, and in that position furnished the trade with the latest hits with maximum efficiency and rapidity. In recent years he has been engaged in research work in the recording field, and has also spent some time abroad investigating conditions in Europe.

In addition to possessing an intimate knowledge of the technical phases of the recording laboratory, Mr. Bergh is a musician of exceptional ability and noteworthy accomplishment. In fact, his unusual musical knowledge has been a paramount factor in his success as a recording director, and he brings to the General Phonograph Corp. an invaluable experience that will be placed at the disposal of the Okeh clientele. Incidentally Mr. Bergh is popular throughout the music publishing industry, numbering among his personal friends some of the foremost members of the publishing fraternity.

Chas. L. Hibbard, technical chief of the Okeh recording laboratory and one of the pioneers in that industry, will remain in his present position with increased responsibilities. Mr. Hibbard is well known throughout the talking machine trade, and he has contributed materially to the success of Okeh records. According to present plans there will be no other changes in the personnel of the Okeh recording division.

Introduces the "Magic-Tone"

Burton Collver Heads Company Distributing New Tone Controlling Device—Dealer Representation Now Being Secured

Burton Collver, well known in the music industry as a sales executive and more recently identified with the radio field, is now president of the Magic-Tone Sales Co., New York, N. Y., which is the sole distributor of a new device known as the "Magic Tone." The basic principle of the Magic-Tone, which is attached to the stylus bar of the reproducer, is to function as a mute, thereby modifying loud tones and absorbing a large percentage of surface noises. In his sales literature Mr. Collver states that in placing the Magic-Tone in the stylus bar, soft, medium and loud tones may be obtained.

In his sales literature Mr. Collver states that the Magic-Tone entirely eliminates metallic harshness and, by varying the position of the device on the stylus bar, soft, medium and loud tones may be obtained.

In order to cooperate with the dealers the Magic-Tone Sales Co. has prepared an attractive counter display stand which serves as a silent salesman and, under Mr. Collver's direction, literature for mailing purposes is already ready for the use of the dealers. The first Magic-Tones were displayed in New York during July and August and the results of the tests proved so satisfactory that dealer representation on a large scale has already been secured.

TO OUR DEALERS.

It is our business to better your business. With this ambition ever and always in mind, Dealers have come to know and depend upon the merits and advantages of our De Luxe Needles.

( Best By Every Practical Test )

DUO-TONE COMPANY, INCORPORATED

Sole Manufacturers of De Luxe Needles

ANSONIA, CONN.

Duo Tone Company

Sole Manufacturers of De Luxe Needles

Ansonia, Conn.

Duo Tone

Perfect Reproduction of Tone No Scratchy Surface Noise

Plays 100-200 Records

Full Tone

Don't Forget These Facts

Three for 30 cents (40 cents in Canada)

Medium Tone

Liberal Trade Discounts

SEPTEMBER 15, 1923

THE TALKING MACHINE WORLD

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THE TALKING MACHINE WORLD

SEPTEMBER 15, 1923

ELL'KLUGE

I'VE GOT THE YES WE HAVE NO BANANA BLUES

SHAPIRO, BERNSTEIN & CO.

I'VE GOT THE YES WE HAVE NO BANANA BLUES

IF I KNEW YOU THEN AS I KNOW YOU NOW

BY LEO BROWN BILLY JOYCE & JAMES F. HANLEY

I'VE GOT THE YES WE HAVE NO BANANA BLUES

BY THE WRITER OF "BARNY GOOSLE"
GLEANINGS FROM THE WORLD OF MUSIC

BASES FOR OPTIMISM OVER THE DEMAND IN THE FALL

Publishers Just Completing One of the Most Active Summer Seasons in Their History—Merit of New Numbers Being Released Sure to Create Heavy Demand for Them

With the opening of the September season it is natural to become optimistic over the prospects for Fall, so far as popular sheet music is concerned. These rosy expectations, however, are based upon good foundations and, whether or not the early plans bring results hoped for, there is certain to be considerable activity and satisfactory business.

There are many reasons for this optimism, including the one that the publishers very often hold back for several weeks on their activities until the opening of the theatrical season. When that period arrives, however, publicity campaigns are immediately inaugurated, new numbers released, enthusiasm aroused and every department of the publishing business is put on its mettle to get an early start.

This can be said of the opening of any Fall season, but there are several angles in the present situation which can hardly be overlooked and which give more than the usual assurance of a most active Fall. The publishers have passed through one of the most active Sur-summer periods for several seasons. This was due to the prevalence of a goodly number of successful issues. We had the spectacle this Summer of seeing a song reach over a million copies in point of sale. This, and other successes, made the music counters more active than usual. It demonstrated what has long been contended—that good songs will sell, provided intelligent merchandising methods are resorted to.

This Summer activity and the result in profits for both the publisher and dealer are the best bases for optimism; in fact, they could not be improved upon. At any rate, as far as the popular publishers are concerned, plans were never more extensive than those that are arranged for this Fall.

Another factor that is of value as a foundation for optimistic predictions is the merit of the new numbers released. The various catalogs seemingly all have several numbers that are very much worth while.

Plans to realize on the momentum in sales created during the busy Summer are covering every channel of activity. Bands, orchestras, motion picture houses and all other mediums of publicity which in the past have been found effective as creators of sales for sheet music are being indulged in by all of the leading music publishing houses.

If the numbers issued prove up to expectations a big Fall is assured. If great quantities of sheet music can be sold during the Summer months there is no question about the success of the Fall if the songs are meritorious in the sense that they meet with popular approval, upon which, of course, success depends.

A new store was recently opened in Toledo by Frank Flighner, who will feature the Columbia line of machines and records. The establishment is under the management of Jacob Frame.

MacFarlane recently appeared at Keith's Palace Theatre, New York City, and is booked by the Keith organization for the entire circuit during the coming season. Besides "Ten Thousand Years From Now," published by M. Witmark & Sons, he will use several other numbers from that catalog, including "Out There in the Sunshine With You," "Bebe," "Can't Yo' Heal Me Callin', Caroline?"

STASNY NEW NUMBER POPULAR

"Don't Waste Your Tears Over Me" is the title of a new song which was recently released by the A. J. Stasny Music Co., Inc. The number has been demonstrated by several music departments and the melody made immediate appeal. The piano copies carry a fox-trot chorus and this has added to its early recognition. A particularly attractive and appropriate title page has been given the number and this, undoubtedly, has helped to increase sales.

Stasny's Atlantic City Hits

Sun-Kist Rose
Sensational Fox-Trot Hit*

Released by Leading Record and Roll Companies

ORDER NOW

A. J. STASNY MUSIC CO., Inc.
56 WEST 45TH STREET, NEW YORK CITY

Featured by Vincent Lopez and his Orchestra

Pennsylvania Hotel

The Biggest Selling Waltz of the Season
Featured by Ray Miller's Orchestra

WALTZ ME TO SLEEP
(In Your Arms)
A Melody You Cannot Resist

MacFarlane Sings Ball Ballad
Well-known Baritone Featuring "Ten Thousand Years From Now," Latest Ball Number

George MacFarlane, who for many years has been well known to vaudeville audiences as one of the most entertaining baritone singers of all time, is always one of the first artists to introduce new songs from the pen of Ernest R. Ball. Recently he included Ball's new ballad, "Ten Thousand Years From Now" with so much success that he found it necessary to take it from its original position in the program and use it as an encore number only.

MacFarlane recently appeared at Keith's Palace Theatre, New York City, and is booked by the Keith organization for the entire circuit during the coming season. Besides "Ten Thousand Years From Now," published by M. Witmark & Sons, he will use several other numbers from that catalog, including "Out There in the Sunshine With You," "Bebe," "Can't Yo' Heal Me Callin', Caroline?"
Another "LET THE REST OF THE WORLD GO BY"

OUT THERE IN THE SUNSHINE WITH YOU

Music by ERNEST R. BALL

Lyric by J. KEIRN BRENNAN

M. Witmark & Sons, 1650 Broadway, New York

BAMBERGER & CO. TO PAY ROYALTIES FOR COPYRIGHTS

Newark Department Store Bows to Decision of District Court and Will Not File Appeal—Victory for Society of American Composers, Authors and Publishers

L. Bamberger & Co., the defendants in the radio-copyright suit brought by the American Society of Composers, Authors and Publishers, which was decided in favor of the plaintiffs in a recent decision handed down by Judge Lynch in the United States District Court, Newark, N. J., have decided to drop the plan for an appeal.

Following this decision on the part of Bamberger's, probably the largest department store in the State of New Jersey, which operates a radio broadcasting station, a license was taken out by this company from the American Society of Composers, Authors and Publishers for the purpose of playing songs and instrumental selections controlled by that organization.

The fact that indirect profit only was involved has simply served to strengthen the publishers' stand in this case. The above suit involved the broadcasting of the well-known standard success "Mother Machree," published by M. Witmark & Sons.

It might be here pointed out that the Society's bringing action on an old standard number eliminated some of the earlier contentions of radio broadcasting stations that they did much to popularize songs. Naturally, a number which is as universally known as the above issue hardly needs to be popularized.

NEW DENVER PROFESSIONAL OFFICE

Sherman, Clay & Co. Establish Office in Colorado City, With Harry S. Wilson in Charge

SAN FRANCISCO, CAL., September 5.—Sherman, Clay & Co. are opening a new professional office in Denver, Col., according to announcement made by Ed. Little, manager of the publishing and sheet music departments. Harry S. Wilson has been engaged as manager of this office. Harvey Orr is starting on a long trip for Sherman, Clay & Co., singing some of the firm's latest hits, including "I Cried for You," "Other Lips," "Just an Old Love Song" and "The West, a Nest and You." After singing from the Coast to Chicago Mr. Orr will carry his music missionary work through the South.

Ralph Errolle, Edison artist, sang the tenor rôle in a number of operas produced by the DeFoe Opera Co. in Toronto, Canada, during the week of September 2.

BERLIN BRINGS OUT "TUT" SONG

"Three Thousand Years Ago," by Gerber and Egan, to Be Published by That House

There have been several King Tut songs and at least two of them had some popularity. Up to the present time, however, they have not proved overwhelming successes. It is somewhat surprising, therefore, to see a large publishing organization accept a new song carrying a "Tut" title. The fact that Irving Berlin, Inc., will publish Alex Gerber and Jack Egan's "Three Thousand Years Ago," a comedy song of the "Tut" style, speaks well for its merit.

In this new offering the writers have tried to make comparisons between the present and ancient Egyptian days. The result is a comedy song with a long list of extra verses, five of which are reproduced in the piano copies. The vocal rendition of the number has been reserved to the team of Murray and Alain, now playing Keith vaudeville.

FALL CAMPAIGN OF JACK MILLS, INC.

Jack Mills, Inc., which recently moved into its new building, 150 West Forty-sixth street, New York City, plans a Fall campaign on the following songs: "Just a Girl That Men Forget," a ballad which is receiving exceptional popularity in vaudeville; "Hey! You Want Any Cod Fish?", a novelty, and "Love Is Just a Flower" and "Havana," both of the latter from the Pacific Coast. The catalog series of "Beautiful Ballads" will also be exploited.

The A. J. Stasny Music Co., Inc., recently issued a new song and instrumental number, entitled "Waltz Me to Sleep." The number, as a waltz, has been tried out by numerous orchestras and has met with favor from them.

SOUTHERN FOX-TROT SONG

"Don't You Return to My Fold"

WON'T YOU RETURN TO MY FOLD

& King Zany & Roy Ingraham

M. Witmark & Sons., 1650 Broadway, New York
SAM FOX MAKING FALL PLANS

Arranging Extensive Sales Promotion and Exploitation Campaign on Many Numbers Which Have Been Tested Here and in Europe

Sam Fox, of the Sam Fox Publishing Co., who returned from Europe early this Summer, has been making quick trips between the New York offices of his company and the executive offices in Cleveland, O., arranging the coming season's activities. The Fall plans, as recently outlined by the sales department of his organization, call for extensive sales and exploitation campaigns, involving a series of numbers which have been proved meritorious by trial, or which have had previous popularity in the capitals of Europe.

Among the numbers that are to be exploited this Fall is one of the outstanding bits of this season's "Polies Bergere," discovered by Mr. Fox while attending a performance of the above production in Paris, and for which he immediately secured the American publishing rights. The final negotiations for this piece, which is entitled "Night's in the Woods," were closed by cable.

In addition to the above number, while Mr. Fox was in Vienna, he obtained what is described as "a beautiful Viennese melody," entitled "Just One More Kiss." Both of these numbers are of the highest type European popular successes and of the caliber that generally meets wide American approval. There will be other Fox prints exploited during the coming season, but the above two numbers will receive the full support of the whole organization during the early months of the Fall.

As announced some time ago, while Mr. Fox was in London he established relations with one of the largest wholesale and retail organizations in the United Kingdom, the Keith Prowse Co., Ltd. This well-known firm has secured the selling agency of the Fox catalog in Great Britain and the colonies, excluding Canada and Australia.

EDWARD B. MARKS BACK FROM TRIP Covered 2,000 Miles by Motor Through Adirondacks, White Mountains, the Berkshires and Maine Lakes on Pleasure and Business

Edward B. Marks, of the Edward B. Marks Music Co., recently returned from a 2,000-mile motor trip, covering interesting points in the Adirondacks, the White Mountains, the Berkshires and the Maine Lakes. According to Mr. Marks there were very few songs whistled on the streets in the territory visited as compared with former years. However, some of the outstanding successes, such as "Yes! We Have No Bananas" and "Parade of the Wooden Soldiers," were heard now and then. In places where dancing was in vogue such songs as "Barney Google," "You've Got to See Mama," "March of the Siamese," "Just for To-night" and "Bambalina" seemed to be the favorites.

"LOVE TALES" FINDING FAVOR

New Leo Feist Number Being Used by Many Artists Upon the Vaudeville Stage

Leo Feist, Inc., recently added the song "Love Tales" to its catalog. The number was immediately accepted everywhere, particularly among orchestras, as a favorite. Since its release its sales have developed rapidly and its popularity as a song and dance seems on the increase. The Feist organization is planning the number with many vaudevillians and, from present indications, it will be one of the outstanding bits of that catalog during the Fall and Winter season just opened.

"Easy Melody" is the title of a song which originally had some success in St. Louis territory. The number is by Gene Rodemich and Larry Connelly, of the Hotel Statler Orchestra, in the above city. The number has been purchased by Leo Feist, Inc., which has made an immediate release to the profession.

FORSTER PUBLICATIONS POPULAR

Win Great Vogue With Orchestra Leaders Throughout the Country

The catalog of Forster, Music Publisher, Inc., never seemed more active than the present season. Besides the successful fox-trot, "Oh! Harold," written by Lee S. Roberts, which is also arranged for a one-step and the collegiate walk, there are several other songs in the catalog which are having good sales. Particular mention should be made of the novelty fox-trot "Dreams of India." The publications of this enterprising Chicago publisher are forging ahead in all parts of the country. Its representative finds orchestra leaders particularly responsive to the Forster prints and its dance arrangements find much favor with the public.

LATEST BROADWAY BLUES

"YOU'RE ALWAYS MESSIN' 'ROUND WITH MY MAN"
"KEEP YOURSELF TOGETHER SWEET PAPA"
"BLACK MAN" (BE ON Yo' Way)
"TIRED O' THE BLUES"
"COTTON BELT BLUES"
"LOW-DOWN PAPA"

SPENCER WILLIAMS MUSIC COMPANY INC.
1547 BROADWAY NEW YORK
FOUR SENSATIONAL SONG HITS
SUNG AND PLAYED FROM COAST TO COAST

LOVE
MY HEART IS CALLING YOU

INDIANA MOON
WHEN YOU WALKED OUT

SOMEONE ELSE WALKED RIGHT IN
THAT OLD GANG OF MINE

IRVING BERLIN, Inc., 1607 BROADWAY, NEW YORK CITY

THREE SIMULTANEOUS WINDOW DISPLAYS ON ONE SONG

Schmoller & Mueller, A. Hospe & Co. and Edward Patton Feature "Cut Yourself a Piece of Cake" in Their Windows During One Week in Omaha in Conjunction With Theatre Appearance

Although the Leo Feist, Inc. number "Cut Yourself a Piece of Cake and Make Yourself at Home" can be considered among the newer issues it has made a most active place for itself on the retailers' music counters throughout the country. The number is of the type, of course, than others, according to their merits. But this Feist issue has received an exceptionally large amount of such publicity. This is due to the fact that the title lends itself readily for all sorts of publicity ideas.

The publisher thinks an occasional display in a town on each of his issues is good cooperation. To have three such displays on an individual number by three of the largest houses in a single city is reaching the high mark of dealer "hook-ups." This is what happened in Omaha, Neb., when three of the largest houses there made unique, elaborate and attractive displays on "Cut Yourself a Piece of Cake" in conjunction with the appearance at the Rialto Theatre, of that city, of George Getsey, who was featuring the number.

Reproductions of these unusual windows and the spirit of the cooperation of the dealers are herewith shown. They include the enterprising houses of Schmoller & Mueller, A. Hospe & Co. and Edward Patton. It might also be added that there was substantial proof that these displays created sales. This was shown by the large number of passers-by who were attracted to the windows and who entered the stores.

THREE HOT TUNES—HOT OFF THE PRESS—BEING PLAYED EVERYWHERE

ALL WRONG
SALT YOUR SUGAR
WHAT COULD BE SWEETER

IRVING BERLIN, Inc., 1607 BROADWAY, NEW YORK CITY
BERLIN GETS "TOPSY AND EVA" SONGS

Negotiations for Publishing Rights of Songs in New Musical Show Closed

LOS ANGELES, CAL., September 10.—The new musical show "Topsy and Eva," in which the Duncan Sisters are starred and which played several unusually successful weeks in San Francisco, opened here this evening for a short stay prior to its departure for New York. Several songs in the show, particularly "Rememb'ring," have had unusual notice from some of the leading publishing houses of the country, so much so that negotiations for the publication rights have been closed by telegraph with Irving Berlin, Inc.

It is said the Duncan Sisters alone, with a fair show behind them and their inimitable methods of singing and entertaining, would make this production a success. With this outstanding hit ("Rememb'ring") there is no question of its stay on Broadway and of a long tour throughout the country.

Among other songs of the show that are worth mentioning are "Just in Love With Me," "Um Um Da Da," "Moon Am Shinin'," "Do Re Me" (in the Music Lesson), "In the Autumn," "Lickins," "Sighing," "We'll Dance Through Life Together" and "High Brown Colored Lady."

NEW BLUES NUMBER DOING WELL

"Blue Hoosier Blues," from the catalog of Leo Feist, Inc., is, undoubtedly, one of the most original offerings of its type heard in many seasons. The early response to the Feist publicity on the number has been quite active and, undoubtedly, justifies that organization in its newer plans for the extension of its exploitation, which includes a publicity drive of national proportions.

CLOSES SUMMER DRIVE ON FOX-TROT

A. J. Stasny Music Co. Concludes Successful Campaign Among Eastern Beach Resorts

The A. J. Stasny Music Co. has just closed a Summer campaign on its fox-trot success, "Sun-Kist Rose," in Atlantic City, Asbury Park, and other coast resorts. While the primary purpose of publishers' campaigns in beach territory is to "put the song in the air," so that visitors on returning to their homes will purchase "Sun-Kist Rose" Featured in Atlantic City

The sheet music, rolls and records of the number were displayed in the window and the special feature of the Stasny number "Sun-Kist Rose" and which reported exceptionally heavy sales. The title pages of the song were displayed in the window and the number was demonstrated at the music counters of the boardwalks and the business centers proper.

While the primary purpose of publishers' campaigns in beach territory is to "put the song in the air," so that visitors on returning to their homes will purchase...
Joe Moss Does Good Exploitation Work With Several Remick Numbers

Among the entertainers appearing at Atlantic City who have done much to make that resort musical this season are Joe Moss and his entertainers at the Beaux Arts. This is one of the most popular of Summer shows with a fine singing chorus, some unusual leading voices, no little comedy and exceptional ability to sing popular songs at their best.

Towards the close of each Summer season, popular music publishers make special efforts to exploit their numbers advantageously in Atlantic City, as it is really the pre-opening ground for the Fall season. Numbers are often tried out on the dance floors, in the cabarets and other public places for the purpose of not only giving the songs a start and feeling the pulse of the public, but because it is considered a particularly effective time to have audiences who are about to return to their homes carry away tunes and melodies.

At the close of the Summer season at Atlantic City, most of these publicity forces arrive at the New York professional offices or elsewhere and place these numbers with vaudeville teams about to go on the road. Thus the people who have returned to their homes will again hear the numbers in the vaudeville theatres, and, in a good many cases, this double publicity assures sales.

Among the songs Joe Moss introduced at the Beaux Arts this season have been several from the catalog of Jerome H. Remick & Co.

**"LITTLE JESSIE JAMES" A HIT**

New Musical Comedy by Thompson and Archer Being Published by Leo Feist, Inc.

There recently opened at the Longacre Theatre a new musical comedy presented by L. Lawrence Weber, entitled "Little Jessie James." The book and lyrics are by Harlan Thompson and the music by Harry Archer, who is not a novice at writing the scores for musical productions.

Various New York papers received the show most favorably as, indeed, did the out-of-town critics and public where it had previously appeared during the early Summer months. Undoubtedly, from present indications, it will run long into the coming season. Nan Halperin is starred and sings some of the outstanding songs. She has an inimitable way of rendering the numbers, and, with her personal charms, will do much to assure the show success as well as the songs that she sings.

Among the leading songs are "I Love You" and "Little Jessie James," "My Home Town in Kansas" and "From Broadway to Main Street." Among others who appear in the cast are Miriam Hopkins, Lucila Mendez, Clara Thropp and Winifred Harris. Leo Feist, Inc., publishes the music, which has already conclusively demonstrated its possibilities for popular favor.

**BIG DRIVE ON "INDIANA MOON"**

Heavy Sales Follow Opening Gun of Exploitation Campaign in Rochester, N. Y., on Waltz From the Catalog of Irving Berlin, Inc.

According to reports from Rochester, N. Y., during a week's featuring of "Indiana Moon," a waltz from the Irving Berlin, Inc. catalog, in that city by the various dance orchestras, motion picture houses and other channels of publicity, some extraordinary sales of the number were made, one store alone selling over 2,000 copies. This was the opening feature of one of the biggest campaigns ever inaugurated by the above publishing house. Similar activities are to be carried out in hundreds of other centers. In Rochester these previous publicity and sales exploitation methods are to be supplemented by a newspaper campaign. This will extend to some surrounding cities.

This latter publicity will appear in over 200 papers throughout the United States. Most of this advertising will appear in story form and will be illustrated with thematics of "Indiana Moon." In all territory where this advertising will appear the usual publicity, with the aid of the theatres, motion picture houses and orchestras, will be a part of the program.

**REMICK & CO. GET NEW SONG**

Jerome H. Remick & Co., publishers of the most successful cartoon song "Barney Google," have just accepted for publication a new novelty cartoon number, entitled "They'll Never Bring Up Father 'Till They Tear Down Dinty Moore's." It is by George McManus, the well-known cartoonist, Dave Reed and J. Vincent Healy. The Remick organization, including the sales, band, orchestra and professional departments, is to make a feature of this new humorous song during the early months of the Fall season.

**THE TALKING MACHINE WORLD**

SEPTEMBER 15, 1923
ERNEST R. BALL VISITING ENGLAND

Singing at Leading Music Halls of Great Britain During Five Weeks' Tour

Ernest R. Ball, the well-known composer-entertainer, sailed recently on the S. S. "Baltic" for his first appearance at some of the leading vaudeville houses in Great Britain. Mr. Ball's career is one of the most remarkable among American popular composers, recording as it does a success extending for a period of years. He opened at the Altamira in Glasgow, the week of September 1, and he will appear in Liverpool and London, where he is booked at the famous Paladium. Altogether he will play about five weeks on this introductory trip, at the conclusion of which he will return to the United States for an extended tour on the Orpheum Circuit.

Mr. Ball's fame as a songwriter has been for some time pretty well established in Great Britain, where his best-known ballads have repeated earlier American successes. Notably well known to English music lovers are "Love Me and the World Is Mine," "When Irish Eyes Are Smiling," "A Little Bit of Heaven," "Mother Merryweather," "Let the Rest of the World Go By" and "Till the Sands of the Desert Grow Cold."

NEW COHN SONG FOR REMICK

Irving Cohn, who collaborated in the writing of "Yes! We Have No Bananas," has placed with Jerome H. Remick & Co. a new song, entitled "Sweet Butter" (I'd Love It on My Toast). The Remick organization has decided to exploit it on a wide scale. Orchestrations will be released at once and several weeks later it is to be placed in the programs of a number of vaudeville stars. The sales department of the above firm thinks this new offering is a rare find.

AMERICAN JAZZ IN ENGLAND

Paul Specht Declares That English Musicians Are Much Enthusiastic Over It

Paul Specht, who returned recently with his orchestra after a tour of England and the Continent, recently commented on the growth of the American style of jazz in England and stated that he had noticed certain English musicians in the audience night after night, making notes of various phases of American musical renditions that were new to them. He said that instrument dealers and manufacturers in England had told him that since the foremost American dance orchestras had invaded Great Britain the sale of saxophones had doubled and even in some instances trebled, and the output of other musical instruments had likewise increased.

PHIL PONCE SONG IN "FOLLIES"

Jimmy Hussey Featuring "It Shouldn't Taste From Herring" in That Show

"It Shouldn't Taste From Herring," recently introduced by Jimmy Hussey in the Ziegfeld Follies, is a Phil Ponce publication. Phil Ponce, the publisher, is enjoying a few days' rest somewhere in Massachusetts, according to the Ponce publicity department. Those Massachusetts boys are certainly doing well. There is President Coolidge, Secretary of War Weeks, Senator Lodge, Speaker of the House Gillette, and Phil Ponce, making the "Cat's Whiskers" grow.

Among the new songs added to the catalog of Leo Feist, Inc., is a number that had its original success in Chicago, entitled, "No, No, Nora." It is by Gus Kahn, Ted Fiorito and Ernie Erdman.

HEARST NEW YORK OFFICES

New Suite in Roseland Building Embodies Every Comfort for the Profession

Hearst, Music Publishers, Ltd., have arranged for a new suite of offices in the Roseland Building, 1668 Broadway, New York City. The quarters are undergoing alterations and will be ready to welcome the trade and profession early in September, with every possible facility for the comfort and convenience of the profession embodied. Each piano room faces fifty-first street window, thus the demonstration rooms are exceptionally well ventilated. The Hearst number "Some Day You Will Cry Over Somebody Else" is being introduced by the Benton City Four on its tour of the West Coast.

EXPECT TO DUPLICATE SUCCESS

The original success of "Yes! We Have No Bananas" will, evidently, be of exceptional value in the exploitation of its successor, "Yes! We Have No Banana Blues." The publishers, Shapiro, Bernstein & Co., Inc., have, undoubtedly, taken this into consideration because their plans for this, their newest offering, are extensive.

THREE NEW CONRAD NUMBERS

Con Conrad, one of the best-known and most successful of the younger songwriters, has placed three songs with the Edward B. Marks Music Co. They are "Lover," a fox-trot; "Life-saving Jim" and "No Tickie, No Shirtie."

"Ala Moana," a novelty from the catalog of Irving Berlin, Inc., which was obtained by that organization from the Pacific Coast, has succeeded in well justifying the amount paid to the writers for the publication privilege and for the campaign of exploitation inaugurated.
The Sensational Parisian Success

“NIGHTS IN THE WOODS”

The Hit of the “Folies Bergere,” Paris, whose popularity is spreading all over the European Continent. Its contagious melody is making it an International Hit. America will soon be dancing to its entrancing strains.

Published as Song and Fox Trot

FOX FEATURES “AUNT HAGAR’S BLUES”

San Antonio, Tex., September 6—The Fox Co., Columbia dealer in this city, recently created considerable interest with its window display, featuring “Aunt Hagar’s Blues.” A large illuminated sign about five by twelve feet occupied the center of the two windows, with the name of the selection in large red letters transcribed on the background.

PATHE POPULARITY INCREASING

Despite Late Appearance of Pathé Models on Market Good Demand Is Enjoyed

Despite the usual quietness of Summer business all five of the models at present constituting the Pathé line sold well. The new Pathé portable, although placed on the market a little late for the full amount of Summer business, was well received and developed a large amount of orders. It is expected that the portable will prove a good all-year-round seller. The three console models in their various period designs are much in demand and Model 15, the only upright model in the line, admirably fills the demand for that type of machine. The Pathé Phonograph Co., Brooklyn, N. Y., is making energetic plans for the Fall season and expects to make a record in volume of sales.

NEW VICTOR ORDER BLANK

A combined advance list and order blank for the October records in foreign languages has been prepared by the Victor Talking Machine Co. for distribution to dealers. Beside each title of a foreign record there is space for the dealer to make a notation of the quantity of each record desired. Included in the list are Bohemian, Croatian, French-Canadian, German, Greek, Jewish, Hungarian, Italian, Lithuanian, Mexican, Norwegian, Slovenian and Swedish records.

CELEBRATE ARTIST’S APPEARANCE

Minneapolis Victor Dealers Stage Theatre Party in Honor of Aileen Stanley, Victor Artist, Who Sang in Twin City Theatres

Minneapolis, Minn., September 6—The Phonograph Girl,” Miss Aileen Stanley, is the luminary about which the interest of the Twin City trade has centered in the last fortnight. Miss Stanley has the distinction of singing for Victor, Vocalion, Edison, Okes and Gennett records and admits that not so long ago she sang for ten makes, but found that pace too strenuous. She is singing this week at the Capitol Theatre in St. Paul, after completing a week’s engagement in Minneapolis.

The Victor dealers, jobbers and their sales forces of the “Flour City,” numbering seventy-five, celebrated Miss Stanley’s appearance Friday night, August 31, with a theatre party, for which five rows of the front, center seats were reserved. Immense Victor dogs flanked the large Victrola, which divided honors with a grand piano flying Victor pennants. After receiving a huge bouquet of pink roses from her “Victor friends,” Miss Stanley responded by singing her latest Victor release, “Maggie,” a record in which she and Billy Murray collaborate. The party was arranged by Murray K. Kirschaum, manager of the Victrola department of the L. S. Donaldson Co., assisted by C. L. Carlson, manager of Howard, Farwell Co.

The European Sensation Direct from Vienna

“JUST ONE MORE KISS”

This haunting melody direct from Vienna is destined to become a sensation in America. It is the favorite dance hit in all the Night Clubs of the European Capitals and will completely captivate this country.

Published as Song and Fox Trot
The First Hit of the New Season—A Catchy Lyric, A Great Dance, A Marvelous Song

That Big Blond Mammy of Mine

By Billy Rose and Jimmy Monaco

Trade Likes Benny Davis Records

Records Made by Popular Artist and Songwriter for Emerson Phonograph Co. Meet With Popular Approval of Dealers

The new records by Benny Davis, who was recently added to the staff of exclusive artists of the Emerson Phonograph Co., have made a favorable impression upon the trade. Benny Davis is well known along Broadway, not only as a singer who has made his appearance at some of its most popular resorts, but as a songwriter who has contributed some of the best sellers of the past few years. He has a particularly loud, clear voice and an inimitable style, all of which he manages to get into his records. His first release was a record of "Stella," his own number, and "My Sweetie Went Away"; his next release will include "No, No, Nora," which has already been accepted as an unusually popular song, and "Sweet Henry," a jazzy selection which is finding some favor. Benny Davis is a writer of such songs as "Margie," "Make Believe," "Angel Child" and other well-known successes. All of these, and other Davis numbers, have achieved popularity.

New Ager, Yellen & Bornstein Song

Ager, Yellen & Bornstein, Inc., have released a new song of the ballad order, entitled "You Didn't Want Me When I Wanted You" (I'm Somebody Else's Now). This number and "Louisville Lou" and "Mamma Goes Where Papa Goes" will be the features of this firm's activities during the coming season.

Hal Lothrop, of the J. E. Lothrop Piano Co., Columbia dealer, Dover, N. H., recently returned from a three months' sojourn in Europe.

Now It Is Going on the Stage

George W. Lederer has acquired the stage rights to the title "Yes! We Have No Bananas" and expects to produce a comedy with songs under that title within a month. The arrangement for the use of the title was made with Louis Bernstein, of Shapiro, Bernstein & Co., Inc., publishers of the original "Blues" and its later sequel of the number shows no signs of letting up in popularity.

Ballad by Ernest Ball's Son

Roland Ball, son of Ernest Ball, the successful ballad writer, has composed a melody for "Come Back to Mother Machree," the lyric of which was written by George Graft, Jr. M. Witmark & Sons, publishers of all the Ernest Ball music, will also issue this new song as it issues his father's work.

A New Berlin Comedy Song

"Nobody Can Love Me Like My Old Tomato Can" to be Exploited Widely by Publishers—Indications Point to Wide Popularity

A new comedy song has been accepted for publication by Irving Berlin, Inc. While it is the newest addition to this catalog the sales and professional departments have already decided to exploit it widely. The number is entitled "Nobody Can Love Me Like My Old Tomato Can," and is from the pens of Billy Baskette, who has written a number of popular successes in the past, and William Downs. Several vaudeville singers have introduced the song and the early indications seem to point to wide popularity. This, together with the fact that the Berlin organization is showing unusual interest as to the future of this number, should assure an unusual sale.
The Overnight Song Hit!

Soon to be released on all Phonograph Records and Music Rolls.

JACK MILLS, Inc.
Music Publishers
152-4 West 45th Street, New York, N. Y.
"The House That Jack Built"

"ALL MUDDLED UP" A LONDON HIT

Thousands of Paul Specht Columbia records of "All Muddled Up" were purchased by J. Lyons & Co., Ltd., of London, and distributed by that firm in honor of Specht's engagements at the New Corner House and at the Empress Rooms of the Royal Palace, both under control of Lyons. "All Muddled Up" is one of Paul Specht's best recordings, and special labels were printed by the Lyons firm for the occasion of Specht's best recordings, and special labels were printed by the Lyons firm for the occasion of Specht's best recordings, and special labels were purchased by J. Lyons & Co., Ltd., of London, and distributed of "All Muddled Up" were purchased by J. Lyons & Co., Ltd., of London, and distributed of "All Muddled Up" were purchased by J. Lyons & Co., Ltd., of London, and distributed of "All Muddled Up" were purchased by J. Lyons & Co., Ltd., of London, and distributed of "All Muddled Up" were purchased by J. Lyons & Co., Ltd., of London, and distributed of "All Muddled Up" were purchased by J. Lyons & Co., Ltd., of London, and distributed of "All Muddled Up" were purchased by J. Lyons & Co., Ltd., of London, and distributed of "All Muddled Up" were purchased by J. Lyons & Co., Ltd., of London, and distributed of "All Muddled Up" were purchased by J. Lyons & Co., Ltd., of London, and distributed of "All Muddled Up" were purchased by J. Lyons & Co., Ltd., of London, and distributed.

A REAL REGULAR RECORD CUSTOMER

JACKSONVILLE, Fla., September 6—Miss F. F. Miller, saleslady in charge of the Chadwick Furniture Co.'s Columbia department, this city, has on file a standing order for twelve Columbia New Process records to be sent to Frank H. Jones, of Tunica, Cuba, every ten days. Mr. Jones is an ardent radio enthusiast and finds a great deal of satisfaction and pleasure in using the New Process records for "broadcasting" purposes. Miss Miller and other members of the Chadwick organization have "listened in" on several occasions and enjoyed the music immensely.

NEW SONGS IN BERLIN CATALOG

Among the new songs added to the catalog of Irving Berlin, Inc., which will be heard frequently during the coming season are "Sittin' in the Corner," described as another "All by Myself"; "Bit by Bit," a new song which had its original success in Chicago; and a jazz tune entitled "Salt Your Sugar," and "Shuffle Along."

BRUNSWICK GETS BLUE RIBBON

TOWANDA, Pa., September 7—L. C. Gillette, local Brunswick dealer, recently entered a Brunswick Tudor model in the competition at the Bradford County Fair for the best phonograph on all points, which won the blue ribbon.

FIVE "BLUES" HITS

OH DADDY BLUES . . GULF COAST BLUES
MY PILLOW AND ME-BLUES . MICHIGAN WATER BLUES
'TAIN'T NOBODY'S Biz-ness If I Do

CLARENCE WILLIAMS MUSIC PUB. CO., Inc.
1547 BROADWAY, NEW YORK CITY
THE FOREMOST "BLUES" PUBLISHERS IN THE COUNTRY

CHILDREN'S RECORDS CREATE SALES

Popularity of Records for Youngsters Makes Them Easily Salable by Live Dealers—Window Displays Bring Big Returns

The demand for children's records seems to be on the increase. This is undoubtedly due to the wide range of material that is being incorporated in these products. The retailers throughout the country also are doing much to exploit these goods. A display or demonstration of these children issues invariably creates sales. This, together with the fact that such sales mean additional profits and an increased volume of business that is not obtained through regular talking machine business, makes the stocking of such goods attractive to the dealer.

That children's records prove a valuable adjunct to the retailer's business is shown by the number of exclusive window displays given to these products. A good example of this was recently shown by Eisenberg's, one of the leading department stores of Baltimore, which made a particularly fine window showing on "Little Tots' Nursery Tunes," a product manu-
SEPTEMBER 15, 1923

IRVING KURTZ APPOINTED RECEIVER

C. Kurtzmann, of the Federal Telephone & Telegraph Co., manufacturer of Federal radio receiving sets and parts, who has been making his headquarters at the New York offices of the company, will hereafter be located at the factory and executive offices in Buffalo, N. Y. According to Mr. Kurtzmann's present plans he will spend the greater part of his time visiting the trade throughout the country, and he is now preparing an itinerary that will enable him to call upon the dealers and jobbers in practically all of the leading trade centers.

During the past few months the Federal Telephone & Telegraph Co. has been rounding out its line of instruments for the 1923-24 trade, and at the present time the company has a complete line of radio-receiving sets that include a number of models particularly suitable for sale by the talking machine dealer. An extensive advertising campaign that will benefit the jobber and dealer has been approved by the officials of the company and is now under way.

Mr. Kurtzmann is ideally qualified to co-operate with the talking machine trade, as he is a member of a famous piano manufacturing family bearing his name and was identified with music activities for many years. During recent years he has been devoting his time to radio activities and he is keenly enthusiastic regarding the sales possibilities of Federal radio-receiving sets in the talking machine industry.


c. Kurtzmann Will Visit Trade Throughout Country—Company Has Prepared Extensive Line of Radio Sets Ready for Trade

Two Representatives of Pittsburgh Victor Wholesaler's Staff Desert Bachelorhood—Both "Grooms" Well Known in Trade

PITTSBURGH, PA., September 10.—R. J. Coleman, special representative of the Standard Talking Machine Co., of this city, Victor wholesaler, and Jerry P. Dorsey, manager of the Pittsburgh Federal Phone and Telegraph Co., manufacturer of Federal radio receiving sets and parts, who have been making their headquarters at the New York offices of the company, are now making a tour of the various dealers in the Tri-State territory, having served Southern Pennsylvania, Ohio and West Virginia, and are on their way to the Northwest, Mr. Coleman's home, where he will be married to Miss Caroline R. Jones of the Cincinnati office of the company.

Mr. and Mrs. Coleman left immediately for a trip on the Great Lakes, after which they will spend some time with Mr. Coleman's mother at New Albany, Ind., returning to Pittsburgh, which will be their home. Mrs. Coleman is an accomplished musician, having played the pipe organ in the First Lutheran Church at Coudersport for some time past.

On Saturday, August 18, C. E. Willis, traveling representative of the Standard Talking Machine Co., was united in marriage to Miss Mary Elizabeth Moore, of Pittsburgh, leaving immediately for a two-weeks' wedding trip. Mr. Willis is well known throughout the Victor trade in the Tri-State territory, having served in different capacities in this section for the past ten years. The newlyweds are now at home to their many friends at 1813 Brownsville road, Carrick, Pittsburgh.

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PORTLAND, ORE.

Established 1817

When you sell one you sell a habit and when you sell a habit you’re building business.

HARPER & BROS., Bubble Book Division
Established 1817
49 East 33rd Street
New York City
SMALL GOODS POPULARITY GROWS

Many Dealers Find That Addition of Sideline of Musical Merchandise Is a Profitable Investment if Properly Handled

The last few months have witnessed a remarkable development of the popularity of musical merchandise departments among talking machine dealers, many of whom formerly looked askance at sidelines. Many dealers have installed stocks of small goods, and in most cases the experiment has proved satisfactory beyond expectations, the small capital required for such a stock, quick turnover with consequent profits and the comparatively small space which such a department occupies, enabling retailers to enter this field without great trouble and expense.

Reports emanating from various wholesalers of musical merchandise indicate that talking machine dealers generally now realize that an easy selling sideline, such as small goods, is a most profitable investment, not only for the reasons mentioned above but primarily because of the fact that experience has proved that when business in talking machines and records is inclined to be below par there is usually a fertile sales field for string and band instruments.

Indeed, according to information gathered from the dealers themselves, patrons who have purchased talking machines and records are often the most receptive customers for the small musical instruments, and many concerns have boosted their profits materially by promoting intensive sales drives directed toward their old customers.

That the sideline in the talking machine store is here to stay is evidenced by these facts, and it is safe to say that any merchant engaged in the talking machine business can do better than by adding musical merchandise, which is especially adapted as a sideline for this type of business. Some merchants have tried merchandise foreign to the music business as sidelines, but seldom with any great success.

PAUL WHITEMAN TO PLAY IN GOTHAM

Paul Whiteman and His Orchestra, who are at present engaged in recording some of the latest dance hits for the Victor Co. in the New York studio, will appear at the Palais Royal this Fall as in former years. Mr. Whiteman will make records until September 27.

NEW B & D SUPER BANJOS

"Banjos of Quality"

JUST OUT

New Illustrated Catalogue

There's A Reason Why Particular Trade Buys

B & D SUPER BANJOS

The Bacon Banjo Co., Inc.
Groton, Conn.

PROGRESSIVE CORP. ENTERS FIELD

New Gotham Concern Will Distribute Well-known Makes of Musical Instruments

A new entry into the ranks of musical instrument distributors is the Progressive Musical Instrument Corp., 319 Sixth avenue, New York City, organized a few months ago, which is now prepared to deliver its products.

A long list of well-known makers of musical instruments and merchandising supplies will be distributed by this organization. Included in these are the Holton band instruments, Bacon banjos, guitars and ukuleles, M. Hohner harmonicas and accordions, Ludwig & Ludwig drums and other manufacturers' products which are nationally known.

The Progressive Musical Instrument Corp. states that it will make a special feature of two-hour shipments. It plans to appoint exclusive dealers in particular territories, and, in keeping with its name, will introduce a series of new progressive ideas in the distribution of the products carried. Some of the best-known and long-experienced figures in the musical instrument and talking machine industries are members of the new organization.

OPEN STORE IN READING, CAL.

Reading, Calif., September 4—W. H. Bergh, a well-known local business man, recently opened a new store in which a complete line of talking machines, records and musical merchandise is handled. Mr. Bergh has built up a large clientele through progressive business methods.

A NEW YORK INCORPORATION

A charter of incorporation has been granted to Rosenthal Low, of New York. The concern will engage in the manufacture of musical instruments, with a capital of $40,000. Incorporators are S. N. Rosenthal, J. Low and N. Weiss.

To Dealers:

When considering the proposition of taking on a full line of musical instruments and accessories why not give "Strings" your earliest approval. WHY?

Because of small investment—steady sales—fine profits—then get the best—

"AN ASSORTED GROSS AT LESS THAN GROSS RATE"

DISPLAY CASE

For Window and Counter
Write for Introductory Offer

STANDARD MUSICAL STRING & MFG. CORP.
104 South 4th Street Brooklyn, N. Y.

HARMONICA BAND CARNIVAL

A harmonica band, composed of the boys who recently won honors in the City Harmonica Contest, was a feature of the carnival held by the Playground Division under the direction of Supervisor of Recreation of New York James B. Mulholland, on September 8. The various activities carried on in the playgrounds during the past year were exhibited.
Gretsch American Saxophones

Gretsch - American Saxophone Service
1.- GOOD Saxophones!
2.- 24-Hour Service on Your Orders.
3.- Generous Margin of Profit.
4.- Advertising Literature with Your Imprint—FREE!
5.- Cuts, Ideas for Newspaper Ads, etc., Awaiting Your Call.

Sell More Saxophones!

It's easy with Gretsch-Americans! The splendid tone and quality of the instruments themselves—the wide margin of profit our wholesale prices permit—the prompt service we give your orders—are all features that make it easy and pleasant to sell Gretsch-American Saxophones. And mighty profitable too!

Ask us, on your business letter-head, for Saxophone Prices and Descriptive Catalog. For dealers only.

The FRED. GRETSCH MFG. COMPANY
Musical Instrument Makers Since 1883
60 BROADWAY
BROOKLYN, N. Y.

PREPARING NEW BRUNO CATALOG

Booklet Descriptive of Lines Handled by Well-known Importers of Musical Instruments Soon Will Be Ready for Distribution

C. Bruno & Son, Inc., New York City, importers and wholesalers of musical merchandise, are preparing a new catalog which is almost completed and soon will be ready for distribution. It is predicted by the company that this new catalog will constitute the handsomest and most comprehensive piece of literature of this character ever produced by C. Bruno & Son, Inc. The timely appearance of this catalog at the beginning of what is expected to be one of the biggest Fall seasons in the history of the industry is most opportune and it will undoubtedly have a decidedly stimulating effect on the sale of Bruno merchandise during the busy season with which the trade is confronted.

SAXOPHONE HOLDER MAKES BOW

Device Recently Presented to Trade by the Fred. Gretsch Mfg. Co. Goes Over Big

The Fred. Gretsch Mfg. Co., manufacturer and wholesaler of musical instruments, Brooklyn, N. Y., has lately presented to the trade the Gretsch-American folding saxophone and combination holder. This holder, which folds up to fit any standard size music case, is adjustable in height and allows the saxophone player to adjust it to his exact requirements. The holder can be used to hold the saxophone alone or to include several combinations of musical instruments as well. The value of this holder for window display is also pointed out.

Walter Gretsch, secretary and treasurer of the organization, sailed on September 15 for the musical merchandise markets of Europe where he expects to spend some time making a careful selection of the best in European markets for the Fall and Winter seasons.

BUESCHER EMPLOYES HOLD PICNIC

Entertainment Provided Largely by Great Band, Composed of Employees Themselves

ELKHART, Ind., September 1.—The annual picnic of the Buescher Band Instrument Co. factory employees and their families was held last week at Christiana Tavern. A whole day was devoted to the affair, a caravan of automobiles leaving the factory at 9:30. Entertainment was provided throughout the day by an immense band composed entirely of factory members. Two baseball games were played and other sports were enjoyed. Free coffee, ice cream and lemonade was dispensed by the company to its guests, all of whom united in declaring it the best outing ever.

FOURTUNE STORE ADDS SMALL GOODS

MEMPHIS, Tenn., September 3.—A musical instrument and sheet music department will be added to the Fourtune Music Store, 111 Madison avenue. The store has handled phonographs and records exclusively up to installing this new department and, through aggressive methods, a growing business has been enjoyed.

NEW HARMONICA INSTRUCTION BOOK

Issued by M. Hohner, Contains Interesting Articles on the Art of Playing Harmonicas

Considerable interest is manifested by the trade in the new harmonica instruction book which has been issued within the last few weeks by M. Hohner, harmonica and accordion manufacturer, New York City. This booklet is complete in every detail and contains clearly written articles on such subjects as: "How to Play the Hohner Harmonica," "Playing the Scale," "Playing Melodies, Securing Artistic and Tremolo Effects," "Obtaining an Accompaniment." A large double-page illustration shows the Hohner harmonica as featured in the Rivoli and Rialto Symphony Orchestras. Space is given to the new Hohner chromatic harmonica as well as many highly complimentary newspaper opinions of the Hohner. The booklet concludes with a highly interesting article concerning the manufacture of Hohner harmonicas.

ENLARGE BACON BANJO PLANT

Rapid Increase in Demand Compelled Enlargement of Manufacturing Facilities

GROTON, Conn., September 7.—The large and steady demand for Bacon banjos has already necessitated the erection of an addition to the factory of the Bacon Banjo Co., Inc., of this city. Work is about completed and early use of the increased facilities provided is expected. The popularity of the Bacon banjo is reported by David L. Day, general manager of the company, to be increasing steadily. This instrument is particularly popular with the professional player. Many well-known banjoists are proud owners of these instruments. F. J. Bacon, president of the company, and Dr. E. E. Winship, one of the directors, were recently granted a patent on a new tail piece which it is claimed, greatly improves the tone of the banjo. This improved tail piece is already being used on the Bacon banjo.

BUEGLEISEN BACK FROM EUROPE

Samuel Buegeleisen, head of the musical merchandise wholesale house of Buegeleisen & Jacobson, 5 Union Square, New York, returned August 31 on the S.S. "Berengaria" from Europe, where he spent the Summer enjoying a rest from his executive duties.

GOOD PROFITS

BANJOS
MANDOLINS
LUTES
GUITARS
TRUMPETS
TROMBONES
SAXOPHONES
CLARINETS

New Catalogs—Just Out

THE VEGA COMPANY
155 Columbus Ave.
Boston, Mass.
Hohner publicity which now begins will include magazines of national circulation reaching over 50 million readers each month. Plan to benefit by this publicity.

Ask Your Jobber

M. HOHNER

TO ORGANIZE BUESCHER BAND
Employees of Elkhart Band Instrument Factory to Have Own Organization

Elkhart, Ind., September 4.—At a meeting of about fifty musician employees of the Buescher Band Instrument Co. last week plans were considered for the establishment of a Buescher band. The impromptu band organized by George Dierstein, cornet tester at the factory, at the Buescher picnic last week proved so successful that it has prompted the men to think of a regular factory band. Everyone was enthusiastic and agreed to do his best to make it the finest band in Indiana.

Officers elected were F. A. Buescher, president; Allan Loomis, vice-president; Homer Spier, manager; C. A. Kline, secretary-treasurer; George Dierstein, director. A record was taken of those present and the instruments played by each man. In a talk to the men Mr. Buescher stated that the success of the band rested entirely with them.

INSTALLING NEW EQUIPMENT
Zimmerman-Bitter Co. Secures Important Contracts—Emmanuel Blout Redecorating Store

The Zimmerman-Bitter Construction Co., New York, recently secured two additional contracts for the installation of its equipment; one contract calling for the renovating and redecorating of the store of Emmanuel Blout at 481 Orange street, Newark, N. J. The front of the store will be remodeled and the interior redecorated in French period design. Piano rooms, record, musical instrument and sheet music departments will be installed. The company also secured the contract for the installation of equipment in the quarters of the Musical Products Distributing Co., New York.

NEW STORE OPENS IN HARTFORD
C. W. Cain and John Vendetti, two Hartford, Conn., musicians, have opened a band instrument store to be known as the Hartford Band Instrument Co., with headquarters at 16 Market street, in that city.

A charter of incorporation has been granted to the Gaiety Talking Machine Co., of New York City, with a capital of $5,000. Incorporators are A. Markowitz, H. Gellman and W. Haines.

“TREASURE CHEST” DEMAND GROWS
Victor Dealers in All Parts of the Country Or- der Sets of Records Selected by C. Bruno & Son Through Local Wholesalers

The hearty response which met the first appearance of the “Treasure Chest,” produced by C. Bruno & Son, Inc., Victor wholesalers, New York City, continues strongly. The “Treasure Chest,” it will be remembered, is an attractively coarsened set of six double-faced, ten-inch orchestral musical gems from the Victor catalog. These selections embrace music of six foreign nations. Although the first response was naturally from Victor dealers in the metropolitan territory dealing regularly with C. Bruno & Son, Inc., the demand is now also from Victor retailers in cities of all sections of the country. In accordance with the suggestion made by C. Bruno & Son, Inc., these Victor retailers are placing their orders through their local Victor distributors. Wm. J. Hausauer, president of the company, reports Victor wholesalers everywhere are placing substantial orders for the “Treasure Chest.” The many repeat orders now being received for the “Treasure Chest” are a visible indication of the success with which it has met, as well as its growing popularity.

IMPROVEMENTS AT FREDERICKS
Main Floor Re-decorated—Audak Record Demonstration Device Added to Speed Service

Unisontown, Pa., September 8.—The W. P. Frederick Piano Co., this city, is undergoing extensive improvements in preparation for the Fall and Winter trade. The entire Main street floor has been re-decorated and new lights and carpets are being installed. An improvement in the Victorola department is the installation of an Audak, which is the latest improvement in record demonstrating devices. This instrument takes the place of extra booths and allows the customer to hear a record without anyone else hearing the same record demonstrated.

R. B. WHEELAN HOME FROM EUROPE
R. B. Wheelan, president of Health Builders, Inc., arrived in New York on Monday, September 10, after several months of touring Europe. Mr. Wheelan was accompanied by Mrs. Wheelan, and while abroad they visited a large number of the points of interest.
Detroit, Mich., September 8—Dealers around this part of the country are looking forward to record business and anticipate that each month will show up at least 100 per cent better than last year. In fact, some of the months this year have already enjoyed such a record—and business, on the whole, from January to August 31 is considerably ahead of the same period last year for everybody. Automobile manufacturers are little letting down, as orders are still coming in faster than they can be handled, and there is nothing to indicate that there will be any change, except that business later will not be quite up to what it has been all Spring and early Summer. But this falling off is naturally expected around October, November, and December. What applies to Detroit applies to all the other cities in Michigan where motor manufacturing is the biggest industry. And over in the city of Grand Rapids the furniture factories are going full speed, with indications that they will continue right through the Fall and Winter. In Battle Creek the cereal food manufacturers are busier than ever; in Kalamazoo the paper manufacturers cannot begin to take care of orders, and we could go right down the line and mention similar business conditions in every big city in the State.

This is State Fair Week in Detroit, and it is bringing many thousands of visitors from all parts of Michigan, Ohio and Indiana. It is being staged on a more mammoth scale than ever. In visiting the Administration Building the other night The World correspondent noticed a very attractive exhibit by Grinnell Bros., in which every type of Victor talking machine and all the latest Victor records were being exhibited and sold.

This being the fifty-second anniversary month for the J. L. Hudson Co., special offerings are being made in the various departments, which include the talking machine division. In this department we have the Victor, Brunswick, Cheney and Poole instruments, as well as Victor and Brunswick records.

In this issue is an important announcement by Lind & Marks Co., which is distributor for the Vocalion and Vocalion records. The announcement is in connection with the Wolverine phonograph which it is manufacturing and has been for the past three years. But only now has the firm been in a position to take on additional business, due to increased factory facilities. The Wolverine is made in two finishes—walnut and mahogany. The Wolverine portable has been a very popular seller all Summer. The other models range in price from $100 to $215 retail. Lind & Marks are now selling thirty-eight accounts in the city of Detroit and about 400 in the State, which is a phenomenal showing, considering the short period of time they have been in business. A feature of the Wolverine is that a five-year certificate of guarantee goes with every machine sold, and there are many satisfied owners of these fine instruments in this section.

A. A. Fair, now special representative of the Pathe Phonograph & Radio Corp., was a recent Detroit visitor. Mr. Fair was formerly sales manager of the Jewett Phonograph Co., as well as salesman of the phonograph department of the Aeolian Co. and for several years with the Columbia Co.

J. F. Quinn, manager of The Brunswick Shop, is on a motor trip and will be back some time this month. His family is with him. They expect to visit all points in the East, including Bridgeport, Conn., the former home of Mr. Quinn, as well as New York City and Atlantic City. P. J. Gordon, manager of the store in his absence, told The World correspondent that business was coming splendidly, was far ahead of last year, and that the outlook for Fall has never been better.

Brunswick records are again being distributed locally through the Detroit branch of the Brunswick-Balke-Collender Co. This is proving of great value to the Detroit dealers handling the Brunswick, as it is giving them much better service.

By superior quality and value alone has the Pooley Phonograph achieved recognition and prestige. The reputation of the manufacturers for producing nothing but the best has been zealously guarded in the production of these instruments, and the high class houses now selling Pooley Phonographs are a recommendation and evidence of their excellence.

Successful and growing concerns are the ones with the ambition and purpose of securing for their customers the best for the money, and genuine values at consistent prices make sales easy, and build up a satisfied, loyal class of trade.

We offer you in the Pooley line the highest types of the artistic blending of musical instruments into fine furniture. Eight consoles and one upright style. Complete line on display at Detroit and Cleveland.

Inquiries Solicited.

C. L. MARSHALL COMPANY, Wholesale Distributors
Michigan, Ohio, Kentucky, W. Va., W. Pa. and E. Ind.

Pooley Phonographs, Outing Portables and Criterion Musical Merchandise Products
Detroit, 514 Griswold St.
Cleveland, 328 Superior, W.

R. B. Alling, manager of the Phonograph Co., of Detroit, Edison jobber, states that business has shown splendid improvement since August 15, and that everything looks good for the balance of the year. "We have sold more high priced phonographs than ever in our history during the past ninety days," he declared. "It is surprising to us where all the business came from."

HOLLENBACH BUYS EILER ASSETS

Spokane, Wash., September 4.—C. E. Hollebach, of the Hollenbach Piano Co., of this city, who formerly was office boy in Eiler's Music House, which has been in the hands of a receiver since November last, has purchased the assets of the company from the receiver. It is reported that a financial consideration of $20,000 was involved in the deal.

TO COVER METROPOLITAN TERRITORY

The Favorite Manufacturing Co. announces the appointment of I. Rosca to its list of sales representatives. Mr. Rosca will cover the metropolitan district where he has a large acquaintance among retail talking machine dealers. For a number of years he represented well-known talking machine products, and his long experience in serving retailers well qualifies him for his new activities.

If the Best is the Cheapest to Buy,—Then the Best is the Cheapest to Sell.

Music lovers everywhere recognize that only the New Edison can give real music; for it is the only phonograph that actually Re-Creates the artist's performance. Its realism is so profound that the music critics have been unable to distinguish the original from the Re-Creation.

Write us for our latest agency proposition

The Phonograph Company of Detroit
Distributors for Michigan and Northern Ohio
1540 Woodward Avenue
Detroit, Michigan
The NEW 1924 Models of the Wolverine PHONOGRAPH

The Standard of Comparison

Three advantages to the dealer stand out prominently in our line:

First, of course, is quality such as you can guarantee to the trade and backed by our certificate of guarantee.

Second, is popular price, which brings our machines into a wider range of homes.

Third and highly important, is the larger profit in a dependable Phonograph.

When we say "The Standard of Comparison" we mean that the Wolverine, placed side by side with any machines made, will stand out in a manner to delight the true lover of music.

Equipment of the Wolverine

Only the highest quality of materials are used in Wolverine cabinets and the workmanship cannot be surpassed.

The Universal Tone Arm plays all records.

Automatic stop, scientific tone modifier and all exposed metal parts heavily plated with nickel.

Our models 270-800 and our Louis XV Console come with full set of Albums.

The 800 model and Louis XV Console have all metal gold plated.

The Wolverine line is not a new or experimental one, but has been successfully on the market over three years.

This is the first time our production has increased sufficiently to allow us to advertise.

LIND AND MARKS CO.
Congress and Bates Streets

DETROIT, MICH.
Another Superior Point for THE NEW COLUMBIA

When you have played a record through to the very last note, the New Columbia motor comes silently to a stop. The new, non-set, automatic stop does it. There is nothing to adjust! And it stops any record, long or short — of any make — with wide or narrow playing surfaces — every time!

COLUMBIA GRAPHOPHONE CO.
New York
Emerson Records

Fifty Cents Retail

The Emerson Record is the only record being sold today at popular prices on a policy which protects the high-grade phonograph dealer from undesirable competition.

The Emerson Record is the ONLY RECORD on the market today which is being sold universally at FIFTY CENTS retail.

The Emerson Record in most part is recorded by EXCLUSIVE EMERSON ARTISTS on a par with those recording the highest priced popular records.

The Emerson Record is out first with all the American Song Hits of the day.

The Emerson Record has a very large foreign catalog in Italian, Jewish, Polish, Russian and German.

The Emerson Record is sold only in phonograph shops doing business according to the best ethics and standards of the phonograph trade.

The Emerson Record at fifty cents retail nets the dealer the same margin of profit he receives from standard phonograph records retailing at much higher prices.

LATEST IRVING AND JACK KAUFMAN RECORDS

10657—Just a Girl That Men Forget
That Old Gang of Mine
10661—I've Got the Yes! We Have No Bananas
Three Thousand Years Ago
10649—Eat Yourself a Piece of Cake
Hi, Hi, Hi La
10634—Beside a Babbling Brook
You're Impossible
10591—What's Sorry Now?
Any Place That I Make Money Is Home,
Sweet Home, to Me
10590—No One Loves You Any Better Than
Your MAMMY
Crying for You
10581—Little Beaver
New Hampshire
10572—Way Down Yonder in New Orleans
Way Down East in Maine
10571—Honeymoon Time
(Baby Blues Eyes)
10565—Porcelain Maid
Crinoline Days

Clip the attached coupon, fill out and mail to us. We will send you a dealer's application and very interesting information as to the policy under which the Emerson Record is now sold, together with a catalog of our latest American and Foreign records.

Emerson Phonograph Company, Inc.
105-111 West 20th Street
New York City

Please mail me at once full information as to your Agency proposition on the Emerson Records at Fifty Cents Retail, together with the details of the policy under which this record is sold.

FIRM

STREET

CITY

STATE
IN SYRACUSE

Exhibits at Fairs Occupy Attention of Retailers—Planning Fall Drive—M. Doyle Marks Co. Remodels—Trade News and Activities

SYRACUSE, N. Y., September 7.—Business in this city and environs has held up in a satisfactory manner, according to reports of retailers and wholesalers. The Fair season is now in full sway and dealers in this section of the State have been taking advantage of the opportunity of displaying their lines in attractively arranged booths, which, in most instances, have proved the equal in drawing power of the other exhibits. While sales traceable directly to the fair displays have not been many, some immediate sales were made. What is of greater importance, however, is the fact that in all cases dealers succeed in securing the names of considerable numbers of live prospects, which they vigorously follow up by means of outside salesmen and direct mail. The effect of these campaigns is cumulative and thus the exhibits return excellent dividends for the trouble and expense involved.

The index of orders being received by wholesalers indicates that dealers are ordering their Fall and early Winter stocks in anticipation of the usual seasonal buying revival. On the whole, there is much reason for optimism in this territory over the business outlook at the present time.

Make Exhibit at Trumansburg Fair

The Stover-Updike Hardware Co., of Trumansburg, N. Y., Edison dealer, had a very handsome exhibit at the Trumansburg Fair during the week of August 13. Frank E. Bolway & Son, Inc., who are the Edison jobbers for this zone, have been co-operating with the different dealers who are exhibiting at Fairs and had one of their representatives, John Essig, Jr., spend two days at the Trumansburg Fair, assisting the Edison dealer.

Big Increase in Edison Business

A representative of Schuderer & Castle, Edison dealers in Rome, N. Y., who was in the office of Frank E. Bolway & Son the other day, stated that their Edison record business from August 1 to 10 inclusive amounted to more than their entire August, 1922, record business. They have been making quite a drive on attachments among the talking machine owners, making it possible to play Edison records on all makes of talking machines and, as a result, their record business has increased exceedingly.

Schuderer & Castle state that one of the reasons for their record business increasing to such an extent is that the Edison Laboratory has been getting out the "hiss" long before the public has sickened of them and turned to later numbers released by music publishers.

Bolway Enlarges Edison Representation

Frank E. Bolway & Son, Inc., Edison jobbers, have started a campaign to enlarge their representation and plan to take on several new dealers during the next two or three months. During the past week they report that Wallace J. Vastbinder, of Seneca Falls, N. Y., who has just opened up a very nice music store, has signed up as an Edison dealer. W. H. Griffin, of Norwalk, N. Y., also is now handling the New Edison. Other new accounts opened include H. J. Hunter, Parish, N. Y.; Bowman & Jones, Cleveland, N. Y.; M. C. Benson, Hastings, N. Y.; A. E. Oetendad & Son, Orwell, N. Y.; E. E. Bolway & Son report that they have numerous inquiries for the Edison line, which goes to show that it is steadily becoming better known by the buying public and merchants are realizing this demand.

Victor Dealers Doing Good Business

The W. D. Andrews Co. Victor wholesaler, with headquarters in this city, has been enjoying an excellent business and present indications are that the Fall business will be very satisfactory. Victor dealers throughout this territory are making a drive on attachment sales to increase their sales, and this activity has kept the business volume up to par thus far this year.

M. Doyle Marks Co. Remodels

Extensive remodeling of the establishment of
the M. Doyle Marks Co., Elmira, N. Y., Victor and Edison dealer, was recently completed and this concern now has one of the most up-to-date stores in the vicinity. The record department has been moved to the first floor and the entire second floor is used for the display of an extensive line of talking machines.

OSCAR W. RAY HOME FROM EUROPE

General Manager of Vocalion Division of Aeolian Co. Returns From Extended Tour of Europe—Makes Important New Contract

Oscar W. Ray, general manager of the Vocalion Red Record Division, of the Aeolian Co., returned on Monday, September 3, on the "Leviathan," from an extended tour through Europe, occupying over three months, in the course of which he looked after the business interests of the Aeolian Co. in London, Berlin and Paris and, incidentally, he studied existing business conditions in England and also on the Continent.

In discussing business conditions in Europe at present Mr. Ray stated that the politics, exchange and business situation generally, among the various nations, were changing so rapidly that it was impossible to prophesy with any accuracy the outcome. He declared, however, that there was every indication that the interest of America and its co-operation are needed by European nations to bring them out of the present state of chaos.

In a brief interview Mr. Ray said: "During my travels I had a wonderful opportunity to hear the music of Europe and witness the important part that it has in the lives of the people on the Continent. Many important contracts were made for the Aeolian Co. for the exclusive right to leading artists of Europe for Vocalion Red records, and a special announcement will be made in regard to these contracts at a later date. We are now equipped and prepared for the biggest year in the history of Vocalion Red records and our dealers may be assured a most successful future."

Are You Selling
In Great Britain?

The very thing for all out to cultivate a big export trade is to get within the vision of the Buyer's Eyes. His exclusive notice is worthy of a special effort to gain, and that is why we invite You to very carefully consider one of the best Export Trade Opportunities ever submitted.

For many years past, the English publishing house of G. D. Ernest & Co. has issued a valuable trade work—

The Music Trades Diary, Year Book and Directory

It carries the advertisements of representative British firms, and the 1924 edition should most certainly include an announcement of your products.

Its circulation covers United Kingdom dealers in music and all kinds of musical instruments; also large buyers in the Colonies and foreign countries.

Thus are the markets of the world thrown open to You in the most direct way—not for one week, but for twelve solid months.

Thus is the wide popularity and success of the first edition of the M. I. S. cut book demonstrated. The advertising department of the Musical Instrument Sales Co., New York, Victor wholesaler, has just prepared the second edition of M. I. S. Victor illustrations for use by Victor dealers in their printed advertising. This book contains a unique assortment of especially designed plates and matrices which effectively feature the Victrola and which provide the dealer with material for a whole year's advertising campaign.

The wide popularity and success of the first edition of the M. I. S. cut book demonstrated the value of this service to the Victor dealers and influenced the publication of the second edition. All of the illustrations in the new edition (with very few exceptions) are entirely different from the previous book, depicting the current model Victrolas in an attractive and impressive way. It is suggested that the dealers consider the use of these illustrations in newspaper advertisements, mailing cards and folders, letter-heads and envelopes, seasonal circulars, bill heads, etc.
VICTOR JOBBERS DECIDE OWNERSHIP OF GOLF TROPHIES

Golf Matches Held at Sea View Club on September 5 to Determine Final Possessor of the Johnson and Blackman Cups—Low Collings Wins First and Fred Oliver Second

ARSENEY, N. J., September 5—In order to determine who were entitled to the final possession of the Johnson cup and the Blackman cup, two valuable trophies offered to stimulate interest among the golfers in the ranks of the Victor talking machine jobbers, the one presented by President Eldridge R. Johnson, of the Victor Talking Machine Co., and the other by J. Newcomb Blackman, head of the Blackman Talking Machine Co., New York, two lively golf matches were held at the Sea View Club here recently, participated in by those who in former tournaments had won legs on the prospective cups.

The contests for the Johnson cup were Low Collings, of Collings & Co., Newark, N. J.; French Nestor, of the French Nestor Co., Jacksonvile, Fl., and C. A. Grinnell, of Grinnell Bros., Detroit, and the play was decidedly close, despite the fact that Mr. Grinnell had just about recovered from a recent illness and was not in his best form, although he insisted in carrying on. Thirty-six holes were played, with the result that Collings came through with a gross net score of 178, Nestor with a gross of 186 and a net of 180, and Grinnell with a gross of 194 and a net of 186. The match was actually won in the last nine holes, in the course of which Collings played four holes in par and came through with a score of 40.

The contests for the Blackman cup were Louis Buehn, of the Louis Buehn Co., Philadelphia; Fred P. Oliver, of the Blackman Talking Machine Co., New York, and C. G. Campbell, of the Knight-Campbell Co., Denver, Col. The latter, being unable to attend, relinquished his claims to the cup and the match was played off by the remaining contestants. Both Buehn and Oliver played a close game, with the result that Buehn, without a handicap, brought in a score of 190, while Oliver, with a handicap of 16, came through with a net of 188. At the twenty-seventh hole Buehn had caught up on Oliver's handicap and had him one up, but the latter put up a startling finish, taking three of the final nine holes in par. An interesting feature of the play was that the contestants in both matches were even at the thirty-fourth hole, the cups being won by one stroke each in the thirty-fifth and thirty-sixth holes.

The arrangements for the tournament were under the direction of J. C. Roush, of the Standard Talking Machine Co., Pittsburgh, whose success in determining the handicap was evidenced by the close play. Oliver personally acted as scorer and referee in the play for the Johnson cup, while W. F. Davison, of the Perry & Whitic Co., Columbus, acted in a similar capacity for the Blackman match.

The cups were presented to the match winners at the clubhouse at the conclusion of the tournament, following which the contestants were the guests of Mr. Roush at dinner. The day following the majority of those who participated in the play or attended the matches visited the Victor factory in Camden.

APPEAL TO HELP L. P. VALIQUET

Veteran Phonograph Inventor Has Been Ill for Eight Months—S. A. Ribolla, in Letter to the Trade, Appeals for Assistance

CHICAGO, ILL., September 5—S. A. Ribolla, general manager of the General Phonograph Corp. of Illinois, with headquarters in this city, has sent a letter to the trade appealing for assistance in behalf of L. P. Valiquet, one of the veterans of the phonograph industry, who had been seriously ill for a period of about eight months. In his letter Mr. Ribolla states: "Mr. Valiquet's illness cost him about $4,000 and his financial resources are now entirely exhausted. He is not entirely recovered, but he is able to be about for several hours each day, although he is in no position to do any lucrative work. As he is one of the real pioneers in the phonograph industry in this country I believe that a great many members in this trade will respond to this appeal if their attention is called to Mr. Valiquet's plight. I would suggest that any subscriptions be mailed direct to L. P. Valiquet, 5472 Everett avenue, Chicago, Ill."

Mr. Valiquet's experience in the talking machine field dates back to 1898, when he completed a disc talking machine and record which was placed on the market under the name of "Zon-O-Phone" and which won popularity the world over. He afterwards devoted considerable time to designing and constructing spring motors for phonographs, illustrated songs and feature machines and, in more recent years, was connected with the Aeolian Co., General Phonograph Corp. and the Krasberg Mfg. Co.

STANDARD CO. DEALERS TO MEET

Standard Talking Machine Co. to Hold Convention of Victor Dealers Next Month

PITTSBURGH, PA., September 7—The meeting of the Victor dealers in this territory, planned for this present month under the auspices of the Standard Talking Machine Co., has been postponed until October at a date to be announced later. The meeting will be devoted almost entirely to a discussion of ways and means for organizing and handling successfully crews of outside salesman and the chief speaker will be Martin L. Pierce, of the Hoover Suction Sweeper Co., who will tell of the methods pursued by his company. A Victor factory official is also scheduled to attend the meeting.

NEW STORE IN MARLBORO, MASS.

MARLBORO, MASS., September 8—B. C. Taylor, who has been engaged in the music business in New Hampshire for many years, has just opened a new music store here at 195 Main street. The concern will be called the Brunswick Shoppe and will carry Brunswick.
FOURTEEN ELABORATE NEW ART MODEL VOCALIONS BY NOTED DECORATORS ANNOUNCED BY AEOLIAN CO.

Seven Leading Decorators of New York and Series of Cabinets—Extensive Campaign in London Lend Talents to Creation of Notable High-class National Magazines Launched

The wholesale Vocalion phonograph division of the Aeolian Co. has just announced to the trade the addition of a series of fourteen most elaborate special design period models, each model the work of a decorator of international prominence and representing the finest examples of the cabinetmaker's art. These fourteen new models, each distinctive in itself, will prove welcome additions to the company's regular line of upright and console period models and will be calculated to enable the Vocalion dealer to appeal to the most exclusive clientele.

The new models, five of which are reproduced herewith, are unusually elaborate and in their designing seven famous decorating houses have had a part, among them Wm. Baumgarten & Co., D. S. Hess & Co., the Tiffany Studios, Wm. Pierre Stymus, Jr., H. F. Huber & Co. and W. & J. Sloane, of New York, and Charles, of London. Each of the new models not only represents an impressive development of the decorative art, as applied to phonograph cabinets, but is based upon some authentic period creation, several of the designs being copied in whole or in part from some antique of definite standing.

Several of the special period models are at present on display in the Vocalion showrooms at Aeolian Hall, New York, and have attracted a great amount of attention from visitors. In a short time the company will begin shipping the new models to its retail representatives, who, as in the case of all Vocalion phonograph products, will be supplied by the company direct.

In presenting the new models to the public the Aeolian Co. has arranged for a most elaborate advertising campaign on a particularly high-class basis, running four-page inserts, with the various art period styles reproduced in seven or eight colors, in a number of the leading magazines of the country, particularly those known for the exclusive character of their circulation. Among the publications in which the supplements will appear will be Scribner's, World's Work, Atlantic Monthly, Harper's, Century, Review of Reviews, Architecture, Art and Decoration, Country Life, Garden Magazine, House Beautiful, Vogue, Vanity Fair and House and Garden, representing a total circulation of several millions monthly going into the finest homes in the country.

The creation of the various special period models has been the work of months, from the time the original sketches were prepared by the various decorators until all details were completed and the work of building the special cabinets finally finished. Not only will the new models enable the dealers to appeal to the most exclusive and aristocratic trade in their territories, aided materially, of course, by the national magazine advertising of the company and the follow-up and service aids calculated to benefit the dealer directly, but they will open the way for making the Vocalion a factor in the decorative field, practically all the cabinets being designed to fit in well with elaborate home treatments created and carried out by the prominent decorators themselves.

The rich carvings, the hand-painted panels, the lacquer and the gold leaf that are found in the various cabinets lend distinction and richness to the design, and the new models as a whole serve to complete and round out the extensive Vocalion line as it is at present constituted. In addition to the reproductions shown in the layout on this page there are others to be found in the supplement of the Aeolian Co. appearing elsewhere in this issue. A brochure showing the complete range of fourteen special period styles in color is now in course of preparation and will be ready for distribution shortly.

The mechanical equipment of the various new art models is also of special and elaborate character. The motors are electrically operated and each model is provided with a decorative electric light to facilitate the changing of needles. The turntables are covered with rich velour, as are the turntables of all Vocalion machines, and are designed to facilitate the removal of records. All visible metal parts are gold-plated and each model bears a small brass plate upon which appears the name of the designer, a feature which it is believed will appeal to those of discrimination who purchase instruments for their artistic values.

STYLUS BARS

Stylus Bar & Mfg. Co.
Clague Rd.
North Olmsted, OHIO
P. 0. ROCKY RIVER, O.

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.

New Orleans, La., September 5—Under the direction of J. D. Moore, manager of the musical department of the Maison Blanche Co., there was launched on September 1 a business, as well as a strong interest-creating campaign, that is expected to materially develop the department and substantially aid the month's trade totals. The idea, as formulated, amounts to this: The house possesses a slogan, "It Makes a Difference Where You Buy Your Victrola or Brunswick." This statement will be altered so as to read, "Why Does It Make a Difference Where You Buy...?" That question will constitute the subject of a brief contest essay to be not more than 100 words in length and open to the general public, exclusive of employees of the company. Prizes amounting to $385 will be awarded for the four best answers received. The contest will continue through September 30 and the winners will be announced as soon as the first of October as it is possible for the judges to determine the quartet of leaders. The first prize offered will be a $200 talking machine; second prize, a $150 talking machine; third prize, $25 worth of records, and fourth prize, $10 worth of records.

"In order to submit an intelligent, comprehensive paper in the competition it will be necessary for the contestants to visit the store and obtain, to the best of their ability, some idea of the methods used in the conduct of our business. We expect to draw a great many people who, possibly, would not otherwise visit the store or the department. Should our surmises prove to be correct, we will be amply repaid for our efforts," Mr. Moore stated.

New Edison Accounts

Last week Manager W. W. Twigg, of the Diamond Music Co., local Edison jobber, succeeded in naming three additional country representatives for Edison machines, records and accessories: F. W. Gatlin, of Poplarville, Miss., and the Collins Furniture Co., of Collins, in the same State. The third new dealer was Goldby's store of Amite City, La.

Heavy Edison Orders From Texas

An influx of heavy ordering from Texas points has been recorded on the firm's books of late. The Oliver Music House, located in Houston, Tex., and one of the new dealers in Edisons, has besought Mr. Twigg to supply them with a very large stock for the Christmas season. They explained that their order had been turned in at such an early date in order to prevent future inability to obtain the goods which they feel are going to be needed very badly. They predict a great demand for Edisons in Houston and vicinity this Fall and Winter. The Jesse French Piano Co. also used every available means of propaganda to insure the requirements which they feel certain are coming. The Heidelberg Furniture Co., of Jackson, Miss., though barely thirty days old, as far as the buying for Edisons is concerned, has virtually doubled initial orders.

The retail division of the company, under the direction of Mr. Billiet, is also showing pleasing gains. The console models continue to stand pre-eminent in the machine sales records of this progressive house.

Leases: New Home for Brunswick Co.

F. W. Jackson, manager of the St. Louis office of the Brunswick Co., was in the city for a few days, attending to some matters of business affecting the future quarters of the New Orleans branch. He will look after the office duties as his headquarters and travel throughout the territory in the interest of the trade. Frank Allen, who is handling both the talking machine and piano end of the business in the absence of Martin Grigler, manager of the former department, on a vacation trip in Michigan, has succeeded in concluding a lease for a long period on the building at 38 Bourbon street. This building, which contains a great deal more floor space than the present location, will become the permanent home of the branch October 1. It is situated closer to the important commercial section of the city, and is therefore more accessible to Brunswick dealers. This is expected to facilitate the exchange of business between both parties. Incidentally, it might be mentioned here that C. A. Reynolds, formerly connected with the Brunswick Kansas City office, has been transferred to New Orleans. Mr. Reynolds will make this city his headquarters and travel throughout the territory in the interest of the trade. Frank Allen has been appointed city sales manager of the branch. He will look after the office duties as the direct subordinate of Mr. Reynolds.

Dwyer Piano Co. Busy

James T. Dwyer, president of the Dwyer Piano Co., returned recently from a several weeks' vacation spent in the North Carolina mountains. Reports from Mr. Dwyer's house are to the effect that they feel that they are coming in for their share of the business now in circulation. The upright models of Victor machines showed a sudden, although brief, rise to popularity, figuring in one or two business transactions made by the Dwyer Co. One customer telephoned her order for a machine and asked that it be brought out to the house. An upright and a console were bundled on the truck and taken out to the prospect. When asked which model she preferred, without hesitation she selected the bulky, but attractive upright model.

Shemp Gives Way to Prosperity

An unexpected recovery from the mid-month slumber of trade was experienced by Lee Outten, sales manager of the Dugan Piano Co. Mr. Outten, who is handling both the talking machine and piano end of the business, was back on the stand after a few days' absence. During this period, the presence of Martin Grigler, manager of the former department, on a vacation trip in Michigan, (Continued on page 157)
Another Superior Point for THE NEW COLUMBIA

Simply move the tone-arm of the New Columbia to playing position. Instantly the motor leaps into action. No fumbling for starting levers! Nothing to get out of order!

COLUMBIA GRAPHOPHONE CO.
New York

states that he was unable to diagnose the sudden fall that occurred about the middle of last month. With equal suddenness a recovery came, several high-priced instruments being carted away from the firm to repose in the parlors of New Orleanians.

Gennett Records Becoming Popular
Gennett records, made by the Starr Piano Co., of Richmond, Ind., and distributed in this territory by Albert T. Thompson, music factor, have come on the market here in the disc entertainment desired by the New Orleans public, according to Mr. Thompson. The prestige of this product is increasing by leaps and bounds, though faced with a serious handicap in the early stages of its introduction. Mr. Thompson was told, when he took over the agency, a little over a year ago, that he would experience great difficulty in breaking into the field, regarded as impregnable with a strong handicap in the early stages of its introduction. Mr. Thompson has succeeded in perfecting an organization that is carrying the Gennett steadily forward. The record is being recognized in the local music field and its reward is rapidly becoming pronounced.

The M. & M. Music Store, 2622 Orleans street, this city, recently put in the line. An order for twenty-five upright Starr machines from the Jazz Music Shop was recently filled by Mr. Thompson.

Red Seal Demand Grows
The 20 to 25 per cent discount provided some time back by the Victor Talking Machine Co. on the single-faced Red Seal records has awakened a well-supported demand for these records made by the famous classical artists of the world, according to John A. Hofheintz, wholesale manager of Philip Werlein, Ltd., Victor wholesaler. Mr. Hofheintz has been associated with the music field for the past six years, having been connected for some time with the O. K. Houck Piano Co., Memphis, Tenn., where he was identified with the sale of Victor merchandise, specializing in the stimulation of Victor Red Seal record business. His various activities in a retail way should enable him to achieve success in the Louisiana and Texas territories, which he will cover for Philip Werlein, Ltd., and his wide knowledge of the problems of the retail merchant should make him a valuable help to the trade.

W. A. BROPHY RETURNS FROM EUROPE

Wm. A. Brophy, general manager of the recording laboratories of the Brunswick-Balke-Collender Co., New York, returned to his desk recently, after a two months' visit abroad. Mr. Brophy was accompanied on his trip by Geo. W. Case, patent counsel for the Brunswick Co., and while in Europe conferred with B. E. Benninger, president of the Brunswick-Balke-Collender Co., relative to important matters.

ST. LOUIS MUSIC CO. CHARTERED

The St. Louis Music Co., of St. Louis, Mo., has been granted a charter of incorporation under the laws of that State, with a capital of $30,000, to manufacture, buy and sell musical accessories and instruments. R. C. Layer, C. W. Layer and A. M. Conroy, all of St. Louis, are the incorporators.

W. C. FUHRI ON WESTERN TRIP

W. C. Fuhr, general sales manager of the General Phonograph Corp., New York, is at present away on a short trip which will include a visit to the Okeh jobbers in Chicago, St. Louis and New Orleans.
TALKING MACHINE DEALERS DISCUSS EFFECT OF RADIO

In an effort to determine the effect of radio on talking machine business, as viewed by dealers in talking machines and records, one of the publications in the radio field, the Wireless Age, recently made a survey of the talking machine trade and gathered some interesting figures.

According to the details as compiled by the magazine, 76 per cent of the dealers who replied to the questionnaire, the total number being 317 out of 7,500 cards mailed, reported that they were getting a phonograph, after he had been sold on the merits of various selections by a phonograph, and frequently purchased records of those who see a loss, 11 per cent believed they were getting a phonograph, and frequently purchased records of those opposite view or did not commit themselves.

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Among the dealers who reported business gains through radio 43 per cent sold record apparatus, while 27 per cent of those who see a dropping off in record business are also radio dealers, as are 35 per cent of those who hold the "fifty-fifty" attitude.

Quite a number of dealers declared that talking machine owners in substantial numbers were sold on the merits of various selection by radio and frequently purchased records of those selections without demonstration, thus saving considerable time.

An interesting opinion was offered by Frank A. French, an Edison dealer of Manchester, N.H., who stated that "the studio shop" which he operates took on radio in the belief that it would eliminate delays and confusion and that it would be more efficient on the floor, in that without a phonograph radio apparatus in conjunction with their talking machine lines as a stimulus to business or in changing about their selling campaigns, with a view to offsetting the influence of radio.

It is significant that less than 5 per cent of the dealers to whom questionnaires were sent were sufficiently interested in the matter to fill out the questionnaires, or to write a letter explaining their stand. The figures as offered by the Wireless Age, therefore, can be accepted only as an opinion of a very small minority of talking machine dealers who have taken direct cognizance of radio and its effect on business in one way or another. Perhaps the percentages might hold good throughout the trade if a general percentage were made of radio stations.

The fact to be considered, of course, is that dealers without exception realize the standing and importance of radio and in many cases are seeking to adjust themselves to the situation it has brought about through either handling radio apparatus in conjunction with their talking machine lines as a stimulus to business or in changing about their selling campaigns, with a view to offsetting the influence of radio.

It is significant that a large number of dealers who have made direct use of radio, either for the broadcasting of regular monthly releases or by tying up directly with broadcasting programs, have managed to get results in record sales and increased interest from patrons.

VICTOR RED SEAL RECORD EXCHANGE PUT INTO EFFECT


When the Victor Talking Machine Co. announced some time ago the plan for issuing all Red Seal records in double-faced form, with a general downward revision of list prices, it was stated that an exchange would be put into effect to take care of the later phonograph and record business. This new exchange was put into effect this month and is most extensive in character, covering 75 per cent of the present listings of Red Seal records in twenty different series and comprising a total of over 1,700 selections.

The new exchange is operated through the wholesalers and affords the dealer an opportunity of securing new double-faced records in exchange for 75 per cent of his stock of single-faced records on a record-for-record, class-for-class basis, with the dealer reimbursing the wholesaler whom he selects for the carrying out of the exchange for the difference between the cost of the new double-sided record and that of the single-faced record returned. Under the terms of the exchange all shipments of records from dealers must be in the hands of carriers by September 15.

In arranging for the exchange the dealers were given the privilege of selecting the wholesaler through whom they desired to operate, subject to the limitations of the dealer's approval. The plan of operating through wholesalers was adopted in the belief that it would eliminate delays and confusion and would work out more satisfactorily from the dealer's end by speeding replacement stocks.

REFLEXO CO-OPERATING WITH TRADE

New Display Stand to Aid Needle Sales—L. J. Unger on Canadian Trade Trip

To further co-operate with its many distributors in their Fall selling Reflexo Products, Inc., New York, has had printed a supply of standard size loose-leaf sheets for the jobbers' salesmen's binders. These sheets are attractively printed in colors and feature both the Reflexo blue steel flat needle and the Gilt Edge needle. Reproductions are shown of the display cartons and display stands on both brands. A new display stand for the Reflexo blue steel needle has been placed on the market. All of these style needles will hereafter come packed in the new stand, which, it is hoped, will increase the sale of these reproductions. The approach of the Fall season has caused a decided increase in the demand for the Discante grade of needle. L. J. Unger, general manager of the company, is on a trade tour of Canada.

CLARAVOX REPRODUCERS REFLECT CREDIT ON EDISON PRODUCTS

This CLARAVOX attachment sold three Edison Phonographs this past month for one Edison Dealer. The ability to correctly play a few choice records other than the Edison climbed all three sales. New CLARAVOX diaphragm gives results never before heard from lateral cut records.

Usual discounts to dealers. Retail price complete $7.50

STANDARD
Diamond Point
Original Claravox Reproducer. Employs a genuine flawless diamond and CLARAVOX Stylus and Diaphragm.

Usual discounts to dealers. Retail price $12.50

SPECIAL
Jewel Point
Special jewel which nearest approaches permanence of diamond. New CLARAVOX Diaphragm and Stylus.

Usual discounts to dealers. Retail price $7.50

A post card will bring any of these products on 10 days trial!

THE CLARAVOX COMPANY, Youngstown, Ohio

CLARAVOX—MAKES PHONOGRAPH SOUND REAL

SEPTEMBER 15, 1923
To The Manufacturer:

You can save money by using Triangle equipment. It is as good as the best, and better than the most. And Costs Less, besides being guaranteed for five years. It has taken years to bring Triangle Equipment to its present state of perfection. Its high standard of excellence is known and appreciated in nearly every country in the world. The many complaints you are now receiving of not enough volume; blasting; too much surface noise; not swinging free, and many others, can be entirely eliminated by the use of Triangle Tone Arms and Reproducers.

Triangle is universal; plays all kinds of records, and is also backed by our five-year iron-clad guarantee. Samples sent on approval.

To The Dealer:

Insist on Triangle Tone Arms and Reproducers when placing your order for Phonographs, and your Phonographs will stay sold. You will have to pay no repair bills. Our five-year guarantee insures you against this expense. Send direct to us for samples and give them the severest test possible. Then tell your manufacturer or jobber you want Triangle and they will be glad to accommodate you.

Manufactured by TRIANGLE PHONO PARTS CO., 718-724 Atlantic Ave., Brooklyn, N. Y.
Western Sales Office: 1500 Republic Building, Chicago, Ill.
KANSAS CITY


KANSAS CITY, MO., September 8—August has been a busy and successful month with all music men in Kansas City who handle pianos, for there has been a very vigorous drive made for business in that line. There has been a large amount of space taken in the daily papers and the result has been correspondingly large sales. The effect on the talking machine business has been that in these stores there has been a slackening up of sales.

On the other hand the stores which handle talking machines exclusively have had a good business, and the interest in music which was aroused by the advertising of pianos was reflected in the sales of phonographs. There has been a good sale of records throughout the month. The portable machines also have had a good sale.

The prospects for good business here during the Fall months are excellent. While there are parts of the territory in which the drought has cut down the production of corn, in most of the district there is the prospect for either the "best crop ever," or at least "a fine crop." The fact that the price is better also will affect the buying ability of the farmers and thus the general prosperity of the whole people.

Monthly Conferences of Jenkins Staff

The J. W. Jenkins Sons Music Co. is recognizing these conditions and is preparing to take advantage of them. The wholesale Victor department is having a dealers' conference in Kansas City each month. It is held at one of the leading hotels in the city in the evening and follows a dinner furnished by the department. The plans of the Victor Co. are fully explained and discussed and suggestions on sales methods are secured from dealers. The new records are played, and talked over, and interest is increased in a contest, in which the dealers guess which will win. Other features are introduced to add interest. The four conferences which have been held have been so successful that it is the intention to continue them indefinitely.

A large amount of interest is reported among the dealers in connection with the Victor Co.'s plan for the exchange of double-face records for the single-face records which are now in stock. The inquiries as to particulars are many and the orders from Victor dealers for the exchange are on the increase.

R. L. DuBois Made Edison Manager

Announcement is made by the Phonograph Co., distributor of the Edison for the Kansas City territory, of the promotion of R. L. DuBois to the position of manager of the wholesale department of the Edison in Kansas City. Mr. DuBois started with the Edison Co. in the Chicago office ten years ago and served there as credit and office manager under C. E. Goodwin. About four years ago he was transferred to the Kansas City office, where he served in a similar capacity under the direction of Mr. Blackman. Upon the retirement of Mr. Blackman Mr. DuBois was his logical successor. Since his appointment he has been getting in personal touch, as far as possible, with the dealers of the territory. During August the following dealers have called at the wholesale office in Kansas City: H. D. Kahn, Jones-Congrove Music Co., Wichita, Kan.; W. L. Estelman, Estelman Music Shop, St. Joseph, Mo.; A. K. Snyder, Winsfeld, Kan.; Carl Botelho, Botelho Music Co., Pittsburg, Kan.; H. L. Kelley, H. L. Kelley & Son, Lexington, Mo.; J. J. Jenkinson, Exton, Kan.; C. H. Andrews, Andrews Music House, Hixatham, Kan.; J. Yoder, Yoder's Studio, Herington, Kan.; Ernest Runenburger, Runenburger Bros., Harrisonville, Mo.; Forrest Smith, Richmond, Mo.

New Columbia Dealers

The Berry-Dalbey Music Co., 4102 Prospect avenue, which operates a large music store in the southeastern part of the city, has just placed a large order for Columbia phonographs and records, which it is to handle exclusively. The store has been fitted with the most modern equipment obtainable and presents an attractive appearance.

Housigan Bros., Rocheport, Mo., have just opened their elaborately furnished Columbia department. Large crowds attended the opening, filling the place both afternoon and evening.

The Highfill's Drug Store, Marshfield, Mo., has just opened an exclusive Columbia department and reports that it is already doing a nice business in both records and machines.

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

Schuler's Prescription Store, 1812 West Forty-fifth street, recently installed a complete line of Columbia records and records and found a very attractive drug store in the southwestern part of the city and intends doing a considerable amount of advertising which they feel confident will bring a considerable increase in business.

Brunswick Dealers Place Fall Orders

The mail orders which were received by the Brunswick wholesale department the first of September indicate, according to the manager, that the Fall business is to be unusually good. There has been a good business in the wholesale department in filling orders for the dealers who are anticipating a good trade this Fall. During a trip over the territory Mr. Schoenly found that the dealers in all districts had not been supplied with the fall machines in full of optimism and that in all the territory there has been a decided improvement during the past year or so in the merchandising methods of the dealers. Especially is this so among those merchants who in the past had a few machines, but did not maintain a department for their sale and who are now devoting considerable attention to the talking machine business.

Columbia Visitors

J. H. Robinson, of Chillicothe, Mo., was a recent visitor to the Kansas City branch and stated there is a marked increase in the volume of record business, due to exceptionally good dance hits and colored records.

R. D. Gillen, of the Gillen Furniture Co., Blytheville, Ark., recently visited the Kansas City branch, placing a large order for the new type Columbia and a large quantity of records.

Post Cards Bring Business

F. Lombardi, of the Royal Music Co., advises that interest in Columbia records has been stimulated to a considerable degree through the use of post cards. These contain a list of the latest release records, stating that any records desired will be sent either on telephone request or else on the back of the post card with the selections marked and the name and address listed. The entire mailing list was circulated in this manner and resulted in many orders, both by telephone and by mail, with a consequent increase in profits.

FALL ORDERS FOR ALBUM & CARD CO.

Max Willinger, president of the New York Album & Card Co., returned to New York on Friday, September 7, after spending several weeks at the Chicago headquarters of the company. Mr. Willinger received substantial orders while he was away and reports that both dealers and manufacturers throughout the Middle Western territory state that the increased demand for Fall is already being felt. Both the New York and Chicago factories of the New York Album & Card Co. are very busy and every indication is that this good business will continue through the Fall and Winter seasons, with still further gains possible.

NEW STORE IN GARDNER, MASS.

GARDNER, Mass., Sept. 9.—A new music store at 67 Parker street will be established by H. S. Brown, of Fitchburg, who has maintained a salesroom in the Rome Block for some time. A complete line of pianos and talking machines will be handled.

EDISON DEALERS!

And Music Dealers who have been intending to apply for an Edison Dealership!

We can take care of your needs NOW.

Don't let the Fall rush find you unprepared—when we too may be short of the models in greatest demand.

Edison Service for the Southwest

The Phonograph Co.

1215 McGee St.

KANSAS CITY, MO.
Long Console Cabinet No. 90

Designed to accommodate the VICTROLA IX
The most attractive console cabinet on the market

List Price $40—Usual Trade Discounts

The LONG CONSOLE CABINET No. 90, designed to accommodate the VICTROLA IX, is, without question, the finest cabinet ever introduced to the trade. It is finished in mahogany and its attractive lines compare favorably with the most artistic period console talking machines marketed by the leading manufacturers.

Deliveries start October 15th.

Order now to avoid delays.

Can also be fitted to accommodate Victrola VIII.

We would suggest that you place orders now for Long Console Cabinets Nos. 601, 603, 608 and 610, designed to accommodate Victrolas VI and IV, and for Upright Cabinet No. 606 for the Victrola IV.

The Geo. A. Long Cabinet Company
HANOVER, PA.
ENERGY OF MONTREAL DEALERS RESULTS IN MANY SALES

Talking Machine Displayed as Part of Furnished Room Creates Business-Summer Visitors a

INTERESTING DEVELOPMENTS IN TORONTO TERRITORY

Andrew P. Frangipane, Mutual Phonographs Secretary, Looks Over Canadian Field—Other Promi-

nent Visitors—Thomas Devine New Columbia Traveler—Discontinue Record Approval Plan

The death of Frank Stanley, following an ill-

ness of several months, occurred in Toronto

recently. The late Mr. Stanley, in addition to

being a piano manufacturer, had a large retail

following in the talking machine trade where

he was extremely popular.

A visitor to Canada recently was A. H. Curry,

vice-president in charge of the phonograph divi-

dion of Thomas A. Edison, Inc., Orange, N. J.

Mr. Curry was accompanied by his wife and

three children. While in Toronto he took the

opportunity of calling upon the Edison jobbers,

R. S. Williams & Sons Co., Ltd. He then jour-

neyed northward by train via C. P. R. and met

the steamer "Three Rivers" to Lavaltrie.

The His Master's Voice Victor dealers at Kitchener, Ont., have generally discontinued

letting records on approval. It is stated that

immediately after the decision went into effect business improved decidedly.

Boyle's Drug Store, His Master's Voice Vic-

tor dealer, Brampton, Ont., has opened a new

Victrola department.

Miss Oliver, formerly of the record depart-

ment of Whaley Royce & Co., Ltd., has joined

the Victrola department of the Nordheimer

Piano & Music Co., Ltd.

Dr. Bradford Heintzman, of Heintzman & Co., Ltd., Lachine, Que., which firm has recording

arrangements for Columbia records, is spending a few days in the city of Montreal.

Mr. Devine hails from Kansas City and is a

Canadian by birth. He will travel in Canada and

nearby territory and should prove a valuable

acquisition to Mr. McMurtry's selling staff.

The recent furniture campaign in the Ber-

liner Gramophone Co. was held recently in this city, and it is stated to be one of the

most successful ever undertaken.

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Piano & Music Co., Ltd.
Why Interest Should Be Charged on Sales
Ohio Association President Points to Necessity for Charging Interest on "Talker" Sales in Instructive Paper at Convention

[The following very interesting paper on the necessity of charging interest on talking machine sales was read by W. G. Bowie before the annual convention of the Music Merchants' Association of Ohio in Cincinnati on September 12.—Editor's Note.]

The subject of interest on talking machine sales is of vital importance to all dealers who sell on the instalment plan. You know everyone is interested in something; some of us are interested in golf, some in the Volstead Act, some in musical instruments, and last, but not least, we must not forget the bankers who are interested only in interest.

To face the facts, if you were to go to your banker to-morrow morning and ask for a loan the first thing you would want to know would be what rate of interest you would have to pay. If a stock salesman were to call on you and you were interested in buying his stocks or bonds the first thing you would want to know and the first thing the salesman would try to impress upon you, would be the rate of interest these stocks would pay upon your investment. If the State or National Government wants to borrow from banks or individuals the first thing they state is the rate of interest these bonds will bear; in fact, in any case where there is an investment made, or a loan negotiated, the most important factor is interest. If you, as a dealer, sell a phonograph on time you are loaning in the investment made, or a loan negotiated, the most important factor is interest. If you, as a dealer, sell a phonograph on time you are loaning from 55 to 60 per cent of the selling price in the investment made, or a loan negotiated, the most important factor is interest. If you, as a dealer, sell a phonograph on time you are loaning from 55 to 60 per cent of the selling price in the investment made, or a loan negotiated, the most important factor is interest. If you, as a dealer, sell a phonograph on time you are loaning from 55 to 60 per cent of the selling price in the investment made, or a loan negotiated, the most important factor is interest. If you, as a dealer, sell a phonograph on time you are loaning from 55 to 60 per cent of the selling price in the investment made, or a loan negotiated, the most important factor is interest. If you, as a dealer, sell a phonograph on time you are loaning from 55 to 60 per cent of the selling price in the investment made, or a loan negotiated, the most important factor is interest. If you, as a dealer, sell a phonograph on time you are loaning from 55 to 60 per cent of the selling price in the investment made, or a loan negotiated, the most important factor is interest. If you, as a dealer, sell a phonograph on time you are loaning from 55 to 60 per cent of the selling price in the investment made, or a loan negotiated, the most important factor is interest.

Interest as a Sales Argument

In collecting your profit on a time sale you want six or eight months, as the case may be, before collecting one dollar over and above your original investment. Therefore, when you sell an instrument on time and charge a legal rate of interest, which in the State of Ohio is 6 per cent, you are only getting what the common laws of business state that you are entitled to. Then you have the problem of the cash buyer. Any man who buys an instrument for cash is commonly bought or sold on time believes that he is entitled to some discount from the advertised time price. The item of interest is small, but if you have nothing to offer this cash buyer the natural result will be that your business will eventually become one of bankrupt manufacturers and discontinued models are steadily being absorbed by the buying public.

Improve Conditions With Quality Appeal

The best way, however, to improve our general trade conditions is to advertise and sell quality. Get reasonable terms, charge a fair rate of interest on instalment sales, and in that way regain the confidence and respect of the people. There is no denying the fact that the phonograph has been the greatest musical educator the world has ever known. This is due to the music memory and other contests conducted in our public schools which the leading manufacturers of talking machines have advocated and promoted for some years. Any man can take pride in the fact that he is connected with an industry that brings culture and refinement to each home, and my final word is that every one of us here, from to-day on, should give particular attention to the promotion of not only interest on talking machines but interest in talking machines.

ORO-TONE No. 4

The most scientific attachment ever produced for playing all disc records on the Edison Phonograph

The Oto-Tone No. 4 automatically centers the needle with turn-table spindle (see dotted lines) when turned to position to play either lateral or vertical cut records and will not coast when record is played through.

This No. 4 automatically adjusts itself to the correct weight and the correct angle of reproducer on the record, when turned to play Victor and other lateral cut records, and also automatically adjusts itself to the correct Edison weight and angle when turned in the flat or Edison position.

A simple turn of the hand and the Oto-Tone No. 4 is ready to play perfectly any record desired. It plays Edison records with the regular fibre needle with splendid volume and the entire absence of surface noise.

LIST PRICES

<table>
<thead>
<tr>
<th>Model</th>
<th>Description</th>
<th>Price</th>
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<tbody>
<tr>
<td>A, B</td>
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<tr>
<td>C, D</td>
<td>Tenor, Baso</td>
<td>59.90</td>
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<td>E, F, G</td>
<td>Octave</td>
<td>35.00</td>
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<tr>
<td>H, I</td>
<td>AttrACTIVE Needle Cup Case, each 5c.</td>
<td></td>
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</tbody>
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Easy to Change Needle by Turning up Reproducer

Attractive Needle Cases, with three gun metal needle cups and place for reproducer, can be had for 5c each, less usual discounts.
COLUMBUS

Business Through Increased Importance of Music in Schools Expected—Activities of Month

Columbus, O., September 8.—With the opening of schools and colleges and the resumption of educational activities generally talking machine dealers are looking forward to a busy Fall season, to be followed by a busier holiday season. It is the expectation of dealers that music will be considered more important as a subject of study in the public schools this year than heretofore.

Local theatre-goers have been captivated by the Clyde Doerr Orchestra, Victor artists, which is appearing daily in the vaudeville program offered by the Keith Theatre and dealers have profited by tying up with it.

The Otto B. Heaton Co., Victor dealer, has arranged a window display that is attractive. The Victrola department has arranged booths and two extra large machine demonstrating booths have been installed. All the woodwork in the store is finished in mahogany and buff.

Officers of the Robert L. Seeds Co. are C. S. Seeds, president, F. Marion Cheney, secretary and treasurer, and R. P. Kuell, credit manager.

The Henry Ackerman Co., Victor dealer, Marion, O., furnished a number of educational records and a Victrola for use by Miss Helen Roberts, Marion County music supervisor, on the occasion of a lecture which she delivered before a teachers’ institute.

F. & R. Lazarus Co. announces that C. C. Hinterschied has been appointed manager of the Victoria department. He is a man of wide experience in Victor service.

The Elite Music Store, Victrola specialist, has arranged a window display that is attracting considerable attention. The floor space in the windows is covered with black and white checks. Several art model Victolas; a large picture carrying the leading Victor artists, draped in red velvet, placed on an easel, are splendidly displayed on the checkerboard floor.

An unusually attractive Brunswick window was displayed recently by Goldsmith’s Complete Music Store. Popular console and upright Brunswick machines, as well as two portable types, were on display. The newest Brunswick records containing operatic, popular and jazz recordings were artistically arranged along with these machines.

Alterations are under way at the Spence Music Store, Victor dealers, where the manager is busily engaged in building a balcony that will practically add one-third to the present floor space. Victolas as well as supplies of small goods will be displayed on the balcony.

COMPLETE EDISON TONE-TEST PLANS

Bookings for Season Show Comprehensive Plans to Demonstrate Merits of the Edison Phonograph

The bookings for the forthcoming Edison Tone-Test season are now pretty well made up. H. L. Davis and Victor Young, Edison artists, will make the Dallas, Tex., territory in October and November.

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A. HEINEMAN RETURNS FROM EUROPE

Adolf Heineman, vice-president of the General Phonograph Corp., New York, returned to New York a fortnight ago on the steamer “Manchuria,” after spending two months in Germany, accompanied by Mrs. Heineman. The trip was in the nature of a vacation and Mr. Heineman spent most of his time in Berlin, where he called upon many of his personal and business friends. The factories of the Carl Lindstrom Co. were visited and Mr. Heineman acquired an intimate knowledge of business and economic conditions. Among the other cities that Mr. Heineman included in his itinerary were Hamburg and Luneburg, the home town of the Heineman family.

The formal opening of the enlarged store of the Lynbrook Music Shop, Lynbrook, L.I., was held recently by Jay O. Benton, proprietor, whose business now occupies two floors.
SAVINGS NOW TOP THREE BILLIONS

Report Shows That 4,109,549 ican-made talking machines and musical instru-
5,620,048, this indicates that every second person
2,820,198 on July 1 of this year.

Write the Bureau and refer to File 7336.

There has also been a notable increase in the number of depositors in savings banks. The total on July 1, 1923, was 4,109,549, a gain of
193,637 over a year ago and of 124,581 over
total on July 1,

In New York City alone the amount of de-
posits in savings banks, including dividends
credited, was $3,040,788,000 on July 1, a gain of
$193,633,000 over a year ago and of $118,463,000 over January 1, 1923.

In New York City the number of depositors in savings banks was
2,830,198 on July 1 of this year. Since the popu-
lation of the city, according to 1920 census, was
5,620,048, this indicates that every second person
in the city has a savings account in a savings
bank. In the last year there has been a gain in
depositors a year ago and an increase of $148,-

Talking-machine dealers in New York State
should realize that there is real business to be
had this Fall if they go after it strenuously.

J. W. Freeman Will Distribute Emerson Pho-
nographs in Atlanta Territory—Well Known
Throughout the Southern Territory

SOUTHERN EMERSON DISTRIBUTOR

L. W. Freeman Will Distribute Emerson Pho-
nographs in Atlanta Territory—Well Known
Throughout the Southern Territory

L. W. Freeman, Southern sales manager for
the Wasmuth-Endicott Co., manufacturer of
"Kitchen Maid" kitchen cabinets and built-in
equipment, with headquarters in the Candler
Building, Atlanta, Ga., will also distribute
Emerson phonographs manufactured by the
Wasmuth-Goodrich Co. Mr. Freeman's twelve
years of consistent sales effort in behalf of
"Kitchen Maid" products have won for him an
extensive following in Southern territory. His
activities have not alone been confined to
kitchen cabinets, for he is also one of the most
successful furniture distributors in the South,
handling a special line of dining room and
library tables, as well as dining room furniture.

GILLINGHAM SAFE IN JAPAN

The many friends in the trade of L. E. Gil-
lingham, well-known recording expert, will be
glad to learn that Mr. Gillingham and his family
survived the terrible catastrophes in Japan. A
cable was received by Mr. Gillingham's mother
stating that the family was safe, but no word
has yet been received regarding Russell Hunt-
ing, Jr. Both Mr. Gillingham and Mr. Hunting
have been associated for some time past with
the Nicophonograph Co., talking machine and
recording manufacturer in Yokohama, Japan.

PHILLIPS PHONO PARTS CO. BUSY

Based upon the ordering of phono parts, the
production of machines this Fall will doubt-
lessly reach large figures. William Phillips,
president of the Wm. Phillips Phono Parts
Co., New York City, reports that August orders
were exceptionally good, totaling about four
times the volume of August of last year.

NEW SHOP TO CATER TO FOREIGNERS

Victor Establishment Opened in Toledo, O., by
H. L. Wasserman Will Specialize in the Sale
of Foreign Recordings—Promising Outlook

TOLEDO, September 7—Harry L. Wasserm-
man has opened an exclusive Victrola shop on
St. Clair street, adjacent to the Rivoli Theatre,
under the name of the United Music Store.
The shop will cater to the foreign record buyer.
A survey of the city has revealed, including
French, Hebrew, Italian, German, Hungarian,
Spanish, Polish, that he will have upward of
40,000 prospects. Every foreign language rec-
ord listed in the Victor catalog will be carried
in stock, as well as other records.

Mr. Wasserman was formerly connected with
one of Detroit's leading music houses. He also
held a number of important State and county
offices in that section. He decided to locate in
Toledo after he found that the opportunity for
success with the kind of establishment he is
bringing here was very promising.

REMODELED LYNBROOK SHOP OPENS

Jay O. Benton Practically Doubles Size of Store
Giving Him Increased Display Room

LYNBROOK, L. I., September 10.—The formal
opening of the remodelled Lynbrook Music
Shop was held here recently, after the comple-
tion of alterations, which added the second floor
of the building as an additional show room.
Jay O. Benton, proprietor of the concern, has
fitted out the upper floor, formerly a large court
room, with a series of studios, where instruc-
tion on various instruments will be given by
expert teacher. There will also be a large
salesroom for pianos and talking machines on
this floor, leaving more room on the main floor
for the record booths. The entire establish-
ment has been redecorated.

Here is the BIG VALUE
CHARMAPHONE MODEL NO. 18
Dealer's Price $45.00

This NEW CHARMAPHONE No. 18 is
without doubt the best buy of the season.
It means pleased customers and large
profits.

Retailers are making it their leader every-
where. It is an attractive cabinet—fine
mahogany finish—double spring motor—
fine nickeled parts—Charmaphone tone
arm and sound box.

SEND FOR SAMPLE AT ONCE
Immediate Delivery.

CHARMAPHONE CO.
39 W. 32nd St., New York City
We Serve New York!

A ll along the line, preparations for a busy season are being made. Fall business is rapidly getting under way. A short time will see it hitting its full stride. Don't be caught short. Prepare for that inevitable increase in the demand for

Okeh Records
The Records of Quality

As always, we are ready to serve you quickly and efficiently no matter what your demands for these fast-selling records may be. We are able to do this because we carry at all times a thoroughly complete stock of Okeh Records that is never allowed to depleted.

GENERAL PHONOGRAPH CORPORATION
New York Distributing Division
15 West 18th Street
New York City

Distributors for OUTING and ODEONETTE Portable Machines

We are featuring the Musical Possibilities of the Talking Machine.

[Coverline: SEPTEMBER 15, 1923]

The Talking Machine World

Balancing the Record Library

It would certainly be unfair to say that the existing collections of records, as we find them to-day, are exactly one-sided; but it would not be unfair to say that they bear unduly upon certain sides of musical performance. Now this is not a matter for any particular blame, since from the beginning of things in this trade it has been necessary to proceed slowly, one step at a time, and to give the people what they want at all times. In consequence of this economic necessity, however, we find that in certain classes of music there is an overplus and in certain others a distinct deficiency.

Such a state of affairs is, of course, not at all what one should prefer, for one of the essentials to the permanence of the talking machine industry, in face of the competition of other means for music reproduction, is a thoroughly well-balanced accumulation and supply of every kind of music. It is always in the matter of some similarly neglected point that weakness develops in any industry. These weaknesses are often dangerous and sometimes fatal. We do not want any of them, if we can help it, in the music industry.

Record All Good Dance Music

A well-balanced music catalog should be, and doubtless is, the aim of every manufacturer of records, though, of course, the temptation is ever present to follow each whim of public taste and so gradually to load up with a mass of ephemeral matter, each number of which has a very short vogue and is then lost for good. Of course, there is no sense in neglecting profits which, as it were, wait for one at the door, only to be unfair to say that they bear unduly upon certain classes of music. Now, the complaint is not with this highly developed dance music. The complaint is much more with the attempts which have been made and are being made to fill out the lists of standard interpretations, the lists of music which is expected, whether on account of intrinsic merit of the beauty of the interpretation, or of the desirability of preserving the art of some great personality passed away, to remain a permanent good seller and a permanent element in a permanent collection of musical art.

Recording From Two Standpoints

Now, we always have to consider the recording question from two standpoints. On the one hand, records are music, qua music. On the other hand, they are the preservation of the voices and the technique of many great singers and players. The selling appeal is probably first to be based upon the personality question. It is always easier to sell Caruso's voice than to sell Celeste Aida, as Celeste Aida. This is because in vocal matters the interpretation is everything, and the music only too often of secondary importance.

To a certain extent this is also true of instrument music. The interpretation tends to become much more important than anything else. But not so to great or exclusive an extent, because those who care for instrumental music usually care, at least in part, for the music itself, and are not so completely hypnotized by the warmth or beauty of this singer's interpretation. It is usually, therefore, not so difficult, or commercially so risky, to use artistic sense in balancing up instrumental collections.

Order of Popularity

To maintain a fairly balanced collection, however, it is necessary to give every kind of music its fair chance. Of course, dance music sells easiest, blues songs and other characteristic racial rhythms come next in order probably, and then follow the records of great voices. These latter are of the utmost importance, for, little as the people at large may care about music itself, they demand the best of everything in singing. After these, and at a long interval, come solo records of violin, cello and piano. Still further behind comes instrumental ensemble music, followed by symphonic records.

Band Music Neglected

Yet this, of course, is a very rough classification, and many modifications must be made in it. For instance, I have nothing to say against military band music. No music is more fascinating and none more thoroughly fitted to the genius of the talking machine. Yet the recording of fine music by the military bands has greatly lagged. Here is a concrete example of what I mean by lack of balance in catalog making.

The term "Military Bands" includes what are also called "Concert Bands" for the purpose of this classification, and it must be evident to any one who has ever listened to the best of these bands such as the U. S. Marine Band, that here is a marvelous field awaiting us to be opened up by exploiting the appeal of these fine organizations to the native musical taste of the people. Imagine the Hallelujah Chorus from the Messiah recorded in an adequate arrangement by the U. S. Marine Band, or by Sousa's or Pavia's bands. Some record company was allowed to record parodisms of German concert band recording have lately been placed on the American market, and they show wonderfully well how big a field there is yet to be explored in this line.

Band music, as I envisage it, should not be confined to marches and similar elementary matters. It should include virtually all the concerted instruments, popular arrangements, symphonies, selections from favorite operas, and so on. There is already some of this material in the domestic catalogs, but I do not think there is half enough.

It would be more than merely interesting to see the results flowing from a campaign to put a lot of music of this sort up to the people. The response would probably be great, and we might then do our part to see the art of the military band in its proper place.

In the same way, too, a little research and some system injected into the methods of choosing orchestral and ensemble music to be recorded, would probably yield encouraging results in the same instance. As an example: If we could only have just one Haydn string quartet (say the Op. 64 No. 5, which takes the fancy of the versatile musical book at first hearing), what a fine thing it would be!

Warning, Not Scolding

There is much more to be said, but I do not want to be thought a common scold. That is to say, I do not want any one to think that I am finding fault and picking flaws. Any one can indulge in that detestable practice and I do not propose to be included in the category. On the contrary, what I am trying to do is to show all concerned that the present position of the talking machine industry not merely entitles us to be virtually fault-finding, but even to impose on our own, into a position of positive handling of our problems. We must consider them all from every standpoint and we must now set about to do all that competing methods of reproducing music can do; and then some! That is why we need to take serious thought about the conduct of the present business. It cannot be allowed to proceed unduly far before we may fill up the gaps, exploit not only a few but all the classes of music so fast as we can teach the people to absorb them, and thus balance our position, and make ourselves impregnable strangers.
Dollar Happiness
FOR CHILDREN

Sold Exclusively to Music Trade

Announcing—
Beginning August 1st Bobolink Books are confined exclusively to the music trade. Dealers have readily grasped the importance of this policy.

Seven Complete Books
Each book contains FOUR selections on two double-faced records. There are piano-scores, stories, pictures and games. More are in preparation.

Dealer Service
A metal rack built to hold twelve Bobolink Books is given free with each order for 12 books of each number. Circulars for monthly mailing list are free for the asking.

Four-color Cutout display piece for window or interior display is given free with an order for four or more books of each number.

Displays for Big Windows
Oil painted panel-screens 7 feet high, center panel five feet wide, two side panels 3½ feet wide, are supplied free.

Series of three entirely different designs are now traveling in different parts of the country. Write at once, as perhaps one is in your territory at the present time or will be available at a later date.

Displays for Small Windows
Black and white silhouette single panels 5 feet high 5 feet wide on grooved pedestals are now being routed from the Atlantic to the Pacific. Write for a date.

Each series of panels for both large and small windows is the highest order of art. The display will lend attractiveness to your store and is acceptable to the most particular window decorator.

Order an introductory assortment of 12 each Nos. 1 to 4 Song Books, Nos. 1 and 2 Reading Books, No. 1 Game Book. Total 84 Books, 1 Display Rack, 1 Display Cutout, supply of Circulars, Net cost $52.08 F. O. B. New Haven.

The La Velle Mfg. Co. NEW HAVEN
CONN.

Bob O Link Books
NATIONAL RADIO WEEK

Will Be Held This Year From November 25 to December 1—In Charge of Notable Committees

National Radio Week will be held this year from November 25 to December 1, according to an announcement made recently by the National Radio Week executive committee of the Radio Trade Association. The Radio Week committee as just announced by President Shaw, of the Association, will include F. Clifford Estey, president of the National Chelsea Radio Corp., Boston, Mass.; Theodore R. Gerken, of the Marshall-Gerken Co., Toledo, O.; Benjamin Gross, of the Radio Stores Corp., New York City, and the editors of several of the leading radio trade papers. Additions to the membership of this committee may be announced at a later date.

Publicity for the National Radio Week will be handled by a special committee of publicity experts, headed by Pierre Boucheron, director of publicity for the Radio Corp. of America. There will be a special program committee to take care of radio broadcasting during National Radio Week, and full details regarding this week may be obtained from the secretary of the Radio Trade Association, 1133 Broadway.

BOBOLINK FALL DRIVE UNDER WAY

New Haven, Conn., September 19—The La Velle Mfg. Co., of this city, has announced that the sale of Bobolink books is now confined to dealer service only. The particular strong holiday appeal to be found in this merchandise is being featured in an extensive Fall campaign now under way. A number of effective dealer service-helps have been evolved which will undoubtedly greatly increase sales. This service covers window trims, literature for mailing purposes and a metal rack to hold twelve Bobolink books.

VOCALION RECORDS SELLING WELL

San Francisco, Calif., Sept. 6.—The Munson-Rayner Corp. has now completed its handsome quarters at 86 Second street and reports a heavy business in Vocalion records. There is a great rivalry developing between Ed. Zuchelli, in charge of the record department of the Los Angeles Munson-Rayner firm, and the San Francisco department, in charge of Thos. G. Rock, as to who will sell the most records. Both say that Vocalions are scoring heavily.

TRINITY RADIO PHONOGRAPH READY

Combination Radio and Phonograph Introduced

By Trinity Phonograph Co.—Dealers Using Newspaper Advertising to Advantage

Borrow, Mass., September 6—The Trinity Phonograph Co., of this city, manufacturer of the Trinity console phonograph, is meeting with considerable success in the introduction of the Trinity radio phonograph, which has been advertised extensively through newspaper campaigns. This instrument, which is a combination radio and phonograph, has many features which are presented to advantage in the publicity used by the dealers handling the product. The cabinet, which is a handsome console, is finished in red or brown mahogany and is designed after the Queen Anne period. A standard spring motor; is used or the Kendrick & Davis electric drive unit may be substituted. The radio is a Maclite four-tube set with the latest improvements in radio construction. The company is preparing for an active Fall trade, as the talking machine dealers are taking a keen interest in the sales possibilities of this new combination radio and phonograph.

BRILLIANTONE NEEDLES IN DEMAND

August sales of Brilliantone needles surpassed all previous records for this month, thus maintaining the remarkable lead in business this year over all previous years. The new Brilliantone daylight sign is now to be found in retailers' warerooms in many cities. Sydney Rasser, of the sales staff of the Brilliantone Steel Needle Co., New York City, was a recent sojourner in the Boston and New England territory, while R. C. Norman is away on an extensive trip covering; New York State, Pennsylvania and Ohio. Harry W. Acton, secretary of the company, returned recently from a very enjoyable vocation spent with his family at the seaside.

THE BRUNSWICK IN DETROIT

H. B. Bibb, manager of the Chicago district of the Brunswick Co., has announced the talking on of the complete Brunswick line by the Crowley-Milner Co., of Detroit, Mich. This concern is one of the largest department stores in the State of Michigan, and for a number of years has been handling the Victor line exclusively. The talking machine department is managed by Larry Dow.

PHONOGRAPHD DE LUXE

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

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 phonograph attachment.

Regina Hexaphones and Mandolin orchestrations.

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

Send for particular on territory arrangements.

The Regina Phonograph Co. MANUFACTURERS

RAHWAY NEW JERSEY

SONORA DEALER USES OUTDOOR SIGNS

Scranton, Pa., September 4.—When Mr. Peuser, the owner of Peuser's Sonora Shop, of this city, decided upon the use of outdoor road signs he proceeded to find the best locations possible for their erection and he certainly succeeded. The accompanying illustration shows one of Mr.

Featuring the Sonora in Scranton

Peuser's signs on the "LaCawanna Trail," the main highway to Scranton from the West. The sign is right on the bend in the road, where the trail narrows down between two big hills. Hundreds of motorists pass the sign daily and it is already proving a business stimulator.

Andrew P. Frangipane, general manager Mutual Phonco Parts Mfg. Co., has returned to New York from his Canadian trip.

PERRY B. WHITSLIT 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?
INTRODUCES NEW ELECTRIC MOTOR

H. A. Robbins Sales Agent for Kendrick & Davis Electric Motor—Has Various Mechanical Features Which Add to Efficiency

One of the important social events in Troy, N. Y., on Saturday evening, September 8, was the marriage of Miss Grace Mae Lee to Amos Earl Russell, who for many years has been prominent in the talking machine trade and who is now connected with the house of Cluett & Sons in Troy. The local papers devoted considerable space to the event and the happy couple were given a splendid send-off by their many friends. After the honeymoon trip Mr. and Mrs. Russell will make their home at 2152 Fourteenth street, in the Beman Park section of the city.

THE MADISON

A real phonograph serving a double purpose, adaptable for home or outdoors, very light and compact.

Sells at a popular price, with all the qualities of a high priced instrument.

The quickest seller in the phonograph trade. Stock the Madison for an additional source of profit.

A few jobbing territories open. Quantity prices and literature on request.

MADISON MUSIC COMPANY

114 East 28th Street

New York
THE TRINITY TRIUMPH

A “Trinity” Radio-Phonograph
(Maclite Equipped)

As the scope of both the phonograph and radio has advanced, so has the popular desire grown for the instrument that combines the wonders of both into a single unit of amusement and beauty at a moderate price.

In the Radio-Phonograph the most advanced principles of both instruments are built into one cabinet of the same dimensions as Console type phonograph.

All equipment is contained within the cabinet, including the loud speaker. No wires are visible excepting the new type antenna and ground leads, which are readily hidden.

The Phonograph

A Trinity—“Sweet as the Chimes.” Cabinet of delicate veneer; English Brown or Dark Red Mahogany; Queen Anne Period. Standard type motor and reproducer of quality. Tone chamber of selected spruce. K. & D. electric drive optional.

The Radio

A Maclite—A four-tube set; a successful tuned impedance type radio frequency set; a singular achievement in advance radio engineering that brings in distant stations (through the tone chamber of the phonograph, which acts as a loud speaker) in your window's clarity and without distortion. The “A” and “B” batteries are of the highest standard (Maclite).

The Trinity Phonograph Company
Boston, Mass., U. S. A.

How a Live Dealer Made Good

Advertising, Personal Contact With Patrons and Efficient Motor Delivery Important Elements in Success of Don C. Preston

Bakersfield, Cal., September 4.—Good advertising, personal contact with customers and an efficient motor delivery equipment are three things that have made it possible for Bakersfield's smallest music store in a very short time to grow to be one of the largest and most complete establishments of its kind in central California. Don C. Preston, who is to-day celebrating his fourth anniversary, is also writing history that is most interesting.

Mr. Preston started business in Bakersfield in a small store room on East Nineteenth street in the Fall of 1919, after he had covered every state in the Union as a travelling representative for one of the largest distributors of musical instruments. He had been in business but thirty days when he realized the magnitude of his new venture and leased a small space in the building he now occupies. With the able assistance of Mrs. Preston, in the first sixteen months more than $100,000 worth of musical instruments were sold.

May 30, 1921, fire destroyed his stock of goods and fixtures. After the fire more space was obtained adjoining the old location. Upon moving back into the new store pianos were added to the popular line of Sonora phonographs; sheet music, bands and orchestra instruments. The first of this year the store, of which J. G. Gray is sales manager, was again enlarged.

A branch store was opened in Taft in March, 1921, with John MacDonald in charge. After the fire more space was obtained adjoining the old location. Upon moving back into the new store pianos were added to the popular line of Sonora phonographs; sheet music, bands and orchestra instruments. The first of this year the store, of which J. G. Gray is sales manager, was again enlarged.

The Radio—Phonograph Company, 738 S. Los Angeles St., Los Angeles, Calif., announces a considerable increase in the line of products it has to offer. The new layout and arrangement of the manufacturing plant will add considerably to our line and judging from all indications they will be among our sales leaders before the year is over. There is also an active demand for uprights, and, in fact, the trade seems to be in a position to absorb without difficulty a large amount of standard merchandise that is backed up by responsible manufacturers.

TRIANGLE REPRODUCERS IN DEMAND

Manufacturers Increasing Production to Supply Trade With the Important Specialty

Triangle Phono-Parts Co., 722 Atlantic avenue, Brooklyn, N. Y., announces a considerable increase in production in its Triangle reproducer. This product, one of a series of tone arms and reproducers manufactured by this organization, has become quite popular with retailers and manufacturers, necessitating an increase in the original plant to its production. While the Triangle concern remains at its old address, it has taken over much larger quarters and the new layout and arrangement of the manufacturing plant will add considerably to the efficiency of production.

Orders for the Triangle reproducers have been considerably on the increase during recent weeks and the manufacturers have not only made changes to take care of this new demand but, in addition, they are preparing an extensive exploitation campaign which should further increase the sales.

NEW PLAYER TONE CONSOLES

Two Models Added to Player-Tone Line—J. Goldsmith Returns From Successful Western Trip—Tells of Greatly Improved Conditions

Pittsburgh, Pa., September 7—J. Goldsmith, president of the Player-Tone Talking Machine Co., of this city, returned to his desk to-day after a Western trip which included a visit to the company's factories at Grand Rapids, Mich. In a chat with The World, Mr. Goldsmith stated that his trip was very successful and that he had closed arrangements with several prominent houses whereby his company's products would receive aggressive representation the coming season. He is enthusiastic regarding the business outlook, predicting that the coming Fall will be one of the most prosperous seasons in the history of the talking machine industry.

“General conditions throughout the Middle West are very satisfactory,” said Mr. Goldsmith. “Every one of our dealers is optimistic in discussing the business outlook for the next few months and we believe that there is going to be a shortage of some of our models, notwithstanding the fact that we have increased our factory output substantially. One of the purposes of my recent trip was the speeding up of production so that our dealers might receive maximum co-operation and service when most needed.

“We have just added two console models to our line and judging from all indications they will be among our sales leaders before the year is over. There is also an active demand for uprights, and, in fact, the trade seems to be in a position to absorb without difficulty a large amount of standard merchandise that is backed up by responsible manufacturers.”

Easiest to Carry—Easiest to Play—Easiest to Sell

THE SWANSON PORTABLE

DEALERS IMPORTANT ANNOUNCEMENT

Put a display of Swanson Portables and a sign, “Don't Be a Wanter, Be an Owner,” in your window when the feature picture “The Wanters” appears at your local theatre this fall. The Swanson Portable has an important part in this movie, a John M. Stahl production with an all-star cast, including Marie Prevost, Huntley Gordon and Louise Fazenda. Tie up to this—It will mean good business.

SWANSON PORTABLE PHONOGRAPH DISTRIBUTORS
738 So. Los Angeles St.
LOS ANGELES, CALIFORNIA

SEPTEMBER 15, 1923
Survey of the Talking Machine Industry

Music Industries Chamber of Commerce Prepares Interesting Information Regarding Existing Stocks and Retail Trade Prospects

The Music Industries Chamber of Commerce has just completed an extensive survey of the music industry to determine the actual condition of stocks and the business prospects in retail establishments throughout the country, both in relation to retail business and to the demands that have been made and will be made upon manufacturers, together with the plans made to handle those demands.

The condition of the talking machine trade was taken into account in carrying out the survey and the report relative to that branch of the industry says in part: "With respect to phonographs, a far healthier condition is shown to exist than last year. Retail stocks are generally considerably smaller and there has apparently been a healthy liquidation of stocks during the year. This also applies to inventories of repossessed phonographs. The failure of merchants to anticipate their Fall and holiday requirements of phonographs is even more noticeable than in the case of pianos. Nearly half the merchants have not yet placed orders for any of their holiday requirements, which is a higher percentage than at this time last year; when merchants were not particularly optimistic about Fall and holiday business."

The inventory of new phonographs in the hands of dealers as compared with last year is as follows:

- Over 50 per cent increase: 3 per cent
- 25-50 per cent increase: 5 per cent
- Up to 25 per cent increase: 16 per cent
- About the same: 25 per cent
- Up to 25 per cent decrease: 23 per cent
- 25-50 per cent decrease: 12 per cent
- Over 50 per cent decrease: 5 per cent

Stock of repossessed phonographs compared with last year:

- Over 50 per cent increase: 1 per cent
- 25-50 per cent increase: 1 per cent
- Up to 25 per cent increase: 6 per cent

New Orleans, La., September 8.—T. B. Parsons, manager of the Jesse French & Sons Piano Co., of Mobile, Ala., accompanied by E. D. Dent, shop superintendent of the firm, and Mrs. Dent, who is head of the record department of the house, spent two days in this city recently conferring with W. W. Twigg, wholesale manager, and J. A. Billet, retail manager of the Diamond Music House, here, relative to matters pertaining to the retail distribution of Edison products in Mobile. The Jesse French Co. is now working in full force on a production schedule which is probably the most exhaustive in the company's history, although there are already indications that even the greatest activity will not be able to prevent a shortage of goods during the Fall and Winter, especially in the popular types of Victrolas.

The experiment of shutting down the entire factory for a period of two weeks in order that each employee might have a liberal vacation with pay proved a distinct success, for not only did the factory organization return to work on practically 100 per cent basis when the vacation period was up, but the company is receiving applications for employment from workers in many other fields. Work on the immense new record pressing plant is progressing rapidly, and it is expected that the new building will be completed, equipped and ready for operation as per schedule. The additional facilities will be welcome as affording means for catching up on record shipments generally.

Haag Record Filing Cabinet

Edison Dealers, Attention

Now Furnished in English Brown to Match the New Edison Products

Also Furnished in Dark Red and Brown Mahogany

Haag Record Files made in sizes to fit all makes of phonographs and will accommodate all sizes and makes of records. Just press the button.

Write for Full Particulars

Haag & Bissex Company, Inc.
Calvert Building
Baltimore, Md.
Kendrick & Davis Electric Drive for Phonographs

Motor is 7 inches long, 3 inches deep and 4 inches wide. Weight 4 lbs.

An unusual feature—
An automatic switch which starts the motor is a positive playing stop and acts as a protective lock when machine is not in use.

SPECIFICATIONS

Universal Motor
Resistance Unit which cares for varying voltages
Direct Drive, one-piece shaft, all tool steel; noiseless non-strip gear
Bronze bearings, self-silting
Composition, non-vibrating frame

Price but little higher than standard spring motor

H. A. ROBBINS
Sole sales agent
142 Berkeley St., Boston, Mass.

FINE SITUATION IN PITTSBURGH

Joseph C. Roush, of the Standard Talking Machine Co., brings Enthusiastic Report Regarding the Business Outlook in That Section

A recent visitor to New York was Joseph C. Roush, head of the Standard Talking Machine Co., Pittsburgh, who came to the city, accompanied by Mrs. Roush, chiefly for the purpose of witnessing the Davis Cup Match at Forest Hills Stadium, Mr. Roush being an enthusiastic tennis fan. After a short stay in the metropolis Mr. Roush left for Absecon, N. J., to arrange for the golf matches to decide the permanent ownership of the Johnson and Blackman cups, played for by several years by golf enthusiasts among the talking machine jobbers.

Mr. Roush was enthusiastic regarding the business prospects in the Pittsburgh territory for the coming months and stated that the steel industry, upon which the Pittsburgh section depends so much, was in a most healthy condition, the introduction of the eight-hour day in the mills having solved the unemployment question completely. Moreover, the steel mills have already on hand enough orders to keep them completely.

Moreover, the steel mills have all been selling well. This happy state of affairs is, to a great extent, due to improved industrial conditions and the fact that there is more interest in music at this time than there has been in years. Musical organizations and choirs, too, are now getting together after the Summer holidays and this is having a considerable effect on sales.

The Brunswick-Balke-Colennder Co. has presented the patients of the tuberculosis ward of the County Hospital with a large selection of records.

R. W. Carlson succeeds John H. Young as manager of the Thatcher Music Co., Logan.

The Keith-O'Brien Co. has discontinued its talking machine department on account of having less space in its new store. This firm carried Victor and Edison machines.

Wm. P. Berry, manager of the phonograph department of the Glen Bros.-Roberts Piano Co., has been selected as assistant manager of the local store of the company. Mr. Berry will, however, still have charge of the phonograph department, which is being enlarged.

Miss Sarah Chapman has been added to the staff of the talking machine department of the Glen Bros.-Roberts Piano Co.

Miss Gussie Pearson, well known as a talking machine saleswoman, has joined the Fisher Music Co., East Broadway.

Brunswick dealers at Provo, Utah, report business as increasing. Both the Lindley Heindeman Music Co. and the Bates Stores Co. state that they have had good business through the Summer months and prospects are good for Fall.

Mrs. Roush, formerly assistant secretary of the Consolidated Music Co., has been given a position in the phonograph department. Your correspondent has to-day visited the new phonograph department of the great Z. C. M. I. department store. Henry Gardner, the well-known veteran in local music trade circles, who is in charge, said business was coming along nicely. His department is very attractive. There are five booths, all neat and inviting. Columbias and Brunswicks are carried.

R. E. Perry, of the Brunswick-Balke-Colennder Co., reports an unusual big volume of sales during the Summer months. Visitors to the local branch during the past month included W. R. Cooper, of the mechanical department of the Brunswick Co.; A. J. Kendig, general sales manager; Mr. Dives, of the Dives Furniture Co., Brunswick dealer, Malad, Idaho, and Elmer Madson, of the Manti Music Co., Manti, Utah.

R. G. Thomas, manager of the Brunswick department of Browning Bros. Co., and Ezra B. Jones, of the Jones Phonograph Store, both Brunswick dealers at Ogden, Utah, returned from their vacations this past week.

Much space was devoted in the Salt Lake Tribune on Sunday, August 26, to Brunswick phonographs and records. Besides a large advertisement by the Brunswick Co., there were also large Brunswick advertisements by the following Brunswick dealers in Salt Lake City: Haynes Bros. Music Co., Z. C. M. I., O'Loghlin and Utah Music Co.

Miss Beth Ericson, head of the educational department of the John Elliot Clark Co., Victor wholesaler and dealer, has gone to Medicine Bow Lodge, a Wyoming resort, where she will address a teachers' institute and demonstrate the Victor machine.

NATIONAL METALS DEPOSITING CORPORATION

FACTORY
34 East Sidney Ave., Mt. Vernon, N.Y.
Telephone: Oakwood 8465

MOUNT VERNON — NEW YORK MANUFACTURERS OF

MOTHERS FOR PHONOGRAPH RECORDS

WE DEPOSIT THE FINEST COPPER IN THE WORLD

A PERFECT NEGATIVE FROM THE WAX

FOR YOUR CONVENIENCE DELIVER RECORDED WAX TO OUR LABORATORY

APRIL 15, 1923

OUR IMPROVEMENT ALL STAMPERS HAVE

HIGHLY POLISHED MACHINED BACKS

QUALITY WORKMANSHIP

FINEST COPPER

SPECS.

PERFECT DURATION

DELIVER RECORDED WAX TO OUR LABORATORY

FINEST COPPER

Sole sales agent 142 Berkeley St., Boston, Mass.
Immediate Delivery Guaranteed!!

on All Samples of

Oh! Pep!

SOLID BRASS DRAWN TONE ARMS

The Oh Pep Phonoparts Co. has at last surmounted all difficulties incident to the bringing out of its SOLID BRASS DRAWN TONE ARM and is now in position to make immediate delivery of samples of all sizes of its product.

Remember

Oh! Pep! Tone Arms and Reproducers incorporate no Die Castings whatsoever.

Oh! Pep! Tone Arms are of one piece Solid Brass Tubing, bent and tapered to shape, and of uniform thickness throughout.

Oh! Pep! Tone Arms will be shipped at once upon receipt of order accompanied by check covering cost of sample.

SPECIAL

Sample prices are as follows:

<table>
<thead>
<tr>
<th>No. 1 ARM</th>
<th>7½&quot;</th>
<th>$2.50</th>
</tr>
</thead>
<tbody>
<tr>
<td>No. 1 ARM</td>
<td>8½&quot;</td>
<td>$2.75</td>
</tr>
<tr>
<td>No. 2 ARM</td>
<td>8½&quot;</td>
<td>$3.50</td>
</tr>
<tr>
<td>No. 2 ARM</td>
<td>9½&quot;</td>
<td>$3.75</td>
</tr>
</tbody>
</table>

The above prices include an Oh! Pep! Reproducer which is of Pressed Steel. If Solid Pressed Brass Reproducer is desired add 25c extra.

6912 Cottage Grove Ave.  
Chicago, Ill.
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

THE TALKING MACHINE WORLD

RECORD SALES LEAD IN AKRON, O.

Increased Demand for Records of All Classes Makes Up for Lethargy in Other Branches of the Trade—The Month's News Budget

AKRON, OHIO, September 4.—Despite the complaints regarding the business of the past few weeks heard in some quarters here, a general survey of the trade indicates that business as a whole, particularly in the talking machine trade, has been somewhat better than that for the corresponding period last year. During the past week or ten days there has been a noticeable pick-up in buying, which augurs well for the Fall and early Winter business.

One of the outstanding features of the talking machine trade in recent weeks is the unusually big increase in record sales. All local stores report records are moving better than for many months and the people are buying all classes of records and not so much stress is being placed on dance records now.

The Earle Poling Music Co. will undergo extensive alterations within the next month to make room for the installation of new cases in which talking machine accessories and small musical merchandise will be displayed. Miss Charlotte Roderick, for some time identified with the talking machine trade here, has assumed charge of the record department of George S. Dales Co.

George C. Wille, Canton music dealer, was a recent caller on Earle Poling and closed negotiations for the appearance in Canton at some January date of Ignace Paderewski, noted pianist and Victor artist, who will appear under the direction of Mr. Poling, after his appearance at the Armory here.

George Birbeck, representing the Eclipse Musical Co., Cleveland, who called on the George S. Dales Co., M. O'Neil Co. and the Earle Poling Music Co. last week, reports business on the increase throughout eastern Ohio.

H. H. Fleer, representing the C. C. Mellor Co., Pittsburgh, Pa., Victor distributor, also spent a day recently with Earle Poling, of the Earle Poling Music Co.

Miss Grace Barr, from the educational department of the Victor Talking Machine Co., Camden, N. J., was a speaker at the Summit County Teachers' Institute held in Perkins' Auditorium the week of August 26. She also spoke to Portage County teachers at Ravenna, O., on "How Music Talks to Us."

B. A. Emerson, of the B. A. Emerson Music Co., reports Columbia records, especially the new Ted Lewis numbers, as experiencing unusually heavy sales the past few weeks.

"Machine sales have held up exceptionally well during the months of August and should show a tendency to improve after Labor Day," said Earle Poling, manager of the Earle Poling Music Co. "Our Red Seal record business continues to be very active," he remarked. "Even in August, a dull month for the trade, sales were way ahead of last year." He said the recent price reduction had a tendency to help sales of Red Seal records because people who never bought before are doing so now.

The George S. Dales Co. has opened a complete electrical appliance and radio department in the South Howard street part of the store. The M. O'Neil Co. states business in Victorolas and Cheneys is better than a year ago.

Six of the leading music houses of the city will exhibit talking machines at the coming annual Summit County fair, which opens September 11 and continues five days. Dealers claim this is the best medium they know of through which to connect with rural prospects.

Akron music dealers are lending co-operation to a plan for the establishment of a department by the Akron Retail Merchants' Association for the collection of delinquent accounts. This bureau will be opened in the Buckeye Building at headquarters of the Merchants' Association. It will be in charge of Wilbur G. Foster. It is said eleven local music houses do a credit business and in the future their delinquent accounts will be handled through this bureau.

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.

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

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

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

Manufacturers of High-Grade Tone Arms and Reproducers
W. J. McNAMARA, President

Send for sample of our new Tone Arm for Portable Machines and Edison Attachments.
Federal

FEDERAL RADIO INSTRUMENTS ARE DESIGNED BY FEDERAL RADIO ENGINEERS AND EVERY PROCESS OF PRODUCTION IN THE FEDERAL FACTORY IS UNDER THEIR CLOSE SUPERVISION.

FEDERAL RADIO INSTRUMENTS ARE GUARANTEED UNQUALIFIEDLY AGAINST DEFECTS IN MATERIAL AND WORKMANSHIP AND MANUFACTURED IN KEEPING WITH THE FEDERAL POLICY AND TRADITIONS OF A QUARTER OF A CENTURY FOR PRODUCING ONLY EQUIPMENT OF THE HIGHEST QUALITY.

THE SIGNAL SUCCESS IN MANUFACTURING RADIO EQUIPMENT OF THIS TYPE HAS EARNED FOR FEDERAL RADIO PRODUCTS THE REPUTATION OF "THE STANDARD OF THE RADIO WORLD"

Federal Telephone and Telegraph Co.
BUFFALO, N. Y.

Boston New York Philadelphia Chicago Pittsburgh
San Francisco Bridgton, Canada London, England
Holland, Mich., September 1.—Harmony was the keynote of the annual outing of the Bush & Lane Piano Co. at Genison Park just outside of Holland on Thursday, last, just as it is the keynote every day among the employees of the company. Everything was there to make the event a success, and in the words of W. H. Beach, treasurer and general manager of the company, "Even the weather man showed his favor." The various games were entered into with enthusiasm, many worthwhile prizes awaiting the winners. The "eats" were consumed with equal enjoyment, and, on the whole it was a happy day for all, a day which will be looked back upon by those present with pleasure.

W. H. Beach was honored by his employes in the presentation of a gold-headed cane. Referring to this token of esteem Mr. Beach took occasion to express his own happiness and referred to Walter L. Lane, president of the company, whom he held up as an inspiration to those possessed of an enthusiastic love for their work. Pride of workmanship and adherence to high ideals is the big element in the success which Bush & Lane instruments have enjoyed, and this has been brought about by the combination of conscientious workers and inspired executives who believe that the human element is one of great importance in the manufacture of pianos and talking machines.

Games and sports occupied almost the entire day. There were all of the usual events, with a lot more added besides. Thirty-two contests, all held within the space of six or seven hours, mean real organizing ability, even when pleasure is the animating cause. That, however, is precisely what the organizers of the Bush & Lane picnic accomplished. There was not a dull moment from the time the crowd thronged into the interurban going out to Genison Park until they thronged back again to go home. The list of prizes donated by concerns in the music industry who deal with the Bush & Lane Piano Co. expressed in an emphatic way the high ideals which Bush & Lane piano sales managers and the tone arm falls in automatically with it; open the motor, and a new feature patented throw-in-arm. No parts to disconnect when closing up.

This remarkable new portable is equipped with a durable motor, and a new feature patented throw-in-arm. No parts to disconnect when clouting 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. We still have a limited quantity of our Model 25 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 Mach. Co. 253 Third Ave. New York City

COLUMBIA NEWS ITEMS

O. F. Benz, record sales manager of the Columbia Graphophone Co., returned recently from a trip to Dallas, New Orleans, Atlanta and Kansas City, where he visited the Columbia branches and the dealers. He reports the business outlook as very promising, with all of the dealers making plans for an excellent Fall trade.

Robert F. Porter, field sales manager of the company, is back at his desk after a short Western trip, which included a visit to some of the branches as far West as Kansas City.

E. A. Manning, assistant manager of the Columbia branch in Philadelphia, resigned from the company's service a few days ago and his successor has not yet been appointed.

Annual Outing of Bush & Lane Piano Co. Employees

1. Getting Ready to Show Some Speed. 2. President Walter Lane. 3. The Ladies Were Out in Force. 4. W. H. Beach, Treasurer and General Manager, Was Presented With a Gold-headed Cane. 5. A Happy Group of Beaches. 6. G. Kennedy, of the Phonograph Department, Is Not So Austere as He Looks in This Picture. 7. Two Winners at the Chicken Race.
MARKETING THE "WOLVERINE" LINE
Lind & Marks Co., Detroit, Announces Campaign Featuring Popular Phonograph Line—Factory Facilities Increased Substantially—Now Handled by Many Michigan Dealers

SEPTEMBER 15, 1923

FRED R. SHERMAN VISITS THE EAST
Head of Sherman, Clay & Co., San Francisco, Victor Wholesalers, Enthusiastic Regarding Business Conditions on the Pacific Coast

Fred R. Sherman, president of Sherman, Clay & Co., San Francisco, Cal., Victor wholesalers for the Pacific Coast territory, as well as extensive dealers in pianos, sheet music and musical merchandise generally, arrived in New York with Mrs. Sherman early in September for the purpose of meeting their daughter, Miss Frances Sherman, on her return from a three months' tour of Europe.

Mr. Sherman brought with him a very optimistic report regarding business conditions on the Pacific Coast, which, he declared, were far more prosperous than in many Eastern sections. His company operates fourteen branches, in addition to a number of sub-branches in the various cities and towns along the Pacific Coast, and in each district prosperity prevailed. The fruit growers are getting good money for large crops, particularly the vineyard owners, who are realizing $150 per ton for grapes that brought only $30 before prohibition. The oil boom in Los Angeles has also stimulated trade in that section, so a natural reaction is looked for later. Much of the good business is due to the influx of settlers from the East.

The Victor business on the Coast is holding up in remarkable shape, said Mr. Sherman, and he was particularly enthusiastic regarding plans for the erection of a recording and record-pressing plant by the Victor Co. in East Oakland, Cal., across the bay from San Francisco. The recording plant will make possible the featuring of many more Pacific Coast artists and musical organizations, which fact is calculated to stimulate record demand west of the Rockies where the artists are known, and the operation of the pressing plant will greatly facilitate the delivery of records and save the time now consumed in transporting record stocks.

A. F. MACOUN WITH L. BAUMANN & CO.
A. F. Macoun, well known in the local retail field and identified with the talking machine industry for many years, has been appointed buyer of the talking machine departments of Ludwig Baumann & Co., Newark, N. J. This prominent furniture house now has an establishment on Market street, in Newark, and on September 25 will open another store on Central avenue, in that city, which promises to be one of the most pretentious furniture houses in New Jersey. Mr. Macoun will be the buyer for the talking machine department for the two stores and his long experience in the talking machine trade ideally qualifies him for his important new post.

Edgar Newman, treasurer of the Maison Blanche Co., Victor dealer, New Orleans, La., who has been in Europe for several months with his family, is expected to return shortly.
PIERRE BOUCHERON VISITS TRADE

Director for Radio Corp. Publicity Returns From Visit to Jobbers and Dealers in the West

Pierre Boucheron, director of publicity for the Radio Corp. of America, New York, manufacturer of Radiolas, returned recently from a trip through the Middle West, where he visited RCA jobbers and dealers with the idea of getting their views regarding publicity plans for the coming season. Mr. Boucheron has made a careful study of the problems confronting the radio dealer and the data that he secured on his recent trip will be used as the basis for the mammoth campaign that will be sponsored by the Radio Corp. of America during the next few months. It is also quite likely that this sales and publicity material will be used as a basis for a handbook to be distributed among the dealers in order to assist them in securing maximum results from their efforts.

INCREASE CAPITAL TO $515,000

The American Talking Machine Co., Victor jobber, with headquarters on Livingston street, Brooklyn, N. Y., has increased its capital from $10,000 to $515,000.

QUINCY, MASS., FIRM CHARTERED

Quincy, Mass., September 9.—Walter H. Sturgis, Inc., of this city, has been incorporated with a capital of $50,000 to deal in “talkers.”

L. L. KILMER IN NEW QUARTERS

L. Lemuel Kilmer, proprietor of the Edison department in the Heller & Son Furniture Co., South Bend, Ind., is planning to move into a new store at 415 South Michigan street, where he will operate the Quality Music Shop, featuring the Edison.

H. GERMAIN HOME FROM EUROPE

Makes Interesting Comments on Business Prospects and Trade Methods

H. Germain, president of the Plaza Music Co., 18 West Twentieth street, New York City, recently returned from a ten weeks’ stay in the larger capitals of Europe. Mr. Germain visited England, France and Germany. In reviewing the European business situation upon his return, Mr. Germain said: “France seems, for the moment, in the best shape economically, but I cannot persuade myself to view many phases of the general European situation favorably in any respect.”

Mr. Germain made a minute study of business conditions in all of the larger centers of Europe, particularly as relating to the music business. “One interesting illustration of the different way in which the English view modern business was afforded in the case of the display of a portable phonograph in a London shop window. The instrument bore a price card on which it was stated that the price was guaranteed and that any attempt by any other tradesman to cut it would be met under a law that they have there to prevent price-cutting. The British law apparently recognizes a standard arrangement of price through agreement by both manufacturer and retailer.

NIPPONOPHONE CO. PLANT DESTROYED

In the great earthquake and fire which caused such a great loss of life and property in Japan the reports are that the great plant of the Nipponophone Co., manufacturers of talking machines and records in Yokohama, was destroyed. It is good news, however, that J. R. Gears, an American, long associated with this organization, escaped, as did his wife and two sons.

B. E. BENSINGER HOME AGAIN

B. E. Bensinger, president of the Brunswick-Balke-Collender Co., has been on an extensive tour through Germany, England, France, Italy and Switzerland, accompanied by Mrs. Bensinger, arrived in New York on the S. S. “Paris” on Friday last. He had a most enjoyable time and is in splendid health.

There is no truth in the published statement that the Chautauqua Phonograph Co., of Washington, D. C., has gone out of business.

THE SHELTON Electric Motor

The “Simplicity” electric motor features the Sheldon, Edison and Columbia phonographs by simply undoing handle and placing motor against turntable. Automatic switch in motor operated when the turntable is started. Operating as a 60 cycle motor. Specify type of current when ordering.

SHELTON ELECTRIC CO., 16 East 42nd Street, New York
CINCINNATI, O., September 12.—Problems that have to do distinctly with talking machine stores and departments are having a prominent place in the program of the annual convention of the Music Merchants' Association of Ohio, in session at the Hotel Gibson here yesterday and to-day. A number of talking machine men, as well as many dealers operating talking machine departments, are members of the Association and support it in its various activities.

The convention proper opened yesterday morning, following the annual golf tournament played at the Western Hills Country Club. The convention delegates were welcomed to Cincinnati by W. C. Calkins, vice-president of Chamber of Commerce in the absence of Mayor Carrel, to whom suitable response was made by A. B. Smith, president of the Association.

The president, in his annual report, covered the progress made by the Association and what had been accomplished for the benefit of the music dealers throughout Ohio through organized effort. Secretary Ford C. Hyre, of Cleveland, also reviewed in detail what the Association had done for its members during the year and announced that, up to the time of the convention, there were 297 dealers on the membership roll, or about 25 per cent of all the dealers in the State.

Among the papers read at the convention which were of special interest to the talking machine men was one on "Trade-ins," by Alfred L. Smith, general manager of the Music Industries Chamber of Commerce; another on "Radio and Its Relation to the Music Business," by Elmer H. Wilkinson, general manager of the Jewelto Radio & Phonograph Co., Detroit; "Advantages of Maintaining a Musical Merchandise Department," by James R. Frew, vice-president of the Eucild Music Co., Cleveland; "Finance," by Richard W. Lawrence, president of the Music Industries Chamber of Commerce; "Modern Musical Merchandising," by Arthur Weldon, of Columbus; "Interest on Talking Machine Sales," by Wm. G. Bowie, of Cleveland, president of the Music Merchants' Association of Northern Ohio (which appears elsewhere in this issue), and "Collections and Repossessions," by J. Fred Van Court, Cincinnati.

There was also an elaborate program of entertainment, including a trip to Cody's Farm on the Lexington Pike, Ky., where an elaborate chicken dinner was served and old-time country sports indulged in; lunches each day at the Cincinnati Chamber of Commerce, and the annual banquet at the Hotel Gibson to-night, after which there will be dancing.

As is usually the case at the Ohio conventions, a number of piano and talking machine manufacturers took advantage of the opportunity of making displays of their products, the talking machine manufacturers represented including the Brunswick-Balke-Collender Co. and the Bush & Lane Piano Co. Other exhibitors included the Sterling Roll & Record Co., showing Strand consoles, Okehs records, Outing portable, and Arthur Brand & Co., Cincinnati, displaying accessories.

IMPORTANT ANNOUNCEMENT COMING The Aeolian Co. is planning to make an important announcement in the near future regarding its double-faced Vocalion records, according to Oscar W. Ray, general manager of the Vocalion Red Record Division.

NEW QUARTERS IN RENO, NEV. Reno, Nev., September 8.—Sherman, Clay & Co. have leased new quarters in this city for their local branch at 142 North Virginia street. The new quarters are being remodelled and will shortly be ready for occupancy. W. A. MacDonald is the local manager.

TO OPEN NEW STORE IN ROCKFORD Rockford, Ill., Sept. 7.—Mrs. R. T. Rounds and her daughter, Margaret, will shortly open a music store in this city.

ToMollino's Victor Shop, Ossining, N. Y., has been purchased by R. Dunlap, who operates a store in Peekskill, N. Y. The name of the Ossining store has been changed to the Dunlap Music Shop.

FOR SALE
1,500 High-class Complete Phonographs; standard equipment; three sizes; three styles; various finishes. Immediate or later delivery.

HOUGHTON MFG. CO., Marion, Ohio

"The Highest Class Needle in the World" It stands to reason that the company which has built "The Highest Class Talking Machine in the World" would, when it placed a needle on the market, put out nothing but what could be sold as "The Highest Class Needle in the World."

Thousands of dealers will testify to the fact that the Sonora Semi-Permanent Needle is just that—the best and most satisfactory needle they ever offered their customers.

Why not send for a sample?
Sonora Phonograph Company, Inc.
279 Broadway New York
The Instrument of Quality
Sonaor CLEAN AS A BELL
Sonora Phonograph, Ltd., Toronto
The Highest Class Talking Machine in the World

Fall Business is Good for Sonora Dealers
Confident of the ever-growing Sonora demand which is plainly apparent on all sides, Sonora dealers' confidence in the product they handle is further increased by the knowledge that Sonora has launched a tremendous fall newspaper campaign to help them move their stock. The cooperation they are receiving from Sonora is acting as a tremendous incentive to intensive merchandising, the profitable results from which are already proving to be tremendous.

Sonora Phonograph Company, Inc.
279 Broadway New York
Canadian Distributors:
Sonora Phonograph, Ltd., Toronto
The Highest Class Talking Machine in the World
**WORLD’s CLASSIFIED ADVERTISING**

Any member of the trade may forward to this office a "Situation" advertisement intended for insertion in this department. A charge of four lines will be inserted free. Replies will also be forwarded without cost. Additional space will be charged. If hold back type is desired the cost of same will be 25c per line. Rates for all other classes of advertising on application.

**SPRINGS**

- **VICTOR**
  - 1/4"x.022x17 brittle, No. 3016, $1.35 per 100
  - 1/4"x.022x17 brittle, No. 3012, $1.20 per 100
  - 1/4"x.022x18" brittle, No. 3011, $1.15 per 100
  - 1/4"x.022x17 brittle, No. 3008, $1.10 per 100
  - 1/4"x.022x17 brittle, No. 3004, $1.05 per 100

- **COLOMBIA**
  - 1/2"x.022x18" brittle, No. 3013, $1.82 per 100
  - 1/2"x.022x18" brittle, No. 3012, $1.75 per 100
  - 1/2"x.022x18" brittle, No. 3011, $1.65 per 100
  - 1/2"x.022x18" brittle, No. 3008, $1.55 per 100

**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.

**CARVED LEGS**


**IMPORTED HOMOKORD RECORDS**

In German, Russian, Polish, Irish and Hungarian.

Ask for catalog and prices. Favorite Mfg. Co., 105 East 14th St., New York, N. Y.

**GOOD BUSINESS OPPORTUNITY**


**FOR SALE**


**SALESMEN WANTED**

Exceptional opportunity for good producing salesmen to connect with progressive manufacturer of name talking machine cabinets, booths and plate cabinets. We have some very good territory left. Write to Mr. H. T. Heinz, Sales Manager, 405 Seventh Ave., New York, N. Y.

**FOR SALE**


**COLUMBIA GRAFONOLAS WANTED**


**DEALERS ATTENTION**

Repairs and parts for Mandel and all other motors. Distributors of Wall Kane records. We carry a line of all well known motors and tonearms. Send for price list. Mandel Phonographs Co., 1350 Milwaukee Ave., Chicago, Ill.

**SPOT Cash**

Wanted phonograph motors, hardware, legs, etc. Also veneered panels. Must be cheap.

Illinois Phonograph & Supply Co.
237 S. Market St.
Chicago, Ill.

**FOR SALE**

60 46" cabinets; straight legs, all gum mahogany finish. Will sell either one hundred lots or entire lot. Address Chicago Phonograph Realization, 1427 Carroll Ave., Chicago, Ill.

**PATHE SAPPHIRE BALL RECORDS WANTED**

3010; 70042; 70021; 70005 (or 30008). Each one. If you can supply them write to "Box 1310," care The Talking Machine World, 383 Madison Ave., New York, N. Y.

**FOR SALE**


**POSITION WANTED**


**FOR SALE**

Call 1323, care The Talking Machine World, 383 Madison Ave., New York, N. Y.

**RECORDS WANTED**

Wanting in four hundred lots or entire lots. Address "Box 1233," care The Talking Machine World, 383 Madison Ave., New York, N. Y.

**TALKING MACHINE SUPPLY CO., PINE RIDGE, N. J.**

**WANTED**

Any amount of Victor, Columbia, Brunswick or other phonograph cabinets. Inquire "Box 1322," care The Talking Machine World, 383 Madison Ave., New York, N. Y.

**POSITION WANTED**

Well educated young man with valuable all-around experience in the phonograph business desiring of obtaining a connection with established house in either sales or executive capacity. Address "Box 1319," care The Talking Machine World, 383 Madison Ave., New York, N. Y.

**POSITION WANTED**

All-round mechanic on motors, tone arms and sound boxes. Have been foreman for over three years, with practical experience. Address "Box 1320," care The Talking Machine World, 383 Madison Ave., New York, N. Y.

**POSITION WANTED**

Manager of music business, five years experience, excellent references. Address "Live Wire," 203 Hurst St., Albany, N. Y.

**POSITION WANTED**

by expert phonograph repair man.


**FOR SALE**

One million foreign records, Columbia 1922 catalogue, all languages. Sold in small quantities or in one lot. Lovey & Alweis, 402 W. 40th St., New York, N. Y.
Prolonged Heat Wave Fails to Seriously Affect Trade—Preparations for Fall Under Way—Radio Horizon Gradually Clearing Up—Exercise Records Make Debut—British Kodisk, Ltd., Inaugurates Competition—Plan to Reissue Copyright Act—Gramophone Co., Ltd., Introduces New Table Grand—Other Important News and Activities of the Month

LONDON, E. C., September 3.—Though laboring under the disadvantage of a prolonged heat wave (at time of writing) the gramophone trade is making no bad showing. Indeed, as a result of the educational and instructive work of record and instrument manufacturers, dealers have little excuse for avoiding their responsibility. Every shopman is a public servant, the gramophone dealer not excepted, and even during the so-called "off" season the public expects and applauds those who go out to attract custom; the other leaves it all to chance. Thus do we find the enterprising dealer who makes light of troubles and heat waves in a position to say, "Well, things are not so bad, after all." That is the kind of dealer deserving of encouragement from manufacturers when they are pleased to give it.

Preparing for Fall Season

Much thought is being given by every section of the trade concerning prospects of the season. Preparations have long since been in hand, and it might almost have been said they have reached fruition. The firm which has not made full preparations and planned its policy for the season so close upon us will certainly suffer a big disadvantage. Regarded as a foregone conclusion that competition will be keener than ever during the next few months, it is indispensable that the firm be ready to meet the occasion by improving the quality of its products and, in some cases perhaps, offering inducements in the way of slight price reductions.

One other aspect is that of payment of royalties to copyright owners by the British Broadcasting Co., Ltd. An agreement has been reached with the Performing Rights Society by which the British Broadcasting Co. pays broadcasting royalty fees of 2/6 to 10/6 for individual copyrights and between £3 and £30 for broadcasting a complete theatrical performance. This agreement is to be retroactive. Negotiations with other societies are still proceeding.

Physical Fitness Records Introduced

Quite a novelty for the British market is the "PHONOKINO"—a series of physical fitness records. These tell us how to regulate exercises and do physical jerks—accomppanied by music; and so to keep fit and well. A chart illustrating the different drill movements is furnished free. The new records have proved of interest.

Some "Live" Trade Briefs

Registration of new companies during the first six months of this year shows an increase compared with the corresponding period of 1922. Though no music trade companies were registered during this period new private music concerns numbered thirty, with a total capital of about £130,000.

A dissolution of partnership has taken place between E. J. Senier and J. H. Russell, carrying on business as the Gramophone Exchange, this city. The business is continued by Mr. Russell in partnership with C. Walters.

An example of real enterprise is furnished by the action of British Kodisk, Ltd., in launching at this time a competition with prizes totaling £1,000. It is hardly necessary to describe at length exactly what the Kodisk stands for. Let it suffice to say that this metal disc enables one to record at home. To further make known its functions this side the Kodisk people inaugurated a generous scheme by which merit alone will count for reward. The first prize, £300, will go to the person making the clearest record; £150 to the dealer who sells the prize, £50 to the best window display; another £150 for the one showing the most interesting display; and £50 to the dealer who sells the most to the public. The judges are the Earl of Hardwicke, Louis Sterling and Miss José Collins.

British Industries Fair 1924

This exhibition is held in February; next year the date-period is April 28 to May 9. In explanation of the change the Department of Overseas Trade points to the incident of the British Empire Exhibition at Wembley from April to October. Any great gap between the opening of the two exhibitions, as normally would be the case, it is thought would affect the...
A "Wow" of a Tune

In the words of Frank Young, "A Dog's B.P.O.E." is a Catchy Fox Trot with Plenty of Mustard.

"You can't go wrong with any FEIST song!"

FROM OUR EUROPEAN HEADQUARTERS—(Continued from page 181)

attentiveness of overseas buyers. Their arrival in England can now be timed to fit in with the dual opening dates.

Amendment of Copyright Act Suggested

That amounts to a revision of the Copyright Act of 1911 is contained in a bill—introduced in the British Parliament by Frank Gray, M. P. By the absence of any prominent or other notice on musical works a performer is often quite unwittingly led into infringement of a copyright. It is true that copyright under the 1911 act automatically obtains for a period and that public performers should be aware of this, but a good many are not. And, again, the absence of any date of first publication renders it difficult to know whether a copyright subsists or not in the work. Mr. Gray would therefore come to the rescue by securing the passage of his bill, the text of which is as follows:

1. The following paragraph shall be added after paragraph (VI) of sub-section 2 of the copyright act, 1911—

"Where the right to publish any musical work and the right to perform such work become vested in different persons, it shall be lawful for the owner of the right to publish the work requiring him to print the notice aforesaid on every copy of the work.

2. If the owner for the time being of the right to publish any musical work shall, after notice has been given to him or his predecessor in title, in accordance with this section, fail to print the notice required upon every copy of the work, the owner of the right to perform such work shall be entitled to recover from him such damages as he might have recovered from any person if the notice aforesaid had been so printed.

3. (1) This Act may be cited as the Copyright (musical works) Act, 1923, and the Copyright Act, 1911, and this Act may be cited together as the Copyright Acts, 1911 and 1923.

(2) This Act shall apply to works first published in a foreign country with which His Majesty has entered into a convention relating to Copyright.

Y. W. H. N. B.

Here is a criptic caption. Of course, it stands for the answer to and comment upon most things just mentioned—"We Have No Bananas."

By its contradiction and absurdity this title has simply created a furor for the song. In sheet music form or on records the demand is simply enormous. Every company has now listed it and special "pressings" seem the order of the day. The following story is now going the rounds: Fair damsel to out-of-date music re-tailer, "Eh! have you that song "Yes, We Have No Bananas." Salesman (referring to alphabetical list), "Yes, no, madam; I am sorry we have not. But I see we have "Yes, Let Me Like a Soldier Fall." As the rest of the story is a blank it is presumed the young lady fainted.

The Gramola Introduced

This is the name of a new table grand just marketed by the Gramophone Co., Ltd., and which, as reported last month, has created quite a sensation throughout the trade by reason of the extraordinary value it represents. The Gramola is a handsome instrument—dome-top mahogany cabinet 12½ inches high, 15½-inch base, with nickel-plated and enamel fittings, single-spring motor, speed regulator, taper arm with ball-bearing socket and goose neck, needle bowis, Gramola sound box, all at £6 retail, or in oak, £5. Though the famous "H. M. V." trade-mark is absent it bears the words "Manufactured by the Gramophone Co., Ltd."

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.

Twelve to fourteen 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.

WATCH THE REVIEW IN 1923

383 MADISON AVE. NEW YORK CITY

Established 1876—The Oldest and Largest in Its Field.
This invention relates to a sound box for phonographs, being primarily directed to a novel construction in which the diaphragm thereof may be tensioned by application of an adjustable and yielding spring therein, similar to and producing the same desirable results as does the construction shown in Patent No. 1,393,434, granted October 11, 1921, without the more or less troublesome manufacturing and production faults thereof, the present construction being easily and readily manufactured without especially skilled and careful labor. A further object of the invention is to make the sound box also more or less productive of many of the desirable results coming from the structure shown in pending application for patent Ser. No. 476,977, filed June 13, 1921, in so far as an adjustment of the air volume space under the diaphragm is concerned, but without changing the vibratory area of the diaphragm, this remaining the same at all times. The invention, in fact, combines all of the desirable characteristics of two prior applications, with an elimination of the faults thereof, with the production of a structure which is in shape for practical manufacture to produce a sound box which may be applied to practically all of the common makes of tone arms used in phonographs.

Figure 1 is a front elevation of the sound box of the invention in its preferred form. Fig. 2 is a rear elevation thereof. Figs. 3 and 4 are vertical sections through the sound box, but with the parts in different positions in the two views. Figs. 5 and 6 are sections like that shown in Fig. 3, respectively, showing the structure of the invention. Fig. 7 is a perspective view of the movably mounted ring which is used in the sound boxes for changing the air volume back of the diaphragm and for actuating the spring member toward or away from the same. Fig. 8 is a fragmentary enlarged partial section and front elevation of the sound box, showing features of the interior construction, and Fig. 9 is a fragmentary vertical section and development taken on the curved line 9—9 of Fig. 8.


This invention relates to sound recording and reproducing apparatus, and comprises conduits which provide separate sound paths between the vibratory element or diaphragm of the sound box and the opposite extremity of said sound conducting or amplifying means. More specifically, the invention relates to a talking machine or phonograph having a sound box or reproducer provided with a plurality of separate impulse chambers in operative relation to the vibratory element of the sound box (in combination with a compound tone arm and an amplifying horn both embodying in a compact unitary structure separate conduits which afford separate continuous sound paths between said impulse chambers and the outer end of the amplifying horn).

One of the objects of the present invention is the elimination in large measure of the stated difficulties inherent in talking machines at present commonly in use, thereby making possible much more nearly correct recording and reproduction of sounds. Another object is to materially increase the sound volume and power of which the usual talking machine is capable, especially when the playing is continued while at the same time guarding against interference of sound impulses, a defect characterizing constructions heretofore proposed.

Figure 1 is a vertical section through the tone arm and horn of a talking machine constructed in accordance with the invention, certain parts being in elevation. Fig. 2 is a section through the sound box on the line 2—2 of Fig. 1. Fig. 3 is an end view of the sound box throat. Fig. 4 is a transverse section through the coupling between the tone arm and horn, on the line 4—4 of Fig. 1.


This invention relates to a new and useful improvement in talking machine cabinets, and has for its object to so construct such a cabinet that the sound emanating from the talking machine will be greatly amplified and projected outside of the machine.

A further object of the invention is to provide a tilting mirror adapted to close the front of the upper portion of the cabinet when the talking machine is not in use and so pivoted that when it is swung to give access to the talking machine it will reflect the record thereon and the sound box and tone arm so that the reflection of these parts of the machine may be plainly seen by a person sitting in the room where the machine is located.

Still further objects are to provide for dividing the outgoing sound waves when desired so that a portion of the sound may be conveyed through the front of the cabinet and the remainder of such divergence being controlled by the swinging of the mirror and provision made for the proper storing of record discs and also for the housing of the motor and the radio-phone apparatus.

Figure 1 is a front view of a cabinet made in accordance with an improvement showing the mirror in its tilted position and illustrating the manner in which the reflection of the working parts of the machine may be viewed through the said mirror. Fig. 2 is a plan view of Fig. 1. Fig. 3 is a sectional view of Fig. 1. Fig. 4 is a sectional view of Fig. 1. Fig. 4 is a plan view of an automatic talking machine embodying the improvements; Fig. 2, a side elevation of the machine looking at the (Continued on page 184)
This invention relates to sound amplifiers for phonographs, the object being to provide an amplifier which is so constructed that it will bring out tones otherwise lost in the playing of a record. A further object is to provide a distinctly novel means for suspending the amplifier directly under the tone arm of a phonograph so that the amplifier does not contact with the cabinet of a phonograph and the unsightliness of cabinet vibration is entirely done away with. A still further object is to provide improved means for strengthening and bracing the mouth of the horn of the amplifier so that it may be conveniently supported in the manner above described without affecting the character of the sounds transmitted therethrough.

In the accompanying drawings Figure 1 is a side view of the construction shown in Fig. 5; Fig. 7, a plan view of the construction shown in Figs. 5 and 6 and indicating the movement of the tone arm of the improved mechanism, and Fig. 8, a partial sectional view on the line 8-8 of Fig. 6, showing another important detail of the construction.


This invention relates to a tone modifier adapted to be used in connection with the tone arm of a sound-reproducing machine and to be placed in said machine in the path of the sound waves from the tone arm to the sound chamber. It comprises an improvement in a tone modifier of the general type disclosed in Patent No. 1,349,604, granted to applicant of August 17, 1919. It is an object of this invention to improve the character of the sounds transmitted through the device disclosed in said patent and the manner of attaching the same, as well as to improve the means for connecting and spacing the tubes used.

Figure 1 is a vertical section of a device showing the same applied to the tone arm of a sound-reproducing machine, Fig. 2 is a vertical section of a device taken at right angles to the longitudinal section on the line 3-3 of Fig. 1, the dotted lines indicating a phonograph cabinet, and Fig. 4 is a view in longitudinal section on the line 4-4 of Fig. 3.


This invention relates to tone arm couplings for talking machines and has for its object the production of a tone arm which will be at the same time air-tight and flexible in the two planes in which mobility is required. A further object is to provide a tone arm coupling comprising two bellows connected together and in communication, one bellows being hinged vertically and therefore swingable in a horizontal plane and the other hinged horizontally and swingable in a vertical plane.


This invention relates to tone arm couplings for talking machines and has for its object the production of a tone arm which will be at the same time air-tight and flexible in the two planes in which mobility is required. A further object is to provide a tone arm coupling comprising two bellows connected together and in communication, one bellows being hinged vertically and therefore swingable in a horizontal plane and the other hinged horizontally and swingable in a vertical plane.


The subject of this invention is a stylus support for talking machines, the principal characteristic of which is that it is formed as a sort of lattice construction extending over the whole length of the support. This renders it possible for the stylus support to be small in inertia, yet sufficiently rigid to resist bending—a very important consideration.
"OUT! FAROL!"

By Lee S. Roberts

A GREAT SONG, A GREAT DANCE TUNE (Fox Trot, One Step or Collegiate Walk)

SEPTEMBER 15, 1923

IRVING BERLIN, Inc., 1607 BROADWAY, NEW YORK CITY

ADVANCE RECORD BULLETINS FOR OCTOBER—(Continued from page 186)
ADVANCE RECORD BULLETINS FOR OCTOBER—(Continued from page 187)

10664 Big Blond Mamma—Fox-trot, Tommy Dorsey and His Orchestra.
10660 No, No, Nora—Fox-trot, Victor Legends of Song.

S5194 La Cegadora—Fox-trot, Marimba Hermanos Moguel.

THE TALKING MACHINE WORLD

5192 Pharaoh (Maloof)—Egyptian Fox-trot, Art Landry and His Call of the North Orchestra.
5186 Oh! Gee, Oh! Gosh, Oh! Golly I'm Where, When or
5205 Gaelic Barn Dance, Billy West and His Orchestra.

S5175 Stingo, Stingo—Fox-trot, Pennsylvania Syncopators.

10659 Gold Diggers—Fox-trot, Artie Shaw and His Orchestra.

The Life of a Rose—Fox-trot, Emerson Dance Orchestra.

Irving Kaufman

REGAL RECORDS

DANCE RECORDS

9523 I'll Hop, Skip and Jump Into My Mammy's Arms—Fox-trot, Roy Collins' Orchestra.
9524 That Big Blonde Mamma—Fox-trot, Tommy Dorsey and His Orchestra.
9525 I'm Drifting Back to Dreamland—Fox-trot, Roy Collins' Orchestra.
9526 Love Tales—Fox-trot, Brenda Greer and His Orchestra.
9527 Indian Moon—Waltz, Tommy Dorsey and His Orchestra.
9528 Underneath the Old Oak Tree—Waltz, Tommy Dorsey and His Orchestra.

I'll Be Sure and I'll Be Sure—Fox-trot, Newnan Brothers' Marimba Band.

10560 That Big Blonde Mamma—Fox-trot, Roy Collins' Orchestra.

POPULAR VOCAL RECORDS

5181 I've Got the Blues—Fox-trot, Tommy Dorsey and His Orchestra.
9536 I'll Be Sure and I'll Be Sure—Fox-trot, Roy Collins' Orchestra.

10559 My Old Love—Fox-trot, Original Queenies.

10573 You Got My Love—Fox-trot, Joe Campbell's Orchestra.

PATHE PHONOGRAPH & RADIO CORP.

Frey's Million Dollar Pier Orchestra.

EMERSON RECORDS

LATEST DANCE HITS

10665 Just a Girl That Men Forget—Fox-trot, The Benny Davis Orchestra.
10666 No, No, Nora—Fox-trot, The Benny Davis Orchestra.
10661 I've Got the Yell!—Fox-trot, Brandon Darkar and His Orchestra.

10663 Big Blond Mamma—Fox-trot, Tommy Dorsey and His Orchestra.
10662 No, No, Nora—Tenor Solo, Tommy Dorsey and His Orchestra.

10660 No, No, Nora—Fox-trot, Tommy Dorsey and His Orchestra.

Ten Thousand Years From Now—Tenor Solo, Orchestra

10659 Gold Diggers—Tenor Solo, Orchestra.

BANNER RECORDS

DANCE RECORDS

1246 I'll Hop, Skip and Jump Into My Mammy's Arms—Fox-trot, Joe Campbell's Orchestra.

1247 I'll Be Sure and I'll Be Sure—Fox-trot, Roy Collins' Orchestra.

1248 Ten Thousand Years From Now—Tenor Solo, Orchestra.

1249 That Big Blonde Mamma—Fox-trot, Joe Campbell's Orchestra.

1245 My Old Love—Fox-trot, Original Queenies.

1243 You Got My Love—Fox-trot, Joe Campbell's Orchestra.

1242 You Got the Blues—Fox-trot, Tommy Dorsey and His Orchestra.

POPULAR VOCAL RECORDS

5181 I've Got the Blues—Fox-trot, Tommy Dorsey and His Orchestra.
9536 I'll Be Sure and I'll Be Sure—Fox-trot, Roy Collins' Orchestra.

10573 You Got My Love—Fox-trot, Original Queenies.

10559 My Old Love—Fox-trot, Original Queenies.

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10559 My Old Love—Fox-trot, Original Queenies.

10573 You Got My Love—Fox-trot, Original Queenies.
SELLING MUSICAL MERCHANDISE

By J. R. Frew

This is a practical book that describes the methods pursued by a successful music dealer in conducting his musical merchandise departments. It covers every routine problem incident to establishing and operating a department devoted to band and orchestra instruments.

This branch of the music industry has had a very prosperous year and an excellent opportunity awaits other dealers who take it up. It requires a small investment, gets quick turnover, involves no risk and, in addition to being highly profitable itself, increases the sale of talking machines, records, etc., and helps make a given store the music center of its community.

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Victor Red Seal Record Exchange Put Into Effect

Why Interest Should Be Charged on Talking Machine Sales

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Featuring the Musical Possibilities of the Talking Machine

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Suppose you try it.

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You may send me, on five days' free inspection, your book SELLING MUSICAL MERCHANDISE and if it does not make a fortune for you return it to you within five days, or remit $2.00.

NAME __________________________
ADDRESS ________________________
CITY ____________________________

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W. J. DYER & BRO.
DYER BLDG. ST. PAUL, MINN.
NORTHWESTERN DISTRIBUTORS OF THE

VICTOR

MACHINES, RECORDS AND SUPPLIES

Shipped Promptly to all Points in the Northwest
The SCOTFORD TONEARM & SUPERIOR REPRODUCER

HOW TO SELL A PHONOGRAPH

To the Dealer or Salesman:

The Scotford 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 thoroughheartedly

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

with a detailed explanation of why the Scotford is better as analyzed in the "Twelve Points."

scratch. Then prove yourself not an ordertaker but a salesmaker by continuing
genuine musical reproduction, without the metallic sharpness, and without the

not deaf, he must appreciate the extraordinary difference in tone-the Scotford's

home. Give the customer a comparison of tone on all the different makes. If he is

satisfaction of the purchaser who takes an instrument of genuine music into his

equipped instrument. There is a better future for the business in the lasting

advertising—not the sagacity of salesmanship. The saving, in advertising cost

by big national advertising campaigns. Such order taking proves the power of

phonograph, the preference for which has been fixed in the custumer's mind

ing and then informing the customer of the "Twelve Points" of superiority

these instruments you can increase your sales and profits by thoroughly learn-

manufacturers of high grade phonographs. If your store handles any one of

the Scotford Tonearm and Superior Reproducer are used by a number of

SUPERIOR SPECIALTIES FOR PHONOGRAPHS

BARNHART BROTHERS & SPINDLER

SUPERIOR SPECIALTIES FOR PHONOGRAPHS

MONROE & THROOP STREETS, CHICAGO
THE NEW EDISON is the only phonograph that dares the supreme test—comparison with living artists.

Repeated tests before critical audiences have incontrovertibly proven that the devices perfected by Mr. Edison have bridged the gap between ordinary reproduction and actual Re-Creation.

See Pages 26, 27, 28 and 29 inside

JOBBERS OF THE NEW EDISON, EDISON RE-CREATION, THE NEW EDISON DIAMOND AMBEROLA AND BLUE AMBEROL RECORDS

CALIFORNIA
Los Angeles—Edison Phonographs, Ltd.
San Francisco—Edison Phonographs, Ltd.
COLORADO
Denver—Denver Dry Goods Co.
GEORGIA
Atlanta—Phonographs, Inc.
ILLINOIS
Chicago—The Phonograph Co. of Wm. H. Lyons (Ambroila only).
INDIANA
Indianapolis—Phonograph Corporation of Indiana.
IOWA
Des Moines—Burger & Blitch.
LOUISIANA
New Orleans—Diamond Music Co., Inc.
MASSACHUSETTS
Boston—Furden-Kienboecker Co.
NEBRASKA
Omaha—Shultz Bros.
NEW JERSEY
Orange—The Phonograph Corp. of Manhattan.
NEW YORK
Albany—American Phonograph Co.
Syracuse—Frank E. Polkey & Son, Inc., W. D. Andrews Co. (Ambroila only).
OHIO
Cincinnati—The Phonograph Co. of Cincinnati Co.
OREGON
Portland—Edison Phonographs, Ltd.
PENNNSYLVANIA
RHODE ISLAND
Providence—J. A. Foster Co. (Ambroila only).
TEXAS
Dallas—Texas-Oklahoma Phonograph Co.
UTAH
Ogden—Proudfit Sporting Goods Co.
VIRGINIA
Richmond—The C. R. Haynes Co., Inc.
WISCONSIN
Milwaukee—The Phonograph Co. of Milwaukee.
CANADA
Montreal—R. S. Williams & Sons Co., Ltd.
Toronto—R. S. Williams & Sons Co., Ltd.
Vancouver—Kent Piano Co., Ltd.
Winnipeg—R. S. Williams & Sons Co., Ltd.
Rubens Bros. (Ambroila only).